



# MAROC TELECOM

## KEY FACTS & FIGURES



EDITION OF DECEMBER 31<sup>TH</sup>, 2018



# CORPORATE GOVERNANCE



## MANAGEMENT BOARD

### President

**Abdeslam AHIZOUNE**

Chairman of Management Board

### Members

**Larbi GUEDIRA**

Managing Director of Services

**Hassan RACHAD**

Managing Director of  
Networks and Systems

**Brahim BOUDAUD**

Managing Director of Regulation and  
Legal Affairs

**François VITTE**

Chief Financial Officer

## SUPERVISORY BOARD

### President

**Mohamed BENCHAABOUN**

Minister of Economy and Finance

### Vice-President

**Eissa Mohamed Ghanem AL SUWAIDI**

Chairman of Emirates Telecommunications  
Corporation (Etisalat)

### Members

**Abdelouafi LAFTIT**

Minister of the Interior

**Abderrahmane SEMMAR**

Director of Public Companies and  
Privatization at the Minister of Economy  
and Finance

**Mohamed Hadi AL HUSSAINI**

Board Member of Etisalat

**Saleh AL ABDOOLI**

General Manager of Etisalat Group

**Mohammed Saif AL SUWAIDI**

General Manager of Abu Dhabi Fund for  
Development

**Hatem DOWIDAR**

Managing Director of Etisalat International

**Serkan OKANDAN**

Chief Financial Officer of Etisalat Group

MAROC TELECOM ALSO INCLUDES

**8 REGIONAL  
DIVISIONS**

REPORTING TO THE CHAIRMAN  
OF THE MANAGEMENT BOARD.

# MAROC TELECOM GROUP

## A SIGNIFICANT FORCE IN THE ECONOMIC AND SOCIAL DEVELOPMENT IN 10 AFRICAN COUNTRIES

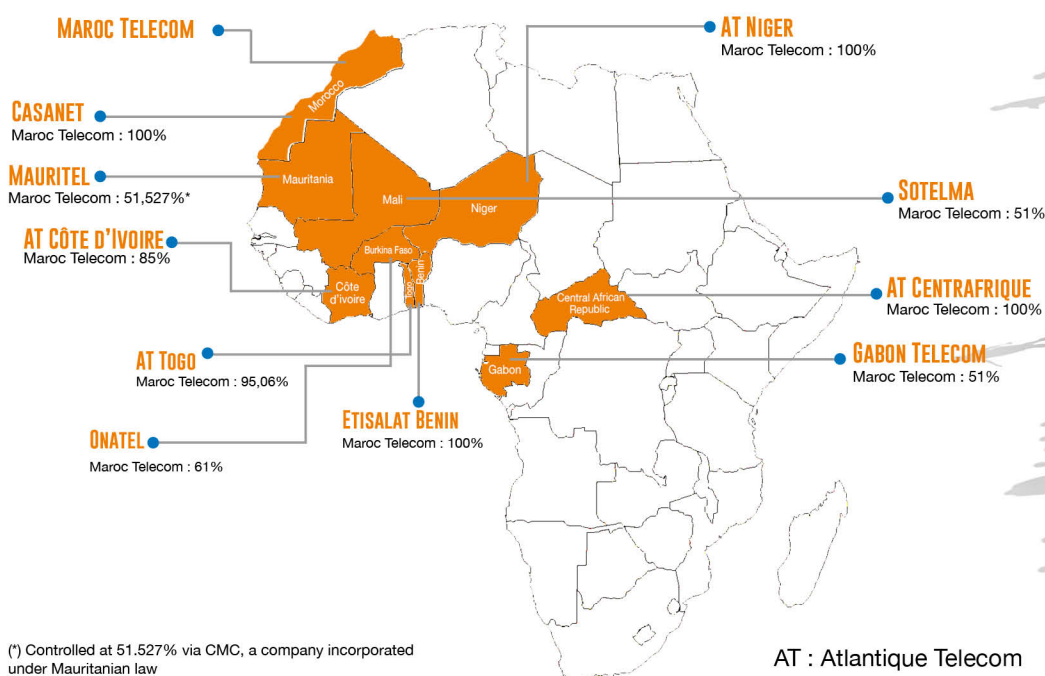
**Maroc Telecom Group**, the benchmark for telecommunications services and leader in several countries, accompanies nearly 61 million customers of Mobile, Fixed-line and Internet. It is present in 10 African countries: Morocco, Benin, Burkina Faso, Côte d'Ivoire, Gabon, Mali, Mauritania, Niger, Central African Republic and Togo.

