



Market

T-Mobile is the first mobile operator in Macedonia and is the leader in the mobile telephony market. The trust of over 1,3 million customers confirms the leading position of the company and binds it to continue with its mission - of becoming the most esteemed service company in the Macedonian market. T-Mobile is a company that keeps in touch with the needs of the people all over the world, and this name is a guarantee for quality and reliability everywhere.

Achievements

T-Mobile is proud of the quality of its network, which stands out as the best in the country and which is continuously upgraded. The company covers 99% of the population with its network and over 98.5% of the territory of the Republic

of Macedonia.

Ever since the initial introduction of GPRS (EDGE) technology in Macedonia up until the launch of the high speed Internet 3G communication, T-Mobile has been making efforts to offer a quality Internet access all over the country, in order to provide the customers with real freedom of movement. The introduction of Web'n'walk, Push mail and WebSMS services is part of the strategy of enabling customers to surf on the go, wherever they are, and have a constant connection with their offices even when they are out of office.

History

The company was established in September, 1996 as Mobimak Macedonia and has been in operation ever since. In 2006 it was re-branded as T-Mobile

and became part of the international family of T-Mobile that has over 128 million customers.

Product

T-Mobile Macedonia is continuously working on introducing new and favourable tariffs, being lead by the customer needs for fast and simple communication.

The users can choose from the wide offer of tariff packages, services and telephones that are most suited to them and enjoy long conversations with their closest, at home and abroad.

The company was the first to introduce the popular tariff models Relax and Relax Family intended for the post-paid users, and with the introduction of the Team option it provided special benefits for its business customers. The new and attractive Flex tariff enables its post paid customers





to talk at the same, fair price with all its mobile and fixed networks, throughout the whole day.

T-Mobile created the Web'n'walk packages for customers that are constantly on the go, providing them with fast and simple Internet access through their mobile phones, MDA devices and lap tops, wherever they are. By introducing the Push mail and WebSMS services, T-Mobile facilitates the work of a large number of its business users, by enabling them access to their offices (important e-mails, calendar of meeting, etc.), even when they are on the go.

For the pre-paid users, it introduced the Easy tariffs, following their needs for affordable talks, SMS messages and Internet usage.

Since the service My circle was introduced, as well as the hit offers "200 for 200" for cheaper conversations with the numbers from My circle, and "100 for 100", for free weekend conversations with the entire T-Mobile network, the company is constantly ensuring to make the communication with the closest ones, more simple and favourable.

Recent Developments

Following the fast development of the market, T-Mobile continues to strive towards meeting the challenges by creating new and innovative services and technologies. So far T-Mobile has offered services that have taken customers to a new era of communication – converged Internet and mobile services. With the introduction of the 3G technology, T-Mobile has enabled faster Internet communication, and at the same time added on to its portfolio new packages, services and modern Internet devices.

However, the speed of development is not the only road towards success. T-Mobile continues to be a reliable partner, which will continue to make efforts and provide greater benefits that will make customers lives simpler.

Promotion

Since the end of 2008 "Life is for sharing" has become the new corporate slogan with which T-Mobile and Deutsche Telekom have established a new and unique brand philosophy.

The essence of this brand promise lies in the idea that life is made out of wonderful moments that are worth sharing, and the company is here with its services and products to enable customers to share these unique moments, wherever, whenever.

The new brand motto has become a part of its new promotional campaigns of T-Mobile Macedonia, which has, as part of its international family, successfully implemented the international brand platforms.

Starting from the amazing story of Paul Pots, the winner of Britain's Got Talent, T-Mobile Macedonia has shown its customers how millions of people have experienced and shared an event via TV, Internet and mobile phone, thus making this event an unforgettable experience for them as well.

The magnificent rain of flowers happened in March, 2009. This incredible experience that was witnessed by thousands of passers-by was one more amazing campaign of T-Mobile. T-Mobile Macedonia launched an integrated concept of promoting this event: An unforgettable experience along with the 0 denars service for talking to your family. This showed how the concept of sharing with your closest has truly been enabled through the introduction of new options.

Just like the previous campaigns, the next one is equally based on emotions and unforgettable experiences. This time, T-Mobile has made the biggest live karaoke in the world. In the centre of London, on Trafalgar Square, along with the mega star Pink, over 15 thousand people were singing, at the same time sharing this experience with their

closest ones!

And again, a true moment worth remembering and sharing was created. T-Mobile Macedonia was a part of this incredible event and in its next big campaign it will present to its users this amazing experience.

Brand Values

T-Mobile is one of the leading world mobile phone operators. Today, over 128 million customers in Europe and in USA believe in the value of the services that are provided by T-Mobile.

Lead by the mission – the most esteemed service company, T-Mobile Macedonia is completely dedicated to meeting the needs and desires of the customers. Because of this, customers worldwide can rely on corporate values and principles.

Simplicity: T-Mobile makes complex things simple, to allow its customers to concentrate on the things that are really essential.

Innovation: It sets the standards and drive social networking.

Competence: Networks, services, content management as well as the relationship with the customers are at heart of everything T-Mobile creates.

www.t-mobile.com.mk



THINGS YOU DIDN'T KNOW ABOUT...

T-Mobile

- In 1945 the zero generation (0G) of mobile phones was presented. Just like other technologies at that time, this generation included a simple, powerful base station that covered a wide area, so each phone effectively took the channel of the entire area. Today, with the development of the third generation (3G), the users are enabled to have advanced communication - fast and wireless Internet, video calls, all with the help of their mobile devices.
- The first mobile phone call was made on April 3, 1973, and the first SMS message was sent in the United Kingdom on December 3, 1992.
- The recognizable T-Mobile ring tone is composed by Lance Massey.
- 12 years ago, there were only hundred of mobile phones in Macedonia, while today, the family of T-Mobile Macedonia has over 1,3 million satisfied users.
- In 2006 over 80 thousand friends have celebrated the arrival of T-Mobile in Macedonia.
- In 2008 in the centre of Skopje, along with T-Home, T-Mobile opened the first multimedia café, at which the visitors can try out the latest products in mobile and fixed telephony, Internet and digital technologies, and enjoy a completely new and different technological experience accompanied with moments of fun and enjoyment!

