



Facts & Figures Q2 2011

Three months ending June 30, 2011

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For further information:

Bezeq Investor Relations

Phone +9722 539 5441

ir@bezeq.co.il

www.bezeq.co.il



(NIS millions, except for EPS)

	FY 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008	FY 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	Q3 2010	Q4 2010	FY 2010	Q1 2011	Q2 2011	
Bezeq Group ^{(1) (2)}																			
Key Income Statement Metrics																			
Revenues	11,136	2,760	2,748	2,806	2,701	11,015	2,791	2,872	2,924	2,932	11,519	2,915	2,981	3,033	3,058	11,987	2,913	2,893	
QoQ Change			-0.4%	2.1%	-3.7%		3.3%	2.9%	1.8%	0.3%		-0.6%	2.3%	1.7%	0.8%		-4.7%	-0.7%	
YoY Change						-1.1%	1.1%	4.5%	4.2%	8.6%	4.6%	4.4%	3.8%	3.7%	4.3%	4.1%	-0.1%	-3.0%	
Operating Profit	2,321	641	772	775	452	2,640	799	818	875	480	2,972	874	990	979	901	3,744	665	935	
QoQ Change			20.4%	0.4%	-41.7%		24.6%	6.0%	12.9%	6.2%	12.6%	9.4%	21.0%	11.9%	87.7%	26.0%	-23.9%	-5.6%	
YoY Change						13.7%	24.6%	6.0%	12.9%	6.2%	12.6%	9.4%	21.0%	11.9%	87.7%	26.0%	-23.9%	-5.6%	
Net profit attributed to Bezeq shareholders	1,330	411	456	462	298	1,627	608	541	2,088	366	3,603	642	638	588	575	2,443	407	585	
QoQ Change			10.9%	1.3%	-35.5%		104.0%	-11.0%	286.0%	-82.5%		75.4%	-0.6%	-7.8%	-2.2%		-29.2%	43.7%	
YoY Change						22.3%	47.9%	18.6%	351.9%	-22.8%	121.5%	5.6%	17.9%	-71.9%	57.1%	-32.2%	-36.6%	-8.3%	
Earnings Per Share - Basic	0.51	0.15	0.17	0.18	0.12	0.62	0.23	0.21	0.79	0.14	1.37	0.24	0.24	0.22	0.21	0.91	0.15	0.22	
Earnings Per Share - Diluted	0.50	0.15	0.17	0.17	0.12	0.61	0.23	0.20	0.79	0.12	1.34	0.24	0.24	0.22	0.20	0.90	0.15	0.21	
Depreciation & amortization	1,509	368	361	365	364	1,458	371	377	361	376	1,485	343	348	350	368	1,409	335	348	
QoQ Change			-1.9%	1.1%	-0.3%		1.9%	1.6%	-4.2%	4.2%		-8.8%	1.5%	0.6%	5.1%		-9.0%	3.9%	
YoY Change						-3.4%	0.8%	4.4%	-1.1%	3.3%	1.9%	-7.5%	-7.7%	-3.0%	-2.1%	-5.1%	-2.3%	0.0%	
EBITDA	3,830	1,009	1,133	1,140	816	4,098	1,170	1,195	1,236	856	4,457	1,217	1,338	1,329	1,269	5,153	1,000	1,283	
QoQ Change			12.3%	0.6%	-28.4%		43.4%	2.1%	3.4%	-30.7%		42.2%	9.9%	-0.7%	-4.5%		-21.2%	28.3%	
YoY Change						7.0%	16.0%	5.5%	8.4%	4.9%	8.8%	4.0%	12.0%	7.5%	48.2%	15.6%	-17.8%	-4.1%	
Shares Outstanding - Basic	2,605	2,605	2,605	2,605	2,605	2,605	2,606	2,617	2,628	2,657	2,635	2,663	2,675	2,677	2,682	2,675	2,688	2,699	
Shares Outstanding - Diluted	2,641	2,649	2,648	2,648	2,649	2,649	2,647	2,667	2,677	2,702	2,685	2,710	2,713	2,715	2,720	2,717	2,722	2,724	
Key Cash Flow Metrics																			
