

The Ripened Fruits





Robust Network

As one of the largest telecommunication networks in Egypt and the Middle East, Telecom Egypt is constantly identifying opportunities for service and productivity improvements that truly take advantage of our scale and scope. It therefore provides today a wide range of excellent solutions that are essential in today's telecom market.

Telecom Egypt is fully aware that effective communication in today's fast-paced and highly dynamic market is a crucial component of corporate and organizational success. Telecom Egypt has always been keen to introduce and harness state-of-the-art technology and provide reliable voice and data solutions that meet every need and offer the best possible value.

We have vigorous and ever-expanding quality networks that can provide the finest services and solutions available in the country and worldwide. It was because of these assets and edges that Telecom Egypt has received over the years many accolades from top experts and opinion leaders in the industry and beyond.

Wholesale Solutions

Bandwidth

Telecom Egypt's bandwidth services provide a dedicated, end-to-end digital link between a location in Egypt and other international destinations. TE Bandwidth Services deliver integrated communications for voice, data, images and multimedia contents, as well as a variety of industry-specific business applications - secure business links, videoconferencing, remote monitoring - that can be managed or delivered unmanaged.

Global reach via terrestrial fiber links and submarine cables, and instant, efficient connectivity are key elements of the thriving Telecom Egypt bandwidth services. Besides, the wholesale bandwidth solutions ensure cost-effective connectivity adapted to the growing business needs of customers.

Internet Transit

Telecom Egypt's wholesale internet transit service provides international and local ISPs with internet connectivity, through Telecom Egypt's internet nodes and IP backbone. The wholesale internet transit service leverages international circuits through Alexandria and Suez Landing Stations in addition to varied cable systems (SMW3, SMW4, and Flag) to offer full eastward and westward redundancy. Planned future connectivity includes TE North, IMEWE, EIG, and SEACOM.

The wholesale internet transit service provides various benefits, such as the highly reliable internet connections within Egypt and with the international connectivity. In addition, the wholesale SLA (Service Level Agreement) ensures the highest service availability on both national and international networks with 24/7 dedicated customer service support.

Hosting

Telecom Egypt offers flexible and scalable space option for all collocation needs with redundant facilities that are energy-efficient and that ensure 99.999 % network availability. Telecom Egypt's flexible options for racks, shelves, power, and bandwidth create a cost-effective infrastructure model that can suite enterprises of all sizes and scales.

The wholesale managed hosting solution offers a state-of-the-art data center that has climate control, security, redundant and structured cabling infrastructure with top-of-the-line resources, advanced network configurations, sophisticated security practices, and robust features. From single-server to clustered-server configurations, Telecom Egypt's technology platforms are capable of providing growing businesses with the necessary components to free them from IT concerns.

With the hosting solutions, customers are allowed to choose from a variety of connectivity speeds and can benefit from simple migration and upgrades as their business needs grow. Customers can benefit from domain management, email management, and site management services, along with a wide range of additional features such as shopping carts, guestbooks, content management systems, publishing software, and FAQ/support systems. They can also block IP addresses from accessing their websites and prevent bandwidth leeching, in addition to many more security features. A dedicated security team, along with digital surveillance ensure a secured and trusted environment, providing the ideal place to house critical business equipment.

MPLS IP-VPN

The wholesale MPLS IP-VPN provides fully managed end-to-end reliable and cost-efficient connectivity to share voice, data and video traffic between multiple sites of enterprises. It offers high-performance connection to internet, intranet, and extranet systems. It also supports a variety of applications and hosting servers. MPLS provides coverage spanning more than 100 countries through leveraging partnerships with global carriers.

MPLS allows customers to access the Internet using Telecom Egypt's network with no need for a separate physical connection. Dialing the VPN service can be offered to clients who wish to connect to company's network from dial-up connections at home or in any other location.

Besides, they can connect branches located outside the country to branches located on the local network. Customers have the ability to conduct video conferencing over its IP VPN network, where high quality is guaranteed. Enterprises can leverage TE's economy of scale to reduce their network management overhead.

Telecom Egypt's MPLS network coverage extends throughout Egypt and has a footprint in Europe, North America, the Far East, Asia and the MENA region through interconnection partnerships with international operators.

WiMAX in World-Famous Luxor

TE Data was selected to design, implement and operate broadband wireless outdoor metropolitan area networks as part of a pilot project designed to improve and expand internet connectivity within Egypt and to promote Egypt's "High Tech." image within the tourism sector.

