

In sync

Integration of operations

Jordan Telecom Group announced in February 2006 the integration of its operations, thus bringing under one management its five business units – Jordan Telecom as its fixed business unit, MobileCom as its mobile business unit, Wanadoo as its internet and data business unit, e-Dimension as its content business unit and wholesale as its wholesale business unit.

The reasoning behind transformation is to become a fully customer-oriented operator focusing on the maintenance of sustainable growth and cost optimization to differentiate products and services. Jordan Telecom Group derived from the experiences and expertise of its strategic partner, France Telecom Group, who has led a similar process, being an altogether new global experience of telecommunications.

To realize this drive, Jordan Telecom Group adopted an international framework introduced to France Telecom Group's subsidiaries to enable itself to pursue its strategic objective. The program known as NEXt, New Experience in Telecommunications, tackles all aspects of business such as strategic marketing, products & services, distributions, human resources, internal processes as well as financial results.

In moving to integrate the various companies to become business units of one Group under one management with a single strategy, the benefits are coming to fruition. With alignment and removal of duplication, today the Group has streamlined its corporate services into state-of-the-art networks, information systems, human resources, sourcing, finance, strategy and quality, resulting in greater efficiencies. The subsequent drive down of costs resulted in increasing margins and the creation of unique offers.

If integration is in reality working for one company, selling different products and optimizing support services, Jordan Telecom Group is the best positioned to deliver on different market levels, and under one strategy. In adopting integration, Jordan Telecom Group differentiated itself through bundled qualitative services, while coping with the prices, and upholding its pioneering position as a leader in the market.

The Group's integration strategy in 2006 focused mainly on customers by bringing synergies and integrated offers together from across the various sectors of the Group. Jordan Telecom Group is now able to have simpler, standard processes resulting in a faster and slicker business – all to the benefit of customers.

The region closely watched Jordan Telecom Group transform itself into an integrated operator. Soon, facts on the ground rated the integration model high, as a far more stable, farsighted and responsive move that caters well to the ever-changing rules of the telecom industry.

France Telecom becoming a major stakeholder

After six years of a successful strategic partnership, France Telecom decided to acquire further shares in Jordan Telecom, and to become 51% stakeholder through JITCO, (wholly-owned by France Telecom). Jordan Telecom Group's affiliation to the global player meant its belonging to a bigger global family and its becoming France Telecom Group's gateway to the Middle East.

The power of France Telecom Group's presence in 220 countries and territories enhances Jordan Telecom Group's operations by facilitating its timely acquisition of new technologies, developed by the already present competencies at the mother company and allowing its affiliate, Jordan Telecom Group, to offer the broadest portfolio of telecom services in the country and the region.

Furthermore, belonging to a larger global telecom player will enable Jordan Telecom Group to derive upon the benefits of the globally renowned brands France Telecom Group embodies, exemplified by the Orange brand. Orange services will go on, within Jordan, and across the Middle East, to be fully implemented in due course.

A new corporate identity

Jordan Telecom Group's evolution as a France Telecom Group affiliate carries the banner of the (&) logo, synonymous with France Telecom Group, marking a first public acknowledgement of the relationship it shares with its parent company, France Telecom Group, the international owner and bearer of a long history of power and quality of service in telecommunications.

The adoption of the ampersand reflected a new corporate identity that conveys a message of guarantee and a symbol of convergence, innovation and best practice that will bring to Jordan Telecom Group's customers faster and easier services, to a better world through better communication.



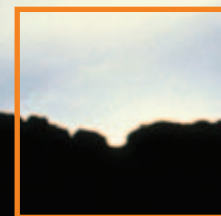
Tomorrow's vision

If the future were to sum up the global trend in the telecom industry in one word, that of integration, Jordan Telecom Group could substantially claim being the sole and only integrated operator in Jordan as well as the first in the region. Today, customers want simple, easy-to-use services -in every aspect of their lives- and 2007 will see the Group expanding its integrated service offerings in fixed, mobile, internet, content and wholesale.

As we eye tomorrow with ambitions for more regional investments, we will continue to provide the Jordanian market with even more comprehensive and innovative services that cover the evolving needs of our customers. Our customers are and shall continue to be the pivot of our business units, as a customer centric operation. All our sales points will reflect and showcase these trends.

2007 shall bear witness to the gradual introduction of product and service offerings under the international Orange brand, bringing more simplicity and customer-centric innovative products and services to the local market. Jordanians will also experience and enjoy the fun and excitement that Orange brings.

We will also continue to be cost conscious, to ensure we maintain qualitative services at appropriate prices. The integration will best manifest its positive rewards when we continue to offer value for money services to our customers and extending these to include branded handsets and services that are already offered in other markets where the Orange brand is live. In leveraging Orange World portal and IPTV, we will be delivering differentiated communication services and solutions for



residential, business and operator customers, everywhere in the Kingdom and in the region, at competitive prices.

An even greater emphasis and focus in 2007 will be brought to bear while driving our competitive edge and putting our understanding of the Middle East market to good use, at the same time we will be leveraging France Telecom Group's global know-how and their extensive research and development processes (an investment amounting to 2% of France Telecom Group's annual revenues). From within Jordan and across the wider Middle East market, we will be seeking new sources of growth, while injecting local and regional markets with new creative and innovative services whenever appropriate.

The regional marketplace is one of the most dynamic in the world with demands for even greater and better services being made everyday. New licenses are being awarded for simple and converged services and networks. We will make sure we are considered ahead of other integrated operators at the right time, in the right place. Every opportunity will be a new business, and each new business will be a rewarding partnership, either with existing regional operators or new ones.