



Etisalat

Technology Eminence

Etisalat Group is certainly one of the world's leading telecommunication giant in the emerging markets. Etisalat's current market cap is nearly USD 23.8 billion. With reported net revenues of AED 48.8 billion and net profit of 8.9 billion for 2014, Etisalat ranks amongst the most profitable telecom groups in the world



Headquartered in Abu Dhabi, Etisalat was established almost four decades ago in the UAE as the country's first telecommunications service provider. The brand provides innovative solutions to more than 169 million subscribers across 19 countries in Middle East, Asia and Africa.

The vision of the company is to provide a best-in-class total customer experience domestically and internationally, deliver attractive returns to shareholders while investing in the long-term future of the company, and supporting economic development in all the markets it operates in. The aim is to up opportunities and to actively help people reach their goals. Etisalat is known for delivering whatever committed.

Etisalat currently has the widest coverage of 3G and 4G mobile technologies in the UAE. They have established an extensive Fibre-To-The-Home (FTTH) network, making the UAE rank as the most fibre-connected country in the world with 85 percent fibre-optic penetration. After rendering services to more than 1.3 million homes in the UAE, their FTTH network enables an ultrafast residential Internet network speed of 500 Mbps, one of the highest recorded in the world. They built UAE's first and the region's widest 4G LTE network in 2011. The telecommunication leader has an extensive network of over 680 international roaming partners.

LEADING BY EXAMPLE

Over last few years, they Etisalat has transformed into a fully integrated telecom operator and ICT solutions provider. In support of the UAE's goal to create smarter cities by digitizing initiatives, they have brought smarter services into every aspect of their customer offerings. They provide a range of end-to-end managed solutions to a range of industry verticals. Etisalat also delivers wholesale products and services to communications

services providers.

Aspiring to be the most admired telecom group in emerging markets, Etisalat strives to consistently foster innovation and deliver first-in-market technologies wherever it operates. This is evidenced by its expeditionary trials of 5G services in the UAE – the first-ever in the region – including coordinating the development, design and deployment of future ICT platforms for fifth generation mobile broadband. Abu Dhabi is the first capital in the world to be fully connected and has the highest speed fibre optic on the planet.

UNLIMITED REACH

A world where the reach of the consumers is not restricted by matter or distance, people effortlessly move around the world, staying in touch with family, making new friends as they go, as well as developing new interests. Businesses of all sizes, no longer limited by distance, will be able to reach new markets. Innovative technologies will open up fresh opportunities across the globe, allowing the supply of new goods and services to everyone who wants them.

A diverse technological expertise has helped Etisalat capture significant market share as it expands across Africa, Asia and the Middle East, most notably in Egypt and Saudi Arabia, where the introduction of mobile broadband services, including video call and mobile television, has changed market dynamics and provided affordable mobile internet access for millions of people.

Etisalat's performance and services have been widely recognized by the industry. It has won many major awards, including the prestigious annual GSMA's Global Mobile Awards for the past four years.



CERTITUDES

- 1982 - Emirates Telecommunications Corporation launches the Middle East's first mobile network.
- 1994 - The Middle East's first GSM service is introduced in the UAE. Etisalat also launches Emirates Data Clearing House, providing a complete solution to GSM operators.

BEACON OF TOMORROW

- In every section the market is reducing down for Etisalat in UAE in the last couple of years
- Owing to saturation (In 2008 penetration in the mobile market had already reached 190 %, thereby providing less scope for further expansion), competition by DU and global economic slowdown.