



# Facts & Figures Q4 & FY 2011

Year ending December 31, 2011

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**Sheet II - Key Performance Indicators (KPIs)** 

**Sheet III - Glossary & Footnotes** 

#### For further information:

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(NIS millions, except for EPS)	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	Q3 2011	Q4 2011	FY 2011
Bezeq Group (1)(2)																
Key Income Statement Metrics																
Revenues	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	2,917	2,650	11,373
QoQ Change	,-	3.3%	2.9%	1.8%	0.3%	,	-0.6%	2.3%	1.7%	0.8%	,	-4.7%	-0.7%	0.8%	-9.2%	,
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%	-3.8%	-13.3%	-5.1
Operating Profit	2,640	799	818	875	480	2,972	874	990	979	901	3,744	665	935	944	698	3,24
QoQ Change		76.8%	2.4%	7.0%	-45.1%		82.1%	13.3%	-1.1%	-8.0%		-26.2%	40.6%	1.0%	-26.1%	
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%	-3.6%	-22.5%	-13.4
Net profit attributed to Bezeq shareholders	1,627	608	541	2,088	366	3,603	642	638	588	575	2,443	407	585	550	524	2,066
QoQ Change		104.0%	-11.0%	286.0%	-82.5%		75.4%	-0.6%	-7.8%	-2.2%		-29.2%	43.7%	-6.0%	-4.7%	
YoY Change	22.3%	47.9%	18.6%	351.9%	22.8%	121.5%	5.6%	17.9%	-71.8%	57.1%	-32.2%	-36.6%	-8.3%	-6.5%	-8.9%	-15.49
Earnings Per Share - Basic Earnings Per Share - Diluted	0.62 0.61	0.23 0.23	0.21 0.20	0.79 0.79	0.14 0.12	1.37 1.34	0.24 0.24	0.24 0.24	0.22 0.22	0.21 0.21	0.91 0.90	0.15 0.15	0.22 0.21	0.20 0.20	0.19 0.19	0.76 0.76
Earnings Per Snare - Diluted	0.61	0.23	0.20	0.79	0.12	1.34	0.24	0.24	0.22	0.21	0.90	0.15	0.21	0.20	0.19	0.76
Depreciation & amortization	1,458	371	377	361	376	1,485	343	348	350	368	1,409	335	348	357	355	1,395
QoQ Change	1,430	1.9%	1.6%	-4.2%	4.2%	1,403	-8.8%	1.5%	0.6%	5.1%	1,403	-9.0%	3.9%	2.6%	-0.6%	1,550
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%	2.0%	-3.5%	-1.09
EBITDA	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	1,301	1,053	4,637
QoQ Change	.,	43.4%	2.1%	3.4%	-30.7%	1,101	42.2%	9.9%	-0.7%	-4.5%	-,	-21.2%	28.3%	1.4%	-19.1%	.,
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%	-2.1%	-17.0%	-10.09
Shares Outstanding - Basic	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	2,706	2,711	2,701
Shares Outstanding - Diluted	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	2,724	2,725	2,725
Key Cash Flow Metrics																
Operating cash flow	3,068	1,134	715	1,021	785	3,655	806	976	1,166	748	3,696	890	670	882	744	3,186
QoQ Change	,	63.8%	-37.0%	42.9%	-23.1%	,	2.7%	21.1%	19.5%	-35.8%	,	19.0%	-24.7%	31.6%	-15.6%	
YoY Change	13.7%	112.5%	-1.7%	-8.4%	13.3%	19.1%	-28.9%	36.6%	14.2%	-4.7%	1.1%	10.4%	-31.4%	-24.4%	-0.5%	-13.89
Capital expenditures, gross (accounting)	1,632	395	399	326	385	1,505	360	427	381	478	1,645	513	495	437	494	1,939
QoQ Change		-22.4%	1.0%	-18.3%	18.1%		-6.5%	18.6%	-10.8%	25.5%		7.3%	-3.5%	-11.7%	13.0%	
YoY Change	50.3%	50.2%	-29.1%	9.8%	-24.4%	-7.8%	-8.9%	7.0%	16.9%	24.2%	9.3%	42.5%	15.9%	14.7%	3.3%	17.99
Capital expenditures, gross (cash flow)	1,531	410	381	384	360	1,535	369	396	376	481	1,622	500	455	479	469	1,903
QoQ Change		14.0%	-7.0%	0.8%	-6.2%		2.4%	7.3%	-5.1%	27.9%		4.0%	-9.0%	5.3%	-2.1%	
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%	27.4%	-2.5%	17.39
Capital expenditures, net (cash flow)	1,384	359	370	364	352	1,445	354	370	328	437	1,489	428	406	374	429	1,637
QoQ Change	70.00/	14.5%	3.2%	-1.6%	-3.2%		0.5%	4.5%	-11.4%	33.2%	0.00/	-2.1%	-5.1%	-7.9%	14.7%	0.00
YoY Change	70.0%	58.9%	15.5%	-30.7%	12.5%	4.4%	-1.3%	0.0%	-9.9%	24.0%	3.0%	20.9%	9.7%	14.0%	-1.8%	9.99
Free cash flow	1,684	776	345	657	433	2,210	452	606	838	311	2,207	462	264	508	315	1,549
QoQ Change YoY Change	40.000	104.5% 151.6%	-55.6% -15.2%	90.7% 11.4%	-34.1%	31.3%	4.5% -41.7%	34.1% 75.9%	38.3%	-62.9% -28.1%	-0.1%	48.6% 2.2%	-42.9% -56.4%	92.4% -39.4%	-38.0% 1.3%	-29.89
101 Change	-10.6%	131.0%	-13.2%	11.470	14.0%	31.3%	-41.770	75.9%	27.5%	-20.1%	-0.1%	2.270	-30.4%	-39.4%	1.3%	-29.07
Key Balance Sheet Metrics																
Total debt	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	9,614	9,578	9,578
Cash & short-term investments	816	1,736	882	1,459	734	734	956	242	1,412	372	372	701	487	3,620	2,298	2,298
Net debt	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	5,994	7,280	7,280
Ratios	0.1.051	20.00:	00.50	00.051	10.45	05.00	20.001	20.001	00.051	00 Ec.	04.051	00.001	20.001	20.45	22.051	
	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%	32.4%	26.3%	28.59
Operating margin					40 50					40.001						
Net margin	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%	18.9%	19.8%	18.2%
					12.5% 29.2% 13.1%					18.8% 41.5% 15.6%						