Operating cash flow	2,697	534	727	1,115	693	3,068	1,134	715	1,021	785	3,655	806	976	1,166	748	3,696	775	670	
QoQ Change			36.1%	53.4%	-37.9%		63.8%	-37.0%	42.9%	-23.1%		2.7%	21.1%	19.5%	-35.8%		3.6%	-13.5%	
YoY Change						13.7%	112.5%	-1.7%	-8.4%	13.3%	19.1%	-28.9%	36.6%	14.2%	-4.7%	1.1%	-3.8%	-31.4%	
Capital expenditures, gross (accounting)	1,086	263	563	297	509	1,632	395	399	326	385	1,505	360	427	381	478	1,645	506	495	
QoQ Change			114.1%	-47.2%	71.4%		-22.4%	1.0%	-18.3%	18.1%		-6.5%	18.6%	-10.8%	25.5%		5.9%	-2.2%	
YoY Change						50.3%	50.2%	-29.1%	9.8%	-24.4%	-7.8%	-8.9%	7.0%	16.9%	24.2%	9.3%	40.6%	15.9%	
Capital expenditures, gross (cash flow)	991	287	346	539	359	1,531	410	381	384	360	1,535	369	396	376	481	1,622	500	455	
QoQ Change			20.9%	55.6%	-33.4%		14.0%	-7.0%	0.8%	-6.2%		2.4%	7.3%	-5.1%	27.9%		4.0%	-9.0%	
YoY Change						54.5%	42.9%	10.0%	-28.8%	0.3%	0.2%	-9.9%	3.9%	-2.1%	33.5%	5.7%	35.5%	14.9%	
Capital expenditures, net (cash flow)	814	226	320	525	313	1,384	359	370	364	352	1,445	354	370	328	439	1,491	313	406	
QoQ Change			42.0%	63.9%	-40.3%		14.5%	3.2%	-1.6%	-3.2%		0.5%	4.5%	-11.4%	33.8%		-28.7%	29.7%	
YoY Change						70.0%	58.9%	15.5%	-30.7%	12.5%	4.4%	-1.3%	0.0%	-9.9%	24.6%	3.2%	-11.6%	9.7%	
Free cash flow	1,883	308	406	590	379	1,684	776	345	657	433	2,210	452	606	838	309	2,205	462	264	
QoQ Change			31.7%	45.2%	-35.7%		104.5%	-55.6%	90.7%	-34.1%		4.5%	34.1%	38.3%	-63.1%		49.5%	-42.9%	
YoY Change						-10.6%	151.6%	-15.2%	11.4%	14.0%	31.3%	-41.7%	75.9%	27.5%	-28.6%	-0.2%	2.2%	-56.4%	
Key Balance Sheet Metrics																			
Total debt	5,034	4,797	4,530	4,483	4,356	4,356	4,531	4,168	4,166	4,136	4,136	3,880	5,229	5,727	5,717	5,717	5,638	6,984	
Cash & short-term investments	1,589	1,597	803	1,256	816	816	1,736	882	1,459	734	734	956	242	1,412	372	372	701	487	
Net debt	3,445	3,200	3,727	3,227	3,540	3,540	2,795	3,286	2,707	3,402	3,402	2,924	4,987	4,315	5,345	5,345	4,937	6,497	
Ratios																			
Operating margin	20.8%	23.2%	28.1%	27.6%	16.7%	24.0%	28.6%	28.5%	29.9%	16.4%	25.8%	30.0%	33.2%	32.3%	29.5%	31.2%	22.8%	32.3%	
Net margin	11.9%	14.9%	16.6%	16.5%	11.0%	14.8%	21.8%	18.8%	71.4%	12.5%	31.3%	22.0%	21.4%	19.4%	18.8%	20.4%	14.0%	20.2%	
EBITDA margin	34.4%	36.6%	41.2%	40.6%	30.2%	37.2%	41.9%	41.6%	42.3%	29.2%	38.7%	41.7%	44.9%	43.8%	41.5%	43.0%	34.3%	44.3%	
Capex/Sales	9.8%	9.5%	20.5%	10.6%	18.8%	14.8%	14.2%	13.9%	11.1%	13.1%	13.1%	12.3%	14.3%	12.6%	15.6%	13.7%	17.4%	17.1%	
Total debt / EBITDA (ttm)	1.31				1.06	1.06	1.06	0.96	0.94	0.93	0.93	0.86	1.13	1.21	1.11	1.11	1.14	1.43	
Net debt / EBITDA (ttm)	0.90				0.86	0.86	0.66	0.76	0.61	0.76	0.76	0.65	1.07	0.91	1.04	1.04	1.00	1.33	

