

COVID-19 MITIGATIVE INITIATIVES BY MEMBER

Etisalat's Initiatives during the Current Situation in the United Arab Emirates

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In order to meet unprecedented service demands driven by life and work style changes in the United Arab Emirates due to COVID-19, Etisalat has implemented various measures to enhance the digital experience of millions of its customers and business partners

Educational Sector

- Etisalat has enabled at least one million students in the UAE for free access of distance learning websites and platforms using its advanced network.
- More than 10 million Etisalat mobile subscribers enjoying free browsing to over 800 websites related to education, health and safety.
- Free mobile data was made available, in coordination with the Ministry of Education and Telecommunications Regulatory Authority (TRA), to over 12,000 students whose families do not have Internet at home to support and enable distance learning.



- Etisalat also provided access to 9 apps and platforms for distance learning, allowing visual and audio communications: Google Hangouts, Microsoft Teams, Blackboard, Zoom, Skype for Business, Cisco Webex, Avaya Spaces, BlueJeans and Slack on its fixed and mobile network in collaboration with the TRA.

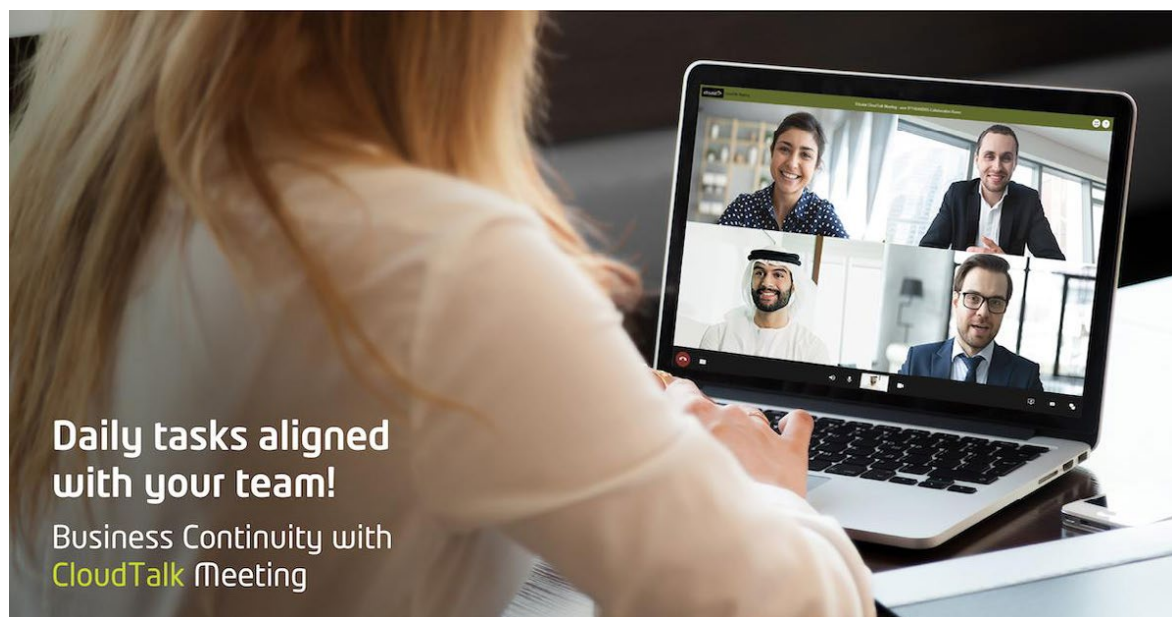
Health & Safety

- Allocating extra network resources and services to the health sector.
- Providing connectivity to quarantined and other critical areas in the health sector.
- Ensuring maximum sterilisation, health and safety procedures for Etisalat's employees and technical teams during the provision of services and Internet installations for homes, businesses and government entities.
- Conducted Stay-At-Home awareness campaign across multiple channels (SMS, network ID, ring tones and social media).