<sup>0.61</sup> 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.

0.94

0.93

0.76

0.93

0.76

0.86

0.65

1.13

1.07

1.21

0.91

1.11

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1.11

1.04

1.14

1.00

1.43

1.33

1.98

1.24

2.07

1.57

2.07

1.57

1.06

0.86

1.06

0.66

0.96

0.76

Total debt / EBITDA (ttm)

Net debt / EBITDA (ttm)

<sup>&</sup>lt;sup>2</sup> The Bezeq Group results reflect the consolidation of Walla! as of April 25, 2010.



(NIS millions, except for EPS)	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	Q3 2011	Q4 2011	FY 2011
Bezeq Fixed-Line																
Cey Income Statement Metrics																
otal Revenues	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	1,186	1,114	4,6
QoQ Change		-1.6%	-0.6%	1.9%	-2.0%		-0.9%	0.2%	1.2%	0.5%		-11.4%	-0.7%	1.4%	-6.1%	
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%	-10.4%	-16.2%	-11
elephony Revenues	3,572	839	828	843	823	3,333	785	795	788	792	3,160	617	607	612	557	2,3
QoQ Change			-1.3%	1.8%	-2.4%		-4.6%	1.3%	-0.9%	0.5%		-22.1%	-1.6%	0.8%	-9.0%	
YoY Change	-8.5%	007	040	004	005	-6.7%	-6.4%	-4.0%	-6.5%	-3.8%	-5.2%	-21.4%	-23.6%	-22.3%	-29.7%	-2-
roadband Internet Revenues	790	207	<b>210</b> 1.4%	<b>221</b> 5.2%	225 1.8%	863	<b>236</b> 4.9%	<b>235</b> -0.4%	<b>249</b> 6.0%	257	977	<b>265</b> 3.1%	<b>269</b> 1.5%	<b>276</b> 2.6%	282 2.2%	1,0
QoQ Change YoY Change	11.0%		1.4%	5.2%	1.8%	9.2%	4.9% 14.0%	-0.4% 11.9%	6.0% 12.7%	3.2% 14.2%	13.2%	3.1% 12.3%	1.5% 14.5%	2.6% 10.8%	9.7%	1
ransmission & Data Revenues	811	207	213	217	214	9.2 <i>%</i> <b>851</b>	223	221	219	219	882	228	233	239	231	,
QoQ Change	0	20.	2.9%	1.9%	-1.4%	001	4.2%	-0.9%	-0.9%	0.0%	002	4.1%	2.2%	2.6%	-3.3%	
YoY Change	7.6%		,			4.9%	7.7%	3.8%	0.9%	2.3%	3.6%	2.2%	5.4%	9.1%	5.5%	
ther Service Revenues	325	73	67	62	54	256	60	56	67	61	244	68	61	59	44	2
QoQ Change			-8.2%	-7.5%	-12.9%		11.1%	-6.7%	19.6%	-9.0%		11.5%	-10.3%	-3.3%	-25.4%	
YoY Change	-5.0%					-21.2%	-17.8%	-16.4%	8.1%	13.0%	-4.7%	13.3%	8.9%	-11.9%	-27.9%	-4
perating profit	1,475	437	434	491	161	1,523	490	503	556	494	2,043	211	517	546	384	1,6
QoQ Change		88.4%	-0.7%	13.1%	-67.2%		204.3%	2.7%	10.5%	-11.2%		-57.3%	145.0%	5.6%	-29.7%	
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%	-1.8%	-22.3%	-18
et profit (1)	950	336	316	319	136	1,107	360	349	377	340	1,426	123	330	311	301	1,0
QoQ Change	00.007	131.7%	-6.0%	0.9%	-57.4%	40.50/	164.7%	-3.1%	8.0%	-9.8%	00.00/	-63.8%	168.3%	-5.8%	-3.2%	
YoY Change epreciation & amortization	28.9% <b>852</b>	37.7% <b>211</b>	9.0% <b>205</b>	17.7% <b>184</b>	-6.2% <b>194</b>	16.5% <b>794</b>	7.1% <b>170</b>	10.4% <b>171</b>	18.2% <b>171</b>	150.0% <b>178</b>	28.8% <b>690</b>	-65.8% <b>162</b>	-5. <i>4%</i> <b>171</b>	-17.5% <b>180</b>	-11.5% <b>175</b>	-28
QoQ Change	032	1.0%	-2.8%	-10.2%	5.4%	134	-12.4%	0.6%	0.0%	4.1%	030	-9.0%	5.6%	5.3%	-2.8%	,
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%	5.3%	-1.7%	-0
BITDA	2,327	648	639	675	355	2,317	660	674	727	672	2,733	373	688	726	559	2,3
QoQ Change	_,	46.9%	-1.4%	5.6%	-47.4%	_,	85.9%	2.1%	7.9%	-7.6%	_,	-44.5%	84.5%	5.5%	-23.0%	_,
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%	-0.1%	-16.8%	-14
ey Cash Flow Metrics (2)																
perating cash flow	1,691	635	408	526	651	2,220	393	523	684	540	2,140	534	496	641	435	2,1
QoQ Change			-35.7%	28.9%	23.8%		-39.6%	33.1%	30.8%	-21.1%		-1.1%	-7.1%	29.2%	-32.1%	
YoY Change	22.6%					31.3%	-38.1%	28.2%	30.0%	-17.1%	-3.6%	35.9%	-5.2%	-6.3%	-19.5%	-1
apital expenditures, gross (accounting)	600	210	209	191	234	844	228	269	250	294	1,041	340	310	243	281	1,1
QoQ Change	47.004	-5.0%	-0.5%	-8.6%	22.5%	40 70/	-2.6%	18.0%	-7.1%	17.6%	00.00/	15.6%	-8.8%	-21.6%	15.6%	
YoY Change apital expenditures, gross (cash flow)	17.0% <b>616</b>	64.1% <b>238</b>	50.4% <b>191</b>	70.5% <b>204</b>	5.9% <b>220</b>	40.7% <b>853</b>	8.6% <b>238</b>	28.7% <b>247</b>	30.9% <b>245</b>	25.6% <b>302</b>	23.3% <b>1,032</b>	49.1% <b>319</b>	15.2% <b>319</b>	-2.8% <b>268</b>	-4.4% <b>259</b>	12 1,1
QoQ Change	010	40.0%	-19.7%	6.8%	7.8%	000	8.2%	3.8%	-0.8%	23.3%	1,032	5.6%	0.0%	-16.0%	-3.4%	1,
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%	9.4%	-14.2%	12
apital expenditures, net (cash flow)	472	189	182	185	211	767	223	221	197	259	900	247	271	200	219	,,,
QoQ Change		53.7%	-3.7%	1.6%	14.1%		5.7%	-0.9%	-10.9%	31.5%		-4.6%	9.7%	-26.2%	9.5%	
YoY Change	40.5%	92.9%	70.1%	28.5%	71.5%	62.5%	18.0%	21.4%	6.5%	22.7%	17.3%	10.8%	22.6%	1.5%	-15.4%	4
ree cash flow	1,219	446	226	341	440	1,453	170	302	487	281	1,240	287	225	441	216	1,1
QoQ Change			-49.3%	50.9%	29.0%		-61.4%	77.6%	61.3%	-42.3%		2.1%	-21.6%	96.0%	-51.0%	
YoY Change	16.9%					19.2%	-61.9%	33.6%	42.8%	-36.1%	-14.7%	68.8%	-25.5%	-9.4%	-23.2%	4
atios																
perating margin	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%	46.0%	34.5%	35
et margin	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%	26.2%	27.0%	22
										== ===	E4 00/	04 70/	EO 00/	04 00/	50.2%	50
BITDA margin capex/Sales	42.3% 10.9%	48.9% 15.8%	48.5% 15.9%	50.3% 14.2%	27.0% 17.8%	43.7% 15.9%	50.6% 17.5%	51.6% 20.6%	55.0% 18.9%	50.6% 22.1%	51.9% 19.8%	31.7% 28.9%	58.8% 26.5%	61.2% 20.5%	25.2%	25

