LIME. For Living. Everyday.

www.time4lime.com

One Technology Square 19 Shedden Road P.O. Box 293 Grand Cayman KY1 1104 Cayman Islands, B.W.I.

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June 27, 2012

LIME

Mark Connors Head of Economics and Regulation Information and Communication Technology Authority 3rd floor Alissta Towers P.O. Box 2502 Grand Cayman KY1-1104 Cayman Islands

Dear Mr.Connors,

Further to our submission on the 24th May – Application to Increase C&W Residential Line rental Rate, LIME respectfully advises the Authority that it is amending the effective date to introduce this Residential Line Rental Increase to be effective September 1st 2012.

Further to the letter from the Authority dated 29th May, please find below the responses as requested from LIME. Please note that our responses re the documentation previously submitted on the 24th May have been updated to reflect the new effective date of the 1st September.

Q1. At the bottom of each of the two pages of LIME's 24 May 2012 letter, the word "CONFIDENTIAL" is printed in red. Considering that the ICTA (Confidentiality) Regulations, 2003 require, among other things, that claims of confidentiality be supported at the time of filing by reasons for the claim along with detailed explanation of any specific direct harm from disclosure as well as redacted versions and that LIME has not met any of these requirements, please identify if the labelling of the letter as confidential was a typographical error. If the labelling of the letter as confidential was a typographical error, please provide a corrected version with the word "CONFIDENTIAL" removed.

This was a typographical error. Please see attached corrected version with the word "CONFIDENTIAL" removed. We have also updated the letter to reflect the new effective date of the 1st September.

Q2. If the marking of the letter as confidential was not a typographical error, please provide the supporting information as required by the ICTA (Confidentiality) Regulations, 2003 along with an explanation of why LIME did not comply with those regulations. In addition please provide a

detailed explanation of what is different with this filing from the other previous \$1 residential monthly rate increase applications from previous years that were not filed in confidence.

As noted in response to Q1.above, this was a typographical error.

Q3. LIME's letter indicates that it plans to introduce the residential line rental increase effective 1 August 2012. However, pages 2.1 to 2.6 of proposed tariff item 201 lists a proposed effective date of 1 July 2012. Provide a detailed explanation of why the effective date for proposed tariff Item 201 is different from LIME's stated date in its letter or, if this is a typographical error, please provide corrected proposed tariff pages.

This was a typographical error. Please see attached corrected proposed tariff pages. We have also updated Tariff Items 801 and 802 to reflect the new effective date of the 1st September. These tariff pages are also attached.

Q4. LIME's letter indicates that LIME will notify customers "via notice on customer's bills as well as via press advertisement".

- a) Provide the proposed wording of the notice on customer's bills,
- b) Provide the proposed wording of the press advertisement,
- c) Provide the dates that customers are likely to receive the bill with the bill notification on it, and
- d) Provide the date or dates LIME expects the press advertisement to be published.

Please see attached proposed wording of the notice which will be included in customer's bills. This is intended for our bill run on the 25th July 2012. Customers are likely to receive their bill on the 3rd day of August 2012.

It is anticipated that the press advert will be placed in the Caymanian Compass on the 27th July 2012.

Q5. The Authority notes that in LIME's 16 December 2011 letter to the Authority regarding the proposed bill notifications for the 2011 rate increase, instead of providing a brief description of the increase, LIME referred customers to a generic website address for details of the change. LIME's suggested bill notification was:

New Rates for Residential Landline Services

LIME advises residential customers that rate increases will be introduced to our residential landline monthly rental and to our Home Plan 500 and 800 services effective August 1st, 2011. Please visit www.**time4lime**.com for details. **LIME. For living. Everyday.**



IF LIME intends to use similar wording with the 2012 notification, please provide revised proposed wording that indicates the service price will increase by \$1 per month, provide a short specific web link for more details and provide the Authority with the content that LIME proposes will be on that webpage.

