



15 May 2015

Mr. Alee Fa'amoe
Managing Director
Information and Communications Technology Authority
PO Box 2502
3rd Floor Alissta Towers
Grand Cayman, KY1-1104

Dear Mr. Fa'amoe,

Re: Digicel's Letter regarding LIME LTE Advertising

We write further to Digicel's letter dated 22 April 2015 and sent by email to LIME on 1 May 2015. In that letter, Digicel complains about certain LIME advertisements referencing "100% 4G LTE Coverage" and outlines discussions between LIME and Digicel from 25 January 2015 to 31 March 2015 following apparent directions by the Authority to Digicel. While the letter references a number of attachments, these did not come to us in a legible format and we cannot verify their completeness or accuracy.

We continue to reject Digicel's assertions that we do not provide 100% coverage of the population of the Cayman Islands.

We also reject the proposition that we were not engaging in good faith with Digicel. It is not "bad faith" to refute so-called evidence supplied by Digicel. Our drive tests in 2013 showed coverage in areas where Digicel claimed there was none (please refer to the attached PowerPoint presentation which is based on December 2013 drive tests and was provided to Digicel on 31 March 2015). Digicel's tests are, therefore, faulty and cannot be relied upon.

Digicel also asserts a standard of "coverage" of their own invention and of doubtful applicability. LIME covers the population of the Cayman Islands, as required by Annex 1A of our ICT Licence. As a result, LIME has "100% 4G LTE coverage" and its advertising is not misleading. The other elements of Digicel's imagined standard (geographic coverage, indoor and outdoor coverage) are nowhere to be found in either our ICT Licence or in Cayman Islands law.

Finally, we note we have received no complaints from our customers or indeed the general public regarding our 4G LTE advertising or our 4G LTE coverage – and we would not expect to have received any, given our coverage. The suggestion that LIME’s advertising misleads anybody in the market is, at best, not grounded in reality.

Please do not hesitate to contact me if you should have any other questions.

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



Bill McCabe
Chief Executive Officer

c.c. Raul Nicholson-Coe, COO, Digicel Cayman Ltd.