

Telecommunications

ARPU Boost From Growing Data Consumption

- **Still OVERWEIGHT; Top Pick: XL Axiata (EXCL).** Recent ground checks revealed that both Telkom Indonesia (TLKM) and Indosat Ooredoo Hutchison (ISAT) have largely maintained the prices of their packages this month. EXCL, meanwhile, has increased its prices. ISAT's average data yield is unchanged, but TLKM's dipped by 0.04% from offering cheaper large-data packages. EXCL's data yield improved by 1.8% following its price hike. Our sector Top Pick is still EXCL, due to strong merger prospects and the expansion of its FBB business.
- **EXCL: Aggressive October price hike to support ARPU growth in 4Q24.** While the other operators maintained prices in October, EXCL increased that for its data packages: i) Up 5.7-8.7% Mom for Xtra Combo for data packages below 10GB; ii) A 20% MoM price increase for its Xtra Combo Flex M+ with 13GB main quota. As of 2Q24, its ARPU already reached IDR45k (TLKM: IDR46k). With the price hikes and likely higher data consumption in 4Q24, we maintain our expectation that EXCL's ARPU will hit IDR46k in FY24F.
- **4Q24 ARPU growth on higher data consumption.** While we do not expect telco operators to increase prices due to weak consumer purchasing power, higher data consumption in 4Q24 should bolster their ARPU growth. As the spectrum auction rollout is delayed and there is no clear schedule of such yet, we expect the expansion of base transceiver station networks to still be the key to improving network quality – which should lead to higher data consumption and, as a result, ARPU improvement.
- **The price war remains subdued despite the presence of Telkomsel Lite.** Since the launch of Telkomsel Lite in Apr 2024 – its packages are aimed at the mass market segment with lower affordability, in specific areas, ie selling sizeable data at lower prices – we have not seen any price war emerging between the telco operators, as they have either maintained or increased their prices. However, we remain cautious about the quality and retention of these subscribers, which suggests that the ARPU from this segment may not be substantial enough to drive TLKM's overall ARPU growth. This is because a lower-quality network typically correlates with lower ARPUs.
- **Tightening competition in the FBB market.** As telco operators are now starting to separate their business-to-business (B2B, InfraCo) and business-to-consumer (B2C, ServeCo) segments, competition in the FBB segment should pick up in the years ahead, as InfraCos can rent out and have more than one tenant for their homepasses – which makes their investment for homepass expansion more beneficial. Also, the biggest threat would stem from illegal internet service providers (ISPs), which are also called RT/RW ISP. Based on our ground checks, TKLM's IndiHome pricing is higher than that of peers (Figure 6), so we remain cautious on the potential decline in its ARPU. Downside risks to our sector outlook: Intensifying competition, and slow network deployment and expansion.

Overweight (Maintained)

Stocks Covered 3
Rating (Buy/Neutral/Sell): 2 / 1 / 0
Last 12m Earnings Revision Trend: Neutral

Top Picks

XL Axiata (EXCL IJ) - BUY

Target Price

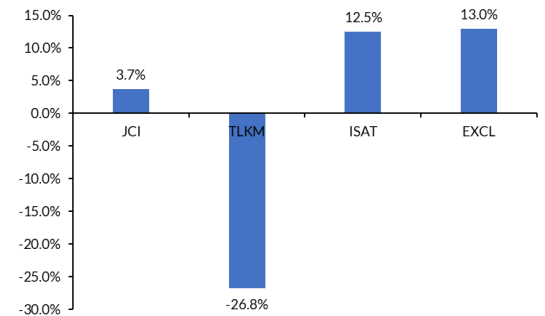
IDR3,170

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YTD performance of the JCI vs TLKM, ISAT and EXCL



Source: Company data, RHB

| Company Name | Rating | Target (IDR) | % Upside (Downside) | P/E (x) Dec-24F | P/B (x) Dec-24F | ROAE (%) Dec-24F | Yield (%) Dec-24F |
|---------------------------|---------|--------------|---------------------|-----------------|-----------------|------------------|-------------------|
| Indosat Ooredoo Hutchison | Neutral | 12,500 | 18.5 | 17.1 | 2.5 | 15.3 | 2.3 |
| Telkom Indonesia | Buy | 4,780 | 65.4 | 11.8 | 2.0 | 17.1 | 5.7 |
| XL Axiata | Buy | 3,170 | 40.3 | 18.6 | 1.1 | 5.9 | 2.1 |