Please see intended wording below:

"New Rates for Residential Landline Services

LIME advises residential customers that rate increases will be introduced to our residential landline monthly rental and to our Home Plan 500 and 800 services effective September 1st 2012. These rates will increase by CI\$1.00. Please visit www.lime.com/ky/priceincrease"

By clicking on the specified link customers will be directed to the Q&A's which we have attached. Please note that the link will not go live until the date of the 25th July.

Please contact me should you have any questions.

Yours faithfully, Cable and Wireless (Cayman Islands) Limited, trading as LIME

'Signed'

Anthony Ritch General Manager

c.c. Rochelle Cameron, Head of Legal & Regulatory North

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24 May 2012



Mr. David Archbold, Managing Director, Information, Communication Technology Authority, P.O. Box 2502GT, 3rd Floor Alissta Towers, Grand Cayman.

Dear Mr. Archbold:

Re: Application to Increase C&W Residential Line Rental Rate

Pursuant to paragraph 7 of Annex 5 to the 10 July 2003 Licence issued to Cable and Wireless (Cayman Islands) Limited ("C&W"), C&W hereby requests the Authority's consent to increase its residential line rental rate by \$1 per month.

Justification

Paragraph 35 of Annex 5 lists a set of Interim Price Restrictions that apply to the rates charged by C&W for the ICT Services it provides, until such time as the Initial Price Cap plan is finalized and implemented. As the Initial Price Cap plan has not been finalized and implemented, and as two years have passed since the Effective Date of the Licence (10 July 2003), Stage 3 of the Interim Price Restrictions plan has begun.

For the purposes of the Interim Price Restrictions, C&W's ICT Services are divided into three "baskets": the "Frozen Basket" (consisting of Line rental, installation and reconnection services, the Light User Scheme, and Domestic Calling), the "Other Basket" (consisting of all other Category 1 services), and a third un-named "basket" consisting of all other ICT services provided by C&W.

During Stage 3, the following rules apply to rates for services included in the Frozen Basket:

- a. Frozen basket: no rate increase shall be permitted, except:
 - (i) Monthly rates for residential line rentals shall be permitted to increase by a maximum of \$1, for each year after the first two years after the Effective Date.

Consistent with the above provision, C&W is requesting authorization to increase its Residential Line Rental Rate from the current KY\$14 per month to KY\$15 per month.

Accordingly C&W will also increase the rental component of the SmartChoice bundle by KY\$1. SmartChoice is described in the General Tariff as a bundle of line rental, features, and other items. The line rental increase will also automatically apply to Home Plan customers although the price for the Home Plans is not being increased.

Tariff Amendment

Please find attached revised Tariff pages for General Tariff Item 201, 801 and 802.

Effective Date C&W plans to introduce this Residential Line rental Increase effective September 1, 2012

Customer Notification

Customer notification will be done via notice on customers' bills as well as via press advertisement.

Please contact me should you have any questions.

Yours faithfully, Cable & Wireless (Cayman Islands) Ltd, trading as LIME

'Signed'

Anthony Ritch General Manager

c.c. Rochelle Cameron, Head of Legal & Regulatory North



Item 201 **Basic Telecommunications Services**

1. **Service Description**

- 1) This item is subject to the terms and provisions of Part A of this Tariff.
- 2) Basic Telecommunications Services includes an access component -Telephone Line Rental service - and a usage component - Local Calling.
- 3) Line Rental service is the rental of one Telephone Line. A monthly charge, as set out in sub-item 5 shall apply.
- 4) Local Calling allows Customers to make and receive Local Calls. Local Calls are charged on a usage-basis, as set out in sub-item 5 below. The Calling Party pays for Local Calls.
- 5) The Customer is entitled to one free copy of the Telephone Directory for each Telephone Line rented, as long as C&W has directories in stock.

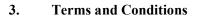
2. Definitions

"Basic Telecommunications Service Application" is the C&W Application for Basic Telecommunications Service.