The Group is also committed to reducing the digital divide in Africa, it contributes significantly to economic and social development facilitates access to NICTs and the well-being of populations in Morocco as well as in all of the countries where its subsidiaries operate.

The Group's activity in the continent fits in perfectly with the South-South cooperation policy initiated by His Majesty King Mohammed VI. Its presence is sustainable and relies on strong partnerships, based on mutual sharing, exchange of know-how, innovation and respect for local cultures and skills.

Privatized in 2001, Maroc Telecom has been listed simultaneously on Casablanca and Paris Stock Exchanges since December 2004. Its major shareholders are Etisalat Group\* (53%) and Kingdom of Morocco (30%).

(\*) Via SPT, a company incorporated under Moroccan law, controlled by Etisalat.



# FINANCIAL RESULTS

Thanks to significant investments, in all the countries where it operates, Maroc Telecom Group continues to strengthen its infrastructure and deploy High Speed and Very High Speed Mobile and fixed-line, in line with the growing needs of its customers in voice and Data.

In order to support the growth and evolution of digital uses, the Group rests on the latest technologies to offer its customers maximum coverage with the best speeds and an exemplary quality of service on voice and data.

At the end of 2018, the consolidated turnover of the Group was more than 36 billion dirhams to which the subsidiaries contributed up to 45%.

**CONSOLIDATED  
TURNOVER :**

**36** billion  
MAD

**GROUP  
EBITDA  
MARGIN :**

**49,6%** OF THE  
GROUP  
TURNOVER

**NET INCOME -  
GROUP SHARE :**

**6** billion  
MAD

**45%**

OF THE GROUP TURNOVER  
WAS GENERATED  
INTERNATIONALLY



# PERFORMANCE

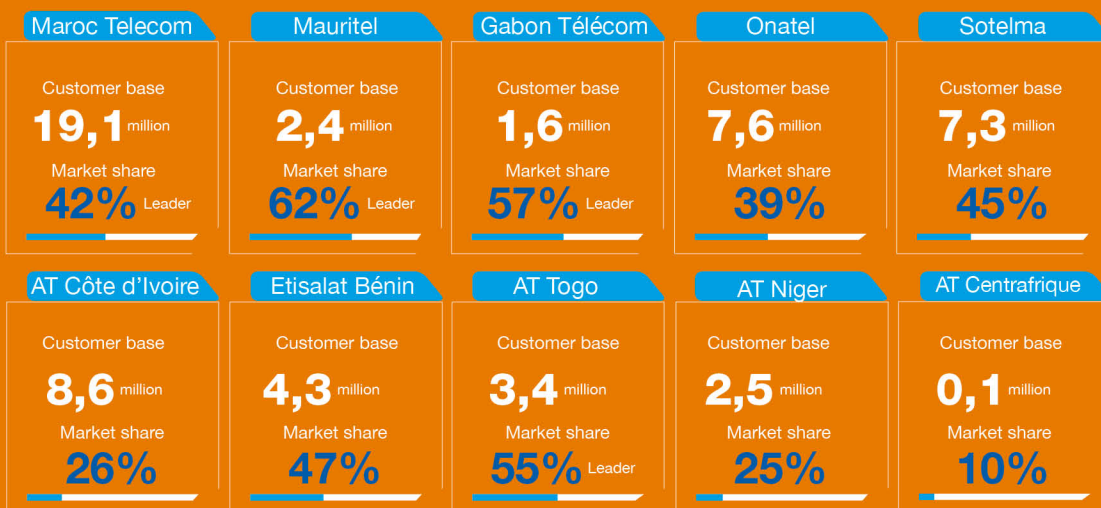
Maroc Telecom Group anticipates the expectations of its customers and adapts to their new behaviors. It continues to offer services accessible to all and diversified digital content. Its purpose is to facilitate access to information, culture and entertainment.

Maroc Telecom is leader in all Mobile, Fixed and Internet segments thanks to its capacity for innovation and the quality of its networks, with approximately 22.4 million customers in Morocco.

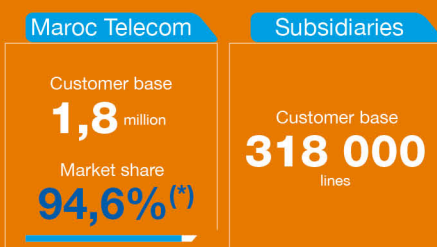
At the end of 2018, the Group's customer base posted a growth of 6.5%. The subsidiaries' contribution in the Group's total customer base amounts to 63%.



