

# Beyond The Call...

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MTC Touch  
April 16, 2007



**mtc**touch



# Man-Made Disaster: WAR



When talking about disaster, one could think of:

- Hurricanes
- Earthquakes
- Floods
- Tsunamis, etc.

## → NATURAL DISASTERS

For Lebanon, that was not the case, our country was taken by storm in July '06: **WAR**

## → MAN-MADE DISASTER



# Lebanon July 11<sup>th</sup>, '06



# Lebanon July 12<sup>th</sup>, '06

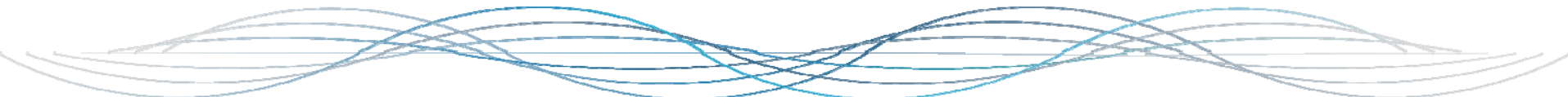


# Lebanon July 12<sup>th</sup>, '06





- **About MTC**
- **Socio-Economic Impact of Mobile Telephony**
- **“Standing Tall”**
- **War by Numbers**
- **Beyond The Call of Duty**

