

ntel Insights



NIGERIA'S NEWEST TELECOM OPERATOR VITEL WIRELESS UNVEILS "DATA THAT NEVER EXPIRES"

THE GUARDIAN

Nigeria's newest telecom entrant, Vitel Wireless, has launched a "data that never expires" campaign aimed at tackling one of the most persistent complaints among mobile users; rapid depletion of data

bundles.

Chairman of the firm, Kenneth Neabueze, said the new model allows subscribers to retain purchased data indefinitely until it is fully used.

"What we are saying to Nigerians is simple, you buy the data, and you keep it for as long as you want. No more buying 2GB for a few days only for it to expire. Under our scheme, it stays with you," he said.

NCC MOVES AGAINST CYBER-ATTACKS ON TELECOM SECTOR

THE GUARDIAN

Nigerian Communications Commission has launched a new cybersecurity framework based on the Zero Trust model to strengthen the security and resilience of the nation's telecommunications infrastructure.

The initiative is aimed at protecting critical networks against increasingly sophisticated cyber threats.

The move is coming as a response to the rapid expansion of 5G networks, IoT devices, and AI-driven threats. Traditional security models were no longer sufficient to protect a landscape where millions of interconnected devices create countless points of vulnerability.



NIGERIA EMERGES AS MTN'S DOMINANT MARKET AFTER MASSIVE EARNINGS JUMP

TEHCABAL

MTN Nigeria has overtaken MTN South Africa to become the largest profit contributor to MTN Group, signalling a major shift in the telecom giant's earnings structure.

The Nigerian subsidiary more than doubled its profitability in 2025, according to

MTN Group's 2025 financial results released on Monday.

MTN Nigeria reported \$1.926 billion in Chief Operating Decision Maker earnings before interest, tax, depreciation and amortisation (CODM EBITDA), up from \$946.59 million in 2024. The 103.4% year-on-year increase marks one of the most dramatic earnings surges across the group's major markets. CODM EBITDA is the profit metric MTN's top decision-makers use to assess market performance, calculated before interest, tax,



NCC MOVES AGAINST CYBER-ATTACKS ON TELECOM SECTOR

The Nigerian Communications Commission has made clear that the way Nigeria's telecom industry protects its networks is no longer adequate for the threats it faces. The old approach to network security operated much like a gated estate: once past the entrance, everyone inside was assumed to belong and could move freely. That model worked when networks were simpler and cyber threats were less sophisticated. Today, with millions of connected devices, AI-powered attacks, and the rapid expansion of 5G technology creating countless new points of vulnerability, that assumption of trust has become a liability. NCC's new Cyber Resilience Framework addresses this directly by requiring that no user, device, or connection be trusted by default. Access must be continuously verified regardless of where the request originates. Operators across the industry have been given 12 months to meet this standard, and the NCC will monitor compliance through a new Cyber Capability Index that scores how effectively each company implements the required measures.

For ntel, this shift in regulation comes at an important moment as ntel rebuilds its operations. The advantage here is that unlike established operators, ntel has no legacy systems to retrofit or any security architecture it has to modify or discard. Thus, ntel has the opportunity to design its infrastructure with the right security architecture from the very beginning, which is more cost-efficient and effective than that what present operators face. Beyond regulatory compliance, implementing a robust cybersecurity framework is increasingly important to building a modern and competitive telco as individual, enterprise and government agencies (ntel's target market) are increasingly aware of the need to consider cybersecurity compliance as a prerequisite when selecting a network.

The practical challenge, however, remains that implementing a robust cybersecurity infrastructure requires personnel, system and operational costs. However, it is important that ntel treats such a project as an asset and not a regulatory burden. As dangerous as high OpEx can be to a business, a cybersecurity breach would land a much more fatal blow.

NIGERIA'S NEWEST TELECOM OPERATOR VITEL WIRELESS UNVEILS "DATA THAT NEVER EXPIRES"

Vitel Wireless, one of Nigeria's newest mobile virtual network operators (MVNO), has announced a new proposition that seeks to solve one of the most persistent frustrations Nigerian mobile users have faced over the years. According to the company, internal market research revealed that users are deeply dissatisfied with data expiring before they have had a chance to use it. In response, Vitel Wireless has announced that data purchased by their subscribers will remain available until it is fully consumed, regardless of how long it takes. While it seems like a simple innovation, it meets many users at their exact point of frustration, especially as subscribers continue to complain about unexplained data depletion even as tariffs have increased by over 50 percent.

Likewise, in Issue 5 of this newsletter, it was discussed that another new market entrant, Lebara, is pursuing an equally novel product angle by selling minutes rather than airtime. This allows subscribers to spend only what they use rather than watching their credit erode from rounding or inconsistent charges across different bundles. Aside from the strategic move to differentiate themselves from established operators, both entrants are targeting the same underlying issue: opaque billing from legacy MNOs. A lack of effective monitoring tools and poor complaint resolution have left Nigerian subscribers feeling powerless against current billing practices, creating a consumer trust deficit that Vitel and Lebara are now deliberately exploiting as a market entry point.

Thus, for ntel, it is extremely crucial that we lead with our own research-driven product innovation to ensure we enter the market with pricing or products that solve a specific pain point for Nigerian users. Lebara and Vitel have already answered the most fundamental question every Nigerian subscriber has: "Why should I buy their SIM card?" ntel must be ready to answer this question too.

NIGERIA EMERGES AS MTN'S DOMINANT MARKET AFTER MASSIVE EARNINGS JUMP

Something truly remarkable occurred within the MTN Group this year. Nigeria has long been one of the group's largest but most operationally challenging markets—expensive to run, severely exposed to currency volatility, and heavily dependent on diesel generators. However, this year it finally overtook South Africa to become MTN's single largest profit contributor, and the numbers tell a compelling story. MTN Nigeria reported \$1.926 billion in EBITDA in 2025, up from \$946.59 million in 2024. This 103.4% year-on-year increase marks the most dramatic surge across the group's markets. To put this into perspective, Nigeria generated nearly 84% more profit than South Africa in 2025, ending the years in which the group's home market held the top position.

During this period, while EBITDA doubled, the group's direct network costs only grew by 4% year-on-year, meaning MTN extracted dramatically more value from essentially the same infrastructure base. This earnings surge reflects a combination of network expansion, the growing adoption of fintech revenue streams beyond traditional voice services, and exponential growth in data consumption. The Nigerian market rewarded scale, and MTN had it in abundance.

For ntel, this story is a double-edged sword. On the positive side, MTN's results confirm that ntel's data-centric strategy is built on real market opportunity and is capable of delivering extraordinary returns. The potential negative, however, is that the strategic rationale behind the group's relationship with IHS Towers has become clear. MTN Group is consolidating its dominance to reduce dependence on third-party providers, further improving its margins and gaining tighter control over energy and maintenance costs. A more profitable and strategically aggressive MTN is a more formidable partner to negotiate with and a more powerful competitor to navigate. The window for securing favorable wholesale roaming terms and co-location agreements narrows as MTN's financial strength grows and its incentive to share the economics of its dominant position diminishes.