

## **Address by CEO- Etisalat Lanka- for Global Documentary**

As CEO of this company for the past 10 years, I have seen it steadily grow and evolve from its initiation in the country as Sri Lanka's first mobile telecommunications provider. From Celltel then to Tigo and now Etisalat, the company has grown from strength to strength, focusing on enhanced product development, innovation and customer service. The entrance of Etisalat into Sri Lanka launches a dawn of a new era, bringing with it experience and expertise from over 18 countries over three continents, with pioneering technology, ground breaking innovations and a brand new customer experiences. In taking on Sri Lanka's first ever cellular service provider, Etisalat embraces the mission of actively developing advanced networks that will enable people to develop, to learn and to grow. New horizons will be discovered while new possibilities will be explored as Etisalat Lanka takes steps to steps to redefine Sri Lanka's communications sphere.

With the focus on "Bringing the World Together", Etisalat will offer Sri Lanka a range of innovative and modern services that have served to position its parent company, as one of the most advanced nations in terms of telecom services. Sri Lankan Mobile users currently have the opportunity to enjoy the benefits of excellent voice and data applications like WAP, GPRS, MMS and BlackBerry services, while we will be introducing products such as 3G and Internet Broadband in time to come. Enterprise and individual customers will also benefit with various fixed-line network services. It is this experience, exposure and expertise that Etisalat brings with it, as it initiates a revolution in the local telecom industry. Etisalat Lanka will embrace these technologies bringing about advancements in the local telephonic arena, under a dynamic and dedicated Etisalat Lanka team. We are steadily expanding coverage to all parts of the country which includes North and East whilst operations have already commenced in Jaffna. With the instigation of an impressive investment roll out, Etisalat intends to expand its current network in Sri Lanka, with a coverage expansion resulting in a total of over 1500 2G sites and 500 3G sites this year.

Etisalat Lanka has engaged in many CSR activities since its launch including the 'One Lap Top Per Child' Project benefiting underprivileged children, Donations to the Brave Heart initiative supporting disable Soldiers, The recycling project turning bill board flexing into grocery Bags to name a few. The company has also been a staunch supporter of the local sports arena with notable sponsorships of the Royal Thomian Cricket encounter, the Kandy Club Rugby team and the Inaugural Etisalat Golf Classic. In fact, Etisalat Lanka has played a big part in almost all spheres of the sports arena including Hockey, Cycling, Tennis etc.

We are delighted to be a part of a large international telecommunication company, fulfilling a vision of joining the league of major telecommunication players in the world. The Etisalat Lanka management recognizes the importance and responsibility of balancing profitability and growth with long-term sustainability, and now, with the backing of a well resourced international parent, we will take Sri Lanka's operations to the highest level. Over the years, Etisalat's brand equity has grown in profile, but what is most important is that Sri Lankan consumers will benefit in terms of investments in product and service development and fullest expansion of our services to

every part of the island. Given Etisalat's investments in various telecom technologies, its work in the integration of voice, data and video, its telecom training centers and technology transfers and widespread roaming agreements our consumers can be assured of further improvements and value additions to our service in the future. At the end of the day, Etisalat Lanka believes that 'it's about you'.

The Etisalat Lanka team is excited about the new prospects and the boost they have received to continue their good work in delivering the best in customer service, coverage and affordable and attractive products to their customers.