Business Continuity

Etisalat contributions to business continuity covered various sectors of the industry. Complete network and resource deployment were made through multiple initiatives:

- Introducing new applications and services to government entities and departments to ensure seamless business continuity during work from home period.
- Monitoring the performance of basic applications and ensuring smooth access to data locally and internationally.
- Establishing command centres equipped with advanced tools to monitor the performance of services provided to government departments, businesses and customers 24/7.
- Etisalat's CloudTalk Meeting allows virtual meetings and facilitates work from home.
- Starting from 9th March, 2020 for a period of three months, government departments and businesses can access Etisalat' collaboration platform

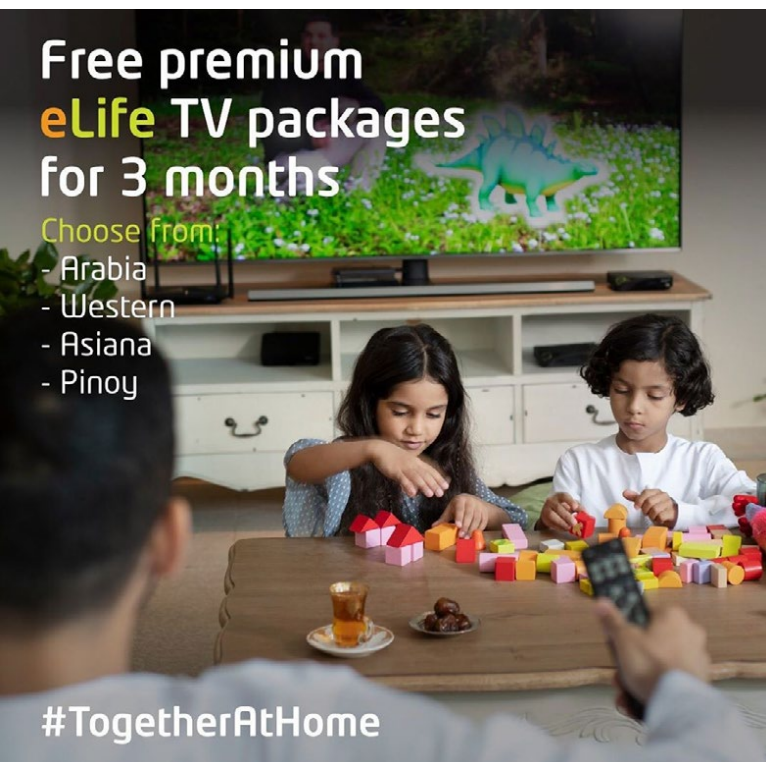




CloudTalk Meeting for free.

- CloudTalk Meeting enables 50 concurrent participants to join an online meeting and discussion, with a moderator feature.
- SMB segment was supported by a comprehensive platform from Etisalat, 'Business Edge' was launched to offer a wide range of services and solutions that cater to Small and Medium Business (SMB) customers.

- Collaboration and communication from Business Edge enables SMBs to connect to customers in a secure and scalable way, allowing employees and customers to talk, video-conference and share documents, using Etisalat's ultramodern, cloud-based unified communications service.
- Business Edge not only provides smart internet connectivity but also secures a customer's office environment by offering next generation cloud firewall, advanced endpoint security for PCs and Android devices and cloud-based video surveillance.
- Businesses can avail the online collaborations platforms through Etisalat such as: Microsoft Teams, Blackboard, Zoom, Skype for Business.



eLife High Speeds and Top-notch Entertainment

- Existing elife TV and internet bundle (triple play) customers who chose to move to a new eLife unlimited plan will receive the upgraded benefits at no extra charge for three months.

- The eLife Unlimited plans offer speeds from an incredible 250Mbps more than enough to work-from home and keep everyone streaming their favourite content.
- Subscribers also have the option to downgrade back to their old plan if they wish for no penalty during this time.
- eLife viewers will be kept entertained with free on demand movies each week for the next six weeks.
- Free StarzPlay for three months with the latest Arabic, Western TV series and movies simply by subscribing on-screen.
- Premium add-on pack from “Arabia, Western, Asian or Pinoy” for free for three months.
- One month of free access to OSN’s El Farq package containing some of the biggest names in entertainment.
- SwitchTV with 3 months free access to premium content such as movies, live TV and on demand movies. The app

can be downloaded from the Apple App Store, Google Play or the new Huawei App Gallery and is available to all UAE residents regardless of provider.