<sup>&</sup>lt;sup>1</sup> Net profit does not include share in profits/losses of equity-accounted investees.

<sup>&</sup>lt;sup>2</sup> 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.

bezea (NIS	S millions, except for EPS)	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	Q3 2011	Q4 2011	FY 2011
Pelephone																	
Key Income Statemer	nt Metrics																
Total Revenues		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	1,421	1,239	5,5
	QoQ Change		11.2%	6.4%	1.9%	1.5%		0.0%	2.6%	0.9%	1.8%		-1.2%	-0.8%	-1.2%	-12.8%	
	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%	-1.5%	-15.6%	-3
Service Revenues		4,020	1,019	1,050	1,101	1,086	4,256	1,106	1,140	1,159	1,145	4,550	949	925	914	849	3,6
	QoQ Change			3.0%	4.9%	-1.4%		1.8%	3.1%	1.7%	-1.2%		-17.1%	-2.5%	-1.2%	-7.1%	
	YoY Change	1.2%					5.9%	8.5%	8.6%	5.3%	5.4%	6.9%	-14.2%	-18.9%	-21.1%	-25.9%	-20
Equipment Revenues		693	246	296	271	307	1,120	287	289	283	323	1,182	501	513	507	390	1,9
	QoQ Change			20.3%	-8.4%	13.3%		-6.5%	0.7%	-2.1%	14.1%		55.1%	2.4%	-1.2%	-23.1%	
	YoY Change	-2.7%					61.6%	16.7%	-2.4%	4.4%	5.2%	5.5%	74.6%	77.5%	79.2%	20.7%	61
Operating profit		933	302	321	316	251	1,190	322	362	356	343	1,383	399	357	342	262	1,3
	QoQ Change		89.9%	6.3%	-1.6%	-20.6%		28.3%	12.4%	-1.7%	-3.7%		16.3%	-10.5%	-4.2%	-23.4%	
	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%	-3.9%	-23.6%	-1
Net profit		682	230	233	231	181	875	259	267	239	268	1,033	310	279	263	204	1,0
	QoQ Change		79.7%	1.3%	-0.9%	-21.6%		43.1%	3.1%	-10.5%	12.1%		15.7%	-10.0%	-5.7%	-22.4%	
	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%	10.0%	-23.9%	2
Depreciation & amort	ization	523	139	151	155	158	603	149	149	149	154	601	139	143	139	140	
	QoQ Change		3.0%	8.6%	2.6%	1.9%		-5.7%	0.0%	0.0%	3.4%		-9.7%	2.9%	-2.8%	0.7%	
	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%	-6.7%	-9.1%	-6
EBITDA		1,456	441	472	471	410	1,794	471	511	505	497	1,984	539	500	481	401	1,9
	QoQ Change		50.0%	7.0%	-0.2%	-13.0%		14.9%	8.5%	-1.2%	-1.6%		8.5%	-7.2%	-3.8%	-16.6%	
	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%	-4.8%	-19.3%	-3
Key Cash Flow Metric	s																
Operating cash flow		1,277	375	290	395	55	1,115	350	378	400	91	1,219	308	101	168	223	8
	QoQ Change		25.8%	-22.7%	36.2%	-86.1%		536.4%	8.0%	5.8%	-77.3%		238.5%	-67.2%	66.3%	32.7%	
	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%	-58.0%	145.1%	-34
Capital expenditures,		911	165	127	107	109	508	110	112	99	110	431	122	109	98	113	4
	QoQ Change		-35.8%	-23.0%	-15.7%	1.9%		0.9%	1.8%	-11.6%	11.1%		10.9%	-10.7%	-10.1%	15.3%	
	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%	-1.0%	2.7%	:
Capital expenditures,		798	149	163	146	101	559	92	114	99	92	397	133	86	107	93	
	QoQ Change		-8.6%	9.4%	-10.4%	-30.8%		-8.9%	23.9%	-13.2%	-7.1%		44.6%	-35.3%	24.4%	-13.1%	
	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%	-24.6%	8.1%	1.1%	ŧ
Capital expenditures,		795	149	159	146	101	555	92	114	99	92	397	133	86	71	92	
	QoQ Change		-8.0%	6.7%	-8.2%	-30.8%		-8.9%	23.9%	-13.2%	-7.1%		44.6%	-35.3%	-17.4%	29.6%	
	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%	-28.3%	0.0%	-
ree cash flow		482	226	131	249	-45	560	258	264	301	-1	822	175	15	97	131	•
	QoQ Change YoY Change	-43.4%	66.2% 46.8%	-42.0% -19.6%	90.1% 758.6%	-118.1% -133.1%	16.2%	-673.3% 14.2%	2.3% 101.5%	14.0% 20.9%	-100.3% -97.8%	46.8%	N/M -32.2%	-91.4% -94.3%	546.7% -67.8%	35.1% N/M	-4
Ratios																	
perating margin		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%	24.1%	21.1%	24
let margin		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%	18.5%	16.5%	19
EBITDA margin		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%	33.8%	32.4%	34
		00.070	O-1.0 /0	00.170	04.070	20.7/0	JJ. 70	00.070	00.070	00.070	00.070	UT.U/0	J /0	0-1.070	00.070	OZ70	

