



**UPGRADE
CAYMAN**



01 May 2015

Dr. Russell Richardson
General Counsel and Deputy Director Industry Affairs
Information and Communications Technology Authority
PO Box 2502
3rd Floor Alissta Towers
Grand Cayman, KY1-1104

Dear Dr. Richardson,

Re: Introduction of New Service

Cable and Wireless (Cayman Islands) Limited, trading as LIME (“LIME”) writes further to the Authority’s letter of 22 April 2015 on the above subject (your ref: ICTA/160/161-09), and have attached confidential marked and redacted (i.e. for the public) versions of the Authority’s letter. The proposed redaction of the Authority’s letter is consistent with the confidentiality claims included in LIME’s application of 17 February 2015, LIME’s 18 March 2015 proposed redaction of the Authority’s 27 February 2015 letter, and LIME’s 9 April 2015 responses to the Authority’s 27 February 2015 interrogatories.

LIME requests confidential treatment of the name of the Service, its nature and its proposed regulatory categorisation, as well as all related information regarding traffic, rates, customer numbers and market share, and usage statistics.

As noted in previous correspondence, this information is confidential and commercially-sensitive information. LIME’s marketing and product development plans are information that is of a commercially sensitive nature and is consistently treated in a confidential manner by LIME until implementation. The market for this type of Service is highly competitive, with both local and overseas competitors, and the barriers to implementing competing plans are very low. In the event the confidential information were to be treated otherwise, LIME’s competitors and potential competitors would gain advance knowledge of LIME’s marketing and pricing plans, even before the information could be made available to LIME’s customers or to the general public. Further, even knowing the type of service that LIME is proposing to launch will enable LIME’s competitors to launch their own equivalent services even before the Authority has completed its review. This would deprive LIME of the opportunity to compete fairly and

effectively in the market, would put LIME at a competitive disadvantage, and would cause LIME material financial and competitive harm.

LIME submits, therefore, that the information for which it is claiming confidential treatment, both now and in its previous correspondence, is "confidential information" as defined in sub-regulations 3(a), (b), (d)(i) and d(ii) of the *Information and Communications Technology Authority (Confidentiality) Regulations, 2003* ("the Regulations"). In accordance with sub-regulations 4(1)(a) and 4(1)(c) of the Regulations, LIME has made its claim for confidentiality at the time of submitting the confidential information and has provided at the same time a redacted version of the documents for the public record. Further, LIME submits that the foregoing description of the confidential information, its competitive nature and the type of harm that would be caused to LIME if it were to be disclosed to third parties, meets the requirements set out in sub-regulation 4(1)(b) of the Regulations.

In respect of sub-regulation 4(1)(b)(vii), LIME notes that it requests confidential treatment of the name of the Service and its nature and regulatory category only until such time as it is launched in the market, but that it requests continuing confidential treatment of the imputation test and all financial, market and customer information filed on 17 February 2015 and on 9 April 2015, whether or not included in the Authority's letters of 27 February 2015 and 22 April 2015.

Please do not hesitate to contact the undersigned if you should have any questions or require further information.

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



Bill McCabe
Chief Executive Officer

c.c. David A. Cox, Head of Regulatory Affairs, LIME

Encl.