



Telecom Egypt Announces Organizational Transformation and Key Leadership Appointments

31 December 2025 - Telecom Egypt today announced an organizational transformation initiative approved by its Board of Directors. The transformation is designed to enhance the Company's strategic focus and operational agility while reinforcing its customer-centric approach. It includes structural realignments across key business functions and the appointment of new leadership roles to support the next phase of the Company's growth.

The initiative aims to accelerate decision-making, strengthen execution, and ensure sustainable growth through clear accountability, optimized operations, and strategic leadership alignment.

As part of the transformation, Telecom Egypt's commercial operations have been restructured into two focused business sectors—Consumer and Enterprise—to enable sharper strategic alignment and improved responsiveness to customer needs. The Consumer Sector now focuses on individual and home customers, driving growth through a streamlined portfolio and improved service models. The Enterprise Sector serves corporate, institutional, and government clients, delivering integrated communication and digital solutions that support Egypt's ongoing digital transformation.

To ensure full alignment between commercial strategy and service delivery, the Customer Service function has also been realigned to operate within each sector, through functionally and organizationally integrated units, establishing clear accountability for customer experience and service performance.

Furthermore, the Board appointed Mr. Mohamed Eltouny as Chief Consumer Officer, responsible for leading the commercial strategy and operations of the Consumer Sector, with a focus on accelerating growth, improving commercial efficiency, and enhancing overall customer value and profitability.

The Board also approved transferring Mr. Ramy Kato from Chief Customer Officer to Chief Enterprise Officer. In this role, he will lead Telecom Egypt's enterprise, corporate,



and government business, driving expansion through strategic partnerships and advancing digital transformation initiatives in alignment with Egypt's Vision 2030 for a digitized economy.

Recognizing the critical role of technology as an enabler of growth and innovation, the Board appointed Mr. Ahmed El-Fouly as Chief Information Officer. He will oversee the modernization and expansion of Telecom Egypt's information and digital infrastructure, advancing innovation, automation, and data-driven capabilities across all business functions. He will ensure that the Company's information systems remain fully aligned with its strategic objectives, enabling greater efficiency, resilience, and scalability. This appointment underscores Telecom Egypt's commitment to strengthening its digital foundations, fostering innovation, and delivering long-term value to customers and shareholders.

Tamer El Mahdi, Managing Director and Chief Executive Officer, commented:

"This step comes as part of the implementation of a comprehensive institutional transformation program aimed at developing the Company's organizational structure in line with a clear strategic vision. The program establishes a more agile and efficient operating model, strengthens customer-centricity as a core performance driver, and accelerates decision-making while enhancing the quality of execution. It represents a key pillar of an integrated plan to improve operational efficiency and reinforce the Company's competitive position, in line with the rapid developments in the market, to achieve the highest levels of customer satisfaction, support sustainable growth, and maximize the Company's value and the interests of its shareholders."

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About Telecom Egypt

Telecom Egypt is a total telecom services provider in Egypt that provides a wide array of services to a diverse customer base. Serving individuals, communities, SOHOs, SMEs and large enterprises, Telecom Egypt offers a comprehensive, innovative, and diversified portfolio of services, ranging from fixed and mobile voice to essential data solutions crucial in today's digital landscape. These services also include high-speed internet, smart solutions, data center facilities, and cloud computing solutions tailored for businesses.

With a rich heritage of about 170 years, Telecom Egypt continues to lead the Egyptian telecom market by providing cutting-edge technology, robust infrastructure, and an extensive network of subsea cables to meet the needs of its enterprise and consumer clientele. The company's pivotal role in Egypt's telecommunications landscape is underscored by its expansive network coverage, broad service range, and dedication to fostering innovation. Aside from its mobile operation "WE," Telecom Egypt holds a significant 45% ownership stake in Vodafone Egypt. Telecom Egypt's shares and GDRs (Ticker: ETEL.CA; TEEG.LN) are traded on the Egyptian Exchange and the London Stock Exchange.

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