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## ETISALAT MISR PARTNERS WITH ERICSSON TO EVOLVE ITS NETWORK IN EGYPT

- Etisalat Misr has signed a four-year contract with Ericsson to transform its core network and business support systems in Egypt
- The project will enable Etisalat Misr to provide more flexible and personalized services to its subscribers
- Ericsson's experience and expertise will help Etisalat Misr capture the growth in 4G as well as pave the way for 5G and Internet of Things

Etisalat Misr has signed a four-year contract with Ericsson to modernize and expand its core network and business support systems, which will help the operator capitalize on the growth in 4G and pave the way for 5G and Internet of Things. The partnership will play an important role in further developing the services offered by Etisalat Misr, one of Ericsson's largest customers for business support systems.

The project will be a significant milestone for Etisalat Misr, allowing shorter time to market, commercial innovation, and improved user experience. It will also have a positive impact on the capital and operational expenditure. The subscribers will be able to enjoy highly flexible and personalized offerings, including cross-bundling and add-on services. They will also have access to shared data plans and family offerings, which will provide them with a single bill and a consolidated spending view.

Furthermore, the 4G technology will enable efficient means of communication and opportunities for global collaboration and innovation. For example, the project will accelerate the introduction of IMS Voice over LTE, Voice over WiFi, Service Aware Policy Control and Unified Communications.

Hazem Metwally, Chief Executive Officer, Etisalat Misr, says: "We are pleased to be working with Ericsson again on a new project that addresses the evolving requirements of our organization. It will double the capacity of our business support systems, which will allow us to provide more innovation to our customers, resulting in more traffic passing through our network. Ericsson is our trusted partner and has provided valuable support since we launched our services."

Amr Fathy, IT Vice President, Etisalat Misr, says: "We have enjoyed a long and successful partnership with Ericsson and this new cooperation will further bolster our services for our customers. As we work towards a smart future, we continue to innovate in ways that will

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empower our valued customers to meet all of their personal and business goals. Introducing Egypt to 4G and 5G is the future of technology and we look forward to being at the forefront of this introduction.”

Rafiah Ibrahim, Head of Ericsson Region Middle East and Africa, says: “This agreement will enable Etisalat Misr to respond very quickly and in a flexible way with new offers to the ever increasing needs of their subscribers. The current massive diversity of applications, services and bundles, that both consumers and business customers wish to use on their multiple devices, requires more flexible provisioning and real-time charging based on advanced systems and solutions, such as our state-of-the-art Business Support System.”

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continued efforts as a technology leader, and through partnering with new organizations.

#### NOTES TO EDITORS

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