bezeo	(NIC millions avenue for EDC)	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
	(NIS millions, except for EPS)	2008	2009	2009	2009	2009	2009	2010	2010	2010	2010	2010	2011	2011	2011	2011	2011
Damas In	tornotional																
	ternational																
	tatement Metrics																
Revenues		1,306	324	327	332	334	1,318	343	340	347	350	1,380	329	332	351	341	1,3
	QoQ Change		-3.8%	0.7%	1.8%	0.5%		2.7%	-0.9%	2.2%	0.7%		-5.9%	0.9%	5.5%	-2.7%	
	YoY Change	0.2% <b>242</b>	3.4%	0.3%	1.1%	-1.0% <b>67</b>	0.9% <b>261</b>	5.7%	4.1%	4.5% <b>70</b>	4.8%	4.8% <b>320</b>	-4.0%	-2.2% <b>60</b>	1.0%	-2.5%	-
Operating pro	QoQ Change	242	<b>60</b> -7.5%	68	<b>66</b> -1.8%	0.5%	201	<b>62</b> -7.7%	<b>124</b> 101.0%	-43.8%	<b>65</b> -6.5%	320	<b>61</b> -6.5%	-0.9%	<b>61</b> 1.7%	<b>59</b> -4.5%	2
	YoY Change	18.6%	-7.5% 9.8%	12.4% 8.0%	-1.8% 12.3%	2.5%	8.0%	2.3%	83.0%	-43.8% 4.8%	-0.5% -1.5%	22.6%	-0.5% -1.1%	-0.9% -51.2%	-11.8%	-4.5% -9.9%	-24
Net profit	101 Change	178	9.6% <b>44</b>	56	51	49	200	46	108	53	46	254	46	46	46	-9.9% 44	-24
p	QoQ Change	.,,	-3.7%	26.5%	-9.1%	-2.5%		-6.0%	132.9%	-50.6%	-14.2%	204	0.2%	0.8%	-0.9%	-4.2%	
	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%	-14.0%	-4.1%	-28
Depreciation 8	& amortization	80	20	21	21	23	84	23	23	24	25	94	24	26	28	30	1
•	QoQ Change		-1.2%	5.4%	3.5%	5.4%		0.2%	1.8%	2.3%	7.1%		-3.6%	8.8%	5.9%	8.1%	
	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%	18.9%	20.1%	18
EBITDA		322	80	88	88	89	345	84	147	93	90	414	85	87	89	89	3
	QoQ Change		-6.1%	10.7%	-0.6%	1.7%		-5.7%	74.4%	-36.6%	-3.3%		-5.4%	1.9%	3.0%	-0.6%	
	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%	-4.0%	-1.3%	-15
Key Cash Flov																	
Operating cas	sh flow	163	84	83	81	72	320	59	66	75	90	290	42	68	57	76	2
	QoQ Change		14.2%	-1.0%	-1.5%	-11.7%		-17.3%	10.7%	13.3%	20.7%		-53.3%	62.2%	-16.0%	32.5%	
	YoY Change	76.3%	1010.8%	62.4%	155.5%	-1.7%	95.5%	-28.8%	-20.4%	-8.4%	25.3%	-9.2%	-29.3%	3.5%	-23.2%	-15.7%	-16
Capital expend	ditures, gross (accounting)	120	20	63	29	38	150	20	43	29	69	160	49	71	85	80	2
	QoQ Change YoY Change	0.40/	-31.0%	215.0%	-54.0%	31.0%	05.00/	-47.4%	115.0%	-32.6%	137.9%	0.70/	-29.0%	44.9%	19.7%	-5.9%	7/
Canital ovnon	ditures, gross (cash flow)	-8.4% <b>119</b>	-25.9% <b>21</b>	26.0% <b>26</b>	107.1% <b>33</b>	31.0% <b>39</b>	25.0% <b>120</b>	0.0% <b>37</b>	-31.7% <b>33</b>	0.0% <b>30</b>	81.6% <b>80</b>	6.7% <b>180</b>	145.0% <b>46</b>	65.1% <b>47</b>	193.1% <b>92</b>	15.9% <b>104</b>	78 <b>2</b>
Capital expell	QoQ Change	119	-20.4%	21.7%	28.3%	16.2%	120	-5.6%	-10.8%	-8.4%	167.3%	100	-42.6%	2.1%	95.2%	13.1%	-
	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%	205.3%	29.2%	60
Capital expend	ditures, net (cash flow)	118	21	26	33	39	120	37	33	30	80	180	46	47	92	103	2
ouplius oxposis	QoQ Change	110	-19.2%	22.1%	28.5%	16.2%		-5.6%	-10.7%	-8.7%	168.1%	100	-43.0%	2.6%	95.0%	12.7%	
	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%	206.1%	28.7%	6
ree cash flow		45	62	57	48	33	200	23	33	45	10	110	-4	21	-34	-27	-
	QoQ Change		33.1%	-8.9%	-15.3%	-31.2%		-31.0%	45.3%	35.1%	-77.9%		-137.6%	-670.7%	-261.5%	-20.4%	
	YoY Change	N/M	NM	183.0%	-3476.9%	-29.3%	341.0%	-63.4%	-41.6%	-6.8%	-70.1%	-44.7%	-116.3%	-35.9%	-176.7%	-376.2%	-139
Ratios																	
Operating mar	rgin	18.5%	18.5%	20.7%	20.0%	20.0%	19.8%	17.9%	36.4%	20.0%	18.6%	23.2%	18.5%	18.1%	17.5%	17.2%	17
Net margin		13.7%	13.6%	17.1%	15.2%	14.8%	15.2%	13.5%	31.8%	15.4%	13.1%	18.4%	14.0%	13.9%	13.1%	12.9%	13
EBITDA margi	in	24.6%	24.6%	27.0%	26.4%	26.7%	26.2%	24.5%	43.1%	26.8%	25.7%	30.0%	25.8%	26.1%	25.5%	26.0%	25
Camau/Calaa		0.20/	C 20/	40.20/	0.70/	44 40/	44 40/	E 00/	40.00/	0.20/	40.70/	44 60/	4 4 00/	24 40/	24 20/	22 E0/	24

