

MARKET

Etisalat is one of the region's largest telecommunications service providers and is also the UAE's first and leading operator, established in 1976. Over three decades it has built a state-of-the-art telecom infrastructure in the UAE and has earned an enviable reputation as a reliable, innovative and customer-centric corporation.

Etisalat's market strategy aims to establish the company as an integrated operator and a benchmark for telecommunications services in the region.

In the UAE penetration of mobile phone service has exceeded 200%. The company's mobile users enjoy superlative broadband speeds over its extensive 3G network and a range of services and applications such as GPRS, HSPA+, Blackberry and others. It is also the first UAE operator to launch the revolutionary iPhone devices - 3G and 3GS in 2009, iPhone 4G in 2010; as it did BlackBerry in 2006.

Etisalat's flagship service, eLife, is based on the advanced Fibre-To-The-Home (FTTH) network, with a continuing promise to provide customers with life-changing communication and entertainment experiences. Following the launch of the region's first 3D TV

service, a suite of upcoming offerings includes Etisalat's next-generation TV and video services with advanced technology and an unmatched breadth of content.

Globally, Etisalat operates in eighteen countries across Asia, the Middle East and Africa, servicing over 135 million customers in a market of approximately 2bn people.

Etisalat International

Etisalat's international acquisition programme began in earnest in 2004 by winning the second mobile license, and first 3G license, in Saudi Arabia. Since then the company has witnessed rapid expansion positioning Etisalat as one of the world's fastest growing operators with its subscriber numbers rocketing from 4 million in 2004 to 135 million at the end of 2010.

Etisalat's footprint across the global market includes:

1999 - Zantel

By providing value, high quality and smooth services Zantel seeks to present customers with services on which they can rely. Zantel offers fixed/wireless services, international traffic and carrier service, data communications service and the Internet, CDMA, IP telephony and VOIP (Voice over Internet Protocol) as well as Value-Added Network Service.

2004 - Mobily

Mobily is the official brand name of Etihad Etisalat, the second mobile service provider in the Kingdom of Saudi Arabia. It has the largest active HSPA base in the Middle East and North Africa region with 2.3 million active subscribers and is also the first operator in the region to deploy HSPA+.

2005 - PTCL

In 2005 Etisalat acquired shares in PTCL, Pakistan's most reliable and largest converged services carrier providing all telecommunications services from basic voice telephony to data, Internet, video-conferencing and carrier services to consumers and businesses all over the country. The company has over 20 million mobile subscribers under the name "Ufone" and more than five million fixed-line customers.

2007 - Etisalat Misr

Etisalat started operations in Egypt in 2007 to become the third mobile service provider in the market. It was the first to introduce a host of 3.5G services, such as video calling, mobile TV, mobile broadband Internet and data services. In a bolder step, 3.75G was introduced and Etisalat Misr

assumed absolute market leadership in providing the fastest broadband Internet in the market through USB modems and 3G mobile handsets.

2007 - Etisalat Afghanistan

Etisalat Afghanistan was launched in 2007 and has rapidly become the fastest growing telecommunications service provider of the country with an active base of three million subscribers.

2007 - Etisalat Nigeria

Etisalat Nigeria began commercial operations in 2008 in seven cities, and now has network in all 36 states of the federation and the FCT. It has over six million active subscribers and recently acquired a 3G licence which will be rolled out in 2011.

2007 - Excelcomindo (XL)

Excelcomindo (XL) is the fastest growing mobile service provider in Indonesia. It offers prepaid and postpaid subscribers and corporate customers, voice, data and value-added services with extensive coverage throughout Indonesia.

2008 - Etisalat DB Telecom Private Ltd.

Etisalat DB Telecom India Pvt. Ltd. a joint venture between Etisalat and DB Group. The company offers a full spectrum of telecom services in fifteen circles under the brand name, "Cheers".

2009 - Etisalat Lanka

Etisalat Lanka is the second-largest mobile phone operator in Sri Lanka with over 3.3 million subscribers. Etisalat intends to expand its current network in Sri Lanka, with a coverage expansion resulting in a total of over 480 2G sites and over 500 3G sites this year.