¹ As of August 21, 2009, the Company ceased consolidating yes' financial results and started accounting for its investment in yes according to the equity method. The Bezeq Group's financial data herein reflect the yes deconsolidation as of December 31, 2007.

² The Bezeq Group results reflect the consolidation of Walla! as of April 25, 2010.



(NIS millions, except for EPS)

	FY 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008	FY 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	Q3 2010	Q4 2010	FY 2010	Q1 2011	Q2 2011	
Bezeq Fixed-Line																			
Key Income Statement Metrics																			
Total Revenues	5,713	1,408	1,354	1,388	1,348	5,498	1,326	1,318	1,343	1,316	5,303	1,304	1,307	1,323	1,329	5,263	1,178	1,170	
QoQ Change			-3.8%	2.5%	-2.9%		-1.6%	-0.6%	1.9%	-2.0%		-0.9%	0.2%	1.2%	0.5%		-11.4%	-0.7%	
YoY Change						-3.8%	-5.8%	-2.7%	-3.2%	-2.4%	-3.5%	-1.7%	-0.8%	-1.5%	1.0%	-0.8%	-9.7%	-10.5%	
Telephony Revenues	3,905	N/A	N/A	N/A	N/A	3,572	839	828	843	823	3,333	785	795	788	792	3,160	617	607	
QoQ Change								-1.3%	1.8%	-2.4%		-4.6%	1.3%	-0.9%	0.5%		-22.1%	-1.6%	
YoY Change						-8.5%					-6.7%	-6.4%	-4.0%	-6.5%	-3.8%	-5.2%	-21.4%	-23.6%	
Broadband Internet Revenues	712	N/A	N/A	N/A	N/A	790	207	210	221	225	863	236	235	249	257	977	265	269	
QoQ Change								1.4%	5.2%	1.8%		4.9%	-0.4%	6.0%	3.2%		3.1%	1.5%	
YoY Change						11.0%					9.2%	14.0%	11.9%	12.7%	14.2%	13.2%	12.3%	14.5%	
Transmission & Data Revenues	754	N/A	N/A	N/A	N/A	811	207	213	217	214	851	223	221	219	219	882	228	233	
QoQ Change								2.9%	1.9%	-1.4%		4.2%	-0.9%	-0.9%	0.0%		4.1%	2.2%	
YoY Change						7.6%					4.9%	7.7%	3.8%	0.9%	2.3%	3.6%	2.2%	5.4%	
Other Service Revenues	342	N/A	N/A	N/A	N/A	325	73	67	62	54	256	60	56	67	61	244	68	61	
QoQ Change								-8.2%	-7.5%	-12.9%		11.1%	-6.7%	19.6%	-9.0%		11.5%	-10.3%	
YoY Change						-5.0%					-21.2%	-17.8%	-16.4%	8.1%	13.0%	-4.7%	13.3%	8.9%	
Operating profit	1,319	373	442	428	232	1,475	437	434	491	161	1,523	490	503	556	494	2,043	211	517	
QoQ Change			18.5%	-3.2%	-45.8%		88.4%	-0.7%	13.1%	-67.2%		204.3%	2.7%	10.5%	-11.2%		-57.3%	145.0%	
YoY Change						11.8%	17.2%	-1.8%	14.7%	-30.6%	3.3%	12.1%	15.9%	13.2%	206.8%	34.1%	-56.9%	2.8%	
Net profit ⁽¹⁾	737	244	290	271	145	950	336	316	319	136	1,107	360	349	377	340	1,426	123	330	
QoQ Change			18.9%	-6.6%	-46.5%		131.7%	-6.0%	0.9%	-57.4%		164.7%	-3.1%	8.0%	-9.8%		-63.8%	168.3%	
YoY Change						28.9%	37.7%	9.0%	17.7%	-6.2%	16.5%	7.1%	10.4%	18.2%	150.0%	28.8%	-65.8%	-5.4%	
Depreciation & amortization	941	218	211	214	209	852	211	205	184	194	794	170	171	171	178	690	162	171	
QoQ Change			-3.2%	1.4%	-2.3%		1.0%	-2.8%	-10.2%	5.4%		-12.4%	0.6%	0.0%	4.1%		-9.0%	5.6%	
YoY Change						-9.5%	-3.2%	-2.8%	-14.0%	-7.2%	-6.8%	-19.4%	-16.6%	-7.1%	-8.2%	-13.1%	-4.7%	0.0%	
EBITDA	2,260	591	653	642	441	2,327	648	639	675	355	2,317	660	674	727	672	2,733	373	688	
QoQ Change			10.5%	-1.7%	-31.3%		46.9%	-1.4%	5.6%	-47.4%		85.9%	2.1%	7.9%	-7.6%		-44.5%	84.5%	
YoY Change						3.0%	9.6%	-2.1%	5.1%	-19.5%	-0.4%	1.9%	5.5%	7.7%	89.3%	18.0%	-43.5%	2.1%	
Key Cash Flow Metrics ⁽²⁾																			
Operating cash flow	1,379	N/A	N/A	N/A	N/A	1,691	635	408	526	651	2,220	393	523	684	540	2,140	419	496	
QoQ Change									28.9%	23.8%		-39.6%	33.1%	30.8%	-21.1%		-22.4%	18.4%	
YoY Change						22.6%		-35.7%			31.3%	-38.1%	28.2%	30.0%	-17.1%	-3.6%	6.6%	-5.2%	
Capital expenditures, gross (accounting)	513	128	139	112	221	600	210	209	191	234	844	228	269	250	294	1,041	333	310	
QoQ Change			8.6%	-19.4%	97.3%		-5.0%	-0.5%	-8.6%	22.5%		-2.6%	18.0%	-7.1%	17.6%		13.3%	-6.9%	
YoY Change						17.0%	64.1%	50.4%	70.5%	5.9%	40.7%	8.6%	28.7%	30.9%	25.6%	23.3%	46.1%	15.2%	
Capital expenditures, gross (cash flow)	505	158	132	156	170	616	238	191	204	220	853	238	247	245	302	1,032	319	319	
QoQ Change			-16.5%	18.2%	9.0%		40.0%	-19.7%	6.8%	7.8%		8.2%	3.8%	-0.8%	23.3%		5.6%	0.0%	
YoY Change						22.0%	50.6%	44.7%	30.8%	29.4%	38.5%	0.0%	29.3%	20.1%	37.3%	21.0%	34.0%	29.1%	
Capital expenditures, net (cash flow)	336	98	107	144	123	472	189	182	185	211	767	223	221	197	259	900	132	271	
QoQ Change			9.2%	34.6%	-14.6%		53.7%	-3.7%	1.6%	14.1%		5.7%	-0.9%	-10.9%	31.5%		-49.0%	105.3%	
YoY Change						40.5%	92.9%	70.1%	28.5%	71.5%	62.5%	18.0%	21.4%	6.5%	22.7%	17.3%	-40.8%	22.6%	
Free cash flow	1,043	N/A	N/A	N/A	N/A	1,219	446	226	341	440	1,453	170	302	487	281	1,240	287	225	
QoQ Change								-49.3%	50.9%	29.0%		-61.4%	77.6%	61.3%	-42.3%		2.1%	-21.6%	
YoY Change						16.9%					19.2%	-61.9%	33.6%	42.8%	-36.1%	-14.7%	68.8%	-25.5%	
Ratios																			
Operating margin	23.1%	26.5%	32.6%	30.8%	17.2%	26.8%	33.0%	32.9%	36.6%	12.2%	28.7%	37.6%	38.5%	42.0%	37.2%	38.8%	17.9%	44.2%	
Net margin	12.9%	17.3%	21.4%	19.5%	10.8%	17.3%	25.3%	24.0%	23.8%	10.3%	20.9%	27.6%	26.7%	28.5%	25.6%	27.1%	10.4%	28.2%	
EBITDA margin	39.6%	42.0%	48.2%	46.3%	32.7%	42.3%	48.9%	48.5%	50.3%	27.0%	43.7%	50.6%	51.6%	55.0%	50.6%	51.9%	31.7%	58.8%	
Capex/Sales	9.0%	9.1%	10.3%	8.1%	16.4%	10.9%	15.8%	15.9%	14.2%	17.8%	15.9%	17.5%	20.6%	18.9%	22.1%	19.8%	28.3%	26.5%	

¹ Net profit does not include share in profits/losses of equity-accounted investees.

² Beginning FY 2009, the Israeli Securities Authority directives require the publication of a separate report for Bezeq Fixed-Line, including full balance sheet, income statement and cash flow data. Prior years quarterly data is presented in this metrics file for convenience purposes only.



(NIS millions, except for EPS)