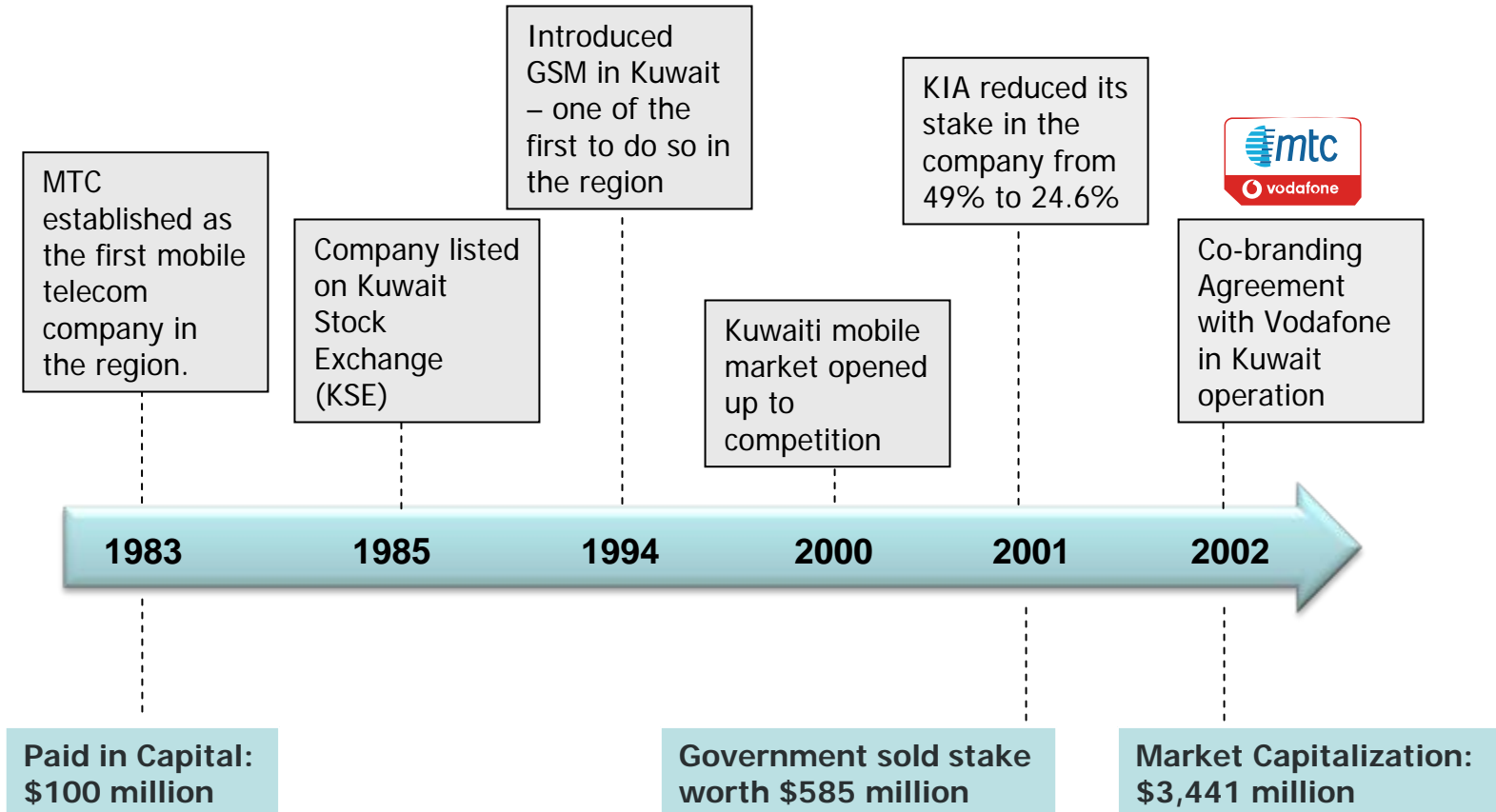




# About MTC



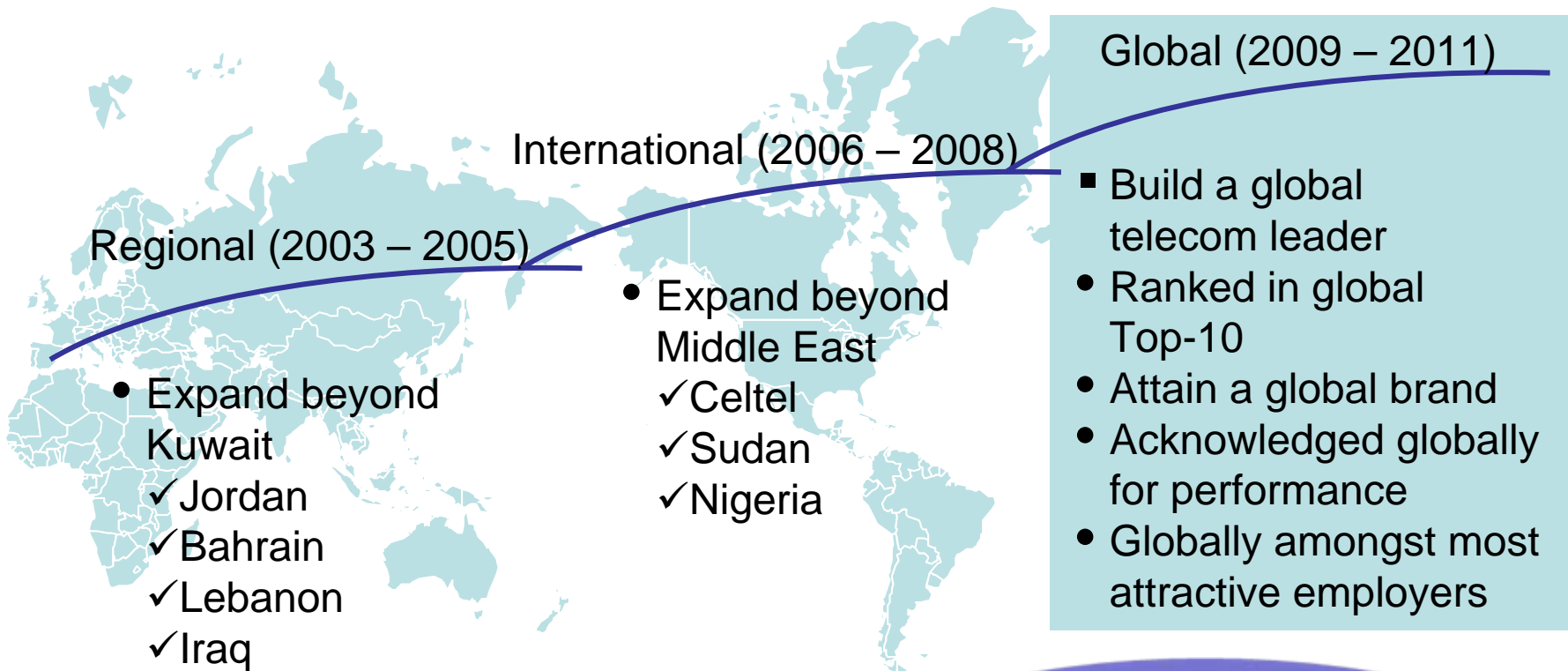
# Roots



# Vision - 3 x 3 x 3



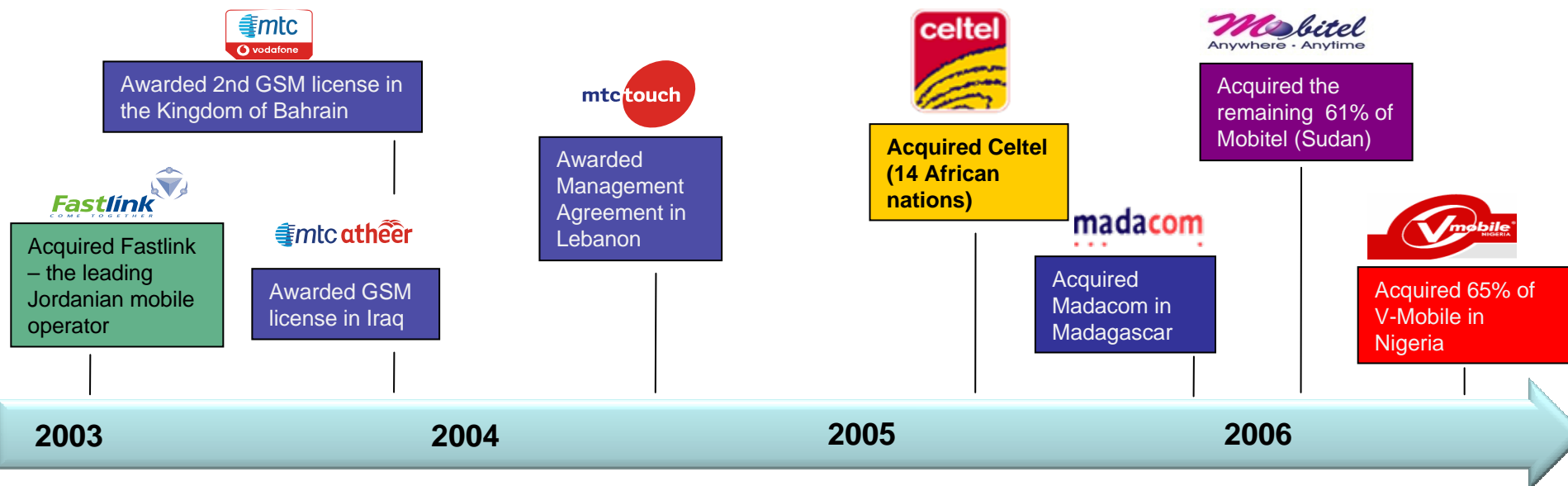
This is now



To be achieved through ACE strategy

# Our Expansion Process

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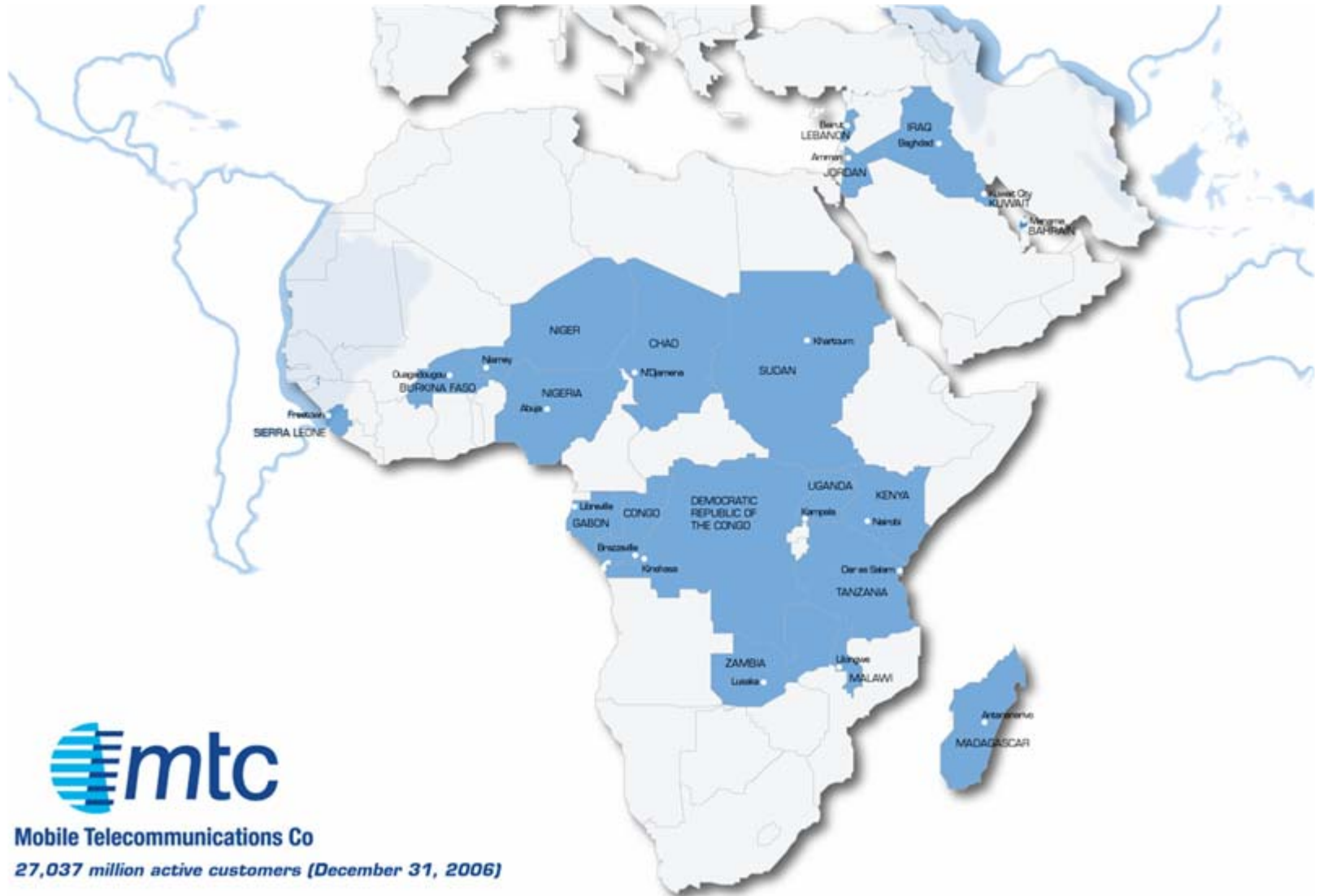


Customers	0.690 m	3.192 m	13.650 m	27.037 m
Revenues	\$908 m	\$1,112 m	\$2,003 m	\$4,167 m
EBITDA	\$528 m	\$604 m	\$1,153 m	\$2,051 m
Net Income	\$352 m	\$414 m	\$629 m	\$1,051 m
Market Cap	\$6,746 m	\$6,082m	\$13,338m	\$14,468m

**MTC has evolved from its Kuwaiti roots into a leading international mobile company**

# MTC's World in 2006 – 20 Countries

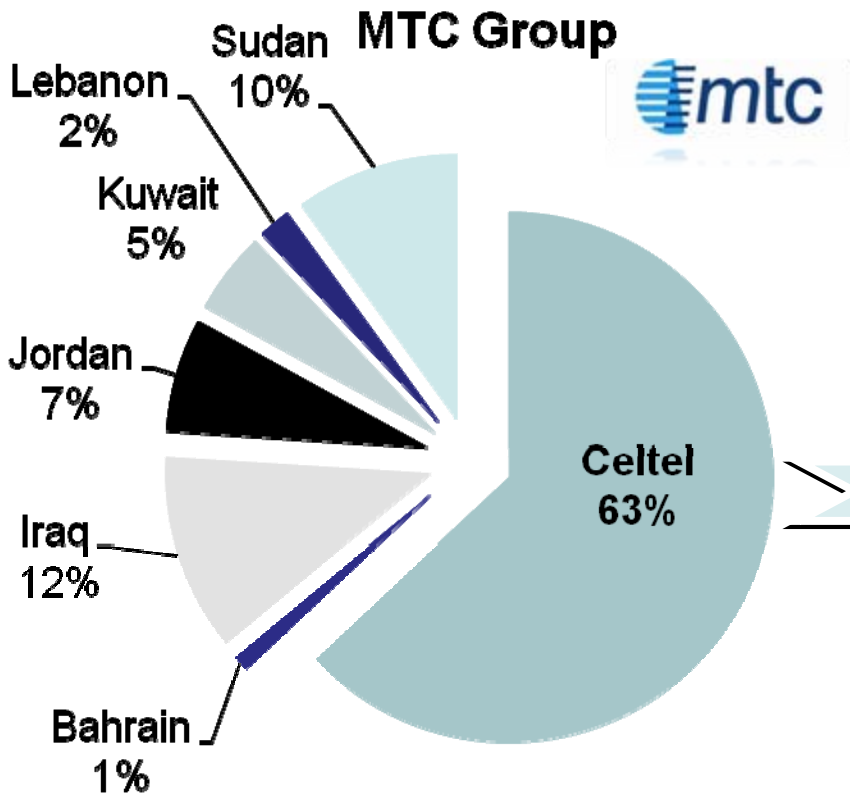
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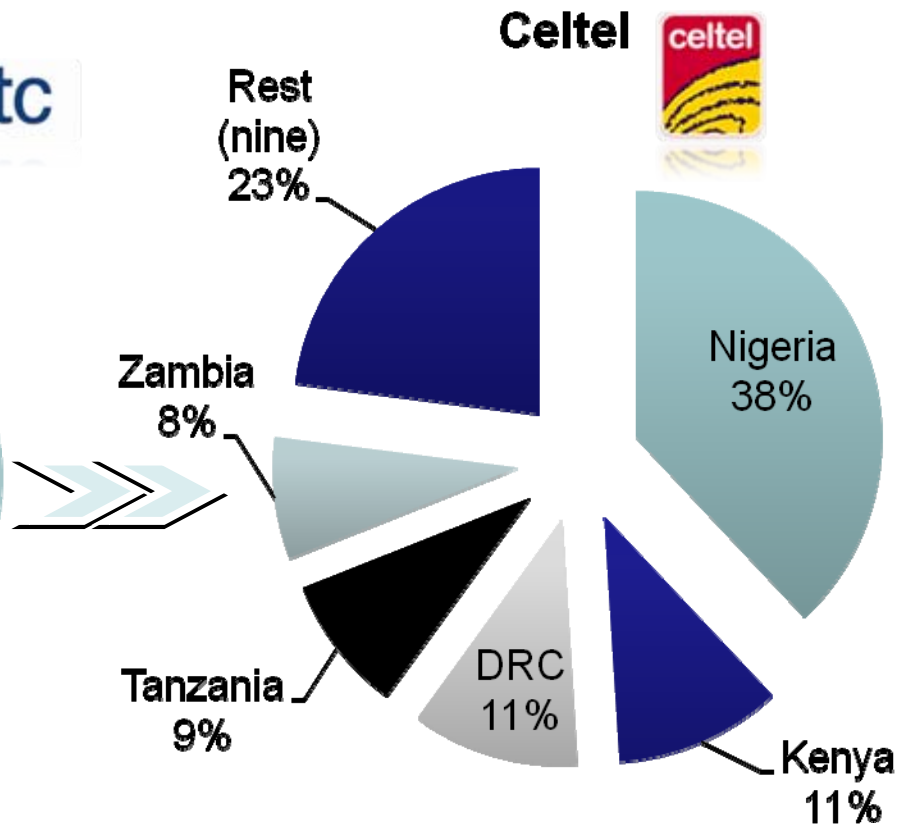
Mobile Telecommunications Co

27,037 million active customers (December 31, 2006)

# MTC's Customers



*A total of 27.037 million customers*



*Out of which 16.870 million are in Africa*

# Socio-Economic Impact of Mobile Telephony



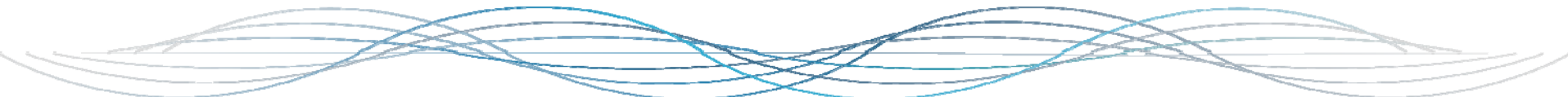
# Mobile industry is a tool for:



- Enhancing people's lives
- Creating new jobs
- Encouraging cultures exchange
- Ensuring constant communication whenever, wherever
- Mobile telephony has become a fundamental pillar of modern-day individualism, a manifestation of individual freedom in the 21<sup>st</sup> century



- Mobile phones have helped in changing the way we go on living
- It is the peace of mind in Iraq, it is cracking the wall in Palestine, it was a surviving tool in Lebanon during the July war



- One call could save a life! This was our main trigger at mtc touch during the War of July 2006
- It was beyond our contractual and technical responsibilities
- It was the human responsibility that pushed us to restore communication in record time to all disconnected areas

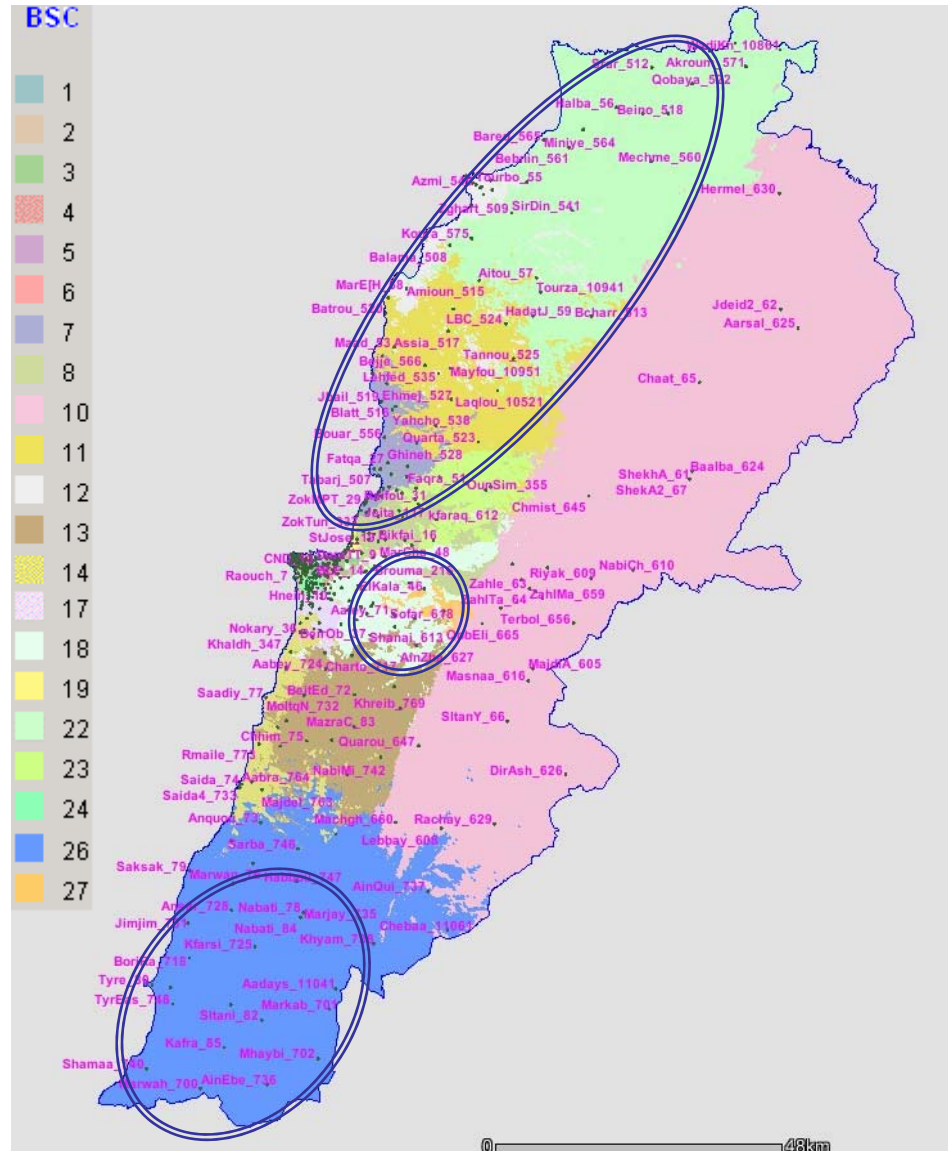




# **"Standing Tall"**



# Disconnected Areas





- Damage affected **critical** nodes in the network
- Number of sites damaged and/or affected during war reached about 121 (more than a quarter of the total)