Source: Company data, RHB

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Figure 1: TLKM's data packages

| TLKM | Validity (Days) | Main Quota | Other Quota | Price Apr'24 | Price May'24 | Price Jun'24 | Price Jul'24 | Price Aug'24 | Price Sep'24 | Price Oct'24 | MoM | YTD |
|-------------------------|-----------------|------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------|------|
| COMBO SAKTI | | | | | | | | | | | | |
| Combo Sakti | 7 | 12GB | 5GB | | 41,000 | 41,000 | 41,000 | 41,000 | 41,000 | 41,000 | 0.0% | - |
| Combo Sakti | 30 | 20GB | 15GB | 91,000 | 88,000 | 90,000 | 90,000 | | | | - | - |
| Combo Sakti | 30 | 23GB | 15GB | | | | | 96,000 | 96,000 | 96,000 | 0.0% | - |
| Combo Sakti | 30 | 27GB | 15GB | | 104,000 | 106,000 | 106,000 | 106,000 | 106,000 | 106,000 | 0.0% | - |
| Combo Sakti | 30 | 28GB | 20GB | 117,000 | 114,000 | 116,000 | 116,000 | 116,000 | 116,000 | 116,000 | 0.0% | 1.8% |
| Combo Sakti | 30 | 35GB | 20GB | 139,000 | 134,000 | 136,000 | 136,000 | 136,000 | 136,000 | 136,000 | 0.0% | 1.5% |
| Combo Sakti | 30 | 49GB | 25GB | 166,000 | | 168,000 | 168,000 | | | | - | - |
| Combo Sakti Unlimited | 30 | 13GB | 10GB | 57,000 | 57,000 | 57,000 | 57,000 | 57,000 | 57,000 | 57,000 | 0.0% | 0.0% |
| Combo Sakti Unlimited | 30 | 17GB | 15GB | 74,000 | 74,000 | 74,000 | 74,000 | 74,000 | 74,000 | 74,000 | 0.0% | 0.0% |
| Combo Sakti Unlimited | 30 | 25GB | 20GB | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 0.0% | 0.0% |
| Internet OMG! | | | | | | | | | | | | |
| OMG Nonton 23GB | 30 | 11GB | 12GB | 114,000 | 114,000 | 114,000 | | | | | - | - |
| OMG Nonton 40GB | 30 | 20GB | 20GB | 179,000 | 179,000 | 179,000 | | | | | - | - |
| OMG Nonton 75GB | 30 | 40GB | 35GB | 229,000 | 229,000 | 229,000 | | | | | - | - |
| OMG!Sosmed 17GB | 30 | 7GB | 10GB | 99,000 | 99,000 | 99,000 | | | | | - | - |
| OMG!Sosmed 10GB | 30 | 4GB | 6GB | 74,500 | 74,500 | 74,500 | | | | | - | - |
| OMG!Chat 6GB | 30 | 3GB | 15GB | 49,500 | 49,500 | 49,500 | | | | | - | - |
| OMG Nonton 40GB | 30 | 28GB | 12GB | | | | 114,000 | 124,000 | 114,000 | 114,000 | 0.0% | - |
| OMG Nonton 70GB | 30 | 50GB | 20GB | | | | 179,000 | 179,000 | 179,000 | 179,000 | 0.0% | - |
| OMG Nonton 130GB | 30 | 95GB | 35GB | | | | | | 229,000 | 229,000 | 0.0% | - |
| OMG!Sosmed 30GB | 30 | 20GB | 10GB | | | | 109,000 | 109,000 | 109,000 | 109,000 | 0.0% | - |
| KETENGAN UTAMA | | | | | | | | | | | | |
| Ketengan Utama | 1 | 0.5GB | 0GB | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 0.0% | 0.0% |
| Ketengan Utama | 1 | 6GB | 0GB | 17,000 | 17,000 | 17,000 | 17,000 | 17,000 | 17,000 | 17,000 | 0.0% | 0.0% |
| Ketengan Utama | 1 | 3.5GB | 0GB | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 0.0% | 0.0% |
| Ketengan Utama | 3 | 0.5GB | 0GB | 12,500 | 12,500 | 12,500 | 12,500 | 12,500 | 12,500 | 12,500 | 0.0% | 0.0% |
| Ketengan Utama | 3 | 22GB | 0GB | 55,000 | 55,000 | 55,000 | 55,000 | 55,000 | 55,000 | 55,000 | 0.0% | 0.0% |
| Ketengan Utama | 3 | 1.5GB | 0GB | 18,000 | 18,000 | 18,000 | 18,000 | 18,000 | 18,000 | 18,000 | 0.0% | 0.0% |
| Ketengan Utama | 3 | 2.5GB | 0GB | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 0.0% | 0.0% |
