

Our Ref: GRRCR/GR 15.4  
17 May, 2004

Ms. Elaine Leung  
Head of Economics and Regulation  
Information, Communications Technology Authority  
P.O. Box 2502GT  
3<sup>rd</sup> Floor Alissta Towers  
Grand Cayman

Dear Ms. Leung,

**Re: Mobile On-net and Off-net Tracking Information**

Please find enclosed our responses to your request for mobile on-net and off-net tracking information dated 6 May. We present this information in the form of an updated Appendix 11a and 11b, which include statistics on PrePaid and PostPaid plan. Unfortunately, due a problem with our systems being down at the time, we have not been unable to provide GSM PrePaid data beyond the 23rd April 2004.

Pursuant to Regulation 3 of the *Information and Communications Technology Authority (Confidentiality) Regulations, 2003* (“Regulations”), C&W hereby requests that all of the attached information in this submission be designated “confidential”. This information consists primarily of confidential and highly sensitive demand and billing information.

Further to Regulation 3(b), the information is commercial information, the details of which are treated consistently in a confidential manner by C&W and are not otherwise publicly available. C&W notes that this letter contains detailed information on C&W costs and revenues, in highly disaggregated and granular form. C&W treats such information as confidential, and does not release it to any persons other than those within the company who strictly need to know.

Further to Regulation 3(d)(i), disclosure of the demand and billing information in this submission can reasonably be expected to result in significant financial loss to C&W, and significant financial gain to its competitors, if it were disclosed to the public. Disclosure would enable them to develop competitive and targeted marketing and pricing strategies, designed to “cherry-pick” customers in Cayman. The result would be to C&W’s significant financial loss.

Further to Regulation 3(d)(ii), disclosure of the demand and billing information can reasonably be expected to prejudice the competitive position of C&W. C&W notes that disclosure of the information would provide to C&W's actual and potential competitors details of C&W's customer base and revenue structure. C&W's competitors and potential competitors would use this information to create marketing strategies that would more effectively respond to C&W's marketing and pricing strategies, which would significantly impair C&W's competitive position in a highly competitive marketplace.

As noted above, the details of this submission and of the adjusted FAC model have not been disclosed to the public, and disclosure has been restricted to a limited number of key individuals in the company.

The confidential details in this submission relate to the market for mobile services in the Cayman Islands. As the Authority is aware, that market is highly competitive, and disclosure of the confidential information in this submission would cause C&W specific direct harm. Because of the nature of the data, the extent of that harm is not limited by the currency of the information. Accordingly, C&W requests that the confidential information in this letter be treated as confidential on an on-going basis.

The public interest does not require disclosure of this confidential information (except to the Authority). As noted above, disclosure would significantly prejudice C&W. Further, disclosure to the public (other than the Authority) is not required, as the Authority is responsible for administering the imputation test under C&W's Licence.

C&W will not provide a redacted version of the accompanying spreadsheets, as such version would be meaningless. This submission describes the content and nature of the spreadsheets.

Yours sincerely  
Cable & Wireless (Cayman Islands) Ltd.

\_\_["Signed"]\_\_\_\_\_  
Rudy Ebanks  
Vice President, Regulatory and Carrier Relations, Cable & Wireless (Cayman Islands) Limited

Cc: Timothy P. Adam, C.E., Cable & Wireless (Cayman Islands) Limited  
Lisa Agard, EVP Legal Regulatory & Public Policy,  
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