2004 - Atlantic Telecom

In 2004 Atlantic Telecom launched its innovative West African brand - MOOV, with the objective of revolutionising the mobile telephony market in Africa. Today MOOV is pushing the limits of mobile telephony in each of the countries in which it operates, across a community of over 50 million people. These include the Ivory Coast since July 2006; Benin, Gabon and Togo since December 2007; and Niger and Central Africa since January 2008.

2004 - Canar

Canar has steadily increased its customer base in the fixed telecom market to enjoy 61.5% overall market share in fixedline in Sudan. Canar's fibre optic backbone extends to 3,070 km nationally to serve mobile operators, ISPs and corporate and business clients across the country.

ACHIEVEMENTS

In 2009 Etisalat was recognised many times by international agencies such as Telecoms World Middle East which granted Etisalat "Best Value Added Service Award" for its Internet TV platform. SAMENA Telecommunications Council awarded Etisalat "Best Content Provider of the Year", "Best Wireless Broadband Operator of the Year", "Best FFC/GPON Operator of the Year", and "Best Quality of Services Operator of the Year".

HISTORY

Famous for over 33 years for delivering technological excellence, innovation and reliability, Etisalat maintains its disciplined approach in their international strategy, expanding its reach in targeted regions and further establishing its position as a trusted global telecom service provider - pioneering technology for tomorrow's customers.

PRODUCT

Consumer and Business Solutions

Etisalat's portfolio of consumer and business products and services is the most robust in the marketplace. It delivers choice, value and convenience across a range of options.

Etisalat invests in the best of technologies while factoring in the next technological generations. It has introduced a number of major breakthroughs enabling its customers to stay seamlessly connected through either Wasel prepaid or MyPlan postpaid subscriptions over its widespread 3G advanced mobile network, covering 99% of UAE's populated area. In 2010, the company upgraded the HSPA+ network to provide its customers with high speed mobile web access - up to 42Mbps downlink speed in peak conditions.

Etisalat avails its customers with enriched fixed-line and Internet services enabling them to stay connected to their friends, families and businesses across the globe. This includes the latest introduction of Wasel Homeland Plan adding to its bouquet of competitive and convenient international calling rates and packages.

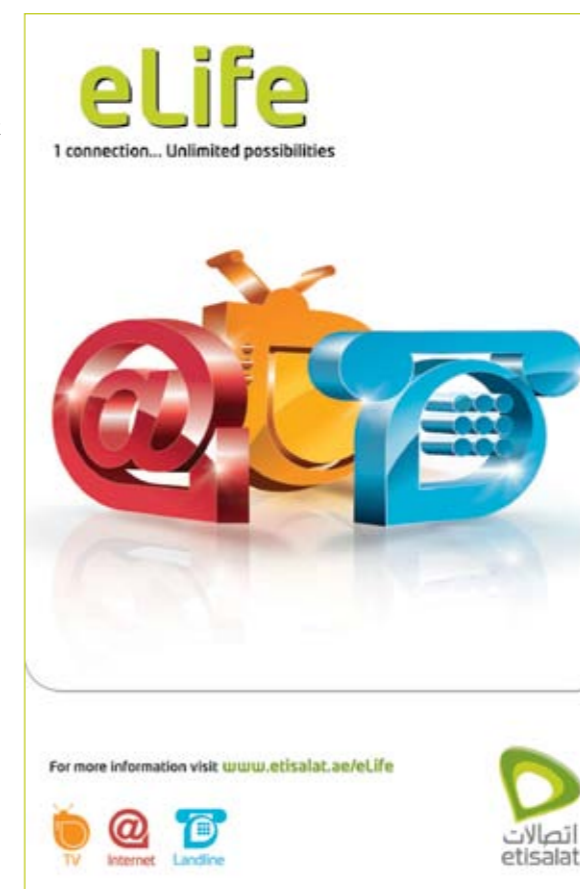
Etisalat customers also enjoy unmatched roaming services through the Middle East's largest international roaming coverage on 620 networks across 190 countries for both, Wasel prepaid and MyPlan post-paid subscriptions.

For businesses, no matter the industry or size of the company, Etisalat brings its business customers high performing and secure solutions that are easy to implement and use. Etisalat has helped businesses in the UAE to get competitive advantages with its advanced technologies and unrivalled suite of solutions under the four solution platforms namely: Mobility Solutions, Business Connectivity, eBusiness and Managed Services. Etisalat remains the ICT partner for better business for Governments, Banks, large and small Organisations.