| Ketengan Utama | 3 | 3.5GB | 0GB | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 0.0% | 0.0% |
| Ketengan Utama | 3 | 8GB | 0GB | 39,000 | 39,000 | 39,000 | 39,000 | 39,000 | 39,000 | 39,000 | 0.0% | 0.0% |
| Ketengan Utama | 3 | 17GB | 0GB | 49,000 | 49,000 | 49,000 | 49,000 | 49,000 | 49,000 | 49,000 | 0.0% | 0.0% |
| Ketengan Utama | 7 | 0.5GB | 0GB | 22,000 | 22,000 | 22,000 | 22,000 | 22,000 | 22,000 | 22,000 | 0.0% | 0.0% |
| Ketengan Utama | 7 | 40GB | 0GB | 77,500 | 77,500 | 77,500 | 77,500 | 77,500 | 77,500 | 77,500 | 0.0% | 0.0% |
| Ketengan Utama | 7 | 1.5GB | 0GB | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 0.0% | 0.0% |
| Ketengan Utama | 7 | 2.5GB | 0GB | 36,000 | 36,000 | 36,000 | 36,000 | 36,000 | 36,000 | 36,000 | 0.0% | 0.0% |
| Ketengan Utama | 7 | 3.5GB | 0GB | 41,000 | 41,000 | 41,000 | 41,000 | 41,000 | 41,000 | 41,000 | 0.0% | 0.0% |
| Ketengan Utama | 7 | 6GB | 0GB | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 0.0% | 0.0% |
| Ketengan Utama | 7 | 17GB | 0GB | 62,000 | 62,000 | 62,000 | 62,000 | 62,000 | 62,000 | 62,000 | 0.0% | 0.0% |
| Internet Sakti | | | | | | | | | | | | |
| Internet Sakti 9 GB | 7 | 7GB | 2GB | | 26,000 | 26,000 | 26,000 | 26,000 | 26,000 | 26,000 | 0.0% | - |
| Internet Sakti 10 GB | 7 | 8GB | 2GB | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 29,000 | 0.0% | 0.0% |
| Internet Sakti 13 GB | 7 | 11GB | 2GB | 36,000 | | 36,000 | 36,000 | 36,000 | 36,000 | 36,000 | 0.0% | 0.0% |
| Internet Sakti 29 GB | 30 | 19GB | 10GB | | 70,000 | 70,000 | 70,000 | 70,000 | 70,000 | 70,000 | 0.0% | - |
| Internet Sakti 35 GB | 30 | 25GB | 10GB | | | | | | | | - | - |
| Internet Sakti 39 GB | 30 | 29GB | 10GB | 90,000 | 87,000 | 87,000 | 87,000 | 87,000 | 87,000 | 87,000 | 0.0% | 0.0% |
| Internet Sakti 41 GB | 30 | 31GB | 10GB | 95,000 | 92,000 | 92,000 | 92,000 | 92,000 | 92,000 | 92,000 | 0.0% | 0.0% |
| Internet Sakti 51 GB | 30 | 39GB | 12GB | | 112,000 | 112,000 | 112,000 | 112,000 | 112,000 | 112,000 | 0.0% | - |
| Internet Sakti 55 GB | 30 | 42GB | 13GB | | 122,000 | 122,000 | 122,000 | 122,000 | 122,000 | 122,000 | 0.0% | - |
| Internet Sakti 61 GB | 30 | 45GB | 16GB | | 133,000 | 133,000 | 133,000 | 133,000 | 133,000 | 133,000 | 0.0% | - |
| Telkomsel Lite | | | | | | | | | | | | |
| Paket Lite 6 GB | 30 | 6GB | 0GB | 25,000 | 25,000 | 25,000 | 25,000 | 25,000 | 25,000 | 25,000 | 0.0% | - |
| Paket Lite 10 GB | 30 | 10GB | 0GB | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 28,000 | 0.0% | - |
| Paket Lite 15 GB | 30 | 15GB | 0GB | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 0.0% | - |
| Paket Lite 24 GB | 30 | 24GB | 0GB | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 0.0% | - |
| Paket Lite 40 GB | 30 | 40GB | 0GB | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 | 0.0% | - |
| Paket Lite 60 GB | 30 | 60GB | 0GB | 90,000 | 90,000 | 90,000 | 90,000 | 90,000 | 90,000 | 90,000 | 0.0% | - |
| Harian Unlimited | | | | | | | | | | | | |
| Harian Unlimited | 1 | 2GB | 0GB | | 6,500 | 6,500 | 6,500 | 6,500 | 6,500 | 6,500 | 0.0% | 0.0% |
| Harian Unlimited | 1 | 6GB | 0GB | | 12,500 | 12,500 | 12,500 | 12,500 | 12,500 | 12,500 | 0.0% | 0.0% |

