

## TE's Expansions

## Co-operation with Vodafone

In light of the strategic partnership between Telecom Egypt and Vodafone, a number of converged services reflecting the spirit of cooperation between the two companies have been offered to customers.

The strategic alliance that brings the two companies' renowned brands together creates superior value that improves the lives of the customers and yields myriad opportunities for more advanced services in a competitive market with changing customer needs.

Telecom Egypt and Vodafone have already begun the launching of some new services such as the "e-top up" for recharging Vodafone prepaid mobile line without having to buy recharge cards and at the same recharge prices and categories provided in stores. The TE and VF plan is to expand the e-top up service to reach 850 TE outlets over multiple phases, serving as many customers as possible.

Another service the two companies are providing is the "shop in shop", which is based on providing more comprehensive Vodafone products and services in TE outlets. "Shop in Shop" kiosks are now available in fifteen TE outlets nationwide.

Additionally, Vodafone launched the "Aham Khamsa" (Favorite Five), which is a bouquet that includes 4 VF lines and 1 free fixed line, giving each VF member sixty free minutes and sixty SMS's per month. These can be used for calling other Vodafone customers as well as the specified fixed line.

Moving forward with ameliorated services, TE has developed its directory and added new features, making it possible for any mobile customer to call the TE directory and request a phone number which he/she will receive as an SMS. A direct connection to the specified number is also possible.

Finally, Vodafone has submitted special advantages, distinctions and unique end-to-end propositions for all 56k, including special tariffs and personalized end-user packs.

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## TE Data Jordan

## A Success Story on the Regional Path

Jordan has enjoyed a free market, which has been operating within a highly regulated and structured framework, since December 31<sup>st</sup>, 2004. Moreover, the business climate in Jordan closely resembles the Egyptian one due to common political, economic, and geographic factors, as well as shared traditions and culture.

The Southwest Asian country has an emerging data communications market and offers voice - related services. It also has a large Egyptian community, in addition to being the best monitoring base for the entire Levant area.

As for the company's profile, TE Data Jordan registered as a privately held, joint stock data communication company on April 18<sup>th</sup>, 2004, and welcomed its first customer on August 1<sup>st</sup>, 2004. TE Data Egypt is the sole proprietor of TE Data Jordan, with an invested capital of JD 1.5 million (\$2.1 million).

The company initially received a Data Communications license in July 2004. It then moved on to a Class license in April 2005, with its license scope including public telecom services that do not involve the usage of scarce resources.

TE Data Jordan has succeeded in achieving a multitude of goals thus far, including being positioned as a regional carrier that fulfills market needs and serving the Egyptian community abroad. It has also created the potentiality of having a regional point-to-point IP network across the boundaries, in addition to establishing strategic alliances with international operators.

The company in Jordan will benefit greatly from the numerous opportunities emerging in Jordan such as the clear national strategy adopted by the MoICT, the emergence of a powerful telecom market, negligible market - entry barriers, influential regional operators acquiring license and consequently terminating the national operator's monopoly, and the presence of a highly competitive market across all provided services.

The Company provided "Habayebna Prepaid Card" which is currently serving three-fourths of the Egyptian ex-pats with a 35% market share of the prepaid cards market, while working with international operators through white routes that provide a state-of-the-art network which also sustains VoIP technology.

TE Data Jordan partners are Orange, Zain, CISCO, Jordan Post, Parta One, Telecommunications Regulatory Commission - Jordan, and Media Edge.