Capex/Sales

9.2%

6.2%

19.3%

8.7% 11.4%

11.4%

5.8%

12.6%

8.3%

19.7%

11.6%

14.9%

21.4% 24.2% 23.5% 21.1%

(NIS millions, except for EPS)	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	Q3 2011	Q4 2011	FY 2011
yes																
Key Income Statement Metrics																
Revenues	1,513	384	376	380	390	1,530	391	396	395	400	1,583	406	404	405	404	1,619
QoQ Change		2.0%	-2.0%	1.2%	2.5%		0.3%	1.2%	-0.2%	1.2%		1.3%	-0.4%	0.4%	-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%	2.6%	0.9%	2.3%
Operating profit	177	66	59	61	63	248	59	7	72	41	178	61	65	63	105	295
QoQ Change		19.2%	-10.5%	2.7%	3.1%		-6.2%	-87.6%	884.8%	-43.4%		51.2%	6.4%	-3.0%	65.4%	
Yo Y 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%	-11.7%	158.2%	65.4%
Net profit	-265	-1	-95	-88	-38	-222	-8	-143	-78	-84	-314	-73	-88	-76	8	-230
QoQ Change		-93.4%	8152.7%	-7.0%	-57.4%		-78.1%	1627.2%	-45.1%	7.5%		-12.9%	20.4%	-14.1%	-110.6%	
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%	-3.1%	-109.5%	-26.8%
Depreciation & amortization	250	57	56	59	63	234	64	68	68	85	285	69	71	74	63	276
QoQ Change		-14.1%	-1.7%	6.1%	7.2%		0.9%	6.9%	-0.6%	25.4%		-19.3%	3.7%	4.1%	-15.5%	
YoY Change EBITDA	-8.5%	-12.6%	-8.3%	0.3%	-4.1%	-6.3%	12.7%	22.7%	15.0%	34.6% <b>126</b>	21.6%	7.6%	4.3%	9.3%	-26.4%	-2.9% <b>571</b>
	427	122	115	120	126	482	122	75	140		463	130	136	137	167	5/1
QoQ Change	00.70/	1.1%	-6.4%	4.3%	5.1%	40.007	-2.6%	-38.4%	84.9%	-10.0%	4.007	3.5%	5.0%	0.7%	21.8%	00.404
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%	-1.5%	33.3%	23.4%
Key Cash Flow Metrics																
Operating cash flow	347	91	93	135	91	410	124	110	126	132	492	141	119	134	119	513
QoQ Change		-32.0%	3.0%	44.6%	-32.9%		37.1%	-11.9%	15.1%	4.3%		7.4%	-15.9%	13.0%	-11.5%	
YoY Change	38.9%	7.8%	188.5%	38.9%	-32.0%	18.1%	37.1%	17.3%	-6.6%	45.1%	20.0%	13.7%	8.4%	6.4%	-9.7%	4.4%
Capital expenditures, gross (accounting)	265	20	71	101	78	270	66	79	82	68	295	79	75	68	69	291
QoQ Change		-69.7%	255.0%	42.3%	-22.8%		-15.4%	19.7%	3.8%	-16.6%		15.5%	-5.1%	-9.3%	1.5%	
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%	-17.1%	0.8%	-1.5%
Capital expenditures, gross (cash flow)	238	61	60	87	53	262	61	63	65	89	278	71	64	67	61	264
QoQ Change		-2.1%	-2.5%	45.9%	-39.6%		15.5%	3.6%	2.3%	38.2%		-20.5%	-9.5%	4.6%	-8.7%	
YoY Change	-6.7%	-22.6%	51.5%	56.5%	-15.8%	10.1%	-0.7%	5.5%	-25.9%	69.2%	6.4%	16.5%	1.8%	4.1%	-31.2%	-5.0%
Capital expenditures, net (cash flow)	238	61	60	87	52	261	61	63	64	89	277	71	64	67	62	264
QoQ Change		-2.1%	-2.5%	44.9%	-39.6%		16.0%	3.5%	1.1%	40.3%		-20.5%	-9.4%	4.4%	-8.1%	
YoY Change	-6.7%	-22.6%	51.5%	55.4%	-16.4%	9.7%	-1.0%	5.1%	-26.7%	70.3%	6.2%	16.7%	2.1%	5.5%	-30.8%	-4.5%
Free cash flow	109	29	33	48	38	149	63	47	62	42	215	70	54	67	57	249
QoQ Change		-58.6%	14.4%	44.1%	-20.8%	00.00	66.2%	-26.6%	34.1%	-32.4%	44.05	66.5%	-22.6%	23.0%	-14.9%	
YoY Change	NM	522.3%	NM	16.5%	-45.9%	36.2%	116.9%	39.1%	29.5%	10.7%	44.0%	10.9%	17.0%	7.3%	35.0%	15.9%
Ratios																
Operating margin	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%	15.6%	26.0%	18.2%
Net margin	-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%	-18.7%	2.0%	-14.2%
EBITDA margin	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%	33.9%	41.5%	35.3%
Capex/Sales	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%	16.8%	17.1%	18.0%