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| by.U | | | | | | | | | | | | |
|------------------------------|----|-------|-----|---------|---------|---------|---------|---------|---------|---------|------|------|
| by.U Yang Bikin Deket | 1 | 10GB | 0GB | 15,099 | 15,099 | 15,099 | 15,099 | 15,099 | 15,099 | 15,099 | 0.0% | 0.0% |
| by.U Yang Bikin Nagih | 30 | 12GB | 0GB | 55,499 | 55,499 | 55,499 | 55,499 | 55,499 | 55,499 | 55,499 | 0.0% | 0.0% |
| by.U Yang Bikin Seneng | 30 | 100GB | 0GB | 185,000 | | | | | | | - | - |
| by.U Yang Bikin Anti Cemas | 30 | 23GB | 0GB | 105,999 | 105,999 | 105,999 | 105,999 | 105,999 | 105,999 | 105,999 | 0.0% | 0.0% |
| by.U Yang Bikin Kenyang | 30 | 125GB | 0GB | 205,000 | 205,000 | 205,000 | 205,000 | 205,000 | 205,000 | 205,000 | 0.0% | 0.0% |
| by.U Yang Bikin Nempel | 14 | 3GB | 0GB | 20,199 | 20,199 | 20,199 | 20,199 | 20,199 | 20,199 | 20,199 | 0.0% | 0.0% |
| by.U Yang Bikin DUAbest | 30 | 20GB | 0GB | 80,799 | 80,799 | 80,799 | 80,799 | 80,799 | 80,799 | 80,799 | 0.0% | 0.0% |
| by.U Yang TIGA Giga Seminggu | 10 | 3GB | 0GB | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 0.0% | 0.0% |
| by.U Yang Hemat Sebulan | 30 | 1GB | 0GB | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 0.0% | 0.0% |
| by.U Yang Hemat Sebulan | 30 | 3GB | 0GB | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 0.0% | 0.0% |
| by.U Yang Hemat Sebulan | 30 | 6GB | 0GB | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 0.0% | 0.0% |
| by.U Kaget 2.5 GB | 5 | 2.5GB | 0GB | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 0.0% | 0.0% |
| by.U Kaget 2 GB | 3 | 2GB | 0GB | 13,000 | 13,000 | 13,000 | 13,000 | 13,000 | 13,000 | 13,000 | 0.0% | 0.0% |
| by.U Kaget 4 GB | 30 | 4GB | 0GB | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 20,000 | 0.0% | 0.0% |
| by.U Kaget 9 GB | 30 | 9GB | 0GB | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 0.0% | 0.0% |
| by.U Kaget 14 GB | 30 | 14GB | 0GB | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 | 0.0% | 0.0% |
| by.U Kaget 20 GB | 30 | 20GB | 0GB | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 50,000 | 0.0% | 0.0% |
| by.U Kaget 42 GB | 30 | 42GB | 0GB | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 0.0% | 0.0% |
| by.U Kaget 65 GB | 30 | 65GB | 0GB | 105,000 | 105,000 | 105,000 | 105,000 | 105,000 | 105,000 | 105,000 | 0.0% | 0.0% |