# BSC - Dahr El Baidar



Before July 14<sup>th</sup>, 2006



After July 14<sup>th</sup>, 2006



# BSC - Terbol, Bekaa



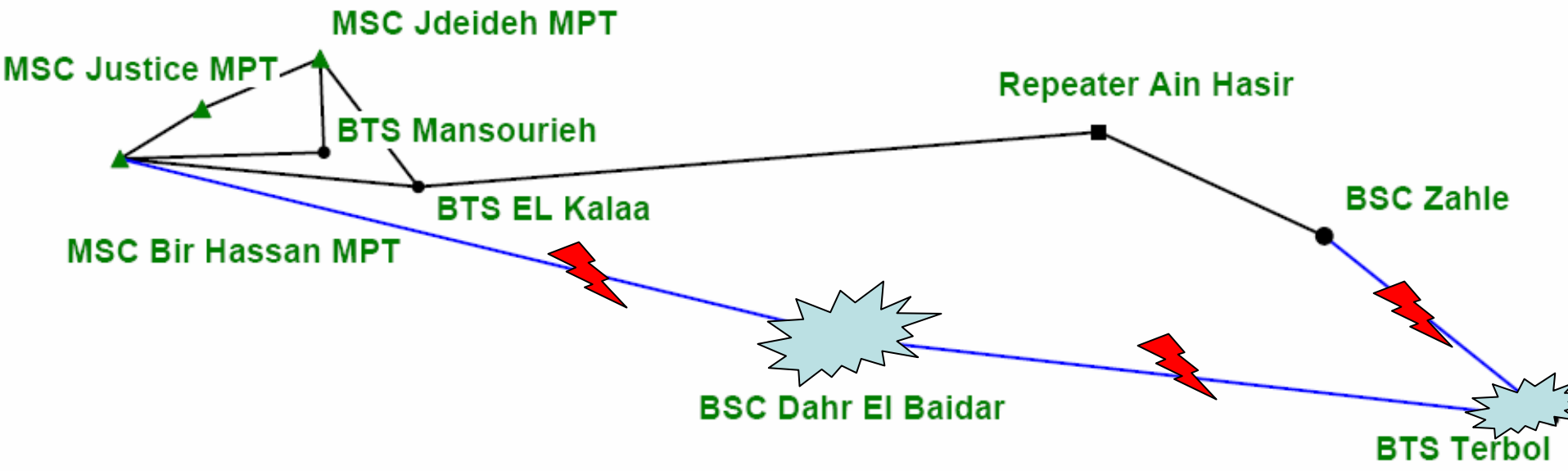
**Before July 14<sup>th</sup>, 2006**



**After July 14<sup>th</sup>, 2006**



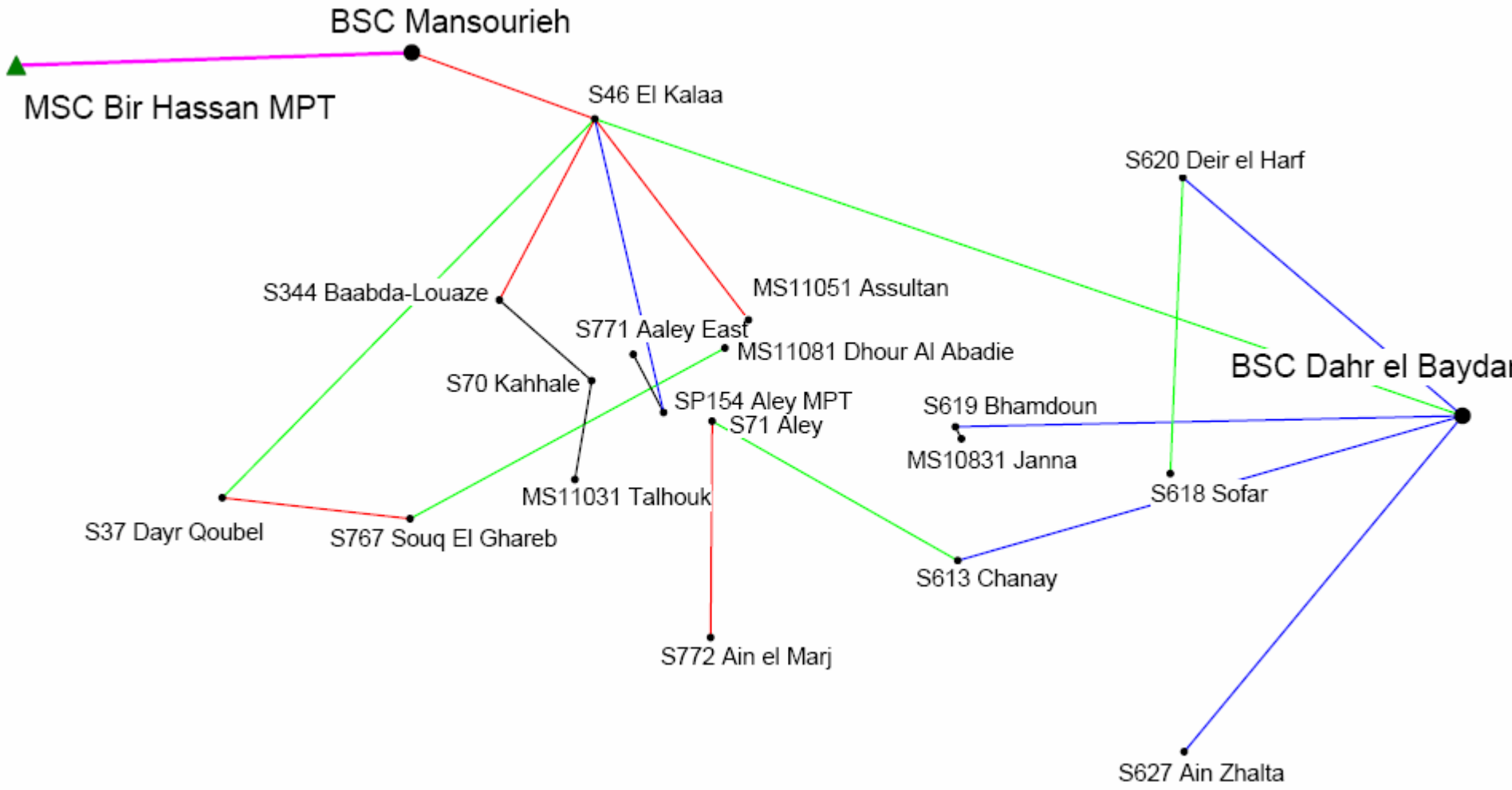
# Eastern Backbone



# Eastern Lebanon - Disconnected

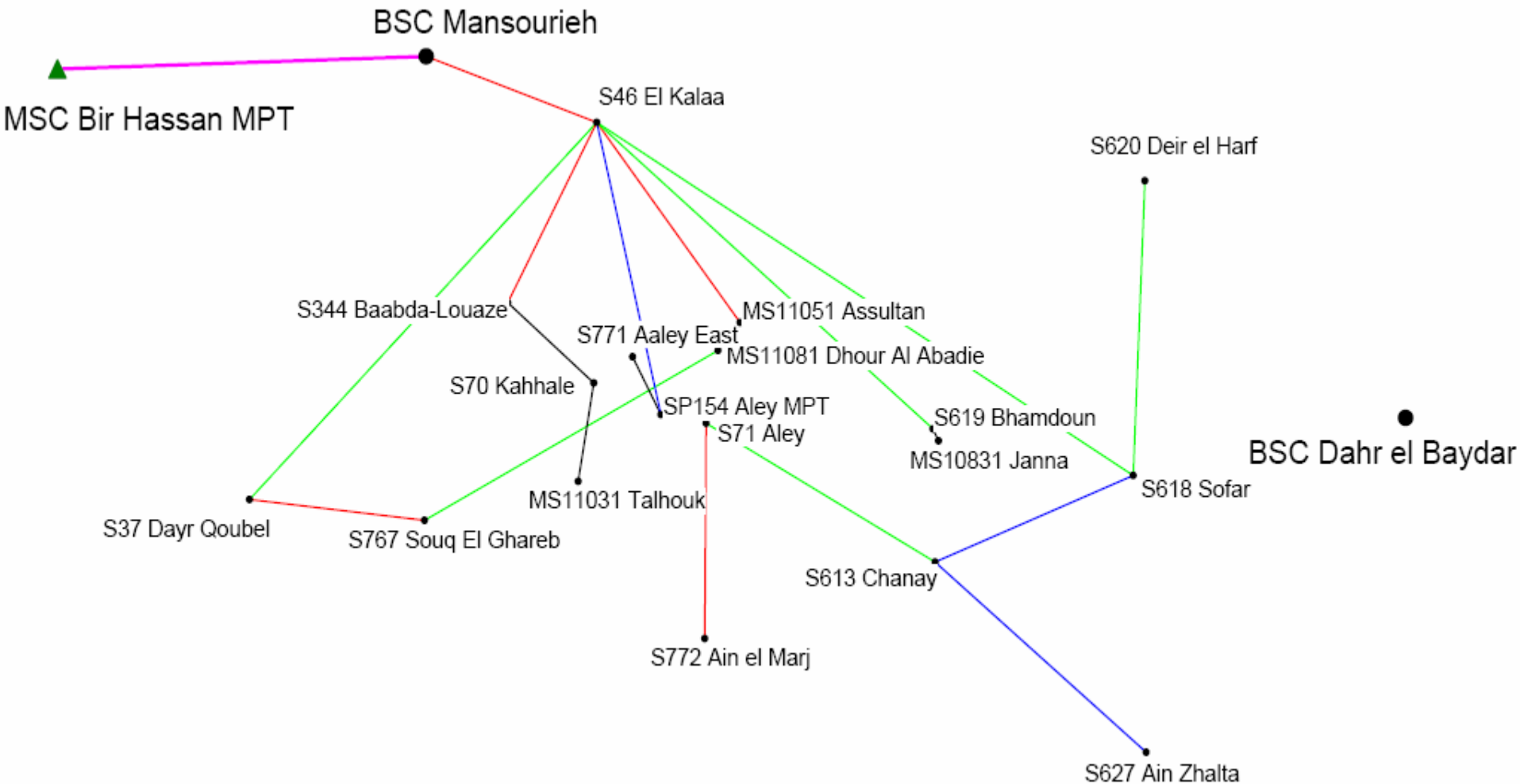


# BSC Dahr El Baidar - Before



# BSC Dahr El Baidar - Reshuffling

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# BSC - Fatqa



Before July 22<sup>nd</sup>, 2006

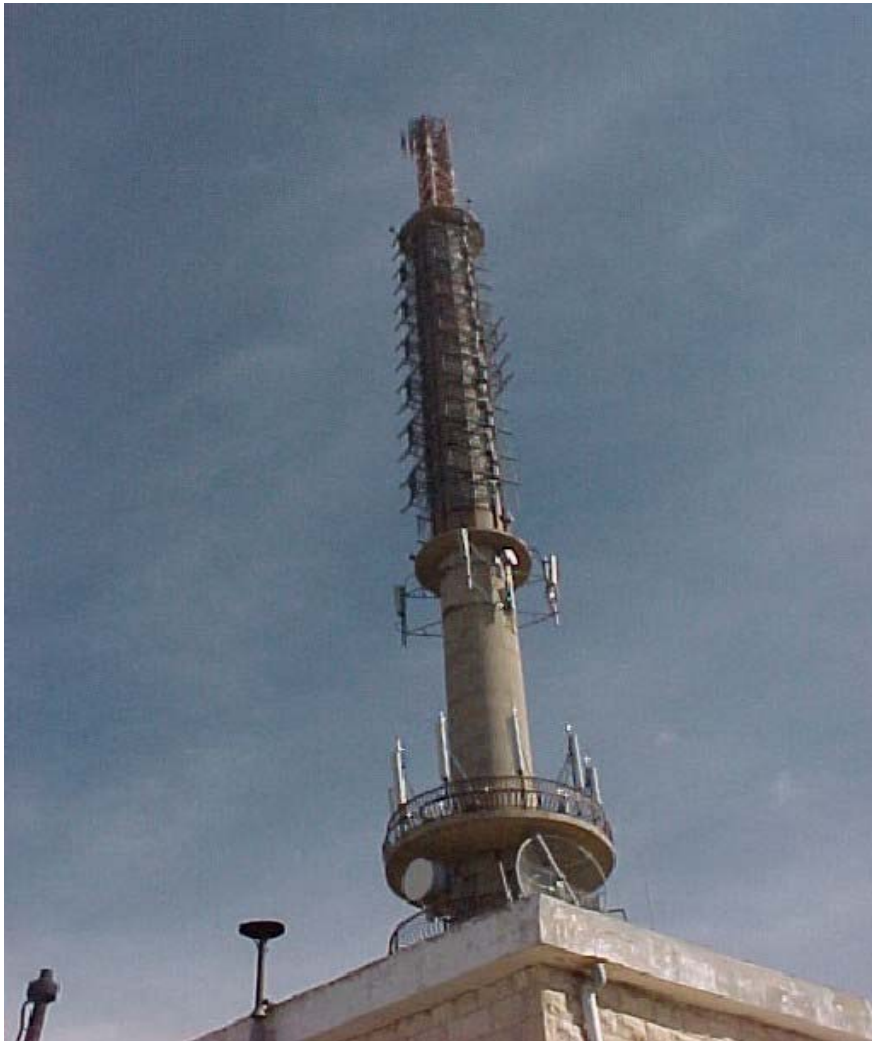
After July 22<sup>nd</sup>, 2006