"Call Set-up" is the process by which the switch provides dial tone to the calling party, and receives and analyses the dialed digits, connects to required number and provides ringing tone to the called party.

"Ceased for Nonpayment" occurs when an account is unpaid and is suspended permanently, this cessation is initiated by C & W and not by the customer

"Telephone Line Rental" is the rental of a Telephone Line.





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Item 201 Basic Telecommunications Services - continued

- To apply for Basic Telecommunications Services, new Customers must complete and submit C&W's applicable Basic Telecommunications Services Application. Completed Basic Telecommunications Services Applications can be submitted to the following C&W sales offices: Anderson Square, Galleria Plaza or Stake Bay. A passport or some other form of identification is required.
- Customers wishing to cease Service, temporarily cease Service, or transfer their Service to another Service Address must complete and submit C&W's applicable Basic Telecommunications Services Change to Existing Service Form.
- Customers shall pay one-time charges for the following Services associated with Basic Telecommunications Services: installation, maintenance, repair, and reconnection. These charges are set out in sub-item 4(b).
- 4) Reconnection fees and installation charges are billed, and payable, on the following month's bill.
- 5) Maintenance and repair services on C&W-provided equipment and external network, (excluding single line customer premises equipment) are included in the monthly rental fee. Internal wire repair services can be obtained from Cable & Wireless on a term basis for residential customers or on-demand basis for both residential and business customers, (see sub-item 4 (b)) or from another contractor.
- 6) Where a customer has or would like to obtain service from C&W but does not have a Telephone Line associated with the service, the same deposit as the applicable customer category and classification is required.



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Item 201 **Basic Telecommunications Services - continued**

4. **Telephone Line Rental Rates**

a) The following monthly charges and deposits apply per Telephone line.

Customer Categories	Customer Classification	Deposit Amount Required per Telephone Line	Monthly Charges per Telephone Line		
Residential	New	\$200	\$ <mark>15.00</mark>		Deleted: 14.
Residential	Existing - for Telephone Lines added after 01 November 2007	\$200	\$ <u>15.00</u>		Deleted: 14.
Residential	Ceased for Non_Payment/Acount in arrears for > 90 days	\$300.00	\$ <u>15.00</u>		Deleted: 14
Busines Sole Trader	New	\$350.00	\$30.00		
Business Sole Trader	Existing	\$350.00	\$30.00		
Business Sole Trader	Ceased for Non_Payment/Acount in arrears for > 90 days	\$525.00	\$30.00		
Business Limited Company or Other form	New	\$500.00	\$30.00		
Business Limited Company or Other form	Existing	\$500.00	\$30.00		
Business Limited Company or Other form	Ceased for Non_Payment/Acount in arrears for > 90 days	\$750.00	\$30.00		
Business Exempt Company (Trading Outside of the Cayman Islands)	New	\$1,000.00	\$30.00		
Business Exempt Company (Trading Outside of the Cayman Islands)	Existing	\$1,000.00	\$30.00		
Business Exempt Company (Trading Outside of the Cayman Islands)	Ceased for Non_Payment/Acount in arrears for > 90 days	\$1,500.00	\$30.00		
Government	New	\$500.00	\$30.00	1	Deleted: 31
Government	Existing	\$500.00	\$30.00		Deleted: AP
Government	Ceased for Non_Payment/Acount in arrears for > 90 days	\$500.00	\$30.00		AUTHORITY DETERMINA 2010

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Item 201 Basic Telecommunications Services - continued

(i) Deposit payments are acceptable via cash, cheque, credit or debit cards

(ii) Direct Debit accounts will have Direct Debit removed if more than two Direct Debit payments are returned from the bank within a 12-month period.

(iii). A higher deposit is required to reactivate a service or account Ceased for Non-payment or one that is in arrears for greater than 90 days (see table).

(iv) A customer who is returning to reactivate service, after having been Ceased for Nonpayment, must use cash as the deposit payment. However, he may sign up for subsequent payments to be made via Direct Debit.