Source: Company data, RHB

Figure 2: EXCL's data packages

| EXCL | Validity (Days) | Main Quota | Other Quota | Price Apr'24 | Price May'24 | Price Jun'24 | Price Jul'24 | Price Aug'24 | Price Sep'24 | Price Oct'24 | MoM | YTD |
|------------------------------|-----------------|------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------|------|
| Xtra Combo Plus VIP | | | | | | | | | | | | |
| Xtra Combo Plus VIP 10GB | 30 | 10GB | 3GB | 71,500 | 71,500 | | 71,500 | 71,500 | 71,500 | 71,500 | 0.0% | 0.0% |
| Xtra Combo Plus VIP 20GB | 30 | 20GB | 4GB | 101,000 | 101,000 | | 101,000 | 101,000 | 101,000 | 101,000 | 0.0% | 0.0% |
| Xtra Combo Plus VIP 30GB | 30 | 30GB | 6GB | 141,000 | 141,000 | | 141,000 | 141,000 | 141,000 | 141,000 | 0.0% | 0.0% |
| Xtra Combo Plus VIP 52GB | 30 | 52GB | 9GB | 192,000 | 192,000 | | 192,000 | 192,000 | 192,000 | 192,000 | 0.0% | 0.0% |
| Xtra Combo Plus VIP 72GB | 30 | 72GB | 15GB | 252,500 | 252,500 | | 252,500 | 252,500 | 252,500 | 252,500 | 0.0% | 0.0% |
| Xtra Combo | | | | | | | | | | | | |
| Xtra Combo Flex S+ | 30 | 6.5GB | 5GB | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 37,000 | 5.7% | 5.7% |
| Xtra Combo Flex S | 30 | 3.5GB | 1.5GB | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 25,000 | 8.7% | 8.7% |
| Xtra Combo Flex M | 30 | 10GB | 5GB | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 50,000 | 8.7% | 8.7% |
| Xtra Combo Flex M+ | 30 | 13GB | 5GB | | | | 50,000 | 50,000 | 50,000 | 60,000 | 20.0% | - |
| Xtra Combo Flex L | 30 | 16GB | 5GB | 70,000 | 70,000 | 70,000 | 70,000 | 70,000 | 70,000 | 70,000 | 0.0% | 0.0% |
| Xtra Combo Flex L+ | 30 | 20GB | 5GB | | | | 80,000 | 80,000 | 80,000 | 80,000 | 0.0% | - |
| Xtra Combo Flex XL | 30 | 32GB | 5GB | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 0.0% | 0.0% |
| Xtra Combo Flex XXL | 30 | 55GB | 5GB | 140,000 | 140,000 | 140,000 | 140,000 | 140,000 | 140,000 | 140,000 | 0.0% | 0.0% |
| Xtra Combo Plus | | | | | | | | | | | | |
| Xtra Combo Plus Reguler 10GB | 30 | 10GB | 3GB | 59,900 | 59,900 | | 59,900 | 59,900 | 59,900 | 59,900 | 0.0% | 0.0% |
| Xtra Combo Plus Reguler 20GB | 30 | 20GB | 3GB | 89,900 | 89,900 | | 89,900 | 89,900 | 89,900 | 89,900 | 0.0% | 0.0% |
| Xtra Combo Plus Reguler 30GB | 30 | 30GB | 6GB | 134,000 | 134,000 | | 134,000 | 134,000 | 134,000 | 134,000 | 0.0% | 0.0% |
| Xtra Combo Plus Reguler 52GB | 30 | 52GB | 9GB | 182,900 | 182,900 | | 182,900 | 182,900 | 182,900 | 182,900 | 0.0% | 0.0% |
| Xtra Combo Plus Reguler 72GB | 30 | 72GB | 15GB | 244,900 | 244,900 | | 244,900 | 244,900 | 244,900 | 244,900 | 0.0% | 0.0% |
| Xtra Combo Mini | | | | | | | | | | | | |
| Xtra Combo Mini 1,5GB | 7 | 1GB | 0.5GB | 9,900 | 9,900 | 9,900 | 9,900 | 9,900 | 9,900 | 9,900 | 0.0% | 0.0% |
| Xtra Combo Mini 2,5GB | 7 | 1.5GB | 1GB | 14,900 | 14,900 | 14,900 | 14,900 | 14,900 | 14,900 | 14,900 | 0.0% | 0.0% |
| Xtra Combo Mini 4GB | 7 | 2GB | 2GB | 18,900 | 18,900 | 18,900 | 18,900 | 18,900 | 18,900 | 18,900 | 0.0% | 0.0% |
| Xtra Combo Mini 6GB | 7 | 3GB | 3GB | 24,900 | 24,900 | 24,900 | 24,900 | 24,900 | 24,900 | 24,900 | 0.0% | 0.0% |

Source: Company data, RHB

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Figure 3: ISAT's data packages