	FY 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008	FY 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	Q3 2010	Q4 2010	FY 2010	Q1 2011	Q2 2011	
Pelephone																			
Key Income Statement Metrics																			
Total Revenues	4,684	1,173	1,188	1,214	1,138	4,713	1,265	1,346	1,372	1,393	5,376	1,393	1,429	1,442	1,468	5,732	1,450	1,438	
QoQ Change			1.3%	2.2%	-6.3%		11.2%	6.4%	1.9%	1.5%		0.0%	2.6%	0.9%	1.8%		-1.2%	-0.8%	
YoY Change						0.6%	7.8%	13.3%	13.0%	22.4%	14.1%	10.1%	6.2%	5.1%	5.4%	6.6%	4.1%	0.6%	
Service Revenues	3,972	N/A	N/A	N/A	N/A	4,020	1,019	1,050	1,101	1,086	4,256	1,106	1,140	1,159	1,145	4,550	949	925	
QoQ Change								3.0%	4.9%	-1.4%		1.8%	3.1%	1.7%	-1.2%		-17.1%	-2.5%	
YoY Change						1.2%					5.9%	8.5%	8.6%	5.3%	5.4%	6.9%	-14.2%	-18.9%	
Equipment Revenues	712	N/A	N/A	N/A	N/A	693	246	296	271	307	1,120	287	289	283	323	1,182	501	513	
QoQ Change								20.3%	-8.4%	13.3%		-6.5%	0.7%	-2.1%	14.1%		55.1%	2.4%	
YoY Change						-2.7%					61.6%	16.7%	-2.4%	4.4%	5.2%	5.5%	74.6%	77.5%	
Operating profit	805	215	266	293	159	933	302	321	316	251	1,190	322	362	356	343	1,383	399	357	
QoQ Change			23.7%	10.2%	-45.7%		89.9%	6.3%	-1.6%	-20.6%		28.3%	12.4%	-1.7%	-3.7%		16.3%	-10.5%	
YoY Change						15.9%	40.5%	20.7%	7.8%	57.9%	27.5%	6.6%	12.8%	12.7%	36.7%	16.2%	23.9%	-1.4%	
Net profit	585	163	180	211	128	682	230	233	231	181	875	259	267	239	268	1,033	310	279	
QoQ Change			10.4%	17.2%	-39.3%		79.7%	1.3%	-0.9%	-21.6%		43.1%	3.1%	-10.5%	12.1%		15.7%	-10.0%	
YoY Change						16.6%	41.1%	29.4%	9.5%	41.4%	28.3%	12.6%	14.6%	3.5%	48.1%	18.1%	19.7%	4.5%	
Depreciation & amortization	479	129	130	129	135	523	139	151	155	158	603	149	149	149	154	601	139	143	
QoQ Change			0.8%	-0.8%	4.7%		3.0%	8.6%	2.6%	1.9%		-5.7%	0.0%	0.0%	3.4%		-9.7%	2.9%	
YoY Change						9.2%	7.8%	16.2%	20.2%	17.0%	15.3%	7.2%	-1.3%	-3.9%	-2.5%	-0.3%	-6.7%	-4.0%	
EBITDA	1,284	344	396	422	294	1,456	441	472	471	410	1,794	471	511	505	497	1,984	539	500	
QoQ Change			15.1%	6.6%	-30.3%		50.0%	7.0%	-0.2%	-13.0%		14.9%	8.5%	-1.2%	-1.6%		8.5%	-7.2%	
YoY Change						13.4%	28.2%	19.2%	11.6%	39.5%	23.2%	6.8%	8.3%	7.2%	21.2%	10.6%	14.4%	-2.2%	
Key Cash Flow Metrics																			
Operating cash flow	1,228	256	344	379	298	1,277	375	290	395	55	1,115	350	378	400	91	1,219	308	101	
QoQ Change			34.4%	10.2%	-21.4%		25.8%	-22.7%	36.2%	-86.1%		536.4%	8.0%	5.8%	-77.3%		238.5%	-67.2%	
YoY Change						4.0%	46.5%	-15.7%	4.2%	-81.5%	-12.7%	-6.7%	30.3%	1.3%	65.5%	9.3%	-12.0%	-73.3%	
Capital expenditures, gross (accounting)	440	108	374	172	257	911	165	127	107	109	508	110	112	99	110	431	122	109	
QoQ Change			246.3%	-54.0%	49.4%		-35.8%	-23.0%	-15.7%	1.9%		0.9%	1.8%	-11.6%	11.1%		10.9%	-10.7%	
YoY Change						107.0%	52.8%	-66.0%	-37.8%	-57.6%	-44.2%	-33.3%	-11.8%	-7.5%	0.9%	-15.2%	10.9%	-2.7%	
Capital expenditures, gross (cash flow)	381	103	182	350	163	798	149	163	146	101	559	92	114	99	92	397	133	87	
QoQ Change			76.7%	92.3%	-53.4%		-8.6%	9.4%	-10.4%	-30.8%		-8.9%	23.9%	-13.2%	-7.1%		44.6%	-34.6%	
YoY Change						109.4%	44.7%	-10.4%	-58.3%	-38.0%	-29.9%	-38.3%	-30.1%	-32.2%	-8.9%	-29.0%	44.6%	-23.7%	
Capital expenditures, net (cash flow)	376	102	181	350	162	795	149	159	146	101	555	92	114	99	92	397	133	86	
QoQ Change			77.5%	93.4%	-53.7%		-8.0%	6.7%	-8.2%	-30.8%		-8.9%	23.9%	-13.2%	-7.1%		44.6%	-35.3%	
YoY Change						111.4%	46.1%	-12.2%	-58.3%	-37.7%	-30.2%	-38.3%	-28.3%	-32.2%	-8.9%	-28.5%	44.6%	-24.6%	
Free cash flow	852	154	163	29	136	482	226	131	249	-45	560	258	264	301	-1	822	175	15	
QoQ Change			5.8%	-82.2%	369.0%		66.2%	-42.0%	90.1%	-118.1%		-673.3%	2.3%	14.0%	-100.3%		N/M	-91.4%	
YoY Change						-43.4%	46.8%	-19.6%	758.6%	-133.1%	16.2%	14.2%	101.5%	20.9%	-97.8%	46.8%	-32.2%	-94.3%	
Ratios																			
Operating margin	17.2%	18.3%	22.4%	24.1%	14.0%	19.8%	23.9%	23.8%	23.0%	18.0%	22.1%	23.1%	25.3%	24.7%	23.4%	24.1%	27.5%	24.8%	
Net margin	12.5%	13.9%	15.2%	17.4%	11.2%	14.5%	18.2%	17.3%	16.8%	13.0%	16.3%	18.6%	18.7%	16.6%	18.3%	18.0%	21.4%	19.4%	
EBITDA margin	27.4%	29.3%	33.3%	34.8%	25.8%	30.9%	34.9%	35.1%	34.3%	29.4%	33.4%	33.8%	35.8%	35.0%	33.9%	34.6%	37.2%	34.8%	
Capex/Sales	9.4%	9.2%	31.5%	14.2%	22.6%	19.3%	13.0%	9.4%	7.8%	7.8%	9.4%	7.9%	7.8%	6.9%	7.5%	7.5%	8.4%	7.6%	



(NIS millions, except for EPS)