TE Data was issued a WiMAX pilot license which is extended until September 2009 the "While in Egypt Stay Connected" project and was sponsored by the Ministry of Communications and Information Technology (MCIT) and the National Telecom Regulatory Authority (NTRA) and was managed by the United States Agency for International Development (USAID) through the Emerging Markets Group (EMG) as the prime contractor for this project. TE Data launched the Luxor network in June 2007 with 16 Wi-Fi access points through WiMAX CPEs' backhauls offering free access covering almost seven kilometers of the Nile Corniche, connecting users at 256K in hotels, Nile cruise ships and public areas such as outdoor cafes, the Train Station and historical areas such as the Luxor and Karnak temples.

The project was a new addition to the list of pioneering introductions of new technologies in Egypt and marked a faster and more cost-efficient deployment of wireless connectivity. TE Data also took pride in contributing to the promotion of tourism in Egypt by providing holidaymakers with high-speed access to the worldwide web. The project further enhanced TE Data's market positioning, not only as the market leader in Broadband services but also as a pioneer in using the latest WiMAX/Wi-Fi technology. It even won the award for Best Wireless Network Implementation in the fourth Network Middle-East (NME) Innovation Awards, held in Dubai in May 2008.



Marketing Strategy

The telecommunications market in Egypt is expected to continue growing at a rapid pace, mainly driven by a high rate of population and household growth and by sustained economic growth. Enterprises are also a key engine of the country's economic development and have great potential for further growth stimulated by the ongoing liberalization of key industries and sectors. Fundamentally, the market is an emerging, highly promising one, and Telecom Egypt's marketing strategy is revolving around many opportunities such a market creates.

At the core of our marketing strategy is our commitment to ensuring the highest levels of customer satisfaction and our goal to attract new customers, through both voice and data offerings, while retaining our loyal customer base. In particular, our goal of accelerating the penetration of broadband across Egypt continues to be one of our key drivers. To maximize our success, we maintain focus on the following key objectives:

- **Bringing Value to Our Customers:** Constantly strive to deliver good value for money to all our customers, without compromising the quality of our services.
- **Delivering Innovative Products and Services:** Bring attractive new voice and data products and services to our customers by capitalizing on technological advances to enhance our overall proposition, ensuring a more fulfilling and rewarding customer experience.
- **Giving Our Customers What They Need:** Understand well and serve the needs of our specific customer segments, whether individuals, homes or businesses across the country, by customizing our offerings and our approach to fulfill every need.

During 2008, Telecom Egypt launched a number of key initiatives and promotions to implement this strategy. Following are some examples of efforts we made in support of our voice and data marketing objectives last year.

Voice

- Our tariffs were rebalanced in July 2008 in order to stabilize the revenue base from subscriptions and local calls, and to improve competitiveness on the national and fixed-to-mobile levels. In parallel, activation fees for new line installations were reduced to stimulate new subscriber growth.
- In a drive to increase awareness of the value for money brought to our customers through our national calling services, a campaign was launched to communicate the low price of 8pt/min, as well as to promote the guaranteed high level of quality.



- Telecom Egypt launched a number of initiatives to increase its landline subscriber base. For example, and for the first time in its history, Telecom Egypt offered its customers towards the end of 2008 a new line with all installation fees waived. In another instance, Telecom Egypt introduced an exclusive offer where the new customers receive free VAS subscriptions and long-distance activations.



- During the Hajj season, Telecom Egypt provided every Mecca-bound traveler who bought a Marhaba Card a second one of an equivalent value for free. Marhaba prepaid card brought superior value to its customers during the pilgrimage season, since it was the only such card available in Egypt that could be used in the Kingdom of Saudi Arabia.
- During the holy month of Ramadan, Telecom Egypt offered a 25% discount on international calls to encourage customers to use their landlines to connect with their friends and family overseas, with a superior level of quality.
- Telecom Egypt started upgrading many of its commercial offices into "Phone Boutiques," bringing a more convenient and satisfying experience to customers visiting our stores.
- Our customers have been provided with easier and improved alternatives to report their service problems and interruptions and to track the status of their situations through the introduction of faults reporting services in our commercial offices and upgrading existing processes in our system faults clearance center.

- The personal identification number (PIN) awareness campaign was launched as a free service, to increase remote subscription to new services (i.e. without having to visit any of our outlets). Furthermore, the PIN service significantly increased security for customer data and transactions.

- In a drive to further promote the Short Number Services to businesses in order to improve their own customer experience and operations, the offering was discounted by 25% for new customers and 50% for customers seeking to upgrade their existing services. Simultaneously, concerted press and marketing efforts were made to ensure that benefits of the product for businesses were properly communicated and clearly understood.