1	I	B
b	ez	ea

Note   Performance Indicators	3,077 -0.8% -11.4% 1,654 0.4% -1.1% 2,571 -1.3%	2,972 -3.4% -10.1% 1,659 0.3% 0.5% 2,540	3,051 2.7% -9.7% 1,731 4.3%	2,917 -4.4% -6.0% 1,674	<b>12,017</b>	<b>2,732</b> -6.3%	2,717	2,629	2,621	10,699	2,521	2,415	2,481	2,340	9,75
13,260   QoQ Change YoY Change   -9.9%   6,691   QoQ Change YoY Change   -9.9%   6,691   QoQ Change YoY Change   -9.9%   4.4%   QoQ Change YoY Change   -5.3%   QoQ Change YoY Change   -5.3%   QoQ Change YoY Change   -4.6%   12.5%   QoQ Change YoY Change   -4.6%   10.05   0.00	-0.8% -11.4% <b>1,654</b> 0.4% -1.1% <b>2,571</b>	-3.4% -10.1% <b>1,659</b> 0.3% 0.5%	2.7% -9.7% <b>1,731</b>	-4.4% -6.0%	ŕ	•	•	,		10,699	2,521	2,415	2,481	2,340	0.75
QoQ Change	-0.8% -11.4% <b>1,654</b> 0.4% -1.1% <b>2,571</b>	-3.4% -10.1% <b>1,659</b> 0.3% 0.5%	2.7% -9.7% <b>1,731</b>	-4.4% -6.0%	ŕ	•	•	,		10,699	2,521	2,415	2,481	2,340	0.75
Total incoming minutes (in millions)  QoQ Change YoY Change YoY Change 4.4%  Total access lines (in 000's)  ARPL - Voice & fixed fees (in NIS)  ARPL - Voice & fixed fees (in NIS)  Churn rate (%)  Churn rate (%)  Broadband Internet lines (in 000's)  QoQ Change YoY Change	-11.4% <b>1,654</b> 0.4% -1.1% <b>2,571</b>	-10.1% <b>1,659</b> 0.3% 0.5%	-9.7% <b>1,731</b>	-6.0%	0.49/	-6.3%	0.50/	·							9,77
Churn rate (%)   G,691   QoQ Change YoY Change YoY Change YoY Change   4.4%   QoQ Change YoY Change   4.6%   12.5%   QoQ Change YoY Change   4.6%   12.5%   QoQ Change YoY Change   4.6%   12.5%   QoQ Change YoY Change   4.6%   1.005   QoQ Change YoY Change   4.4%	1,654 0.4% -1.1% 2,571	<b>1,659</b> 0.3% 0.5%	1,731		0.40/		-0.5%	-3.2%	-0.3%		-3.8%	-4.2%	2.7%	-5.7%	
QoQ Change   YoY Change   4.4%   2,604	0.4% -1.1% <b>2,571</b>	0.3% 0.5%	,	1 67/	-9.4%	-11.2%	-8.6%	-13.8%	-10.1%	-11.0%	-7.7%	-11.1%	-5.6%	-10.7%	-8.8
Yo Y Change   4.4%   2,604	-1.1% <b>2,571</b>	0.5%	4.3%	1,074	6,718	1,623	1,634	1,646	1,644	6,547	1,577	1,535	1,602	1,526	6,24
Total access lines (in 000's) 1 2,604  QoQ Change YoY Change -5.3%  ARPL - Voice & fixed fees (in NIS) 1 83  QoQ Change YoY Change -4.6%  Churn rate (%) QoQ Change YoY Change 31.6%  Broadband Internet lines (in 000's) QoQ Change YoY Change 4.4%	2,571			-3.3%		-3.0%	0.7%	0.7%	-0.1%		-4.1%	-2.7%	4.4%	-4.7%	
QoQ Change	•	2 5 4 0	0.7%	1.6%	0.4%	-1.9%	-1.5%	-4.9%	-1.8%	-2.5%	-2.8%	-6.1%	-2.7%	-7.2%	-4.7
YoY Change	-1.3%	2,540	2,513	2,483	2,483	2,454	2,422	2,394	2,366	2,366	2,358	2,356	2,363	2,367	2,36
ARPL - Voice & fixed fees (in NIS)   QoQ Change YoY Change 12.5% QoQ Change YoY Change YoY Change YoY Change YoY Change YoY Change YoY Change QoQ Change YoY Change		-1.2%	-1.1%	-1.2%		-1.2%	-1.3%	-1.2%	-1.2%		-0.3%	-0.1%	0.3%	0.2%	