| ISAT | Validity (Days) | Main Quota | Other Quota | Price Apr'24 | Price May'24 | Price Jun'24 | Price Jul'24 | Price Aug'24 | Price Sep'24 | Price Oct'24 | Mo M | YTD |
|-----------------------------------|-----------------|------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------|------|
| Freedom Combo | | | | | | | | | | | | |
| Freedom Combo 6GB & Call | 30 | 4GB | 2GB | 34,000 | 34,000 | 34,000 | 34,000 | 34,000 | 34,000 | 34,000 | 0.0% | 0.0% |
| Freedom Combo 10GB & Call | 30 | 7GB | 3GB | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 46,000 | 0.0% | 0.0% |
| Freedom Combo 20GB & Call | 30 | 15GB | 5GB | 70,000 | 70,000 | 70,000 | 70,000 | 70,000 | 70,000 | 70,000 | 0.0% | 0.0% |
| Freedom Combo 30GB & Call | 30 | 23GB | 7GB | 93,000 | 93,000 | 93,000 | 93,000 | 93,000 | 93,000 | 93,000 | 0.0% | 0.0% |
| Freedom U | | | | | | | | | | | | |
| Freedom U 1GB + 4.5GB Apps | 30 | 1GB | 4.5GB | 34,000 | 34,000 | 34,000 | 34,000 | 34,000 | 34,000 | 34,000 | 0.0% | 0.0% |
| Freedom U 2GB + 8GB Apps | 30 | 2GB | 8GB | 57,000 | 57,000 | 57,000 | 57,000 | 57,000 | 57,000 | 57,000 | 0.0% | 0.0% |
| Freedom U 3GB + 17GB Apps | 30 | 3GB | 17GB | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 80,000 | 0.0% | 0.0% |
| Freedom U 7GB + 28GB Apps | 30 | 7GB | 28GB | 104,000 | 104,000 | 104,000 | 104,000 | 104,000 | 104,000 | 104,000 | 0.0% | 0.0% |
| Freedom U 10GB + 35GB Apps | 30 | 10GB | 35GB | 115,000 | 115,000 | 115,000 | 115,000 | 115,000 | 115,000 | 115,000 | 0.0% | 0.0% |
| Freedom U Jumbo | 30 | 90GB | 0GB | 162,000 | 162,000 | 162,000 | 162,000 | 162,000 | 162,000 | 162,000 | 0.0% | 0.0% |
| Freedom Internet | | | | | | | | | | | | |
| Freedom Internet 1GB / 2 days | 2 | 1GB | 0GB | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 | 0.0% | 0.0% |
| Freedom Internet 2.5GB / 5 Days | 5 | 2.5GB | 0GB | 13,250 | 13,250 | | | | | | - | - |
| Freedom Internet 3.5GB / 5 Days | 5 | 3.5GB | 0GB | | | 14,000 | 14,000 | 14,000 | 14,000 | 14,000 | 0.0% | - |
| Freedom Internet 5 GB / 5 Days | 5 | 5GB | 0GB | 18,000 | 18,000 | 18,000 | 18,000 | 18,000 | 18,000 | 18,000 | 0.0% | 0.0% |
| Freedom Internet 7GB / 7 Days | 7 | 7GB | 0GB | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 24,000 | 0.0% | 0.0% |
| Freedom Internet 15GB / 7 Days | 7 | 15GB | 0GB | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 0.0% | 0.0% |
| Freedom Internet 1.5GB / 3 Days | 6 | 1.5GB | 0GB | 8,500 | 8,500 | 8,500 | 8,500 | 8,500 | 8,500 | 8,500 | 0.0% | 0.0% |
| Freedom Internet 3GB / 30 Days | 30 | 3GB | 0GB | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 23,000 | 0.0% | 0.0% |
| Freedom Internet 5 GB / 30 Days | 30 | 5GB | 0GB | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 35,000 | 0.0% | 0.0% |
| Freedom Internet 12GB / 30 Days | 30 | 12GB | 0GB | 58,000 | 58,000 | 58,000 | 58,000 | 58,000 | 58,000 | 58,000 | 0.0% | 0.0% |
| Freedom Internet 24GB / 30 Days | 30 | 24GB | 0GB | 92,000 | 92,000 | | | | | | - | - |
| Freedom Internet 35GB / 30 Days | 30 | 35GB | 0GB | 115,000 | 115,000 | 115,000 | 115,000 | 115,000 | 115,000 | 115,000 | 0.0% | 0.0% |
| Freedom Internet 50GB / 30 Days | 30 | 50GB | 0GB | 120,000 | 120,000 | 120,000 | 120,000 | 120,000 | 120,000 | 120,000 | 0.0% | 0.0% |
| Freedom Internet 70GB / 30 Days | 30 | 70GB | 0GB | 140,000 | 140,000 | 140,000 | 140,000 | 140,000 | 140,000 | 140,000 | 0.0% | 0.0% |
| Freedom Internet 100 GB/30 Days | 30 | 100GB | 0GB | | | | 200,000 | 200,000 | 200,000 | 200,000 | 0.0% | - |
| Freedom Internet 100GB / 90 Days | 90 | 100GB | 0GB | 250,000 | 250,000 | 250,000 | 250,000 | 250,000 | 250,000 | 250,000 | 0.0% | 0.0% |
| Freedom Internet 200GB / 180 Days | 180 | 200GB | 0GB | 450,000 | 450,000 | 450,000 | 450,000 | 450,000 | 450,000 | 450,000 | 0.0% | 0.0% |
| Freedom Internet 400GB / 360 Days | 360 | 400GB | 0GB | 850,000 | 850,000 | 850,000 | 850,000 | 850,000 | 850,000 | 850,000 | 0.0% | 0.0% |

Source: Company data, RHB

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Figure 4: Telco companies' data yield per category (Nov 2023 - Oct 2024)

