



Private Auctions for Spectrum Licenses

LYA offers its clients the ability to conduct private auctions to sell spectrum licenses leveraging our expertise in spectrum valuation and our online secure Auction Platforms.

LYA's private auctions on behalf of third parties:

- Can be conducted using LYA web-based Auction Platforms or via a conventional sale process.
- LYA offers different auction formats for private sales including:
 - Single round sealed bid,
 - Simultaneous Multiple Round Ascending (SMRA) auctions,
 - Combinatorial auctions.

LYA's activities in conducting private auctions include:

- Setting up the opening bid and/or reserve price for each license on sale.
- Development of the Offering Memorandum.
- Contacting potential buyers and managing relationships during the sale process; reviewing the eligibility of potential buyers.
- Assessing the bids received.
- Communications with participants.
- Liaison with regulatory authorities to obtain approval for license transfers.

LYA can help you realize the value of your spectrum assets in a timely and efficient manner.



Auction Platforms

LYA's expertise and web-based Auction Platforms cover a wide range of auction formats and their variations. These include Simultaneous Multiple Round Ascending (SMRA) Auctions, Combinatorial Auctions, Clock Auctions and Sealed Bid Auctions. The LYA Auction Platforms also support first or second price auctions.

LYA Auction Platforms provide a secure bidding interface with a friendly user experience.

Spectrum Valuation

LYA conducts spectrum valuations in the context of:

- Secondary market transactions including private auctions,
- Due diligence in the context of mergers and acquisitions,
- Subordinate licensing arrangements,
- Preparations in advance of spectrum auctions,
- Development of wireless and mobile business plans.

LYA clients for spectrum valuations and business planning include:

- Wireless and mobile service providers,
- Investors,
- Government agencies and regulators.

LYA has published independent **c-Ahead Research Reports** on prices paid for spectrum licenses around the world.

LYA also publishes comments on spectrum auctions worldwide on its web site at
www.LYA.com



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