QoQ Change   YoY Change   -4.6%	-4.8%	-4.9%	-4.6%	-4.6%	-4.6%	-4.6%	-4.6%	-4.7%	-4.7%	-4.7%	-3.9%	-2.7%	-1.3%	0.0%	0.0
YoY Change	82	81	83	83	82	80	81	82	83	81	79	77	78	70	7
Churn rate (%)  QoQ Change YoY Change 31.6%  Broadband Internet lines (in 000's)  QoQ Change YoY Change YoY Change 4.4%	0.0%	-1.2%	2.5%	0.0%		-3.6%	1.3%	1.2%	1.2%		-4.8%	-2.5%	1.3%	-10.3%	
QoQ Change   YoY Change   31.6%	-3.5%	-1.2%	-2.4%	1.2%	-1.2%	-2.4%	0.0%	-1.2%	0.0%	-1.2%	-1.3%	-4.9%	-4.9%	-15.7%	-6.2
YoY Change 31.6% Broadband Internet lines (in 000's) QoQ Change YoY Change 4.4%		2.8%	3.0%	3.0%	12.1%	3.0%	3.1%	3.1%	3.4%	12.6%	3.1%	2.6%	2.6%	2.6%	11.0
Broadband Internet lines (in 000's)  QoQ Change YoY Change 4.4%	10.3%	-12.5%	7.1%	0.0%		0.0%	3.3%	0.0%	9.7%		-8.8%	-16.1%	0.0%	0.0%	
QoQ Change YoY Change 4.4%	-13.5%	0.0%	-3.2%	3.4%	-3.2%	-6.3%	10.7%	3.3%	13.3%	4.1%	3.3%	-16.1%	-16.1%	-23.5%	-12.7
YoY Change 4.4%	1,011	1,016	1,026	1,035	1,035	1,045	1,051	1,056	1,066	1,066	1,079	1,088	1,100	1,111	1,11
· ·	0.6%	0.5%	1.0%	0.9%		1.0%	0.6%	0.5%	0.9%		1.2%	0.8%	1.1%	1.0%	
Due a diseased intermed ADDII (in NIC)	4.2%	3.5%	3.2%	3.0%	3.0%	3.4%	3.4%	2.9%	3.0%	3.0%	3.3%	3.5%	4.2%	4.2%	4.2
Broadband Internet ARPU (in NIS) 67	67	67	70	70	69	73	72	76	78	75	79	80	81	81	8
QoQ Change	1.5%	0.0%	4.5%	0.0%	0.00/	4.3%	-1.4%	5.6%	2.6%	0.70/	1.3%	1.3%	1.3%	0.0%	0.
YoY Change 4.7% NGN subscribers as % of total internet	-1.5%	1.5%	4.5%	6.1%	3.0%	9.0%	7.5%	8.6%	11.4%	8.7%	8.2%	11.1%	6.6%	3.8%	6.7
subscribers covered by NGN network N/A	1%	3%	8%	12%	12%	17%	23%	27%	34%	34%	37%	40%	44%	48%	48
•	170		166.7%		1270	41.7%	35.3%			0470	8.8%				-10
QoQ Change		200.0%	100.7%	50.0%		41.7%		17.4%	25.9%			8.1%	10.0%	9.1%	
Yo Y Change							666.7%	237.5%	183.3%	183.3%	117.6%	73.9%	63.0%	41.2%	41.2
Average broadband speed per subscriber (end of period. Mbps) 2.2	2.2	2.4	2.5	2.7	2.7	3.0	2.4	2.0	4.2	4.3	4.8	<b>5</b> 2	6.0	6.7	6
read and the second sec	<b>2.3</b> 4.5%	<b>2.4</b> 4.3%	<b>2.5</b> 4.2%	2.7	2.7	3.0 11.1%	<b>3.4</b> 13.3%	3.8	4.3	4.3		5.3			6
QoQ Change		4.3% 20.0%	4.2% 19.0%	8.0% 22.7%	22.70/	11.1% 30.4%	13.3% 41.7%	11.8% 52.0%	13.2% 59.3%	59.3%	11.6% 60.0%	10.4% 55.9%	13.2% 57.9%	11.7% 55.8%	55.8
YoY Change 29.4% Number of employees 7,530	21.1% <b>7,545</b>	7,399	7,335	7,364	22.7% <b>7.364</b>	7,332	7,325	52.0% <b>7.299</b>	7,216	7,216	7,216	7,123	7,087	7,076	7,07
QoQ Change	0.2%	-1.9%	-0.9%	0.4%	7,304	-0.4%	-0.1%	-0.4%	-1.1%	7,210	0.0%	-1.3%	-0.5%	-0.2%	7,07
YoY Change -1.1%	1.2%	-0.4%	-0.9%	-2.2%	-2.2%	-0.4%	-0.1%	-0.4% -0.5%	-2.0%	-2.0%	-1.6%	-1.3% -2.8%	-0.5%	-1.9%	-1.9