	FY 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008	FY 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	Q3 2010	Q4 2010	FY 2010	Q1 2011	Q2 2011	
Bezeq International																			
Key Income Statement Metrics ¹																			
Revenues	1,304	314	326	329	337	1,306	324	327	332	334	1,318	343	342	345	350	1,380	329	332	
QoQ Change			3.8%	0.9%	2.5%		-3.8%	0.7%	1.8%	0.5%		2.7%	-0.3%	0.9%	1.6%		-6.0%	0.9%	
YoY Change						0.2%	3.4%	0.3%	1.1%	-1.0%	0.9%	5.7%	4.7%	3.8%	4.9%	4.8%	-4.0%	-2.8%	
Operating profit	204	55	63	59	65	242	60	68	66	67	261	62	124	70	65	320	61	60	
QoQ Change			14.2%	-5.5%	10.1%		-7.5%	12.4%	-1.8%	0.5%		-7.7%	101.0%	-43.8%	-6.5%		-6.4%	-0.9%	
YoY Change						18.6%	9.8%	8.0%	12.3%	2.5%	8.0%	2.3%	83.0%	4.8%	-1.5%	22.6%	-1.1%	-51.2%	
Net profit	153	42	47	44	46	178	44	56	51	49	200	46	108	53	46	254	46	46	
QoQ Change			13.4%	-6.5%	4.0%		-3.7%	26.5%	-9.1%	-2.5%		-6.0%	132.9%	-50.6%	-14.2%		0.2%	0.8%	
YoY Change						16.6%	6.2%	18.6%	15.2%	7.9%	12.1%	5.4%	94.0%	5.4%	-7.2%	27.0%	-1.1%	-57.2%	
Depreciation & amortization	87	20	20	20	20	80	20	21	21	23	84	23	23	24	25	94	24	26	
QoQ Change			1.6%	-2.0%	-0.2%		-1.2%	5.4%	3.5%	5.4%		0.2%	1.8%	2.3%	7.1%		-3.6%	8.8%	
YoY Change						-7.5%	-1.9%	1.8%	7.5%	13.5%	5.2%	15.2%	11.3%	9.9%	11.7%	11.9%	7.4%	14.8%	
EBITDA	290	75	83	79	85	322	80	88	88	89	345	84	147	93	90	414	85	87	
QoQ Change			10.8%	-4.7%	7.5%		-6.1%	10.7%	-0.6%	1.7%		-5.7%	74.4%	-36.6%	-3.3%		-5.4%	1.9%	
YoY Change						10.8%	6.6%	6.5%	11.1%	5.1%	7.3%	5.5%	66.2%	6.0%	1.0%	20.0%	1.2%	-40.9%	
Key Cash Flow Metrics ¹																			
Operating cash flow	93	8	51	32	73	163	84	83	81	72	320	59	66	75	92	292	42	68	
QoQ Change			577.4%	-37.4%	129.4%		14.2%	-1.0%	-1.5%	-11.4%		-17.6%	10.7%	13.3%	23.1%		-54.2%	62.2%	
YoY Change						76.3%	1010.8%	62.4%	155.5%	-1.3%	95.7%	-28.8%	-20.4%	-8.4%	27.3%	-8.8%	-29.3%	3.5%	
Capital expenditures, gross (accounting)	131	27	50	14	29	120	20	63	29	38	150	20	43	29	69	160	49	71	
QoQ Change			85.2%	-72.0%	107.1%		-31.0%	215.0%	-54.0%	31.0%		-47.4%	115.0%	-32.6%	137.9%		-29.0%	44.9%	
YoY Change						-8.4%	-25.9%	26.0%	107.1%	31.0%	25.0%	0.0%	-31.7%	0.0%	81.6%	6.7%	145.0%	65.1%	
Capital expenditures, gross (cash flow)	103	28	31	33	27	119	21	26	33	39	120	37	33	30	80	180	46	47	
QoQ Change			12.4%	7.7%	-19.1%		-20.4%	21.7%	28.3%	16.2%		-5.6%	-10.8%	-8.4%	167.3%		-42.6%	2.1%	
YoY Change						14.7%	-22.0%	-15.6%	0.5%	44.5%	1.1%	71.3%	25.6%	-10.3%	106.2%	49.9%	25.3%	43.4%	
Capital expenditures, net (cash flow)	100	28	31	33	26	118	21	26	33	39	120	37	33	30	80	180	46	47	
QoQ Change			12.4%	7.7%	-20.7%		-19.2%	22.1%	28.5%	16.2%		-5.6%	-10.7%	-8.7%	168.1%		-43.0%	2.6%	
YoY Change						18.7%	-22.4%	-15.8%	0.5%	47.3%	1.4%	72.0%	25.8%	-10.6%	106.2%	50.0%	24.7%	43.4%	
Free cash flow	-7	-20	20	-1	47	45	62	57	48	33	200	23	33	45	12	112	-4	21	
QoQ Change			NM	-107.1%	-3386.4%		33.1%	-8.9%	-15.3%	-30.6%		-31.6%	45.3%	35.1%	-73.9%		-131.9%	-670.7%	
YoY Change						NM	NM	183.0%	-3476.9%	-28.7%	341.7%	-63.4%	-41.6%	-6.8%	-64.9%	-43.9%	-116.3%	-35.9%	
Ratios																			
Operating margin	15.6%	17.5%	19.2%	18.0%	19.3%	18.5%	18.5%	20.7%	20.0%	20.0%	19.8%	17.9%	36.2%	20.2%	18.6%	23.2%	18.5%	18.1%	
Net margin	11.7%	13.2%	14.4%	13.4%	13.6%	13.7%	13.6%	17.1%	15.2%	14.8%	15.2%	13.5%	31.6%	15.5%	13.1%	18.4%	14.0%	13.9%	
EBITDA margin	22.3%	23.8%	25.4%	24.0%	25.2%	24.6%	24.6%	27.0%	26.4%	26.7%	26.2%	24.5%	42.9%	27.0%	25.7%	30.0%	25.8%	26.1%	
Capex/Sales	10.0%	8.6%	15.3%	4.3%	8.6%	9.2%	6.2%	19.3%	8.7%	11.4%	11.4%	5.8%	12.6%	8.4%	19.7%	11.6%	14.9%	21.4%	

¹ Q1-Q3 2010 results exclude Walla's financials, but include a one-time profit from the consolidation of Walla recorded in Q2-10, and another small profit from the sale of Walla to Bezeq recorded in Q3-10.



