



vodacom

THE MARKET

For over 10 years now Vodacom Tanzania Limited has been the country's number one cellular network offering state-of-the-art GSM communication services to more than 9 million customers across the country.

As mainly a service provider, product retail has a minimal role. But the demand for products remains huge in the market and since customers expect to spend less and receive more capacity and quality, Vodacom Tanzania has repositioned itself to meet customers' needs.

With a share of slightly more than half the telecommunications market, Vodacom is set for future growth, after introducing changes in its brand as well as adding to its product and services portfolio. The new brand aligns Vodacom with one of the world's leading telecom operators in terms of technology and research, Vodafone Group (UK).

ACHIEVEMENTS

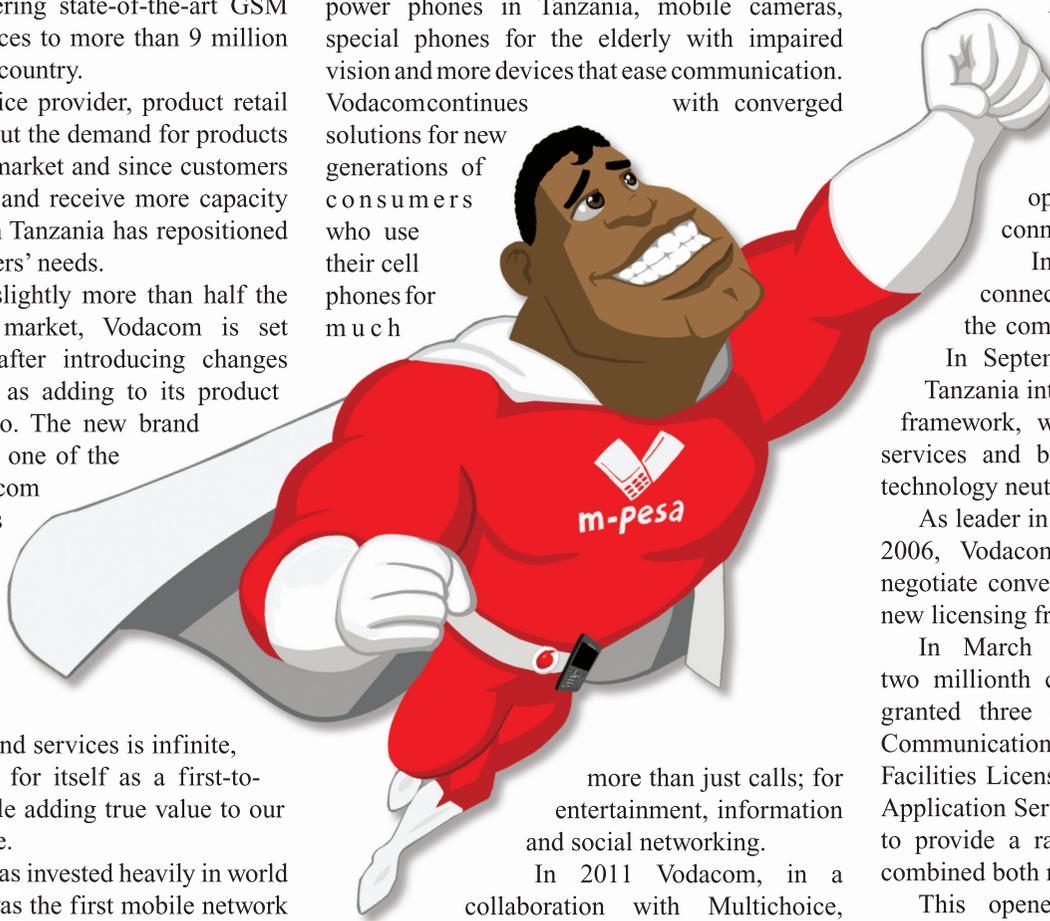
The list of Vodacom Tanzania's products and services is infinite, carving a real niche for itself as a first-to-market company while adding true value to our customers' experience.

Over the years it has invested heavily in world class technology. It was the first mobile network in Africa, except for South Africa, to introduce 3G/HSDPA which has enabled Internet services of the highest speed ever. Currently we have the widest 3G network in the country.

In 2008, Vodacom Tanzania introduced Vodafone M-Pesa, an electronic money transfer service. Then in 2009, it introduced Vodacom

Business in a bid to reposition itself as a total communications solutions provider.

Vodacom was the first to introduce solar-power phones in Tanzania, mobile cameras, special phones for the elderly with impaired vision and more devices that ease communication. Vodacom continues with converged solutions for new generations of consumers who use their cell phones for much



more than just calls; for entertainment, information and social networking.

In 2011 Vodacom, in a collaboration with Multichoice, also launched DStv Mobile giving access to five Dstv Mobile Channels via 3G enabled phones, first in Tanzania.

HISTORY

In December 1999, Vodacom Group (Pty) Ltd. won a bid to operate a GSM cellular network and

provide Public Land Mobile Network Services (PLMN) in the United Republic of Tanzania and formed the subsidiary company Vodacom Tanzania.

By July 2000, Vodacom Tanzania completed its state of the art GSM infrastructure and went live August 14, 2000. Within the first four months of operations 50,000 subscribers were connected.

In September 2004 Vodacom connected its one millionth customer and the company continued to grow rapidly. In September 2005 the Government of Tanzania introduced the converged licensing framework, which enhanced communication services and brought in the new concept of technology neutrality.

As leader in the telecom market, in February 2006, Vodacom took the bold decision to negotiate converting its PLMN license into the new licensing framework.

In March 2006, Vodacom recorded its two millionth customer. In July 2006, it was granted three major service licenses in the Communications Sector, namely Network Facilities License, Network Services License & Application Services License, with the authority to provide a range of services, voice & data combined both nationally & internationally.