Outgoing minutes, access lines, and ARPL were retroactively adjusted to exclude public coin operated payphones. In addition, access lines and ARPL were retroactively adjusted to include IP-Centrex lines.

B	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	Q3 2011	Q4 2011	FY 2011
Pelephone																
Key Performance Indicators																
Subscribers (in 000's)  QoQ Change	2,649	<b>2,669</b> <i>0.8%</i>	<b>2,694</b> 0.9%	<b>2,721</b> 1.0%	<b>2,766</b> 1.7%	2,766	<b>2,789</b> 0.8%	<b>2,807</b> 0.6%	<b>2,825</b> 0.6%	<b>2,857</b>	2,857	<b>2,861</b> 0.1%	<b>2,827</b> -1.2%	<b>2,842</b> 0.5%	<b>2,847</b> 0.2%	2,847
YoY Change	1.0%	2.9%	2.2%	0.9%	4.4%	4.4%	4.5%	4.2%	3.8%	3.3%	3.3%	2.6%	0.7%	0.6%	-0.4%	-0.4%
MOU (per sub, per month)  QoQ Change	352	<b>323</b> -3.6%	<b>329</b> 1.9%	<b>339</b> 3.0%	<b>339</b> 0.0%	333	<b>336</b> -0.9%	<b>348</b> 3.6%	<b>347</b> -0.3%	<b>364</b> 4.9%	349	<b>359</b> -1.4%	<b>370</b> 3.1%	<b>385</b> 4.1%	<b>384</b> -0.3%	375
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%	6.3%	11.0%	5.5%	7.4%
ARPU (in NIS)  QoQ Change YoY Change	N/A	N/A	N/A	N/A	N/A	N/A	110	<b>111</b> 0.9%	<b>113</b> 1.8%	<b>109</b> -3.5%	111	110 0.9% 0.0%	<b>109</b> -0.9% -1.8%	<b>107</b> -1.8% -5.3%	100 -6.5% -8.3%	-3.6%
Churn rate (%)	N/A	3.3%	3.3%	3.8%	3.4%	13.8%	3.9%	3.9%	3.5%	3.9%	15.3%	5.0%	6.6%	6.1%	5.3%	22.9%
QoQ Change YoY Change			0.0%	15.2%	-10.5%		14.7% 18.2%	0.0% 18.2%	-10.3% -7.9%	11.4% 14.7%	10.9%	28.2% 28.2%	32.0% 69.2%	-7.6% 74.3%	-13.1% 35.9%	49.7%
VAS revenues as % of total cellular service revenues	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%	36.3%	39.5%	35.5%

yes																	
Key Performance Indicators																	
Subscribers (in 000's)		560	560	562	567	571	571	571	573	575	578	578	580	581	585	586	586
	QoQ Change		0.0%	0.4%	0.9%	0.7%		0.0%	0.4%	0.3%	0.5%		0.3%	0.2%	0.7%	0.2%	
	Yo Y 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%	1.7%	1.4%	1.4%
ARPU (in NIS)		228	228	224	224	229	226	229	231	229	231	230	234	232	232	229	232
	QoQ Change		1.3%	-1.8%	0.0%	2.2%		0.0%	0.9%	-0.9%	0.9%		1.3%	-0.9%	0.0%	-1.3%	
	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%	1.3%	-0.9%	0.9%
Churn rate (%)		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%	2.8%	2.8%	11.9%
	QoQ Change			-16.2%	6.5%	-3.0%		9.4%	-11.4%	6.5%	-6.1%		6.5%	-12.1%	-3.4%	0.0%	
	YoY Change							-5.4%	0.0%	0.0%	-3.1%	-2.3%	-5.7%	-6.5%	-15.2%	-9.7%	-8.5%



## **GLOSSARY**

#### Glossary

ARPL

ARPU

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

Average revenue per lineAverage revenue per user

MOU = Minutes of use
N/A = Not available
N/M = Not meaningful