



## Telecom Egypt Announces Launch of New Logo

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**Cairo, July 1, 2013:** Telecom Egypt (TE) (Ticker: ETEL.CA; TEEG.LN), today announced the launch of its new corporate logo with immediate effect.

Throughout its 159 year history, Telecom Egypt has strived to meet the needs of its customers. Connecting Egyptians from Aswan to Alexandria and throughout generations, Telecom Egypt has developed a reputation for delivering high quality, efficient services built on its heritage and leveraging its experienced team.

During this time, telecommunications services in Egypt have evolved significantly and they now play a critical role in supporting the ambitions of Egyptians throughout the different stages of their personal and business lives. Telecom Egypt's new logo reflects this dynamic and fast-paced environment. It represents the multiple aspects of life, family and career, through a modern and simple new design, while maintaining the identity and authenticity of the company's name and the colors of the Egyptian flag.

Egypt has a long and distinguished history, a unique geographic location, strong market and vibrant and ambitious citizens. Telecom Egypt is proud to announce its new logo and stands alongside its customers as we look towards a bright future.

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### Notes to Editors:

*Within this statement, we may make forward-looking statements regarding future events or the future performance of the Company. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and risks exist that the predictions, forecasts, projections and other forward-looking statements will not be achieved. You should be aware that a number of important factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements. When relying on forward-looking statements, you should carefully consider the political, economic, social and legal environment in which Telecom Egypt operates. Such forward-looking statements speak only as of the time of this release today. Accordingly, Telecom Egypt does not undertake any obligation to update or revise any of them, whether as a result of new information, future events or otherwise other than as required by applicable laws, the Listing Rules or Prospectus Rules of the United Kingdom Listing Authority, the Egyptian Financial Supervisory Authority or The Egyptian Exchange. The documents filed from time to time with these authorities may identify important factors that could cause actual results to differ materially from those contained in any forward-looking statements.*



## Press Release

### About Telecom Egypt

Telecom Egypt (TE), Egypt's incumbent telecommunications operator, started its operations in 1854 with the first telegraph line in Egypt. Then it was corporatized in 1998 to replace the former Arab Republic of Egypt National Telecommunication Organization (ARENTO).

The Company is the largest provider of fixed-line services in the Middle East and Africa with 7.2 million subscribers as at 31 March 2013.

TE provides retail telecommunication services including access, local, long distance and international voice, Internet and data, and other services. The company also provides wholesale services including bandwidth capacity leasing to ISPs, and national and international interconnection services. Telecom Egypt's services also include the provision of narrowband and broadband internet access through its subsidiary TE Data. TE Data has active operations in Egypt and Jordan.

TE currently participates in the mobile segment in Egypt by providing mobile interconnectivity through its current, increased 44.95% holding in Vodafone Egypt, one of the three existing Egyptian mobile operators. TE's shares and GDRs (Ticker: ETEL.CA; TEEG.LN) are traded on the Egyptian Exchange and the London Stock Exchange.

