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## GENERAL NOTICE

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### NOTICE 624 OF 2009



#### INDEPENDENT COMMUNICATIONS AUTHORITY OF SOUTH AFRICA

#### GENERAL NOTICE: INTRODUCTION OF NUMBERLESS (MSISDNLESS) SIM STARTER PACKS

1. The current non-geographic number usage is growing exponentially which creates challenges in ensuring that there is sufficient numbering capacity for new entrants and for future use in the non-geographic space.
2. The Authority is empowered in terms of regulation 16(4) of the Numbering Plan regulation, 2006 to attach a number of specific conditions of use to the allocation of numbering range where the Authority considers it is in the interests of the numbering plan to impose such conditions.
3. In order to promote efficient use of numbers by operators and to eliminate potential misuse of numbers in the distribution channel such as retail stores, the Independent Communications Authority of South Africa ("ICASA") consulted with the affected licensees with the objective to introduce the MSISDNless (Numberless) SIM starter packs.
4. The Authority has, after taking into account all the views expressed by various licensees, decided that the 15<sup>th</sup> of May 2009 shall be the implementation date for MSISDNless SIM starter packs as well as the termination date for the production and distribution of traditional SIM starter packs with numbers printed on them.
5. MSISDNless SIM starter packs shall apply to all newly allocated number ranges as well as recycled numbers.
6. Licensees should apply suitable mechanisms to ensure that disruptions to the public are kept at a minimum during the implementation of the MSISDNless SIM starter packs processes.

A handwritten signature in black ink, appearing to read 'Paris Mashile', written over a dotted line.

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**Mr Paris Mashile**  
**Chairperson**  
**Icasa**