

Serving with Tenderness



Customers

Shareholders

Employees

Community



Customers

Customers are the ultimate source of our motivation and stimulation, they are our inspiration and our driving force; we are committed to provide them with the highest levels of service quality along with a consummate customer service experience. Because customer satisfaction is our main concern, we maintain our network capacity and are constantly upgrading it because we have the highest regard for the needs of our customers. As well, and to retain our customers' loyalty, we keep providing them with tailored and custom-made services and we continually offer them promotions and bundles while ensuring the greatest value for their money.

In addition, the services and promotions are well planned and are based on effective segmentation practices to enable better customer analysis, understanding, and service customization. The entire gamut of customer profiles are being continuously examined and researched to identify real, potential, and future needs and demands.

It is worth mentioning that Telecom Egypt never takes a business step or action until it has ensured the highest value possible to the various customer segments, which will be reflected on service performance,

customer service, organizational structure and the entire corporate culture and practices. Every change the company embarks upon is always being driven and guided by our customer segmentation planning in order to ensure the maximum customer centricity, which has forever been our main concern.

Excellent services and promotions will not be successfully communicated to customers without clear, responsible, and result-oriented campaigns together with the highest levels of customer service and support. In conjunction with new service rollouts, we conduct effective communication campaigns to provide our customers with all the necessary and relevant information needed to successfully promote and market such services.

We have evolved into a customer-centric organization structured to develop the most appropriate and satisfactory customer service and support through the upgrading of outlets and phone boutiques as well as enhancing and expanding our channels and points of sale nationwide.



Shareholders

At Telecom Egypt, we always work to ensure constant value creation for shareholders. As a responsible company, Telecom Egypt puts the long-term business progress before the short-term profit bringing sustainable value for our business and also for our shareholders.

Through our bold and business-savvy actions, coupled with blue-chip performance and never-ending progress, we have managed to maintain the reliability of customers and partners: a key ingredient to business success which any shareholder should covet.

Providing the best services and solutions to our customers is an important factor in maintaining our healthy financial status. We exert continuous efforts to research, develop and roll out state-of-the-art services with maximum value for money in order to maintain our long-term relationship with customers. We have also managed to enter new and growing markets, increase brand recognition, boost consumer trust, and make excellent product and brand differentiation.

Increasing market share, improving efficiency, delivering excellent service, and strengthening our culture are the most important aspects of our financial success. Telecom Egypt also exerts great effort towards improving traceability, quality assurance, productivity, and cost management in order to constantly ensure our sustainable returns on investment. Moreover, Telecom Egypt is keen to measure its progress towards its diverse targets and goals and we always identify and prioritise our business impact of most concern to our stakeholders.

Complying with the Egyptian laws and regulations is the key element in our business policies and practices, which has secured accolades to our credibility as a responsible, full-fledged, ethical, and scrupulous enterprise. Telecom Egypt is also committed to provide its shareholders with complete and accurate financial reports, showing the real progress of our business. These reports are prepared and presented with a high level of transparency according to consistent standards.



Employees

Our employees are our main capital. They are an integral key pillar to the sustainability and success of the organization. Our current HR strategy encourages employees to develop their skills and capabilities and to spread our modern and inspiring corporate culture at all levels. This culture depends on important values: leadership, modernity, Egyptian, honest, professionalism, friendliness, and accessibility.

Because the future is very challenging, our management team in Telecom Egypt and TE Data have developed and mobilized a comprehensive Competitive Readiness program dubbed "Ready!". This program is based on two key elements: the first is to take all the necessary measures to foster and encourage the flexibility and innovation that are required in these corporations. And the second is to optimize the use of the unique human element in both companies to ensure efficient and high-quality services. Accordingly, each employee across our company is well aware and appreciative of his/her essential role and relative contribution to its success.

This program has the highest level of commitment from the entire team of Telecom Egypt and TE Data.

Within Ready!, we have launched a number of initiatives that are driven by several dedicated teams. However, we also rely on the support and inputs of all staff members in order to make this transformation successful. Each employee plays an important role in this process. Therefore, our foremost goal is to communicate the objectives of "Ready" program that we can all drive it forward together. This program creates a good opportunity for the employees of Telecom Egypt and TE Data to work together and take the business to new levels of success.

One of our main concerns is the creation of attractive employment and career development opportunities for all of our employees. On the recruitment side, we have adopted staffing processes that apply the BEST FIT system in reallocating manpower according to business needs and market demands. Training and development were given new approaches aiming to enhance employee's productivity and efficiency and to chart the course for his/her professional growth and advancement. We are always committed to respond to our employees' needs, providing a most productive work environment and rewarding the highest calibers in our company while attracting new ones.



Community

Telecom Egypt's belief in its social responsibility towards the community it serves therefore inspires it to create new ideas for the purpose of helping the society and contributing to its development and advancement. That is why it is a trailblazer and leader in the creation and implementation of such idea.