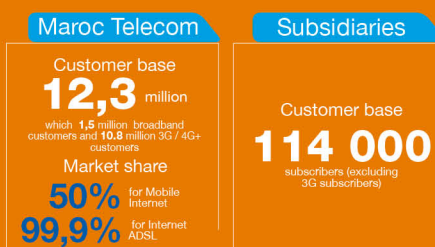
## MOBILE



## FIXED - LINE



## @ INTERNET



(\*) Data excluding restricted mobility, adjusted by IAM  
Maroc Telecom market share // source: ANRT Q3 2018  
Subsidiaries market share // source: Dataxis Q3 2018

# GROUP'S HIGHLIGHTS

Based on the most recent technological advances, the know-how, the expertise and the commitment of its teams, Maroc Telecom Group develops innovative services that not only promote access to telephony and Internet but also to a multitude of digital contents.

The highlights of 2018 included:

- The **widespread access to FTTH (Fiber to The Home) and 4G** technology to strengthen the Group's position in the high and very high speed market
- **Continued investments** in all the countries where the Group's subsidiaries are located
- The **launch of new generations** of networks in subsidiaries
- The **continuous strengthening of the catalog of offers and services** by new solutions

Conscious of its responsibility as a leading economic and social actor, the Group actively participates in supporting many civil society initiatives.

## MAROC TELECOM

- Coverage of 97% of the population by 4G technology
- Continued investment in the roll-out of optical fiber and Mobile network enhancement
- CSR Distinctions :
  - Presence in the "Emerging Market 70" award winners of the best companies in social responsibility in emerging countries, for the 4th year in a row.
  - Obtaining the 2nd ISO 26 000 certification while maintaining the highest level of performance, delivered by Vigeo-EIRIS
  - Obtaining the "Top Performer CSR" trophy from Vigeo Eiris, for the 5th time in a row

### MAURITEL

- Enhancing the Broadband Internet offer
- Diversification of mobile offers for businesses
- Broadening access to community-driven applications with the enhancement of existing offers
- Extending 3G coverage

### ETISALAT BÉNIN

- Mobile Money: Launch of payment by NFC and QR code
- Free Roaming to six countries in the subregion (Burkina Faso, Côte d'Ivoire, Guinea-Conakry, Mali, Senegal, Togo)
- Enhancing Mobile offers with "All Network Plans"

### GABON TÉLÉCOM

- Enhancing the Broadband Internet offer (FTTH)
- Continued deployment of Optical fiber
- Unification and simplification of the Mobile Money offer
- Digitization of order taking by customers (launch of the "MyGT" application)

### AT TOGO

- Launch of 4G
- Mobile Banking : Extension of the existing network
- Enhancing the Mobile offer with the launch of Voice and Data plans

### ONATEL

- Extension of the Mobile network capacity through All-IP
- Mobile payment: Expansion of Mobicash's distribution network

### AT NIGER

- Enhancing Mobile and Internet offers
- Launch of new value-added services

### SOTELMA

- Launch of 4G
- Enhancing of the broadband Internet offer (ADSL)
- Strengthening the loyalty program
- Mobile Money: Expanding the payment services to international money transfer offers

### AT CENTRAFRIQUE

- Launch of 3G++
- Overhaul of customer pricing

### AT CÔTE D'IVOIRE

- Mobile Money: Launching new payment options
- Enhancing of the Mobile applications offer with Moov TV

# IMPORTANT DATES

## 2001

The opening of Maroc Telecom capital  
Acquisition of 54% of Mauritel, the incumbent operator in Mauritania

## 2004

Initial public offering of 14.9% on Casablanca and Paris stock exchanges

## 2006

Acquisition of a 51 % share in Onatel, Burkina Faso's incumbent operator

## 2007

Acquisition of a 51 % share in Gabon Télécom, Gabon's incumbent operator

## 2009

Acquisition of a 51 % share in Sotelma, Mali's incumbent operator

## 2014

Acquisition by Etisalat of Vivendi's 53 % share in Maroc Telecom's Capital

## 2015

Acquisition of six operators in Benin, Côte d'Ivoire, Gabon, Niger, Central African Republic and Togo

## 2018

Acquisition of an additional of 10% in Onatel



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