(v) A customer who was charged a higher deposit for reasons of having a ceased account or an account in arrears for greater than 90 days, will be charged the deposit applicable to an existing service, once he or she has been keeping their account current in the last 12 months.

(vi) Customers accounts will be regularly reviewed and accounts found to be in arrears for greater than 90 days will be required to pay the deposit amount as indicated in the deposit requirement schedule above.

(vii) Existing Residential customers who used Direct Debit as an alternative to paying a deposit as of 01 November 2007 are not required to pay the deposit amount unless Direct Debit is removed from the account, Telephone Lines are added to the account, the account is Ceased for non-payment, or the account is in arrears for greater than 90 days.

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Item 201 Basic Telecommunications Services - continued

- b) Installation, Reconnection and Other Charges
- 1) The following one-time rates and charges apply.

		Installation	Reconnection
Residential Business	and	\$40.00	\$10.00
Government			

2) The following charges are applicable for repairs, not covered by the Internal Wire Service plan.

	Standard Working	After Hours(b)	Weekend(c)
	Hours(a)		
Repair	\$125.00/hr	\$150.00/hr	\$150.00/hr

(a) Monday to Friday, 8:00 a.m. to 4:45 p.m; Friday, 8:15 a.m. to 4:00 p.m.

- (b) Monday to Friday, 4:46 p.m. to 7:59 a.m., Friday: 4:01 p.m. to 8:14 a.m.
- (c) Saturday, Sunday and Holidays.

5. Local Call Rates

The charges apply to the Calling Party only.

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	Unit Charge	Unit Duration	- 11	Deleted: APPROVED BY THE
Residential and			11	AUTHORITY
Business Customers			41	DETERMINATION 10 JULY 2010
Fixed to Fixed (all	\$0.09 (first unit(a))	60 seconds	11	Deleted: 3
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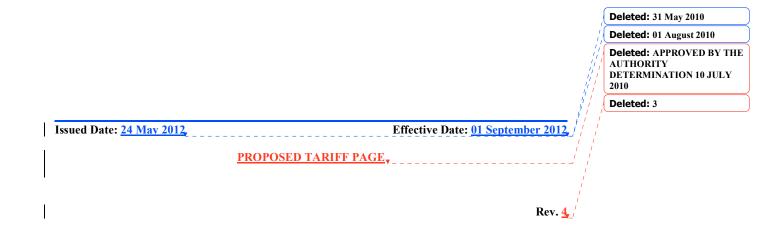


Item 201 Basic Telecommunications Services - continued

locations)	\$0.02 (each unit thereafter)	
Fixed to Mobile (all	\$0.27 per unit	60 seconds
locations)	_	
Data (b)	\$0.05	60 seconds

(a) includes call set-up.

(b) Data Calls are PSTN dial up calls to an ISP.







PART H BUNDLED SERVICES

Item 801 Smart Choice

1. Service Description

- 1) Smart Choice provides Residential Customers with a bundle comprised of Residential Telephone Line Rental, several Optional Services, an IDD Discount and e. Account.
- 2) There are three Smart Choice Plans: Plan A, Plan B, Plan C.
- 3) This Item is subject to the terms and provisions of Part A of this Tariff.

2. Definitions

"C&W Sales Offices" are located at Anderson Square, Galleria Plaza and Stake Bay.

"e.Account" allows Customers to view and print their current and recent bills online at C&W's Website (<u>www.eaccount.ky</u>).

3. Terms and Conditions

- To apply for a Smart Choice Plan, Customers must complete a Smart Choice Application Form (which is available online at <u>www.candw.ky</u>) and fax the completed form to 345-949-0039 or visit a C&W Sales Office and present acceptable ID. IDD numbers subject to the IDD Discount must be listed on the Application Form.
- 2) The Term of the Smart Choice Plan shall be month to month. The Term shall start from the date the Smart Choice Plan is applied on the Customer's Telephone Line. The start date is the date the application form is received and setup on the customer's account.
- 3) At the end of the Term, the Smart Choice Plan will automatically renew for another month unless the Customer cancels his/her Smart Choice Plan by writing to C&W or calling Customer Service.
- 4) The Customer will be allowed to downgrade his/her Smart Choice Plan once per month subject to the administrative fees listed in sub-Item 4.