Telecom Egypt always lend a hand to every segment of the society in the various social fields according to its set plans, including the spheres of health, education, sport, community service and in the telecom and information technology.

In Health

Telecom Egypt believes that when the people live in good health, they can work and be productive. So far, they sow the seeds of ideas that their society will reap its harvest, bumper crops, and will be always in progress.

Telecom Egypt invests most of its resources in the healthcare field. It has fully funded open-heart surgeries conducted in Egypt and abroad for an average of 7,500 children, in collaboration with Kasr Al Ainy Hospital. In addition, it has contributed to the construction of the Children's Cancer Hospital 57357, which provides free treatment to young cancer patients. Telecom Egypt also donated funds for purchasing the equipment for the Organ Transplant Unit of Ain Shams University Hospital to help the needy liver and kidney patients. As well, Telecom Egypt makes contributions for the provision of necessary equipment and gear for emergency rooms.

To continue its investments in other governorates: it funded the construction of Ashmoun Hospital for blindness in Al Monoufeya governorate and made donation for the kidney dialysis center's establishment for patients in need in AL Qalyoubia governorate.

Other contributions in the health field, the contribution to supply equipment for the patient's rooms of the general surgery unit at Ain Shams University Hospital, particularly the ones serving infants and children. Also, it contributed to the hospitals' medical units' improvement which offers the medical service to the children for free. In addition, Telecom Egypt donated for equipping a new unit for burns treatment at Cairo University Hospital, which was dedicated to the free treatment of disadvantaged patients.

Besides, the company made additional donations for projects that offer highly subsidized treatment for young cerebral palsy patients. Other substantial contributions include funding several programs aimed at providing health care for needy handicapped people and other disadvantaged students who are visually impaired.

In Education

Telecom Egypt believes that education is a precondition for socioeconomic development and for making our dreams come true. That is why Telecom Egypt funded many projects serving this goal to consolidate the roots underpinning our society.

Telecom Egypt contributed funds for literacy classes all over the country. Moreover, and as a key initiative, Telecom Egypt and TE Data jointly launched the "Anwar" CSR program to spread literacy in Upper Egypt in collaboration with effective, well-experienced non-governmental organizations in specific governorates like Qena and Sohag.

In Sports

Because Telecom Egypt believes that sports have a positive effect on society, it sponsored the first world volleyball championship for handicapped men and women in Ismalia. And no doubt that handicapped people need this kind of help to boost their self-confidence, to feel normalcy, and to be productive.

In Society

Telecom Egypt believes that the spirit of social responsibility can never be limited to offering high-quality telecommunication services to its clients. It believes that its role is much larger than that and should extend to embrace other domains where a real difference is made.

Therefore, Telecom Egypt has been making donations and contributions for several community service projects including creation of a house for the elderly, launch of a nursery for handicapped children, and donations for facilitating the marriage of handicapped persons. In addition, Telecom Egypt contributed to a several huge projects such as the activities to market the goods produced by the handicapped people, and the ones that facilitate providing loans and saving plans for needy families.

It is worth mentioning that Telecom Egypt is regularly sponsoring the annual social exhibition for the productive families (DYARANA) that aims to boost the incomes of disadvantaged families. Moreover, it is sponsoring annual entertaining and recreational events for orphans.

In Telecommunications and Information Technology

Telecom Egypt provides the Egyptian market with a range of integrated and advanced solutions combining voice and data services. It is keen to keep up with the latest and most advanced technologies and is continually introducing them to the Egyptian market.

Telecom Egypt sponsors a series of conferences and seminars to stay ahead in the field and provides a continuous development to the Egyptian market; it is sponsored the 6th International Conference for Information and Communications Technology (ICICT 2008) that provides opportunities for sharing experiences and learn about the latest solutions of the industry worldwide.

In addition, it sponsored the 6th International Conference for Informatics and Systems (INFOS 2008), where researchers discussed the latest in the field. It provides a great environment for sharing and debating innovations and new achievements. Moreover, Telecom Egypt sponsored a conference on technology management policy in the era of globalization, in which several Korean universities participated and had covered issues related to the telecommunications and information technology field. Besides, Telecom Egypt sponsored the 6th Mansoura Conference for Computers and Information Technology (INDEX 2008).

Moreover, Telecom Egypt sponsored a conference dedicated to ensuring safe usage of the Internet by children and teenagers in the framework of a larger national initiative for spreading the culture of peace through the usage of telecommunications and information technology sponsored by Egypt's first lady and supported by the Egyptian Ministry of Communications and Information Technology. It also sponsored the 2nd Conference for Information and Post Techniques (POSTECH 2008) that was organized to highlight the latest advanced postal technologies and services worldwide. Finally, Telecom Egypt sponsored the first International Conference for IT New Generation, which was held by the Electronics Research Institute in collaboration with IBM as a forum for interaction between academic and industrial actors.