| 0-5GB | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 |
|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Telkomsel | 11,634 | 11,524 | 12,139 | 12,043 | 11,852 | 12,808 | 12,330 | 12,330 | 11,748 | 11,748 | 11,748 | 11,748 |
| XL | 8,983 | 8,831 | 8,831 | 8,831 | 8,831 | 8,831 | 8,831 | 9,396 | 8,831 | 8,831 | 8,831 | 8,945 |
| Indosat | 14,178 | 14,178 | 13,290 | 13,290 | 13,290 | 13,290 | 13,290 | 13,160 | 13,160 | 13,160 | 13,160 | 13,160 |
| Above 5 - 10GB | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 |
| Telkomsel | 5,353 | 4,941 | 4,941 | 4,602 | 5,106 | 5,145 | 5,091 | 4,771 | 3,919 | 3,919 | 3,919 | 3,919 |
| XL | 6,158 | 5,781 | 5,781 | 5,781 | 5,781 | 5,781 | 5,781 | 5,792 | 5,394 | 5,394 | 5,394 | 5,690 |
| Indosat | 9,089 | 9,089 | 9,089 | 9,089 | 9,089 | 9,089 | 9,089 | 9,089 | 9,089 | 9,089 | 9,089 | 9,089 |
| Above 10 - 15GB | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 |
| Telkomsel | 5,376 | 5,169 | 5,169 | 5,169 | 5,036 | 4,996 | 5,200 | 4,465 | 3,482 | 3,482 | 3,482 | 3,482 |
| XL | 3,727 | 4,375 | 4,375 | 4,375 | 4,375 | 4,375 | 4,375 | 5,385 | 4,188 | 4,188 | 4,188 | 4,188 |
| Indosat | 3,833 | 3,833 | 3,833 | 3,833 | 3,833 | 3,833 | 3,833 | 3,833 | 3,833 | 3,833 | 3,833 | 3,833 |
| Above 15GB | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | May-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 |
| Telkomsel | 3,663 | 3,468 | 3,457 | 3,430 | 3,407 | 3,316 | 3,677 | 3,358 | 3,188 | 3,181 | 3,175 | 3,168 |
| XL | 3,436 | 3,850 | 3,850 | 3,850 | 3,850 | 3,850 | 3,850 | 3,324 | 3,850 | 3,850 | 3,850 | 3,850 |
| Indosat | 2,685 | 2,564 | 2,693 | 2,693 | 2,693 | 2,693 | 2,693 | 2,551 | 2,489 | 2,489 | 2,489 | 2,489 |

Source: Company data, RHB

Figure 5: Telco companies' average data yield per GB (Nov 2023 - Oct 2024)

| Average/GB | Nov-23 | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 |
|------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| TLKM | 6,506 | 6,275 | 6,426 | 6,311 | 6,350 | 6,566 | 6,574 | 6,231 | 5,584 | 5,582 | 5,581 | 5,579 |
| EXCL | 5,576 | 5,709 | 5,709 | 5,709 | 5,709 | 5,709 | 5,709 | 5,974 | 5,566 | 5,566 | 5,566 | 5,668 |
| ISAT | 7,446 | 7,416 | 7,226 | 7,226 | 7,226 | 7,226 | 7,226 | 7,158 | 7,143 | 7,143 | 7,143 | 7,143 |

Source: Company data, RHB

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Communications | Telecommunications