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PART H BUNDLED SERVICES – continued

Item 801 Smart Choice - continued

- 5) The Customer can upgrade his/her Smart Choice Plan free of charge.
- 6) Customers may change their IDD numbers at any time at no additional charge.
- 7) The Service components which comprise the Smart Choice Plans are as described in Part B, Part C and Part D.

4. Packages and Rates and Charges

Smart Choice Plans						
	Plan A	Plan B	Plan C			
Base Element	Line Rental	Line Rental	Line Rental			
Features	Call	Call Waiting	Call Waiting			
	Waiting	Caller ID	Caller ID			
	Caller ID	Voicemail	Voicemail			
	Voicemail	(extended or	(extended or			
		multiple)(a)	multiple)(a)			
		Call Forwarding	Call			
		3 Way Call	Forwarding			
		Ring Back	3 Way Call			
		When Free	Ring Back			
			When Free			
IDD Discount	20% off	20% off calls to	20% off calls			
	calls to 3	4 predetermined	to 6			
	predetermin	IDD numbers	predetermined			
	ed IDD		IDD numbers			
	numbers					
e.Account	Free	Free e.Account	Free e.Account			
	e.Account					
Monthly Price –	\$ <u>20</u>	\$ <u>24</u>	<u>\$29</u>			
Effective <u>August</u>						
<u>1,2010</u>						
Administrative Fee	n/a	\$20	\$40			



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Effective Date: 01 September 2012

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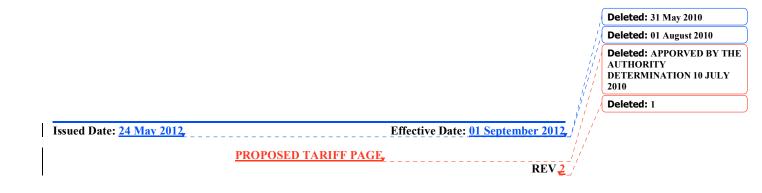


PART H BUNDLED SERVICES – continued

Item 801 Smart Choice - continued

(a) The extended (Executive) Voicemail feature allows for a longer personal greeting and longer message lengths. The multiple features allows for up to four personal mailboxes with longer greeting and message lengths. The extended and multiple Voicemail features are only available with Smart Choice Plans. (See Item 301.4 for Voicemail greeting and message lengths)

Note: Plan D is no longer available. However, existing customers will be "grandfathered" with conditions, rates and charges same as Plan C.







PART H BUNDLED SERVICES

Item 802 Smart Choice Plus

1. Service Description

- Smart Choice Plus provides Residential Customers with a bundle comprised of Residential Telephone Line Rental, several Optional Services, an IDD Discount, e. Account, and a 10% discount off Fixed Line to Mobile Local Call charges, Broadband ADSL monthly rental charges, and bMobile monthly access and Mobile Call charges.
- 2) There are three Smart Choice Plus Plans: Plan A, Plan B, Plan C.
- 3) This Item is subject to the terms and provisions of Part A of this Tariff.

2. Definitions

"C&W Sales Offices" are located at Anderson Square, Marquee, Galleria Plaza and Stake Bay.

"Discount Plans" mean the 10% discount for Fixed Line to Mobile Local Call charges, certain Broadband ADSL monthly rental charges and certain bMobile monthly access and Mobile Call charges.

"e.Account" allows Customers to view and print their current and recent bills online at C&W's Website (<u>www.eaccount.ky</u>).

"Services Offered" means all of Smart Choice, ADSL Services, and bMobile Plans.

