"HiTs-Unitel" launches its commercial name "Y"

through a press conference and a big event

Mr. Mohamed Al-Aqlan
Member of the Board

Mr. Nasir Bin Nuri Abdo
Member of the Board

Mr. Imad Nemer
Chief Executive Officer

Dr. Mohammed Ali Saif Saif Nasir Al-Ha
Vice Chairman

Mr. Nader Al-Kalai
Chairman of the Board

- *We will provide a range of services that cover every personal as well as business need.*
- *A major investment that will contribute in absorbing the unemployment rate, thus supporting the Yemeni economy.*
- *"Y" will provide distinguished services on all levels.*
- *Chairman: "Attracting investors through the wise Yemeni leadership makes Yemen a magnet for investment"*
- *"Y" services will meet every need, on both individual and business levels.*
- *"Y" will adopt state-of-the art technological advancements and will select world leading suppliers in mobile telephony equipment.*

Mr. Nader Kalai, HiTs-Unitel Chairman of the Board, emphasized that the political stability Yemen enjoys, has played a great role in encouraging him and all other investors from the Kingdom Of Saudi Arabia, Syria, U.A.E, and Kuwait to enter the Yemeni market and invest in building a new GSM network, which is considered a major investment in the Republic of Yemen.

"We have actually heard great news about president Ali Abdullah Saleh's ambitious and welcomed his invoking investors to Yemen and we have actually touched this hope the beginning as such support and cooperation from has been the reason behind bringing HiTs-Unitel into existence, in a vital investment with capital to invest $ 200 million at present and another $200 million within the next 2 years", Al Kalai said, the vice added, "We have not to rest and settle in "AR President Ali Abdullah Saleh's non-stop endeavors to create a healthy atmosphere for such remarkable investment in Yemen".

During the press conference, Mr. Nader Al-Kalai revealed the future vision of all the investors at HiTs-Unitel to start their investments in Yemen in a number of different fields, aside from the current GSM mobile telecom project. This press conference was attended by a big number of press people, news correspondents and TV Stations, reporters, from local, regional and international channels. The new commercial name of the company, "Y", was revealed in this press conference. The representatives from HiTs-Unitel were:

- Mr. Nader Kalai, from Tunisian Mobile Telecom S.A. Chairman,
- Dr.Mohammed Ali Saif Saif Nasir Al-Ha, Vice Chairman,
- Mr. Nasir Bin Nuri Abdo, representing HM Sanad Bin Tahef Bin Abdul-Aziz Al Sanad, Member of the Board,
- Mr. Mohamed Al-Aqlan, from Kuwaiti Finance & Investment Company, Member of the Board,
- Mr. Loay Rabbat, from Syrian Mobile Telecom S.A. Member of the Board.

The name "Y" was tagged with a very impressive slogan "and Yemen is Happy" in a patriotic commitment taken by "Y" to contribute in the development of Yemen and its economy, by creating direct and indirect job opportunities. He declared that the total number of employees has reached 300 out of a planned total number of 400 employees in this phase, 95% of whom are Yemenis.

"Y" will be launched within the next three months of the highest global wireless standards and the infrastructure have been commissioned to deliver strength so this project to make it a national success, with the aim of entering into that competitive market and reaching a notion of leadership by them", said Mr. Al Kalai.

A very informative presentation was performed by Mr. Imad Nemer, HiTs-Unitel CEO, in which he displayed the company's business plan, technical, technical and human resources objectives and the complete plan during the first phases of operations. Mr. Imad inaugurated the presentation by talking about the Company's Mission Statement, vision, values and objectives in details as follows:

Mission Statement: "We are working towards serious excellence to become among the best GSM operators in Yemen, aiming to reach and exceed the expectations of our customers, shareholders, vendors, dealers, employees and community alike".

Vision:

- Lead a vital "market" in qualitative services at work by the convergence of the latest technology
- Build a strong partnership with our vendors and dealers to achieve a continuous and even balance
- As the prestigious of others in Yemen, & aspire to strong individual team
- Community Support through contributing in the development of Yemen.

Values: Integrity - Improvement - Respect - Team Work

Objectives: Best Coverage - Best quality of voice Calls - Best Prices and Offers - Best Services - Community Support

A big event was arranged in the evening and was attended by HiTs-Unitel board members, management and staff. The list of invitees included a number of businessmen, ambassadors, business people and high officials. The party was inaugurated by Mr. Imad Nemer, who announced to the audience that "the company is preparing for launching its services commercially, to be a very well distinguished mobile operator, through providing a wide range of distinguished services.

Mr. Imad added that the company has selected the world's leaders in wireless technology supply, such as Ericsson, Huawei, Siemens, Motorola, Siemens, Alcatel, etc. ... "I am so glad to announce to you that we will be using top of the line building, and the Siemens and Alcatel are well-known for advanced equipment and software in customer services applications. We will be introducing the latest technological standards, and our network will be 2G/2.5G/3G, as well the 3GPP standard stations, with high quality Base Transceiver Stations and radio network. Our network coverage will reach to every district and number of urban and rural areas and we will cover up to 70% of the roads connecting these areas, and during the next year we will expand our coverage to reach most of Yemen's areas".

Mr. Hamed Abou said that "Y" team has spared no effort in launching a well-qualified team that is capable of reaching corporate objectives of marketing, operating, managing and developing the company to reach a distinguished status of leadership in all the offered products and services. The company is also following a very good training and development program, where most of the current team are being trained in Yemen, Dubai and in other countries and this training program will continue all through the project lifetime. Market research has also been performed since the early stages of the project, to come up with products & services that will meet all customers' needs.

"Y" will provide incomparable customer service and a range of various value added services, international roaming will be available with most countries of the world as well, Mr. Imad Nemer explained.

As for news, Mr. Imad Nemer noted the latest sales distribution as follows: Al Kuraimi Tel, Al Ayfisi, Star Telecom, GM Mobile, Mabkhar Tel.

During the event, the world known Colombian artiste, "Shab Mel", who is considered to be the best Arab vocal or vocalists, prepared with his band a number of special symphonies that met high audience appreciation and applause.

The Arab star Nawal Al Zoghbi added more excitement to the party by singing a number of best songs. The audience's interaction with Nawal Al Zoghbi was so extraordinary that she entertained them with more and more songs until the closing moments of the party.

The party date, called in the company's corporate colors - silver, apple green and white - was out by the members the board as a first step of launching the commercial name of the network "Y". The party was presented by Dina Ayub, the former Miss Lebanon.

The next morning witnessed a remarkable outdoor, TV, Radio and newspaper advertisements campaign. The name "Y" followed by the slogan, "and Yemen is happy" with the elegant corporate colors have been revealed. In an unprecedented manner, in most of the Yemeni cities

Mr. Loay Rabbat
Speaks in attendance
During the press conference

Mr. Hagi Ismail, journalist
Interviews in the Press conference

Nawal Al Zoghbi
Miss Lebanon 1998

Shab Mel, the renowned
Colombian artiste

and Yemen is happy!

The new GSM network