Mr. Ahizoune
CEO of Morocco Telecom

Telecom Morocco Group over the years

Morocco Telecom Group today
Major player in the telecommunications landscape in Africa

Morocco Telecom Group today
Present in 5 African countries (covering 65.5 million inhabitants):
Morocco – Mauritania – Burkina Faso – Gabon – Mali-

Sources of growth

Development approach based on rigorous selection criteria
❖ Clarity of regulatory framework
❖ The attractiveness of business environment (legal, taxation, freedom of transfer ...)
❖ Clear rules of corporate governance,
❖ Political stability,
❖ Market Potential,
❖ Taking majority stakes to acquire the operation margin necessary for the development of its subsidiaries.

Need for good visibility to invest in a highly capitalist sector

Four subsidiaries, one common point
Incumbents losing momentum at the time of privatization:
❖ Mauritania Mauritel (April 2001)
Burkina Faso: Onatel (December 2006)
Gabon: Gabon Telecom (February 2007)
Mali: Sotelma (July 2009)

Today, leaders or reference operators in their respective markets:
- Mauritel: * 54% market share, leader,
- Onatel: * 45% market share, leader,
- Sotelma: PDM highly increasing (* 31% against 17% in 2009)
- Gabon Telecom: the second operator in a fiercely competitive market (37% * of PDM behind Airtel)

All are beneficiaries today, and the oldest now distributes dividends.

A strong positioning based on sound assets

- An approach to South-South cooperation based on the dynamic economic policy of the Kingdom
- The constant dialogue with governments to meet the expectations and understand the business environment
- Respect for local culture
- The accumulation of experience and rich expertise in Morocco, particularly:
  ✓ Expertise in managing networks,
  ✓ Innovative Marketing Strategy,
  ✓ Rigorous management (management and reporting norms of international standards)

Many cross-subsidiaries projects (completed or in progress)

- Deployment of fiber-optic cable linking the subsidiaries in Morocco
- Alignment of information systems
- mobile payment solution: Mobicash
- unique roaming area for clients of the Telecom Morocco Group
- Convergence of financial processes

Positioning against the competition

Intense competition with international actors

Conclusion

Development of Telecom Morocco in Africa:
A contribution to the Moroccan economic presence in the Continent