3. Terms and Conditions

- To apply for a Smart Choice Plus Plan, Customers must complete a Smart Plus Choice Application Form (which is available online at <u>www.candw.ky</u>) and fax the completed form to 345-949-0039 or visit a C&W Sales Office and present acceptable ID. IDD numbers subject to the IDD Discount must be listed on the Application Form.
- 2) To be eligible for the Smart Choice Plus Plans, the Customer must:
 - a. Subscribe to Smart Choice and at least one of the other Services Offered (bMobile and/or Broadband ADSL); and





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PART H BUNDLED SERVICES – continued

Item 802 Smart Choice Plus - continued

- b. be current in the payment of all Accounts.
- 3) Discount Plans will not apply to any of the Accounts that are not current in payment. At C&W's sole option, the Discount Plans may be terminated or suspended in relation to any such Account.
- C&W may consolidate the Customer's Accounts onto one Bill and C&W reserves the right to specify the payment date.
- 5) The Term of the Smart Choice Plus Plan shall be month to month. The Term shall start from the date the Smart Choice Plus Plan is applied to the Customer's Telephone Line. The start date is the date the application form is received and setup on the customer's account.
- 6) At the end of the Term, the Smart Choice Plus Plan will automatically renew for another month unless the Customer cancels his/her Smart Choice Plus Plan by writing to C&W or calling Customer Service.
- The Customer will be allowed to downgrade his/her Smart Choice Plus Plan, once per month, subject to the administrative fees listed in sub-Item 4.
- 8) If the customer no longer subscribes to the bmobile or Broadband ADSL Services Offered, he/she is no longer eligible for Smart Choice Plus discounts and cancellation charges for bmobile and Broadband ADSL services shall apply.
- 9) The Service components which comprise the Smart Choice Plus Plans are as described in Part B, Part C and Part D of the General Tariffs and Part B (Item 201) and Part C (Item 301 and 302) of the Special Tariffs.

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PART H **BUNDLED SERVICES – continued**

Item 802 **Smart Choice Plus - continued**

	Smart Choice	Plans		
	Plan A	Plan B	Plan C]
Base Element	Line Rental	Line Rental	Line Rental	-
Features	Call Waiting	Call Waiting	Call Waiting	1
	Caller ID	Caller ID	Caller ID	
	Voicemail	Voicemail	Voicemail	
		(extended or	(extended or	
		multiple)(c)	multiple)(c)	
		Call Forwarding	Call	
		3 Way Call	Forwarding	
		Ring Back When	3 Way Call	
		Free	Ring Back	
			When Free	
IDD Discount	20% off calls	20% off calls to	20% off calls	
	to 3	4 predetermined	to 6	
	predetermined	IDD numbers	predetermined	
	IDD numbers		IDD numbers	
e.Account	Free	Free	Free	
Monthly Price		\$ <u>24</u>	\$ <u>29</u>	Deleted: 19
Effective Aug	ust			Deleted: 23
<u>1,2010</u>				Deleted: 28
Administrative Fee	e n/a	\$20	\$40	
Local Cal Fixed Line Fixed Line		10% discount	10% discount	
ADSL Plans				1
All Broadba	ind 10% off	10% off monthly	10% off	1
ADSL Plans	monthly rental charges(a)	rental charges(a)	monthly rental charges(a)	
Mobile Plans				1
All bMob	ile 10% off	10% off monthly	10% off	1
Plans	monthly	access fee, and	monthly access	Deleted: 31 May 2010
	access fee,	international	fee, and	Deleted: 01 August 2010
	and	calls (b)	international	Deleted: APPROVED BY T
	international	Text Messaging	calls (b)	ATHORITY DETERMINATION 10 JULY
	calls (b)	Mobile Mail.	Text	2010
	Text		Messaging	Deleted: 4
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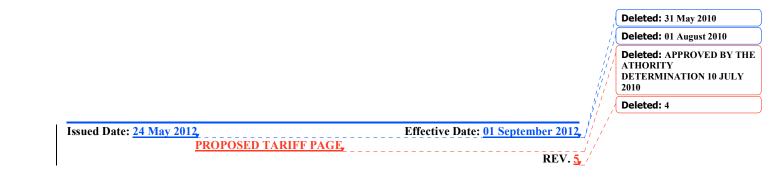
PART H BUNDLED SERVICES – continued

Item 802 Smart Choice Plus - continued

Messaging	Mobile Mail.
Mobile Mail.	