(NIS millions, except for EPS)

	FY 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008	FY 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	Q3 2010	Q4 2010	FY 2010	Q1 2011	Q2 2011	
yes																			
Key Income Statement Metrics ¹																			
Revenues	1,415	381	380	375	376	1,513	384	376	380	390	1,530	391	396	395	400	1,583	406	404	
QoQ Change			-0.4%	-1.2%	0.3%		2.0%	-2.0%	1.2%	2.5%		0.3%	1.2%	-0.2%	1.2%		1.3%	-0.4%	
YoY Change						6.9%	0.6%	-1.0%	1.4%	3.7%	1.2%	2.0%	5.3%	3.9%	2.6%	3.4%	3.6%	2.0%	
Operating profit	56	27	43	52	55	177	66	59	61	63	248	59	7	72	41	178	61	65	
QoQ Change			58.5%	23.2%	5.6%		19.2%	-10.5%	2.7%	3.1%		-6.2%	-87.6%	884.8%	-43.4%		51.2%	6.4%	
YoY Change						216.3%	145.6%	38.8%	15.7%	13.0%	40.1%	-11.0%	-87.7%	18.3%	-35.1%	-28.2%	4.6%	796.5%	
Net profit	-118	-66	-99	-82	-17	-265	-1	-95	-88	-38	-222	-8	-143	-78	-84	-314	-73	-88	
QoQ Change			51.0%	-17.3%	-78.7%		-93.4%	8152.7%	-7.0%	-57.4%		-78.1%	1627.2%	-45.1%	7.5%		-12.9%	20.4%	
YoY Change						125.1%	-98.2%	-4.2%	7.7%	115.5%	-16.0%	617.0%	50.1%	-11.4%	123.5%	41.0%	787.6%	-38.1%	
Depreciation & amortization	273	65	61	59	66	250	57	56	59	63	234	64	68	68	85	285	69	71	
QoQ Change			-6.4%	-3.1%	12.1%		-14.1%	-1.7%	6.1%	7.2%		0.9%	6.9%	-0.6%	25.4%		-19.3%	3.7%	
YoY Change						-8.5%	-12.6%	-8.3%	0.3%	-4.1%	-6.3%	12.7%	22.7%	15.0%	34.6%	21.6%	7.6%	4.3%	
EBITDA	329	92	103	111	121	427	122	115	120	126	482	122	75	140	126	463	130	136	
QoQ Change			12.7%	7.8%	9.0%		1.1%	-6.4%	4.3%	5.1%		-2.6%	-38.4%	84.9%	-10.0%		3.5%	5.0%	
YoY Change						29.7%	33.8%	11.1%	7.6%	3.8%	13.0%	0.0%	-34.2%	16.7%	-0.1%	-4.0%	6.1%	80.8%	
Key Cash Flow Metrics																			
Operating cash flow	250	84	32	97	133	347	91	93	135	91	410	124	110	126	132	492	141	119	
QoQ Change			-61.5%	200.4%	37.1%		-32.0%	3.0%	44.6%	-32.9%		37.1%	-11.9%	15.1%	4.4%		7.4%	-15.9%	
YoY Change						38.9%	7.8%	188.5%	38.9%	-32.0%	18.1%	37.1%	17.3%	-6.6%	45.2%	20.0%	13.7%	8.4%	
Capital expenditures, gross (accounting)	299	70	52	77	66	265	20	71	101	78	270	66	79	82	68	295	79	75	
QoQ Change			-25.7%	48.1%	-14.3%		-69.7%	255.0%	42.3%	-22.8%		-15.4%	19.7%	3.8%	-16.6%		15.5%	-5.1%	
YoY Change						-11.4%	-71.4%	36.5%	31.2%	18.2%	1.9%	230.0%	11.3%	-18.8%	-12.3%	9.4%	19.7%	-5.1%	
Capital expenditures, gross (cash flow)	255	79	40	56	63	238	61	60	87	53	262	61	63	64	90	278	71	64	
QoQ Change			-50.2%	41.2%	12.3%		-2.1%	-2.5%	45.9%	-39.6%		15.5%	3.6%	1.4%	40.3%		-21.0%	-9.5%	
YoY Change						-6.7%	-22.6%	51.5%	56.5%	-15.8%	10.1%	-0.7%	5.5%	-26.6%	70.3%	6.4%	16.5%	1.8%	
Capital expenditures, net (cash flow)	255	79	40	56	63	238	61	60	87	52	261	61	63	63	90	277	71	64	
QoQ Change			-50.2%	41.2%	12.3%		-2.1%	-2.5%	44.9%	-39.6%		16.0%	3.5%	0.1%	42.5%		-21.0%	-9.4%	
YoY Change						-6.7%	-22.6%	51.5%	55.4%	-16.4%	9.7%	-1.0%	5.1%	-27.3%	71.4%	6.2%	16.7%	2.1%	
Free cash flow	-5	5	-7	41	71	109	29	33	48	38	149	63	47	63	42	215	70	54	
QoQ Change			NM	NM	70.6%		-58.6%	14.4%	44.1%	-20.8%		66.2%	-26.6%	35.3%	-33.8%		68.7%	-22.6%	
YoY Change						NM	522.3%	NM	16.5%	-45.9%	36.2%	116.9%	39.1%	30.7%	9.2%	44.0%	10.9%	17.0%	
Ratios																			
Operating margin	4.0%	7.0%	11.2%	14.0%	14.7%	11.7%	17.2%	15.7%	15.9%	16.0%	16.2%	15.0%	1.8%	18.1%	10.1%	11.3%	15.1%	16.2%	
Net margin	-8.3%	-17.2%	-26.1%	-21.9%	-4.6%	-17.5%	-0.3%	-25.3%	-23.3%	-9.7%	-14.5%	-2.1%	-36.1%	-19.8%	-21.0%	-19.8%	-18.1%	-21.9%	
EBITDA margin	23.3%	24.0%	27.2%	29.6%	32.2%	28.2%	31.9%	30.5%	31.4%	32.2%	31.5%	31.3%	19.1%	35.3%	31.4%	29.3%	32.0%	33.8%	
Capex/Sales	21.1%	18.4%	13.7%	20.5%	17.5%	17.5%	5.2%	18.9%	26.5%	20.0%	17.6%	16.9%	20.0%	20.7%	17.1%	18.7%	19.5%	18.6%	

¹ Q2-10 includes a provision related to retroactive royalties claimed by ACUM.