Figure 6: ISP's packages price

| Name | Speed (Mbps) | # of device (Optimal) | Features & Bonuses | Price (per month) | Price/Mbps |
|-------------|--------------|-----------------------|---|-------------------|------------|
| IndiHome | 30 | 3 | | 280,000 | 9,333 |
| | 30 | 3 | Disney Hotstar | 295,000 | 9,833 |
| | 30 | 3 | TV + Disney + Netflix | 379,000 | 12,633 |
| | 50 | 5 | Bebas biaya pasang (500rb) | 299,000 | 5,980 |
| | 50 | 5 | Bebas biaya pasang (500rb) + Kuota keluarga 15 GB | 370,000 | 7,400 |
| | 50 | 5 | TV + Disney + Netflix | 399,000 | 7,980 |
| | 100 | 10 | Promo biaya pasang to 150rb + Disney + TV | 425,000 | 4,250 |
| | 100 | 10 | TV + Disney + Netflix + Bebas biaya pasang (500rb) | 449,000 | 4,490 |
| | 100 | 10 | Bebas biaya pasang (500rb) + Kuota keluarga 15 GB | 480,000 | 4,800 |
| | 300 | 20 | Bebas biaya pasang (500rb) + Kuota keluarga 15 GB + Disney + TV | 888,000 | 2,960 |
| First Media | 75 | 4 | 2 Stream platforms + 15rb cashback | 245,000 | 3,267 |
| | 200 | 8 | 3 Stream platforms + 50rb cashback | 525,000 | 2,625 |
| | 300 | 15 | 4 Stream platforms + 70rb cashback | 695,000 | 2,317 |
| | 100 | 5 | 1 stream + 79 TV Channel | 295,000 | 2,950 |
| | 150 | 8 | 1 stream + 79 TV Channel + 50rb cashback | 415,000 | 2,767 |
| | 200 | 15 | 1 stream + 131 TV Channel + 70rb cashback | 665,000 | 3,325 |
| | 300 | 15 | 5 stream + 153 TV Channel + 100rb cashback | 975,000 | 3,250 |
| | 500 | 20 | 5 stream + 159 TV Channel + 200rb cashback | 1,798,500 | 3,597 |
| Biznet | 800 | 20 | 5 stream + 176 TV Channel + 400rb cashback | 3,106,500 | 3,883 |
| | 50 | 3 | Bonus 150Mbps in 1M | 250,000 | 5,000 |
| | 150 | 10 | Bonus 150Mbps in 1M | 375,000 | 2,500 |
| | 250 | 20 | Bonus 150Mbps in 1M | 575,000 | 2,300 |
| XL Home | 300 | 40 | Bonus 150Mbps in 1M | 700,000 | 2,333 |
| | 50 | | Kuota XL 10 GB + Bonus 50 Mbps in 6M | 250,000 | 5,000 |
| | 75 | | Kuota XL 15 GB + Bonus 75 Mbps in 6M | 270,000 | 3,600 |
| MyRepublic | 150 | | Kuota XL 10 GB + Bonus 150 Mbps in 6M | 370,000 | 2,467 |
| | 30 | 3 | 2 Stream platform | 235,000 | 7,833 |
| | 30 | 3 | 2 Stream platform + TV | 320,000 | 10,667 |
| | 50 | 5 | 2 Stream platform | 250,000 | 5,000 |
| | 50 | 5 | 2 Stream platform + TV | 335,000 | 6,700 |
| | 100 | 7 | 2 Stream platform | 300,000 | 3,000 |
| | 100 | 7 | 2 Stream platform + TV | 385,000 | 3,850 |
| | 250 | 10 | 2 Stream platform | 400,000 | 1,600 |
| | 250 | 10 | 2 Stream platform + TV | 485,000 | 1,940 |
| | 500 | | 2 Stream platform | 500,000 | 1,000 |
| MNC Play | 500 | | 2 Stream platform + TV | 585,000 | 1,170 |
| | 30 | | | 339,000 | 11,300 |
| | 50 | | | 459,000 | 9,180 |
| | 70 | | | 629,000 | 8,986 |
| | 100 | | | 709,000 | 7,090 |
| CBN Fiber | 200 | | | 779,000 | 3,895 |
| | 50 | 3 | 1 Digital Entertainment | 229,000 | 4,580 |
| | 100 | 5 | 4 Digital Entertainment | 429,000 | 4,290 |
| | 250 | 7 | 4 Digital Entertainment | 799,000 | 3,196 |
| | 500 | 10 | 5 Digital Entertainment | 1,399,000 | 2,798 |
| Oxygen.id | 1,000 | 15 | 5 Digital Entertainment | 3,999,000 | 3,999 |
| | 50 | | Free Modem & Installation | 414,000 | 8,280 |
| | 75 | | Free Modem & Installation | 523,000 | 6,973 |
| | 100 | | Free Modem & Installation | 609,000 | 6,090 |
| TransVision | 150 | | Free Modem & Installation | 641,000 | 4,273 |
| | 30 | 5 | | 269,000 | 8,967 |
| | 50 | 8 | | 368,000 | 7,360 |
| | 100 | 12 | | 568,000 | 5,680 |
| Groovy | | | | | |
| | 10 | 4 | | 298,590 | 29,859 |
| | 20 | 6 | | 409,590 | 20,480 |
| IconNet | 30 | 10 | | 520,590 | 17,353 |
| | 35 | | | 239,000 | 6,829 |

| | | | | | |
|------|-----|----|----------------------------------|---------|-------|
| | 50 | | | 299,000 | 5,980 |
| | 100 | | | 399,000 | 3,990 |
| Hifi | 30 | 4 | Include router + Instalation fee | 245,000 | 8,167 |
| | 50 | 5 | Include router + Instalation fee | 275,000 | 5,500 |
| | 100 | 7 | Include router + Instalation fee | 345,000 | 3,450 |
| | 300 | 15 | Include router + Instalation fee | 555,000 | 1,850 |
| | 500 | 20 | Include router + Instalation fee | 655,000 | 1,310 |

Source: Company data, RHB

Figure 7: Peer comparison for 2025F

| Company | Market cap (USD) | Price | EBITDA margin (%) | EV/ EBITDA (x) | P/BV (x) | Dividend yield (%) | ROAE (%) |
|---|------------------|--------|-------------------|----------------|----------|--------------------|----------|
| Telkom Indonesia (TLKM IJ, BUY, TP: IDR4,780) | 18,537 | 2,890 | 51.5% | 4.7 | 1.9 | 5.5% | 16.6% |
| Indosat Ooredoo Hutchison (ISAT IJ, Neutral, TP: IDR12,500) | 5,508 | 10,550 | 47.9% | 4.7 | 2.3 | 2.5% | 16.0% |
| XL Axiata (EXCL, BUY, TP: IDR3,170) | 1,921 | 2,260 | 49.3% | 3.8 | 1.1 | 2.7% | 5.4% |
| Weighted average | | | | 4.7 | 1.9 | | |

Source: Company data, RHB

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| | |
|---------------------|--|
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