

## Etisalat hosts Mashable Social Media Day Colombo for the 4<sup>th</sup> successive year

*#SMDayCMB 2015 listed among the top-five events to attend around the world*



Etisalat Lanka was the proud host of the Mashable Social Media Day, Colombo for the fourth successive year at Park Premier, Excel World. One of the most highly anticipated events on the social media calendar, the #SMDayCMB 2015 was listed among the top-five events to attend around the world by Mashable.

Mashable – the largest independent online news site dedicated to covering digital culture, social media and technology; launched Social Media Day in 2010 and continues to be celebrated globally, every year on June 30. Mashable Social Media Day is a global event that celebrates the technologies that connect people across the world.



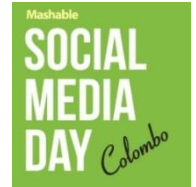


This year's event was presented by Etisalat Lanka with a mission in felicitating development, learning and growth of the Sri Lankan consumer together with Neo @ Ogilvy has been hosting this significant event for the Social Media community in Sri Lanka since 2012 due to the credibility and in depth topics addressed at this forum.

In 2015, with more than 20% of Sri Lankans having access to the internet, Social Media Day remains the most awaited annual event for Social Media users and activists. Additionally this year Social Media Day Colombo included two sessions; the Conference event in the morning and the fun filled, highly engaging Meet-Up event in the evening.



The event has created a platform to meet industry experts and learn great insights about the rapidly changing Digital Media industry in Sri Lanka. Attendees are exposed to meeting an array of individuals from different industries, which adds value to their learning experience.



Etisalat has been in the forefront of introducing products and services that enhances social media users' experience through specialized social media packages, faster mobile broadband speeds through Dual Carrier HSPA+ technology (the first service provider in South Asia to launch the technology) and offering the best rates for mobile data in the country. (ends)