	FY 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008	FY 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	Q3 2010	Q4 2010	FY 2010	Q1 2011	Q2 2011
Bezeq Fixed-Line																		
Key Performance Indicators																		
Total outgoing minutes (in millions) ¹	14,711	3,473	3,306	3,379	3,103	13,260	3,077	2,972	3,051	2,917	12,017	2,732	2,717	2,629	2,621	10,699	2,521	2,415
QoQ Change			-4.8%	2.2%	-8.2%		-0.8%	-3.4%	2.7%	-4.4%		-6.3%	-0.5%	-3.2%	-0.3%		-3.8%	-4.2%
YoY Change						-9.9%	-11.4%	-10.1%	-9.7%	-6.0%	-9.4%	-11.2%	-8.6%	-13.8%	-10.1%	-11.0%	-7.7%	-11.1%
Total incoming minutes (in millions)	6,411	1,673	1,651	1,719	1,648	6,691	1,654	1,659	1,731	1,674	6,718	1,623	1,634	1,646	1,644	6,547	1,577	1,535
QoQ Change			-1.3%	4.1%	-4.1%		0.4%	0.3%	4.3%	-3.3%		-3.0%	0.7%	0.7%	-0.1%		-4.1%	-2.7%
YoY Change						4.4%	-1.1%	0.5%	0.7%	1.6%	0.4%	-1.9%	-1.5%	-4.9%	-1.8%	-2.5%	-2.8%	-6.1%
Total access lines (in 000's) ¹	2,749	2,700	2,669	2,633	2,603	2,603	2,568	2,536	2,507	2,476	2,476	2,445	2,412	2,382	2,352	2,352	2,342	2,336
QoQ Change			-1.1%	-1.3%	-1.1%		-1.3%	-1.2%	-1.1%	-1.2%		-1.3%	-1.3%	-1.2%	-1.3%		-0.4%	-0.3%
YoY Change						-5.3%	-4.9%	-5.0%	-4.8%	-4.9%	-4.9%	-4.8%	-4.9%	-5.0%	-5.0%	-5.0%	-4.2%	-3.2%
ARPL - Voice & fixed fees (in NIS) ¹	87	85	82	85	82	83	82	81	83	83	82	80	81	83	83	82	80	78
QoQ Change			-3.5%	3.7%	-3.5%		0.0%	-1.2%	2.5%	0.0%		-3.6%	1.3%	2.5%	0.0%		-3.6%	-2.5%
YoY Change						-4.6%	-3.5%	-1.2%	-2.4%	1.2%	-1.2%	-2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	-3.7%
Churn rate (%)	9.5%	3.7%	2.8%	3.1%	2.9%	12.5%	3.2%	2.8%	3.0%	3.0%	12.1%	3.0%	3.1%	3.1%	3.4%	12.6%	3.1%	2.6%
QoQ Change			-24.3%	10.7%	-6.5%		10.3%	-12.5%	7.1%	0.0%		0.0%	3.3%	0.0%	9.7%		-8.8%	-16.1%
YoY Change						31.6%	-13.5%	0.0%	-3.2%	3.4%	-3.2%	-6.3%	10.7%	3.3%	13.3%	4.1%	3.3%	-16.1%
Broadband Internet lines (in 000's)	963	970	982	994	1,005	1,005	1,011	1,016	1,026	1,035	1,035	1,045	1,051	1,056	1,066	1,066	1,079	1,088
QoQ Change			1.2%	1.2%	1.1%		0.6%	0.5%	1.0%	0.9%		1.0%	0.6%	0.5%	0.9%		1.2%	0.8%
YoY Change						4.4%	4.2%	3.5%	3.2%	3.0%	3.0%	3.4%	3.4%	2.9%	3.0%	3.0%	3.3%	3.5%
Broadband Internet ARPU (in NIS)	64	68	66	67	66	67	67	67	70	70	69	73	72	76	78	75	79	80
QoQ Change			-2.9%	1.5%	-1.5%		1.5%	0.0%	4.5%	0.0%		4.3%	-1.4%	5.6%	2.6%		1.3%	1.3%
YoY Change						4.7%	-1.5%	1.5%	4.5%	6.1%	3.0%	9.0%	7.5%	8.6%	11.4%	8.7%	8.2%	11.1%
NGN subscribers as % of total internet subscribers covered by NGN network	N/A	N/A	N/A	N/A	N/A	N/A	1%	3%	8%	12%	12%	17%	23%	27%	34%	34%	37%	40%
QoQ Change								200.0%	166.7%	50.0%		41.7%	35.3%	17.4%	25.9%		8.8%	8.1%
YoY Change												666.7%	237.5%	183.3%	183.3%	117.6%	73.9%	
Average broadband speed per subscriber (end of period, Mbps)	1.7	1.9	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.7	2.7	3.0	3.4	3.8	4.3	4.3	4.8	5.3
QoQ Change			5.3%	5.0%	4.8%		4.5%	4.3%	4.2%	8.0%		11.1%	13.3%	11.8%	13.2%		11.6%	10.4%
YoY Change						29.4%	21.1%	20.0%	19.0%	22.7%	22.7%	30.4%	41.7%	52.0%	59.3%	59.3%	60.0%	55.9%
Number of employees	7,614	7,458	7,425	7,417	7,530	7,530	7,545	7,399	7,335	7,364	7,364	7,332	7,325	7,299	7,216	7,216	7,216	7,123
QoQ Change			-0.4%	-0.1%	1.5%		0.2%	-1.9%	-0.9%	0.4%		-0.4%	-0.1%	-0.4%	-1.1%		0.0%	-1.3%
YoY Change						-1.1%	1.2%	-0.4%	-1.1%	-2.2%	-2.2%	-2.8%	-1.0%	-0.5%	-2.0%	-2.0%	-1.6%	-2.8%

¹ Outgoing minutes, access lines, and ARPL were retroactively adjusted to exclude public coin operated payphones.