# Hub - Aitou



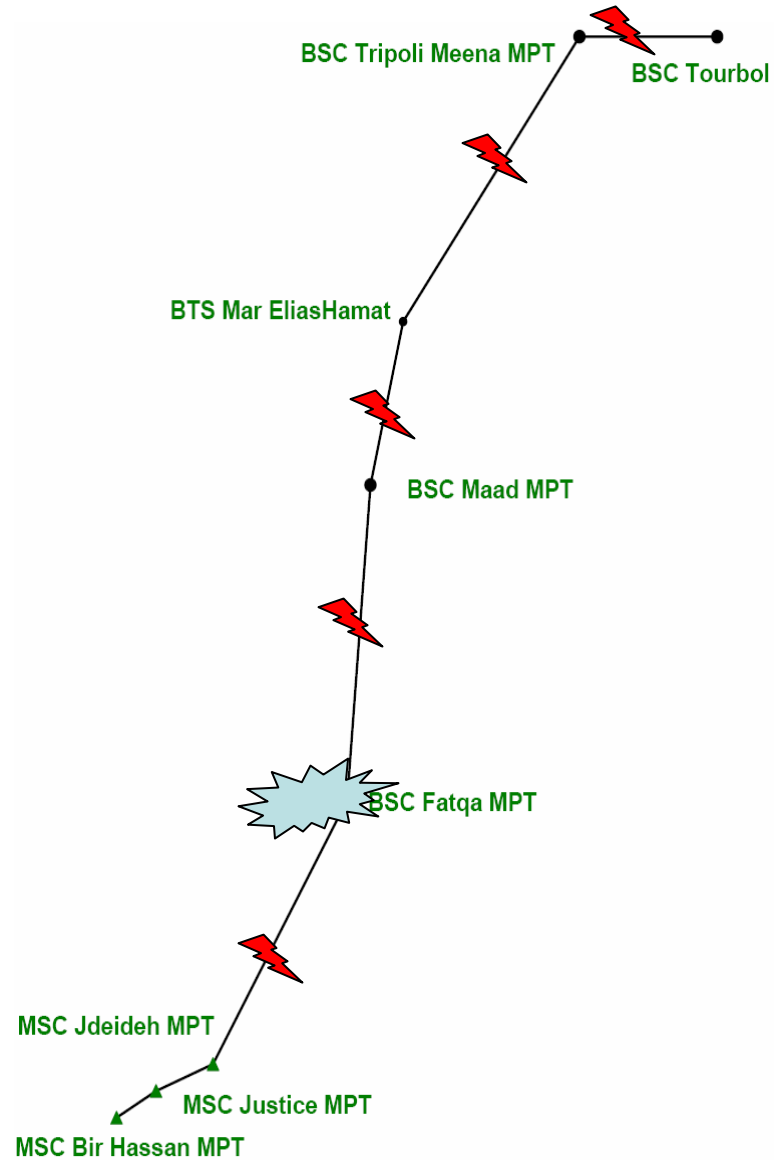
Before July 22<sup>nd</sup>, 2006



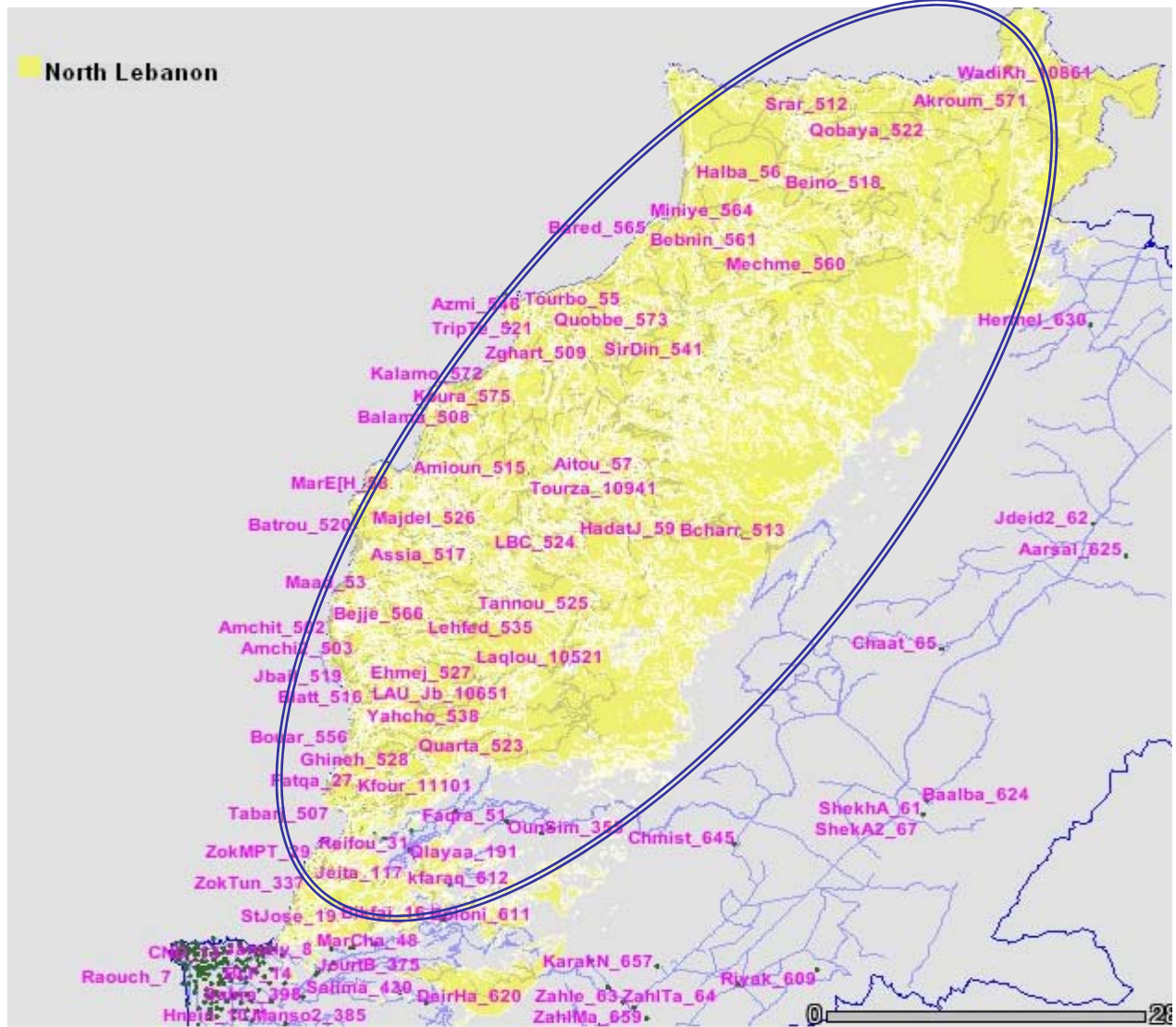
After July 22<sup>nd</sup>, 2006



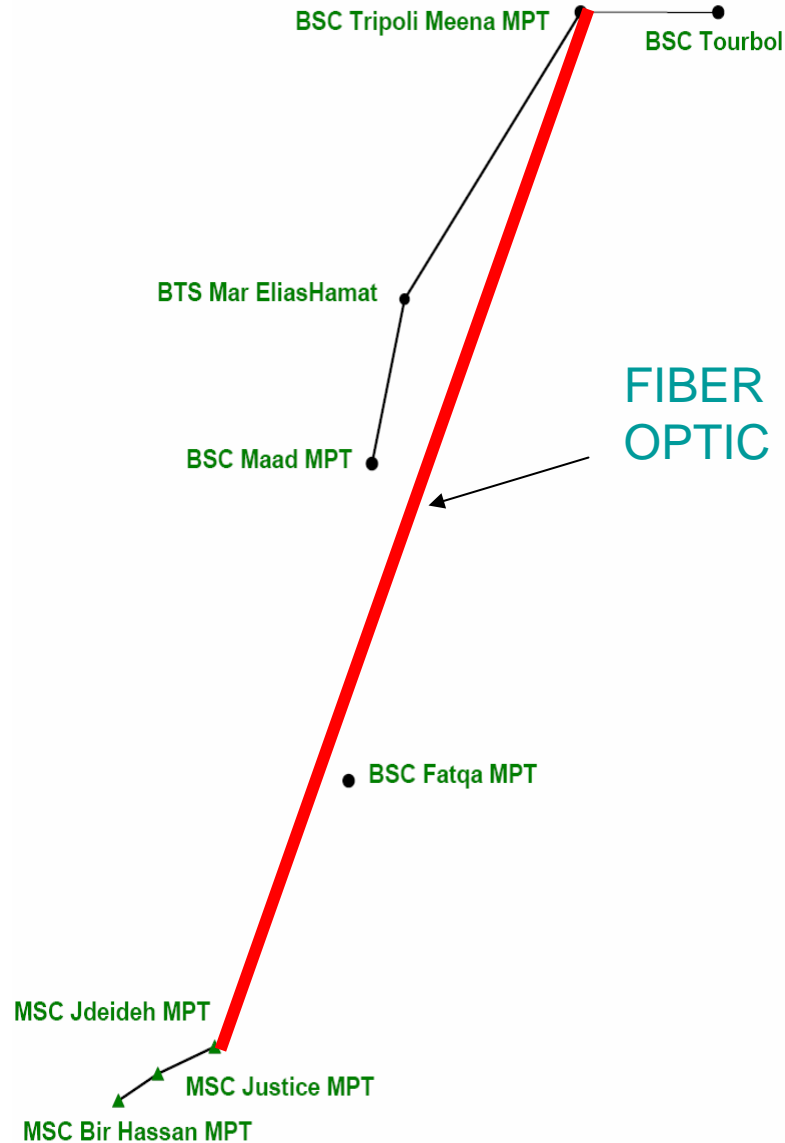
# Northern Backbone



# Northern Lebanon - Disconnected



# Northern Backbone - Restored



# Recovery Plan for the North



The restoration plan was achieved as follows:

- Restored connections in less than 36 hours to the North BSCs (Maad, Tourbol, and Tripoli) through Ogero's existing Fiber Optic between Tripoli-MPT and Jdeideh-MPT
- Reconnected Tripoli Remote Service Center
- Installed a new BSC in Zouk MPT, instead of the demolished BSC07 Fatqa