This opened a new era for increased investment and a more focused provision of quality communication services. In January 2007, Vodacom reached another milestone with three million subscribers.

Today, over 10 years later it has over 9 million subscribers and counting.

vodacom.co.tz

 vodacom

Welcome to the strongest 3G network in Tanzania
power to you



THE PRODUCT

Vodacom is more than a mobile telecom provider; it is a total telecommunications solutions provider. Its range of products makes it possible for all market segments to get the services and solutions they want, be it internet, voice, data, as well as financial services through Vodacom M-Pesa.

RECENT DEVELOPMENTS

Vodacom Tanzania recently rebranded, signifying a bigger transformation of the company's future operations. Among the benefits of the introduced changes include access to much sought-after devices and truly innovative products and access to world-class research brought to Tanzania after merging with Vodafone (UK).

Vodacom will empower Tanzanians, making connectivity to every Tanzanian possible and high quality communication affordable to people from all walks of life.

Through innovative financial services, Vodacom customers can now pay bills, make contributions, pay tuition fees and make other payments as well as receive money with so much ease.

In 2010 Vodacom Tanzania received the MMT award after Vodacom M-Pesa was recognized as the best financial service in the world. The company has also entered an agreement with Government Employees Pension's Fund (GEPF) for its members to remit their contributions through Vodacom M-Pesa.

To ease operations Vodacom has also franchised Vodacom Shops in many parts of the country and opened more others in Sumbawanga, Rukwa region and in Tabora region.

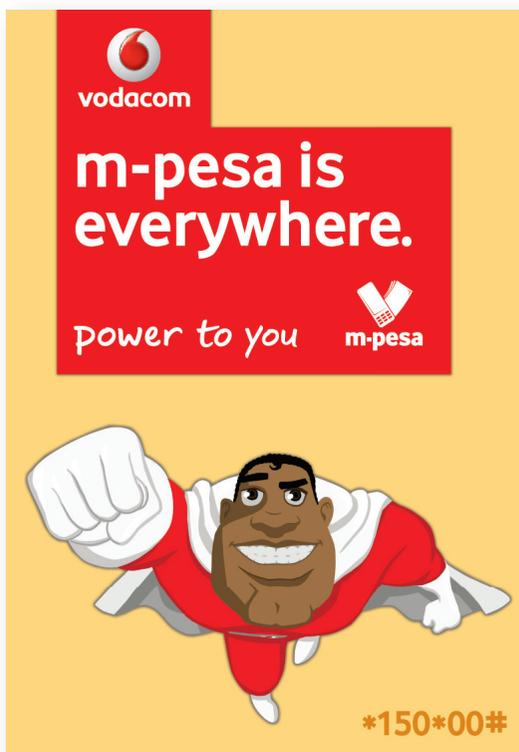
PROMOTION

As market leader, Vodacom Tanzania runs more than just promotional activities. It empowers people. Vodacom subscribers stand a chance to win 100 million Tz shillings through Tuzo Millionaire Draw. In 2010, an unprecedented 100 customers each walked away with a car (Hyundai

i10) through Shinda Mkoko promotion and as part of its rebrand campaign 10 subscribers won 10 million Tanzanian shillings each in the Siku ya Uwezo (Day of Empowerment) Promotion.

In 2011, Vodacom also introduced a 70 day promotional draw where a winner walked away with an incredible 3 million Tanzanian shillings every day. All of the promotional events come along with catchy slogans as well as promotional materials such as television and radio commercials, posters, billboards and flyers. Vodacom also has its advertising presence in both the mainstream media as well as social media networks.

Vodacom is known for sponsorship of various events. Through the sponsorships, Vodacom empowers people, especially the youth as the events sponsored mainly target young people. Among areas of sponsorship include great



beauty pageants such as Miss Universe Tanzania and Vodacom Miss Tanzania, Vodacom Premier League and the Mwanza Cycle Challenge which takes place in Mwanza annually, and many more.

BRAND VALUES

Vodacom's brand value is to maintain the provision of quality services and products while remaining affordable. It works on the principles of simplicity, trust and speed. Vodacom is also noted for being a caring company by giving back to the community that defines its presence in Tanzania.

Vodacom Foundation was launched in 28th July 2006. Through the Foundation, Vodacom Tanzania performs its corporate social responsibility function by doing charitable work and supporting the needy in society.

Vodacom Foundation implements its projects through a four pillar strategy of Education, Health, Economic Empowerment and Social welfare.

Most recently, and in partnership with Vodafone, Vodacom introduced Red Alert, an initiative aimed at providing support to relief efforts for victims of disasters. Through Red Alert, Vodacom was able to collect funds for victims of floods in 2010 (50 million Tanzanian shillings) and to support the victims of the bomb blasts that occurred in Dar es Salaam in 2011 with over 58 million Tanzanian shillings. As such, it is only right that Vodacom has established itself as a truly local brand.

THINGS YOU DIDN'T KNOW ABOUT VODACOM TANZANIA

- Vodacom was the first to introduce solar power phones in Tanzania and mobile cameras for elderly users with impaired vision.
- Vodacom Tanzania was the first mobile network in Africa except for South Africa, to introduce 3G/HSDPA which enables internet services of the highest speed ever. Currently Vodacom Tanzania has the widest 3G network in the country.
- In 2010 Vodacom Tanzania received the MMT award after Vodacom m-pesa was recognized as the best financial service in the world.
- In partnership with Vodafone, the company introduced Red Alert, an initiative that aims at providing support to relief efforts for victims of disasters. Through Red Alert, Vodacom was able to collect funds for victims of floods in 2010 and supported victims of bomb blasts that occurred in Dar es Salaam in 2011