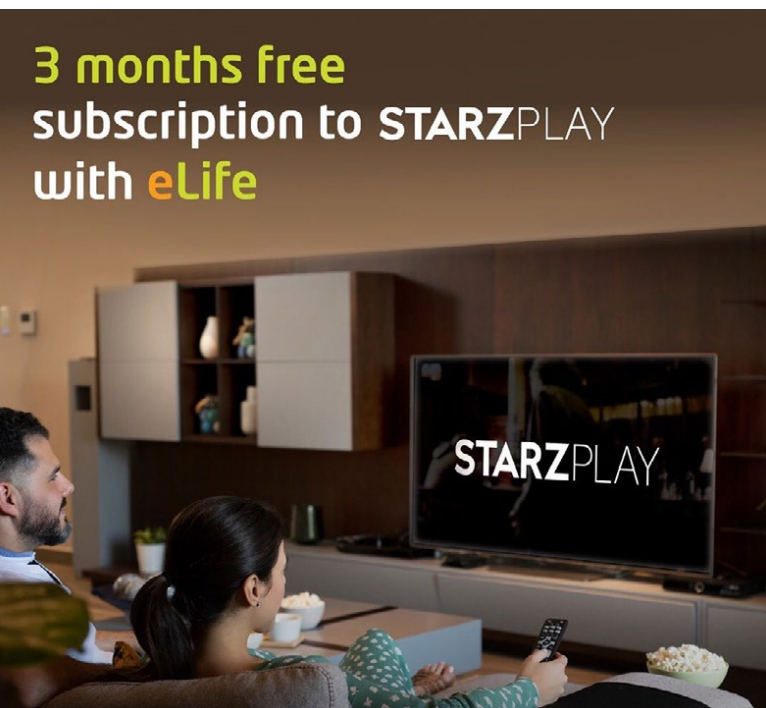
For Staying Connected with Family and Friends

- Existing ‘Freedom’ postpaid customers on 200GB and unlimited data activated in March 2019 will benefit from an extended double data promotion on their plans.

Safe, Convenient, Flexible and Easy-to-use International Remittance in UAE to 200 Countries

- eWallet customers can now make international money transfers in real-time at the most competitive rates free of charge from the safety of their homes, avoiding queues or visiting a public place.
- Money transfers can now be digitally made to over 350,000 locations consisting of banks, over the counter agents, and international mobile wallet operators in over 200 countries and territories worldwide. The offer is for a limited period only.
- eWallet customers, depending on the destination, will have the option to send funds either directly to a recipient’s bank account or to a mobile wallet.
- Regulated and licensed by the Central Bank of the UAE, eWallet is a revolutionary digital payment service aimed at empowering the UAE residents with safe, convenient and flexible payment solutions through an easy-to-use mobile app.

3 months free
subscription to STARZPLAY
with eLife



Network Upgrade and Enhancement

In order to meet unprecedented service demands driven by life and work style changes, Etisalat has implemented the following network upgrades and enhancement measures:

- Local network upgrade and enhancement
- Implementing new fixed LTE stations inside cities as well as rural areas.
- Fixed LTE network capacity expanded and upgraded to mitigate the traffic increase and maintain customer experience.
- Additional mobile sites deployed to cater for the increase on demand and strategic locations in alignment with authorities' requirements.
- Expansion of existing sites (new or expansion) to cope with the requirements supporting working from homes and eLearning.
- Transit network expanded enabling seamless traffic routing in and out from UAE towards other operators' networks.

Operations and Maintenance

Etisalat deployed all efforts to make their technical teams available across all locations to effectively manage the operation and maintenance process. Etisalat has implemented a group of technical procedures to maintain the highest quality in services provided, and to ensure that all subscribers and customers are connected during this unprecedented time:

- Doubling the number of technical teams, in order to cater for internet subscription and upgrade at homes around the clock.

- Allocation of extra working hours for technical teams to ensure quick response to service requests.
- Dedicated teams were deployed for maintenance across all critical sites and stations.
- Arrangement of spare parts and distributed to all stations.
- Spare parts ordered for the months ahead to manage future incidents.

Remote Customer Care

Etisalat is encouraging consumers and businesses to utilise mobile and online services including 'My Etisalat UAE' app, Etisalat business mobile apps and business portals.

With the 'My Etisalat UAE' app, customers have a 24/7 access to make payments in a safe and secure manner connecting instantly using live chat. The app enables access to bills and payments, share credit and data, check usage and shop. ■