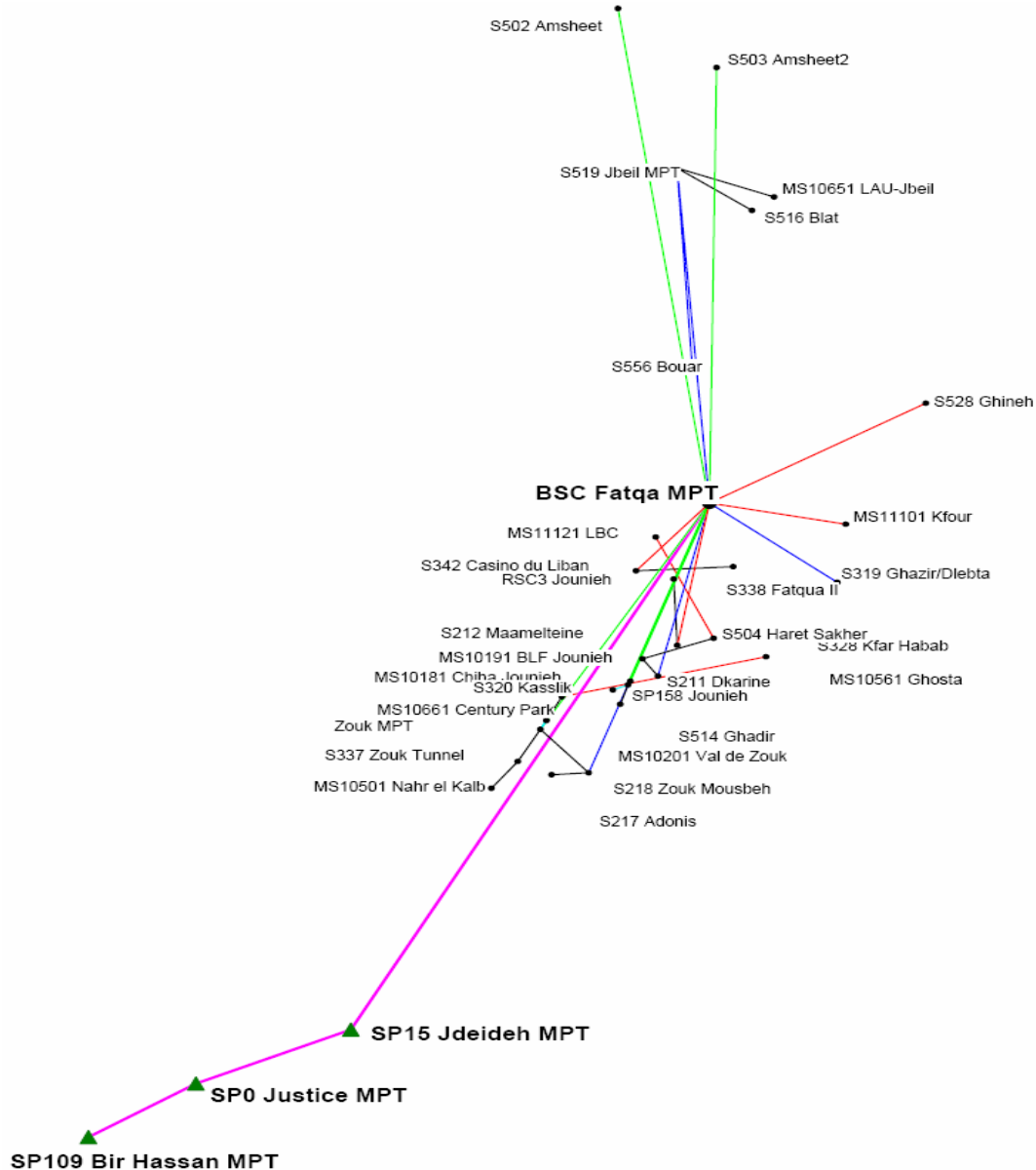
# Recovery Plan for the North



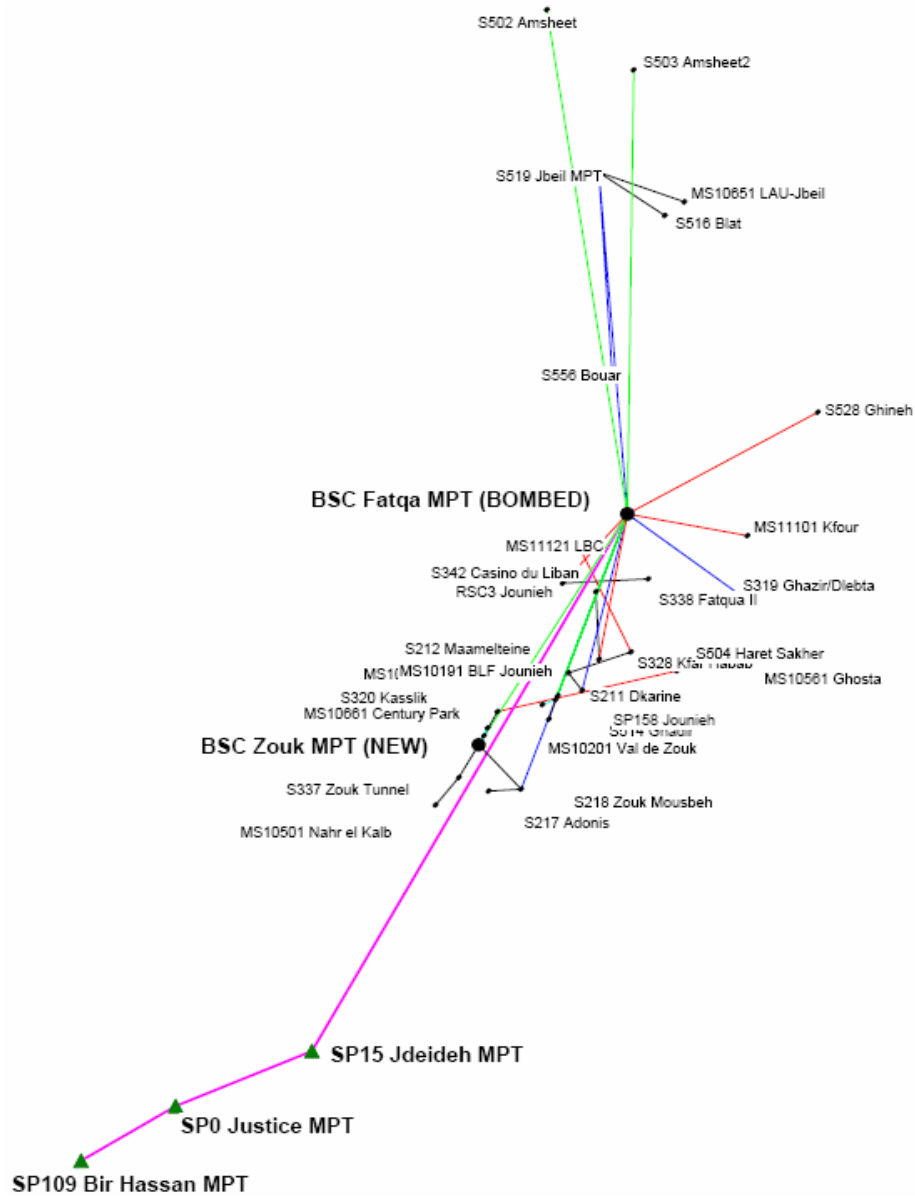
- Ensured A-interface connections to BSC in Zouk MPT (Via Ogero's Trunk from Jdeideh MPT to Zouk MPT)
- Reinforcement of the Tower at Fatqa location, Re-installation of the microwave links then reshuffle all the sites to the new BSC in Zouk MPT
- Reconnected Jounieh Remote Service Center
- 80 sites that were disconnected by the bombing of Fatqa were back on air in less than 36 hours



# BSC Fatqa - Before



# BSC Fatqa - Restored



# Hub – Tyre



Before July 16<sup>th</sup>, 2006



After July 16<sup>th</sup>, 2006



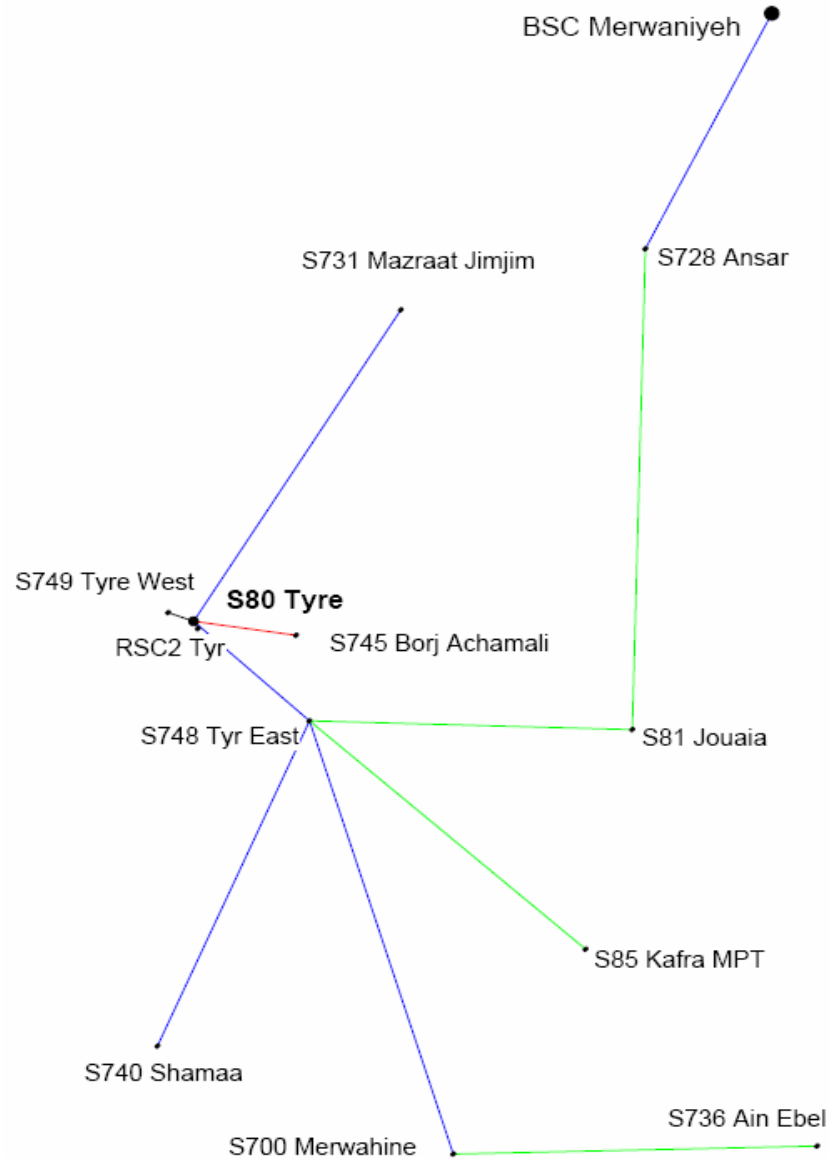
# Bombed Sites in the South



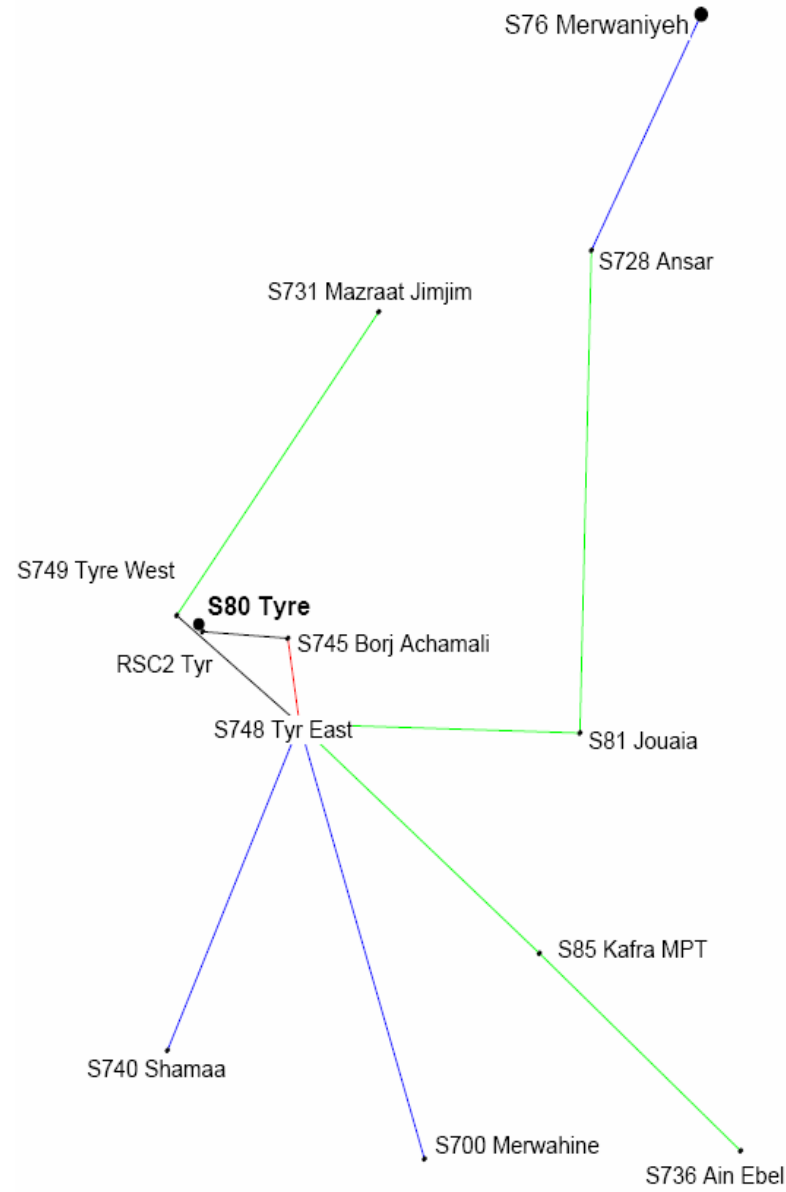
- 17 sites out of 32 in the south were disconnected from the network due to the bombings
- Many upgrade and optimization activities took place on working sites to enhance coverage in affected areas directly after the cease-fire
- Implementation of fast and reliable temporary solutions to the disconnected and bombed sites to restore coverage to the network in a very challenging time



