

## CORPORATE PROFILE

## BRINGING THE IRAQIS TOGETHER

## MTC Atheer is set to become Iraq's leading mobile telecommunications network

MTC Atheer is a veritable telecommunications pioneer. The company, which is part of the MTC Group, was licensed to install and operate a GSM network in southern Iraq in December 2003. Today, it has the widest mobile telecommunications network, extending from southern Iraq all the way to Baghdad, with over 850,000 subscribers. Since commencement and by the end of 2005, a total of US\$430 million will be invested servicing a target customer base of 1.5 million.

But this resounding success is just the tip of the iceberg. MTC Atheer entered what was essentially a difficult market, where mobile services were nonexistent, and where fixed line services were inadequate and unable to meet the needs of the Iraqis. In a short period of time, MTC Atheer connected all southern cities, including Basra, Amara, Nasiriya, Karbala, Najaf and more, and soon afterward Baghdad, providing high-quality mobile services in a region with virtually no alternative communication services. Now spanning 13 governorates in southern and central Iraq, MTC Atheer is looking to expand into the northern part of the country. "Today Iraq has more than 3 million mobile customers. The growth rate, despite of the conditions in Iraq, is for example higher than Egypt, which has a 10% penetration rate. This is a good sign," says Mr. Ali Al-Dahwi, President and General Manager of the company. "And the average Iraqi is willing to pay US\$150 for a mobile line and phone in order to carry out their business and communicate with each other and the rest of the world."

MTC Atheer was able to attract and retain its large number of customers by providing innovative and quality services at reasonable prices. "We are proud to be providing the best service to the Iraqi people and will be enhancing the network by 50% before the end of this year," says Mr. Al-Dahwi.

MTC Atheer's prime positioning inside the Iraqi telecommunications industry makes it a powerful contender for one of the five new 15-year licenses for mobile networks, which are scheduled to be auctioned off before the end of the year

by the National Communications and Media Commission (NCMC). The three existing two-year licenses, which were awarded by the US-led coalition authority, expire in December 2005.

More than just a telecommunications company, MTC Atheer aspires to become part of Iraq's social fabric. The company employs 600 Iraqis in Basra and Baghdad, and it is proud to be the only mobile operator with a 100% Iraqi workforce. Some 10,000 direct and indirect work opportunities will have

been created in Iraq by the end of 2005. The company is also extremely active within the community and sponsors humanitarian, cultural and educational projects, in addition to special organizations such as the Iraqi Olympic Football Team and the Iraqi National Symphony Orchestra.

MTC Kuwait has management control of the operation and owns 30% of MTC Atheer. Founded in 1983 in Kuwait, the parent company MTC (Mobile Telecommunications

Company) has since grown to become the leading mobile operator in 5 Middle East and 13 sub-Saharan African countries with over 11 million subscribers.

The Group has shown it understands that great opportunities are available in the burgeoning Iraqi market. With the world's third largest oil reserves, a skilled and educated workforce and a massive GDP growth of 50% in 2004, Iraq is the key economic player to watch in the Middle East region.

"I firmly believe that Iraq is a promising country for investors internationally and regionally especially when it comes to telecommunications," says Mr. Al-Dahwi.



Mr. Ali Al-Dahwi, President and General Manager of MTC Atheer

**The only  
mobile operator  
with a 100%  
Iraqi workforce**

## THIS IRAQI KID WANTS TO GO PLACES. HE CAN.

All he needs is someone who believes in his potential. Someone who knows that big dreams need the right environment to come true. At least this is how we see things at MTC Atheer. This is why, for the past two years, we've been investing in more than just equipment. We've been investing in the future of Iraq, a country we believe in. We've been improving the quality of life by offering a multitude of mobile services through the

largest and most technologically advanced network in Iraq. We've been providing Iraqis with the means to communicate, creating business and job opportunities, sponsoring sports teams, supporting cultural and health organizations. We did all that simply because we believe that every Iraqi deserves the bright future he is so eager for. A future we are proud to be part of.

 **mtc atheer**  
The mobile telecom of Iraq