Etisalat provides its customers with different service channels to ensure their satisfaction and they get all the help needed by simply visiting the nearest contact or business centre; or one of its 24/7 outlets in shopping malls, city centres and other convenient locations.

eLife

Etisalat provide services that complement the dynamic relationship between technological innovation and customer demand through its advanced fibre optics.



eLife has not only facilitated double play (Voice and Data) and triple play (Voice, Data and Internet) on a single line, but also introduced 3D TV services to customers, making the UAE amongst the world's first five countries to do so.

E-Vision

E-Vision offers more than 250 TV channels, in 21 different languages, ranging from sports to movies, from documentaries to music and kids channels in addition to 23 high-definition (HD) premium channels. E-Vision's comprehensive entertainment offerings include premium packages from all the major TV providers like OSN, ART, Pehla, Firstnet, TFC, Pinoy Plus, Abu Dhabi Media and Al Jazeera in addition to the E-Vision Basic package.

RECENT DEVELOPMENTS

Since the launch of eLife services, thousands of Etisalat customers have chosen its comprehensive service bundles offering the convenience of a single bill for Broadband Internet, Landline and TV services.

Etisalat was the first in the Middle East and North African region to launch 3D TV services which is first in the region to upgrade its HSPA+ networks which provides customers with the highest downlink speed mobile broadband of up to 42Mbps in peak conditions and launched an online 'More' Rewards shop.

During 2010, Etisalat completed its Long Term Evolution (LTE) trials and has commenced the region's first and widest LTE network rollout in the UAE. The LTE (4G) technology is designed to increase the capacity and speed of its mobile network; the one to provide customers with super speeds of up to 100Mbps downlink and 50Mbps uplink.

Etisalat values its participation in the community and sports is one area that unites people. Etisalat's position as the International Sponsor of FC Barcelona and Manchester City Football Club, is by far the company's biggest involvement in sports. Closer to home, Etisalat has a sponsorship agreement with the UAE Football League.

Etisalat endeavours to extend reach of its customers by providing them technological means to connect. The Corporation's collaboration with the Roads and Transport Authority for the Dubai Metro Project helps in furthering its commitment, by providing physical connectivity through the Etisalat station, in addition to a comprehensive virtual connection.

PROMOTION

Over the decades, Etisalat has suitably renewed its branding to freshen its attributes and has adopted brand exercises that reflect the strategic transformations under way.

Etisalat reaches its audience through a mix of advertising, presence in marketing promotional initiatives, community initiatives and sponsorships. This includes Etisalat's International Partnership with Football Club Barcelona and Manchester City, and related campaigns that run during the course of these partnerships, as well as other promotional initiatives.

CSR is integral to Etisalat's culture and the company continually engages in initiatives that enrich and strengthen the UAE communities by supporting a range of initiatives from education, social welfare and international relations to cultural events and activities. In 2010 Etisalat formed 'Etisalat

Foundation' through which the corporation plans to funnel its support of community activities and events.

Etisalat supports conferences, seminars, summits and industry meets that focus both on high level conferences aimed at industry leaders and professionals as well as grassroots events aimed at students and young people.

BRAND VALUES

Etisalat's Vision is of a world where people's reach is not limited by matter or distance. Where people will effortlessly move around the world, staying in touch with family, making new friends as they go, as well as developing new interests.

Etisalat envisions that businesses of all sizes, no longer limited by distance, will be able to reach new markets.

Etisalat believes that innovative technologies open up fresh opportunities across the globe and allow the supply of new goods and services to everyone who wants them.

As a corporation, Etisalat is welcoming, sociable and friendly to customers, suppliers and employees. It deals with people in a clear, direct way with utmost importance to honesty and fairness in business dealings.

Etisalat works towards opening up business opportunities and to actively help people reach their goals. Etisalat delivers its promise.

www.etisalat.ae

Things you didn't know about etisalat

Etisalat's official name is 'Emirates Telecommunication Corporation - Etisalat'

Etisalat was formerly known as Emirtel

Etisalat Services is a holding company for the eight entities that offer non-telecommunications services in the UAE and the region. Etisalat Academy, Etisalat Information Services, Ebtikar, Emirates Data Clearing House, E-Marine, E-Real Estate, Etisalat Facilities Management, and Tamdeed Project Unit fall under this banner.