

Social Contribution

Telecom Egypt has been at the heart of the telecommunications industry in Egypt for over 150 years, enabling both individuals and businesses to communicate effectively and cost efficiently. As a company we strive to foster cooperation and understanding with the communities in which we operate and seek to deliver a direct benefit to the Egyptian society.

Telecom Egypt's role in building a reliable communications infrastructure in Egypt is only one way in which it serves its community, Telecom Egypt is committed to making a sustained contribution to education, health care, sports and environment. This full programme of social contribution aims to provide the Egyptian community with the means it requires to overcome challenges and to face the future with confidence.

Knowledge

Telecom Egypt is the main sponsor for telecommunications and information technology industry in Egypt and as such feels a deep sense of responsibility for the advancement of technology-related skills and knowledge.

During 2005, Telecom Egypt was focused on nurturing the growing interest in telecoms and Internet services. These efforts were aimed at providing the necessary knowledge and capabilities users require to deal with the latest technologies. In parallel, Telecom Egypt continued to support the activities of "The Future Generation Foundation", a non-profit organization whose programme included the provision of training courses to develop basic technical skills, as well as supporting young people in their search for relevant employment.

Improving the rate of computer literacy has been a major challenge for Telecom Egypt. In 2004, the company launched the "computer for every home" initiative in conjunction with the Ministry of Communications and Information Technology (MCIT). This initiative successfully encouraged a large number of hardware suppliers to donate their products to the scheme, thereby making a broad variety of PC models available to users.

Owning a personal computer is an expensive proposition for many Egyptian families, precluding them from owning their own computer. In response, Telecom Egypt offered an easy payment scheme where by PC installments can be charged on the household's telephone bill. Owning a PC has become a much easier and more feasible decision for the Egyptian family.

Care

There is a wide range of non-profit groups and community organizations aimed at improving the lives of Egyptian citizens of all ages. Telecom Egypt has chosen to centre its contribution on those aimed at young children who are underprivileged or may have little family support. The company has provided financial backing for several national fundraising initiatives in recent years. One recent example, held nationally, was Orphan's Day, held on the first Friday of April 2005, designed to coordinate the efforts of several charitable organizations.

Health

A healthy society is conducive to economic growth. This philosophy has led Telecom Egypt to direct its charitable donations towards improving the responsiveness of emergency services, standards of hospitals and technology of medical equipment in Egypt. The company also regularly contributes to the Red Crescent organization, a leading non-profit healthcare organization, which provides emergency services for Egyptians, especially in national disasters.

Most recently, Telecom Egypt made a charitable donation to improve the Accident and Emergency division and provided financial backing for an Intensive Care / Burns Unit at the Kasr El-Einy hospital in Giza.

Solidarity

Telecom Egypt prides itself on its quick response to issues affecting the fabric of Egyptian society. In response to the tragic bombings in Sharm El-Sheikh, the company assigned a premium number for donations to the victims and their families. All the revenues generated by this number were dedicated to support the victims' families.