



## Telecom Egypt Launched its Mobile Operation under the New Brand “WE” as the First Fully-Integrated Operator in Egypt

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**Cairo, September 20, 2017:** Telecom Egypt (TE) (Ticker: ETEL.CA; TEEG.LN), Egypt’s incumbent telecommunications operator is proud to announce today the launch of its mobile services, empowering the Company to be the first fully-integrated operator in the Egyptian market.

Telecom Egypt’s formal launch of its mobile network operation was held in a ceremony inaugurating one of the first distinguished and most advanced customer service and point of sale centers to offer integrated telecommunications services, including fixed-mobile voice and data services under the new brand “WE”, and as it looks forward to increase the number of outlet stores in the coming period to be proactively closer to its customers.

The opening ceremony was addressed by Telecom Egypt’s Managing Director and Chief Executive Officer; Ahmed Elbeheiry and attended by a number of company executives and media reporters.

### **Ahmed El Beheiry, Managing Director and Chief Executive Officer of Telecom Egypt commented:**

“Today’s announcement marks another historic milestone in the development of Telecom Egypt, as it embraces the new strategic orientation and transformation of the Company to be a fully-integrated telecom operator, empowering it to compete fairly within the Egyptian market.

“The Company is enthusiastic, as it is commercially and operationally ready at all levels to provide its mobile services in the Egyptian market, packed with a range of innovative and integrated value added services that are enabled with cutting-edge support systems and a highly developed customer service interface and corporate website.”

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## 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 6.7 million subscribers as at 30 June 2017.

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 shares and GDRs (Ticker: ETEL.CA; TEEG.LN) are traded on The Egyptian Exchange and the London Stock Exchange.