Broadband / Data

- TE Data introduced the ADSL2+ technology in the Egyptian market, allowing subscribers to enjoy broadband speeds from 4Mbps and up to 24Mbps. At such speeds, a unique stunning cyber experience is created for all those maximum-overdrive fans and serious business users of the worldwide web.

- A number of promotions to further boost broadband subscriber base were launched, including:

- Torpedo promotion, offering 1Mb limited connections with a wireless router for a competitive rate of LE 125/month with a hassle-free subscription.
- 2008 Cairo ICT Promotion, offering five discounted bundles consisting of ADSL subscriptions and modems with speeds ranging from 256kbps to 2Mbps
- Summer Promotion Prizes, which was based on a simple, straightforward LUCKY DRAW concept. There was a lucky winner every single hour for 100 days. The promotion was available for everyone who could get online and fill out a registration form. Prizes included laptops, desktops, flat screens, ADSL modems, ADSL wireless routers, free ADSL subscriptions, and free ADSL speed upgrades.
- North Coast Promotion, a joint Telecom Egypt / TE Data promotion providing customers with a fixed line, LE 10 "Marhaba" prepaid card for local calls, USB modem, splitter and a 512kbps limited ADSL connection for LE 499 for one year.

- TE Data successfully launched an entry-level broadband offer at 45LE/month, gaining strong market traction and contributing to an increase in our market share from 52% to 58% over the course of the year.

- Telecom Egypt and TE Data unveiled a joint program to improve the broadband delivery processes and resolve capacity constraints experienced in 2008, yielding about 30,000 additional subscribers in that year and is expected to provide broadband to many more in 2009.

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- In an effort to make it more convenient for customers to connect to broadband services and enjoy efficient, more accessible customer services, TE Data clinched a partnership deal with RadioShack adding up to 150 points of sale. It also embarked on plans to expand the presence of TE Data in 21 Telecom Egypt commercial offices and outlets around Egypt. Finally, the company began rolling out 20 new TE Data stores across Cairo and Alexandria, to be completed during 2009.

- In order to give customers more control over their spending, TE Data launched an online usage-tracking tool for subscribers to monitor their broadband usage, which is currently being rolled out to all areas across Egypt.

- To make the internet a better place in terms of content control, TE Data introduced the Family Internet service to provide superior internet experience that eliminates all of the indecent subject matters that might harm and affect children. TE Data launched this service to meet parental needs for better protection of their children from hazards the internet could pose. The service helps parents protect their families from harmful contents on the worldwide web and provide ethically and religiously correct internet experience to all family members.



In addition to all of the above achievements across voice and broadband offerings, Telecom Egypt has launched a number of programs to enhance the range and value of its products and services during 2009, which promises to be another fruitful year for Telecom Egypt, TE Data and their customers.



Awards

GTM/EGX Best Financial Transparency Award

Telecom Egypt had the honor of winning the 2008 Global Trade Matters/Egyptian Exchange (GTM/EGX) Award for Best Financial Transparency.

The Strategic Advisory Board, comprised of local and international experts representing various sectors, have met on several occasions in a collective effort to select the best companies traded on the CASE 30 Index.

Launched by Global Trade Matters (GTM) in collaboration with the Egyptian Stock Exchange (EGX) in 2005, the Annual GTM/EGX Awards are the first national business awards to recognize the crucial role of the private and public sector companies traded on the EGX CASE30 Index. The spirit of these prestigious awards lies in the pursuit of innovative and productive core business practices to sustainable development and in the emphasis on corporate social responsibility towards the communities of cities, towns and villages where such companies operate.

Best Wireless Network Implementation

TE Data, a Telecom Egypt subsidiary, won the Best Wireless Network Implementation Award for the wireless network it has installed and launched in Luxor, Egypt. The award was celebrated in the fourth annual NME Innovation Awards in Dubai, UAE, in 2008. TE Data had been selected to design, implement, and operate broadband wireless outdoor metropolitan area networks as part of a pilot project aiming at improving and expanding internet connectivity within Egypt and promoting Egypt's high-tech image among visiting tourists. The "While in Egypt Stay Connected" project was sponsored by the Ministry of Communications and Information Technology (MCIT) and the National Telecom Regulatory Authority (NTRA), and was managed by the United States Agency for International Development (USAID) through the Emerging Markets Group (EMG) as the prime contractor for this project.