		FY 2007	Q1 2008	Q2 2008	Q3 2008	Q4 2008	FY 2008	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	Q3 2010	Q4 2010	FY 2010	Q1 2011	Q2 2011
Pelephone																			
Key Performance Indicators																			
Subscribers (in 000's)		2,622	2,595	2,636	2,698	2,649	2,649	2,669	2,694	2,721	2,766	2,766	2,789	2,807	2,825	2,857	2,857	2,880	2,890
	QoQ Change			1.6%	2.4%	-1.8%		0.8%	0.9%	1.0%	1.7%		0.8%	0.6%	0.6%	1.1%		0.8%	0.3%
	YoY Change						1.0%	2.9%	2.2%	0.9%	4.4%	4.4%	4.5%	4.2%	3.8%	3.3%	3.3%	3.3%	3.0%
HSPA subscribers (in 000's)		N/A	N/A	N/A	N/A	N/A	N/A	117	283	471	676	676	845	1,005	1,160	1,325	1,325	1,471	1,610
	QoQ Change								141.9%	66.4%	43.5%		25.0%	18.9%	15.4%	14.2%		11.0%	9.4%
	YoY Change												622.2%	255.1%	146.3%	96.0%	96.0%	74.1%	60.2%
MOU (per sub, per month)		354	355	358	359	335	352	323	329	339	339	333	336	348	347	364	349	359	365
	QoQ Change			0.8%	0.3%	-6.7%		-3.6%	1.9%	3.0%	0.0%		-0.9%	3.6%	-0.3%	4.9%		-1.4%	1.7%
	YoY Change						-0.6%	-9.0%	-8.1%	-5.6%	1.2%	-5.4%	4.0%	5.8%	2.4%	7.4%	4.8%	6.8%	4.9%
ARPU (in NIS)		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	110	111	113	109	N/A	110	107
	QoQ Change													0.9%	1.8%	-3.5%		0.9%	-2.7%
	YoY Change																	0.0%	-3.6%
Churn rate (%)		N/A	N/A	N/A	N/A	N/A	N/A	3.3%	3.3%	3.8%	3.4%	13.8%	3.9%	3.9%	3.5%	3.9%	15.3%	4.3%	4.9%
	QoQ Change								0.0%	15.2%	-10.5%		14.7%	0.0%	-10.3%	11.4%		10.3%	14.0%
	YoY Change												18.2%	18.2%	-7.9%	14.7%	10.9%	10.3%	25.6%
VAS revenues as % of total cellular service revenues		12.7%	15.0%	15.5%	16.2%	18.4%	16.3%	18.5%	19.1%	20.0%	20.8%	19.6%	22.6%	23.0%	24.5%	25.0%	23.8%	32.1%	34.5%

yes

Key Performance Indicators																			
Subscribers (in 000's)		549	549	551	556	560	560	560	562	567	571	571	571	573	575	578	578	580	581
	QoQ Change			0.4%	0.9%	0.7%		0.0%	0.4%	0.9%	0.7%		0.0%	0.4%	0.3%	0.5%		0.3%	0.2%
	YoY Change						2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	1.4%	1.2%	1.2%	1.6%	1.4%
ARPU (in NIS)		217	231	230	226	225	228	228	224	224	229	226	229	231	229	231	230	234	232
	QoQ Change			-0.4%	-1.7%	-0.4%		1.3%	-1.8%	0.0%	2.2%		0.0%	0.9%	-0.9%	0.9%		1.3%	-0.9%
	YoY Change						5.1%	-1.3%	-2.6%	-0.9%	1.8%	-0.9%	0.4%	3.1%	2.2%	0.9%	1.8%	2.2%	0.4%
Churn rate (%)		N/A	N/A	N/A	N/A	N/A	N/A	3.7%	3.1%	3.3%	3.2%	13.3%	3.5%	3.1%	3.3%	3.1%	13.0%	3.3%	2.9%
	QoQ Change												9.4%	-11.4%	6.5%	-6.1%		6.5%	-12.1%
	YoY Change								-16.2%	6.5%	-3.0%		-5.4%	0.0%	0.0%	-3.1%	-2.3%	-5.7%	-6.5%



GLOSSARY

Glossary

EBITDA	= Earnings Before Interest, Taxes, Depreciation & Amortization; ttm = trailing twelve months
Free cash flow	= Operating cash flows less net capital expenditures
Net capital expenditures	= Purchase of property, plant & equipment (PPE), plus investments in intangible assets, less proceeds from the sale of PPE
ARPL	= Average revenue per line
ARPU	= Average revenue per user
MOU	= Minutes of use
N/A	= Not available
N/M	= Not meaningful
<u>Fixed-line KPIs</u>	
Total access lines	= Inactive subscribers are those whose lines have been physically disconnected (except for a subscriber in the first three months of collection proceedings).
ARPL - Voice & fixed fees	= Not including revenues from data communications and transmissions services, internet services, services to communications providers, and contract and other services. Based on average subscribers for the period.
Churn rate	= The number of telephony subscribers who left during the period, divided by the average number of registered subscribers in the period.
Broadband Internet ARPU	= Total revenue from Internet services excluding revenue from business directory services, divided by average internet subscribers.
<u>Telephone KPIs</u>	
Subscribers	= Subscriber data excludes inactive subscribers connected to Pelephone's services for six months or more. An inactive subscriber is one who in the past six months has not received or made at least one call or who has not paid for Pelephone's services.
ARPU	= Average monthly revenue per subscriber is calculated by dividing the monthly average of revenue from cellular services (airtime, usage fees, call completion fees, roaming services, value added services and sundry), repair services and warranty in the period, by the average number of active subscribers in the same period. In light of the decrease in mobile termination rates as of 1.1.11, Q1-Q4 2010 ARPU data is presented based on reduced termination rates in order to compare to 2011.
MOU	= Average monthly use per subscriber (in minutes) is calculated according to a monthly average of total outgoing and incoming minutes in the period, divided by the average total number of active subscribers in the same period.
Churn rate	= Churn rate is calculated according to the proportion of subscribers who have disconnected from the Company's services and subscribers who have become inactive during the period, out of the average number of active subscribers during the same period.
VAS revenues as % of total cellular service revenues	= Based on interconnect fees in effect during each period.
<u>yes KPIs</u>	
Subscribers	= One household or small business customer - for a business customer with numerous intake points or decoders (such as a hotel, kibbutz or gym), the number of subscribers is calculated by dividing the total payment received from the business customer by the average revenue from a small business customer.
ARPU	= Includes total yes revenues (content and equipment, premium channels, technical services, advanced services, one-time sales of content, revenue from channels, internet and others) divided by average subscribers for the period.
Churn rate	= Number of yes subscribers who left yes during the period, divided by the average number of yes registered subscribers in the period.