- (a) Does not apply to Internet Roaming.
- (b) Does not apply to Mobile Roaming.
- (c) The extended (Executive) Voicemail feature allows for a longer personal greeting and longer message lengths. The multiple features allows for up to four personal mailboxes with longer greeting and message lengths. The extended and multiple Voicemail features are only available with Smart Choice Plans. (See Item 301.4 for details on voicemail greetings and message lengths)
- (d) Customers terminating their Broadband ADSL Service prior to the end of the minimum term must pay the early termination fee as per the Broadband ADSL Special Tariff Item 201 (3)(7). Customers terminating their mobile service prior to the end of the minimum term must pay the early termination fee as per the bMobile Special Tariff Item 301 (3)(4)(b) or Item 302 (3)(4).

Note: Plan D was never available on SmartChoice Plus.



New Rates for Residential Landline Services

LIME advises residential customers that rate increases will be introduced to our residential landline monthly rental and to our Home Plan 500 and 800 services effective September 1st 2012. These rates will increase by CI\$1.00. Please visit **www.lime.com/ky/priceincrease**

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Notification of Change to landline rates.

Effective September 1st, 2012

LIME advises residential customers that a CI\$1.00 rate increase will be introduced as follows:

Residential Landline Plan	New Rate
Residential Landline Rental	\$15.00

LIME

Visit any **LIME store** or **www.lime.com/ky/priceincrease LIME. For living. Everyday.**

LIME

Q&A Line Rental Increase

LIME. For Living. Everyday

We will be increasing our fixed line residential rental charges by CI\$1.00 from 1st September 2012.

Here are some Q&A's that we hope will help answer your questions.

Q: Why is LIME raising prices when customers are already burdened with price increases in almost every commodity?

A: For the past 2 years, we have absorbed in full, increases in electricity and other utilities, staff costs, capital equipment prices—all driven by inflation.

Please bear in mind that our business is very capital intensive and almost every input has to be purchased from outside of the Region. In addition, inflation has added to this. Even with this increase, we are continuing to absorb a significant percentage of our increased costs, so that we can continue to provide you with the best value.

Q: Why should I stay with LIME?

A: Our competition is not investing/reinvesting at the levels we are and in all cases is not providing a full service across mobile, landline and internet. One example of our significant investment is our 4G network. We rolled this out across all three of the Cayman Islands last year; we did not limit it to a certain area of Grand Cayman, we believe everyone should have access to the technology.

When we invest, we invest in long term – providing the technology that will help improve national security, providing better education opportunities for children using broadband etc. Our 4G technology is helping to encourage businesses to locate to the Cayman Islands; it gives us an advantage over some of our offshore competitors by offering a "first world" technology experience.

Over the next year you will see a significant level of investment. This will include an upgrade to our 4G Mobile network to give us increased capacity; Broadband—with higher speeds coming; significantly improved Customer Service and some exciting new products and services. We have stated that we will be moving into the Entertainment area with TV and we are working assiduously towards this.

Q: Is this price increase just about significantly boosting LIME's profits?

A: If you look at our results you will see that while LIME makes a profit (as it must to continue being a viable business), our profits are well in line with almost any business operating in the Caribbean and is certainly well in line with the level of our continued investments.

Q. How is the price increase being communicated?

A. We will be placing an advert in the Compass newspaper on Friday 27th July 2012 communicating the price changes. We will also feature the prices on our website and will be placing a message on our bills which will go out on the 25th July 2012.