# BTS Tyre - Before



# BTS Tyre - Reshuffling

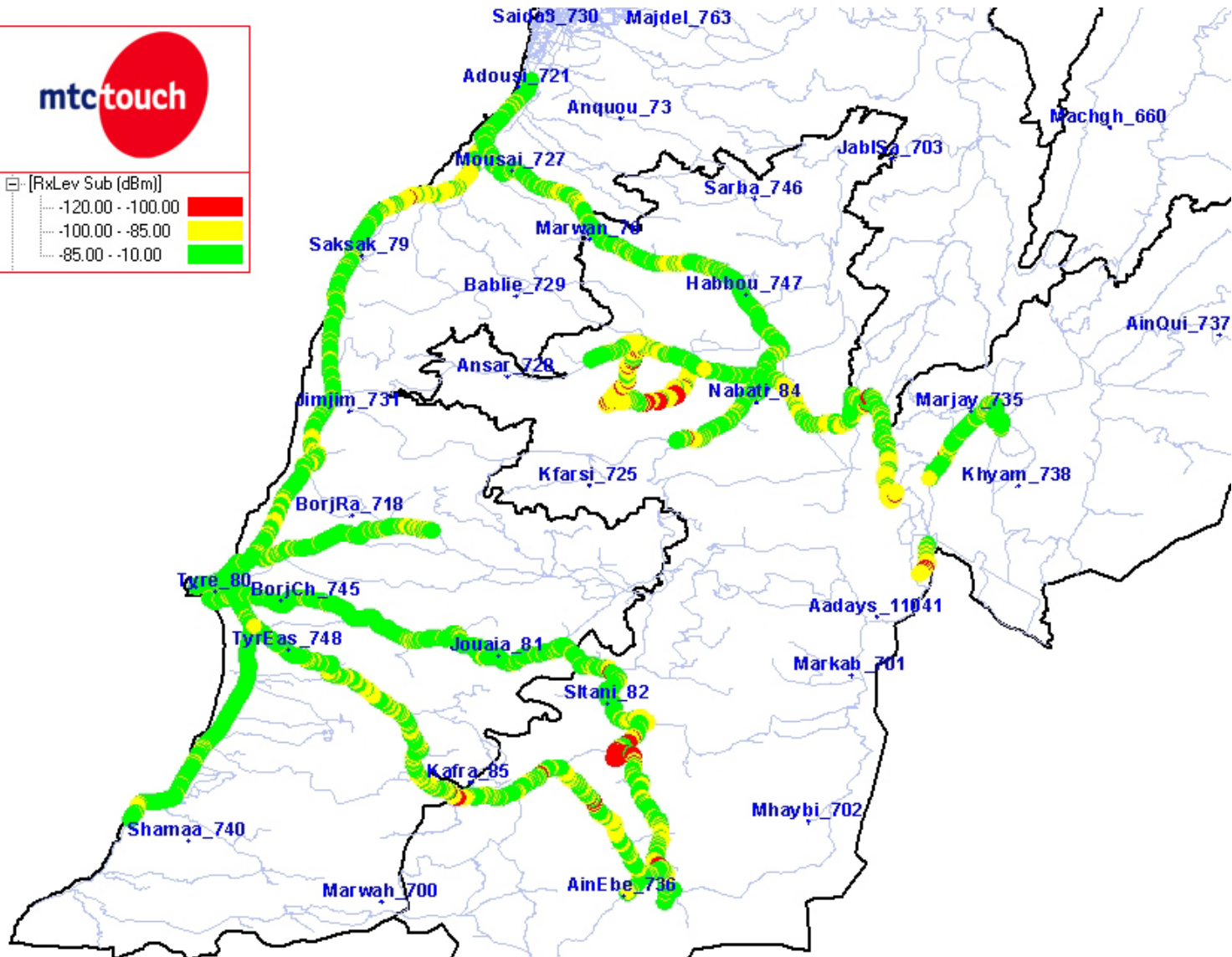


# Coverage in the South – Restored



(RxLev Sub (dBm))

-120.00 - -100.00	Red
-100.00 - -85.00	Yellow
-85.00 - -10.00	Green



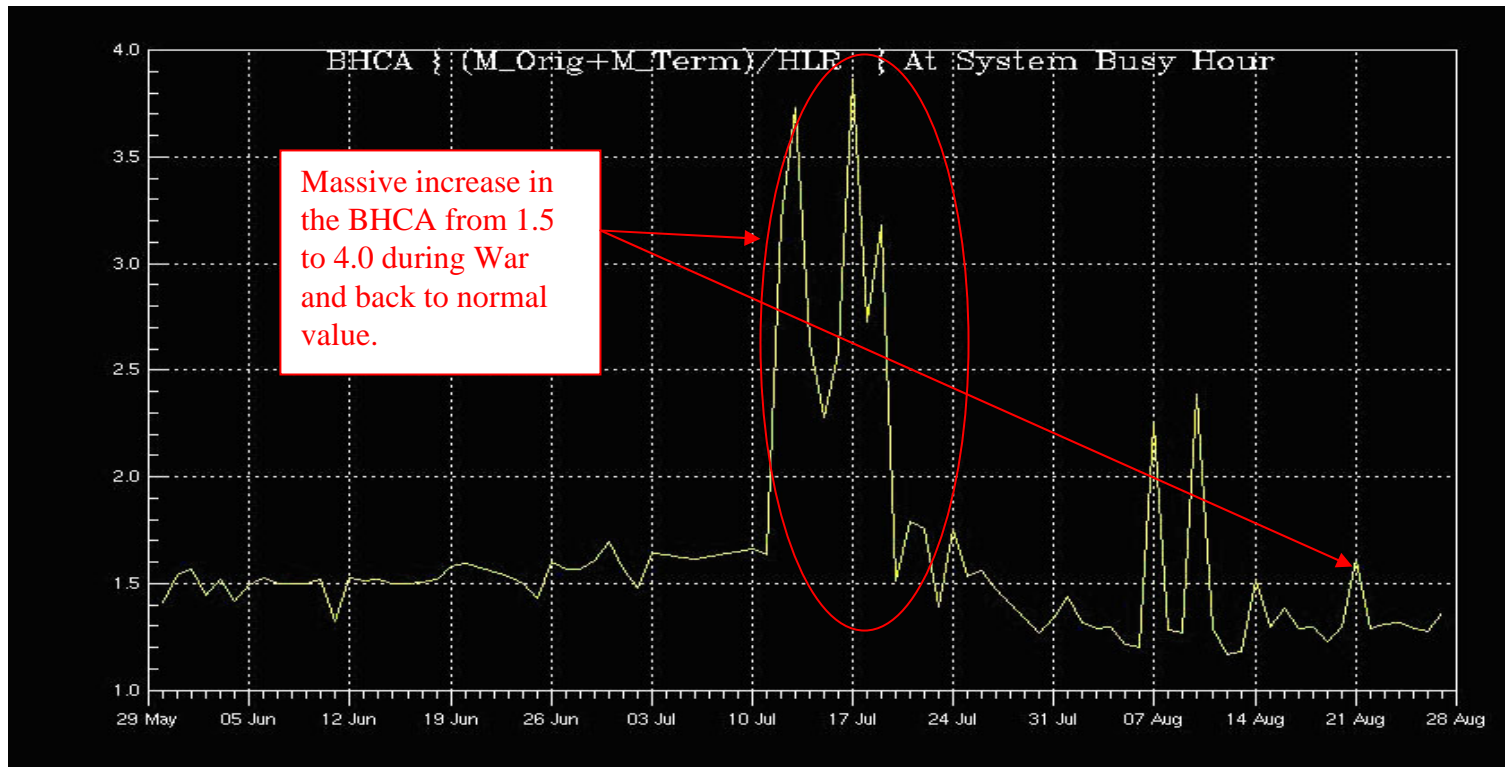


# War By Numbers



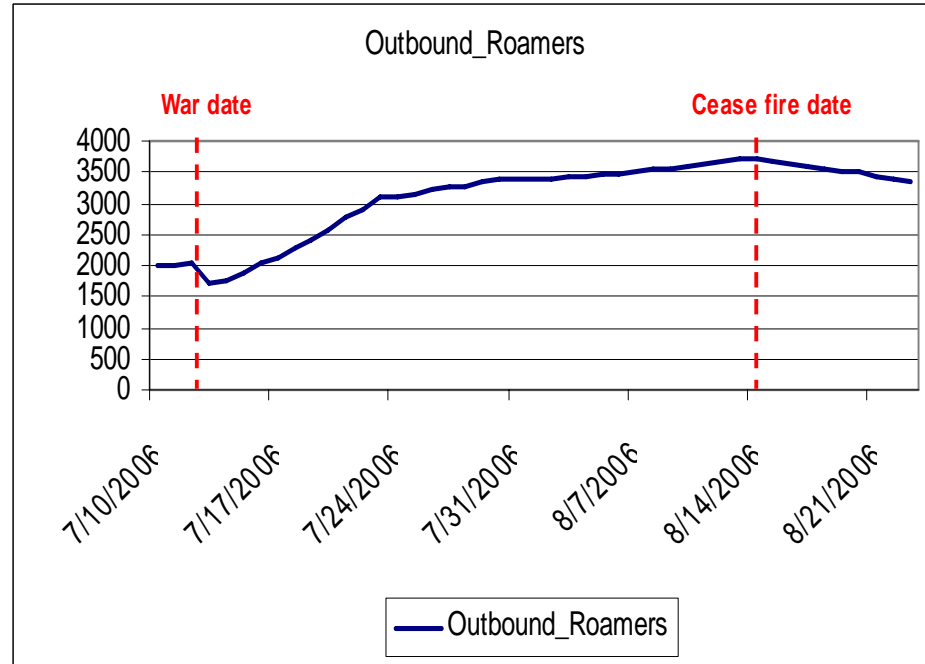
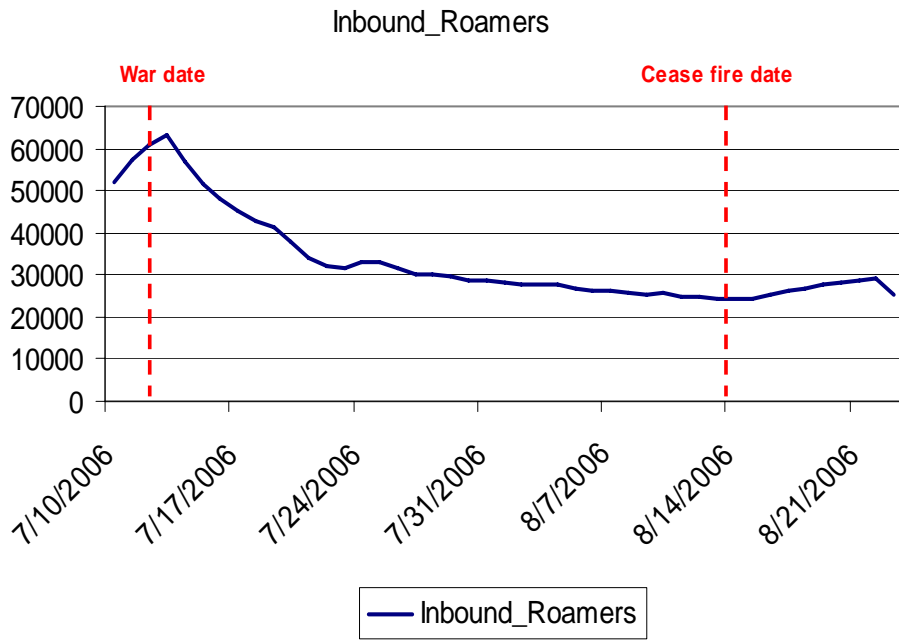
# Subscribers' BHCA

