

## POWERFUL

**W**ith a vision to always keep the world connected, du, through its widely distributed and robust network, has been providing end-to-end solutions at the most affordable prices to not only retail consumers but also enterprises and government agencies.

### BEING A TRUE COMPANION

The telecom giant, which holds the distinction of being an innovative and customer-centric company in the highly regulated Middle East market, has an annual revenue that exceeds AED 10 billion. Its policy of maintaining high levels of customer satisfaction through 24x7 assistance and rewards has expanded its customer base. Moreover, through its carefully framed extensive roaming, voice and data plans as well as international collaboration with several networks, it allows visitors to enjoy a hassle-free stay in the UAE. Considered a pioneer of fixed-line and mobile telephony, Internet services and digital television in the retail market of the UAE, du has made substantial investments in its R&D. Through this, it has built a portfolio of a wide range of products and services that caters to the needs of the consumers. Some of its offerings include du Live!, Pay As You Go prepaid plan, Emirati Plan as well as du TV+ for a seamless dual-play package to talk and surf on both TV and the Internet.

Apart from catering to individual clients, the company has also found a major foothold in the industrial sector. It provides an array of services to businesses including closed Business User Group Free Calling, preferred international destinations and carrier services as well as media technology platforms and

IT & TELECOM



## DU UAE

SHARING THE POWER TO CONNECT

*Leveraging its reach and resources to boost up the transformation of UAE into a digital economy and a technologically advanced nation, du, one of the largest telecommunications company in the Middle East, continues to provide best-in-class networks and allied services including fixed line, mobile telephony, Internet and digital television services to the residents of UAE*

telecommunication solutions such as satellite up/downlink services teleport (Samacom) and Master Control Room facilities to TV broadcasters.

Maintaining high levels of customer satisfaction has been made possible due to the efforts of over 2,000 du employees. The telecom provider is a culturally diverse workplace that employs people from over 60 countries. In keeping with the government's

Emiratization policy, over 50% of its senior management team and customer care staff comprise UAE nationals.

### EMBRACING A FASTER FUTURE

Under the leadership of Osman Sultan, du has accomplished several milestones, the latest of which is the introduction of 5G. du has been successful in building a fully operational 5G network well before the



anticipated launch.

### AN INCLUSIVE VISION

Powered by its vision of adding life to life, du has committed its entire human and other resources towards building and sustaining value for its business stakeholders as well as the community and the environment it operates in. The company focuses on sustainable thinking and is a firm upholder of ethical values. A recipient of multiple awards for providing top-notch services and experience to its consumers, du upholds strong values of corporate governance and ensures privacy and security of customer data as well as the safety of its employees and consumers.

