



Orascom Telecom announces launch of mobile financial services in Pakistan

Cairo, July 2nd, 2009: Orascom Telecom Holding S.A.E. ("OTH") is pleased to announce the launch of mobile financial services by its Pakistani subsidiary, Mobilink. Mobilink, Pakistan's market leader in cellular services will be providing these services in association with Citibank under an arrangement endorsed by the State Bank of Pakistan.

Commenting on this landmark moment for millions of Pakistanis who currently lie outside the scope of the financial sector, Naguib Sawiris, Chairman and CEO, OTH said, "Offering access to financial services via a mobile connection is a project that has been very close to my heart for a long time. The case for mobile financial services is particularly strong in emerging markets where penetration of the financial sector is quite low. After putting in place a focused strategy last year under a centralized group-wide initiative, I am pleased to announce the initiation of the first such service in Pakistan by Mobilink. As a pioneer in cellular services in Pakistan, Mobilink continues to lead the local telecom industry by exploring new and innovative frontiers."

Mobilink and Citibank will utilize Mobilink's extensive retail infrastructure to extend the reach of financial services to the previously un-served masses. Using Mobilink's cutting edge technology, Mobilink users will be able to open branchless bank accounts through a simple and convenient registration process via authorized agents across the country. The service will allow users to maintain their accounts through their phones and make secure peer to peer money transfers to any Mobilink number simply via SMS. Mobilink envisions extending this partnership with Citibank further by using this platform to empower subscribers to avail and repay loans, purchase goods and services, pay bills, buy airtime and a host of other services using their cell phones. Such services will further define Mobilink's vision of "reshaping lives" of the people of Pakistan by providing unparalleled benefits that were previously available only to a limited section of the society.

Mobilink is the only mobile operator in Pakistan to have made headway in the m-commerce arena by offering m-commerce services. Earlier this year, Mobilink launched its Mobile Money Order (MMO) Service in partnership with Pakistan Post. The first and only service of its kind in the country, MMO is available in 37 cities (73 outlets) across Pakistan with a roll-out plan to cover the entire country in the near future. Dubbed as Pakistan's gateway to a new era of communication, MMO allows the larger part of the country's population, especially in the rural areas, to have access to the benefits of m-commerce. Mobilink is also the first and only mobile operator to have launched a mobile payments solution in Pakistan under the brand name of "Mobilink Genie" enabling customers to access their bank accounts from their mobile phones and make mobile payments.

As a pioneer heralding the onset of "Mobile Currency" in Pakistan, Mobilink remains committed to developing new and innovative products that will help the financially underserved sections of Pakistan and bring greater efficiencies to the existing channels.

About Orascom Telecom

Orascom Telecom is a leading international telecommunications company operating GSM networks in high growth markets in the Middle East, Africa and Asia, having a total population under license of approximately 498 million with an average mobile telephony penetration of approximately 48% as of March 31st, 2009. Orascom Telecom operates GSM networks in Algeria ("OTA"), Pakistan ("Mobilink"), Egypt ("Mobinil"), Tunisia ("Tunisiana"), Bangladesh ("banglalink"), and North Korea ("Koryolink"). OTH has an indirect equity ownership in Globalive Wireless which has been granted a spectrum license in Canada. Through its subsidiary Telecel Globe, OTH also operates in Burundi, the Central African Republic, Namibia and Zimbabwe. Orascom Telecom had over 80 million subscribers as of March 31st, 2009.

Orascom Telecom is traded on the Cairo & Alexandria Stock Exchange under the symbol (ORTE.CA, ORAT EY), and on the London Stock Exchange its GDR is traded under the symbol (ORTEq.L, OTLD LI). For more information visit www.orascomtelecom.com