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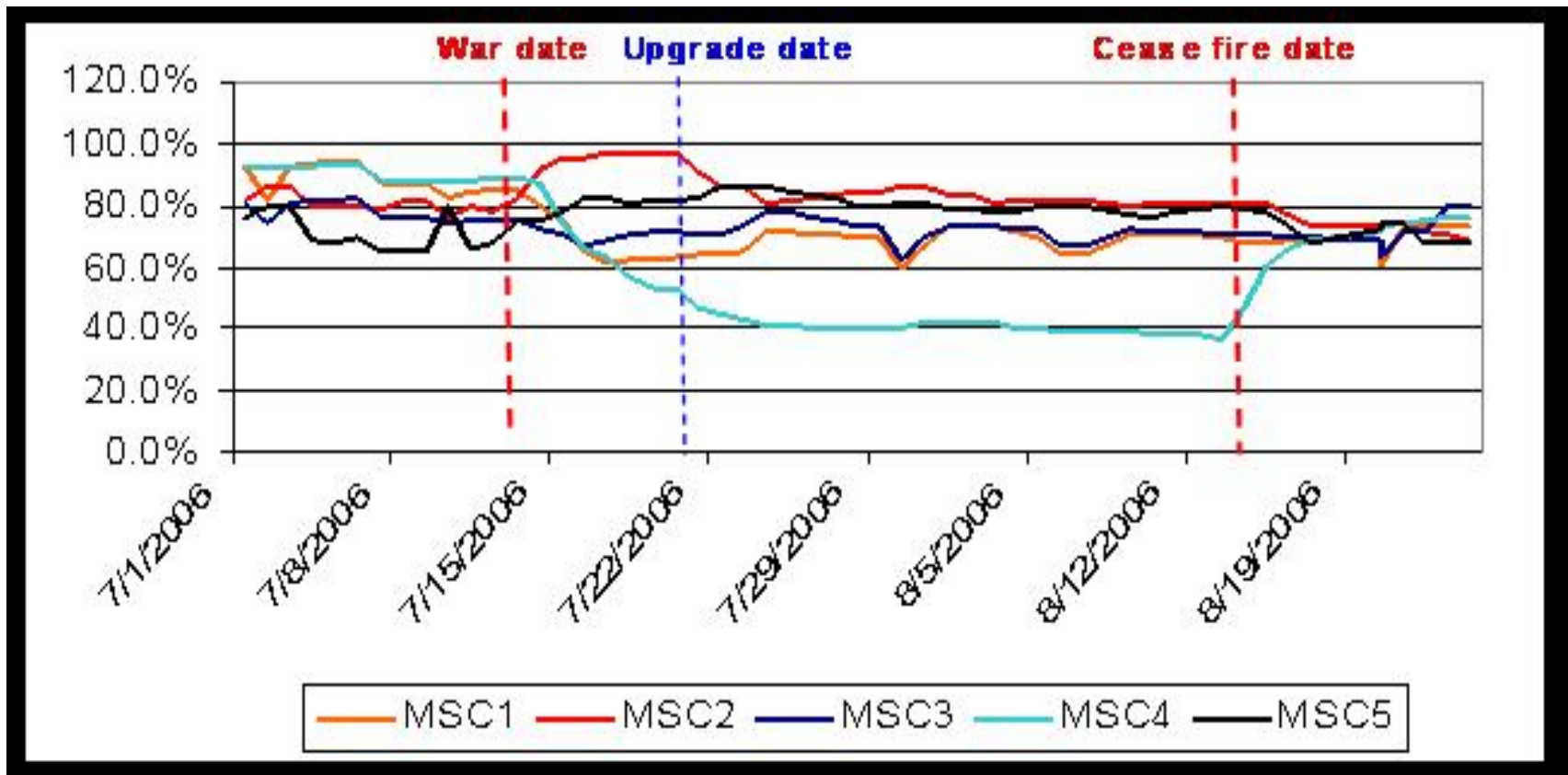
Busy Hour Call Attempts

# Roamers Figures



**Roamers figures and the dramatic decrease in Inbound Roamers**

# VLR Utilization



VLRs Utilization



# Beyond the Call of Duty



# For Customers...



- Extended the shelf life of the pre active lines in the market
- Extended the expiry date of prepaid lines up to 1 year
- Performed daily manual recharging from MTC Kuwait and Fastlink Jordan
- Identified 0 credit subscribers and sent them SMS which included the emergency numbers that they could call at anytime



# For Employees...



- Set up a remote access hub and provided convenient accommodation for employees and their families
- MTC sister companies launched supporting campaigns to their colleagues at mtc touch:
  - **Living Link:** update the management with employees location and needs through Fastlink
  - **MTC Cares:** for fund raising



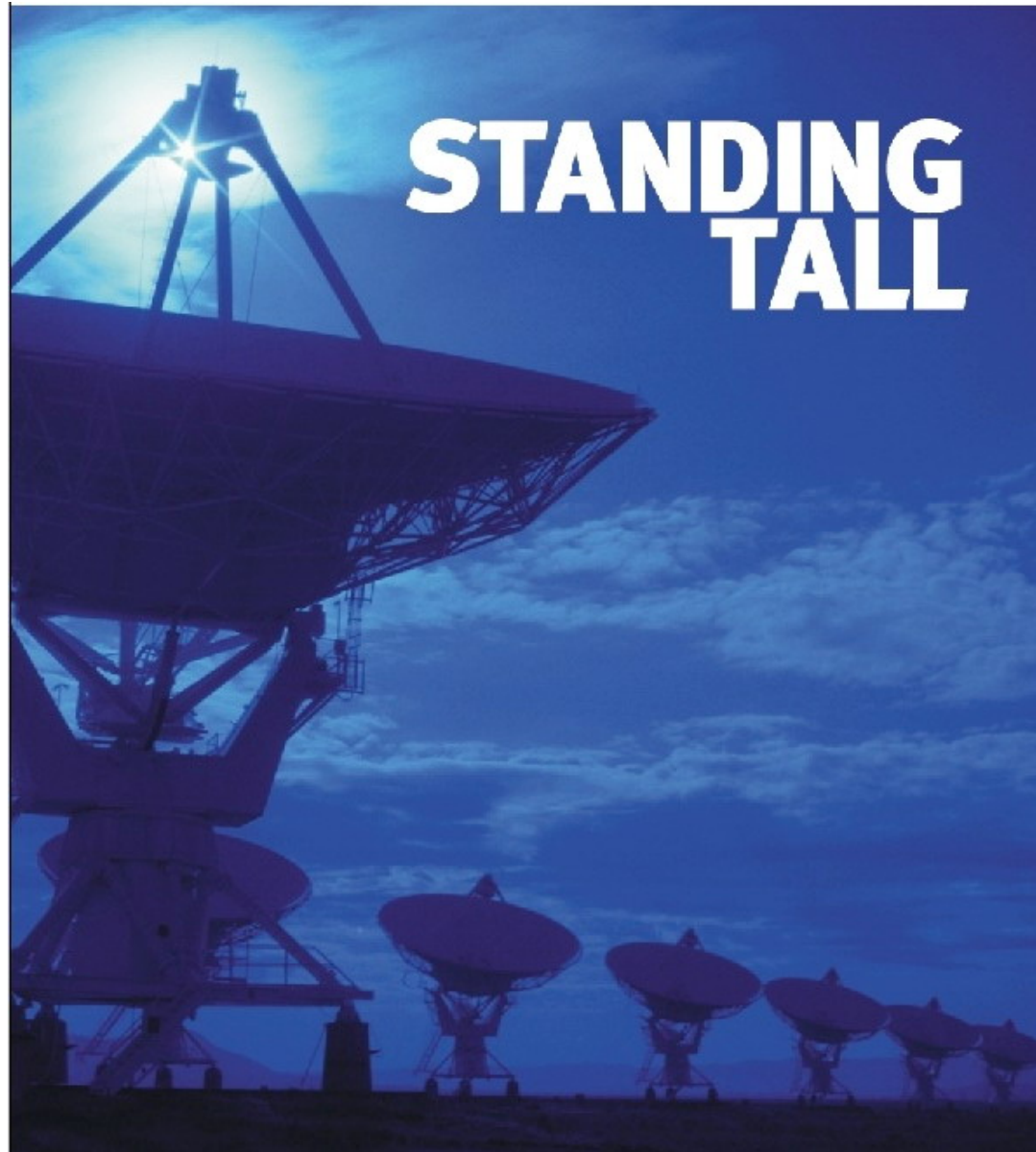
# For the Community...



- Distribution of supplies and basic needs to displaced families
- Sheltered a number of families with free medical consultation
- MTC Group operations across the Arab world carried out donation campaigns



**No matter  
how many  
times we  
fall, we will  
always be...**



**STANDING  
TALL**