

- **Etisalat Lanka, redefining the Sri Lankan telephonic arena**
- **Etisalat Lanka; a journey to the top.**
- **Etisalat Lanka, raising the bar just for you.**

Sri Lanka's telephonic sphere saw the dawn of a new era last November as the United Arab Emirates' telecom giant launched their brand Etisalat in the local market. This entry brought with it the experience and expertise from three continents, with pioneering technology, ground breaking innovations and a brand new customer experience. Taking on Sri Lanka's first ever cellular service provider, which played an avant-garde role in giving the nation access and exposure to novel and revolutionary aspects of communication, information and services, Etisalat further embraced the vision of enabling people access to their world, and creating "a world where mobile services are affordable, accessible and available, everywhere and to all".

Determined to discover new horizons and explore new possibilities, Etisalat continues to redefine Sri Lanka's communications platform, with the focus is on "Bringing the World Together". Etisalat stands 140th among the Financial Times Top 500 Corporations in the world in terms of market capitalization, and is ranked by The Middle East magazine as the 6th largest company in the Middle East in terms of capitalization and revenues. Etisalat has been in the telecom business in the UAE since 1976, and having built up a modern telecom infrastructure and established itself as an innovative operator, it has extended operations into Saudi Arabia, Egypt, West Africa and further into the Asian markets such as India, Pakistan, Afghanistan, Indonesia and Sri Lanka, recording over 100 million subscribers across 18 countries. In 2009, Etisalat reported an annual Net Revenues of AED 30.831 billion and Net Profits of AED 8.836 billion, marking a 5% and 16% increase respectively. Apart from the basic telecommunication services, Etisalat offers a range of innovative and modern services that have served to position its parent country, the UAE as one of the most advanced nations in terms of telecom services. Mobile users enjoy the benefits of excellent

voice and data applications like WAP, GPRS, 3G, MMS, Push To Talk, BlackBerry services and others. Enterprise and individual customers on the fixed-line network also benefit from services such as ATM (Asynchronous Transfer Mode), Frame Relay, VSAT and ISDN.

Etisalat Lanka continues to embrace these technologies bringing about advancements in the local telephonic arena, under a dynamic and dedicated Etisalat Lanka team. The launch of the APPZONE also places Etisalat Lanka on the top stop of innovation in the industry. As of today, Etisalat Lanka has initiated a massive network expansion programme covering 480 new 2G sites; effectively taking Etisalat's standing in the island to the top spot in 2G coverage, with a total of 1580 sites. This includes all urban areas as well as steady expansion to the North East. Aligned to coincide with the government's "Uthuru Vasantha" (Reawakening the North) and Gama Neguma (village reawakening) endeavors, Etisalat Lanka sports the ambition of becoming the most superior coverage and service provider to consumers in the North and East along with all other cities in the country. In addition, all urban cities, including the Northern and Vanni districts will benefit from the latest, cutting edge in technology as Etisalat introduces its dynamic Sri Lanka's 3G network, introducing the most advanced 3G technology with HSPA + (Evolved high speed packet access) This is essentially the most sophisticated 3G technology to be introduced to Sri Lanka. The project kicks off on a cost of US\$ 163 m over the period of the next 6 months, making it one of the largest and most significant investments by a single entity following the end of three decades of war. Notably, the latest ratings by Fitch affirmed Etisalat at 'A+' (27/05/2010), while S&P raised Etisalat UAE's ratings from 'AA-' to 'A-1+;. (3/05/2010)

Etisalat Lanka's latest announcement was its extraordinary accomplishment of reaching an impressive 3 million subscribers. Since its launch Etisalat has seen a 24 % growth in subscriber base with a significant increase in market share, making it one of most powerful players in the telephonic arena in Sri Lanka. Etisalat continues to offer a variety of VAS, sales offerings, affinity packages and other service, putting them on top of the ladder concerning innovation, quality and customer service. Etisalat CEO Dumindra Ratnayaka said, 'reaching 3 million subscribers is a landmark achievement for Etisalat, and we are dedicated to increasing this number and taking this company into great heights.'" He added, "We pledge the best of products and services to our valued customers and thank them for

putting their faith in us, helping us to serve you better.” He added, “as part of a large international telecommunication company we are now in the league of major telecommunication players in the world and the Etisalat Lanka management recognizes the importance and responsibility of balancing profitability and growth with long-term sustainability. With the backing of a well resourced international parent, we will take Sri Lanka’s operations to the highest level.”