



Market

Makedonski Telekom offers voice and data services on fixed and mobile network with many years of experience and market leadership.

The company constantly introduces international expertise, innovative solutions and state-of-the-art technology trends.

According to the results of the first three months of 2016, Makedonski Telekom has 221 thousand customers of fixed voice services, 1.218 thousand of mobile customers, 189 thousand broadband internet subscribers and 104.2 thousand MaxTV customers.

Makedonski Telekom is part of Deutsche Telekom Group – one of the world's leading telecommunications company with over 156 million mobile customers, 29 million fixed customers and more than 18 million broadband service customers.

Achievements

The company is aiming to provide excellent customer experience through superior technology in the simplest manner.

According to the customer survey conducted by the "BRIMA" Agency, most of the citizens of the Republic of Macedonia think that the mobile and fixed network of Makedonski Telekom is the best network in the country and justifies their expectations.

In 2016 Makedonski Telekom won the P3 „Best in Test“ certificate for quality of the mobile network.

History

Makedonski Telekom is part of Deutsche Telekom Group through its majority owner Magyar Telekom since 2001. In 2006, the Macedonian national mobile provider Mobimak, which was founded in 1996, became part of Deutsche Telekom as T-Mobile Macedonia.



In 2008 Makedonski Telekom also became part of Deutsche Telekom Group, whereupon both companies for fixed and mobile telephony worked as separate legal entities until June, 2016 when both product brands, T-Home and T-Mobile, ceased to exist and one Telekom brand was introduced under whose umbrella the company continued to offer its entire portfolio of services for consumers and business customers. Telekom brand offers integrated services at home and on the move: mobile and fixed integrated services, solutions for business customers, as well as Cloud solutions, everything from one place.

The establishment of one Telekom brand and the introduction of the new product concept is in line with the global strategy of Deutsche Telekom – to become leading telecommunications company in Europe.

Product

Makedonski Telekom offers voice and data services on fixed and mobile network.

The Company is focused on integrated services for consumers and business customers, provided from one place, as well as Cloud and ICT solutions for the purpose of providing the best customer experience.

In line with the latest telecommunication trends, Makedonski Telekom is constantly focused on the modern needs and demands of the customers. In 36 modern shops throughout Macedonia, as well as online, consumers and business customers can choose fixed and mobile telephony, internet and television, as well as ICT solutions from one place.

Recent Developments

Makedonski Telekom is the first company in Deutsche Telekom Group with all internet protocol based network. The network modernisation started in October 2011 and in only 25 months in 2014 all lines were migrated to the new platform.

This network integrates the mobile communications and fixed network technology, thus enabling new production model based on cloud. The IP technology uses internet protocol for voice transmission which enables using the next generation services and responding to the increasing customers' demands in the future.

The Company invested EUR14 million, which investment is not only significant for Makedonski Telekom but also for Macedonia, which became the first country in Europe with all internet protocol based network.

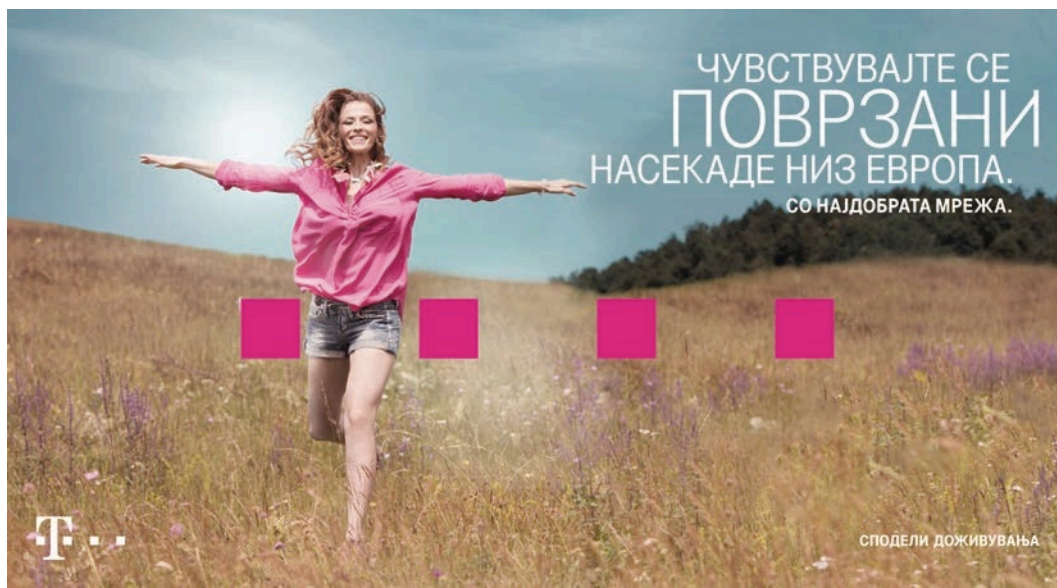
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In 2013, the Company was the first in the country to provide the customers with access to 4G internet for faster and higher quality data transmission via mobile devices, as well as for excellent quality of HD television (video). In 2016, 4G network of Makedonski Telekom covers 59% of the territory and 79% of the population of the Republic of Macedonia.



At the same time, the investments in 3G network continues for providing broadband data services on the entire territory of the Republic of Macedonia. Hence, Makedonski Telekom covers 97 percent of the territory and 99.5 percent of the population with 3G network whereby the company is an absolute leader in the provision of mobile broadband data services.

In 2010, Makedonski Telekom was the first in the Macedonian market to introduce fibre-to-the-home (FTTH), which is an extremely advanced technology for broadband internet access and telecommunication services.

The fibre optics enables transmission of multiple data, over larger distances in a safer manner than via copper cables. It is a technology that never becomes obsolete and has no limited duration period or use. Currently 127.000 households throughout Macedonia use fibre optics.



Promotion

In 2015 Makedonski Telekom for the first time in the Macedonian market introduced a new concept of integrated services Magenta 1, which is an entirely new concept of offer created and adjusted to the dynamic life style and the fast changing customer needs. With the new package Makedonski Telekom offered its customers all communication services from one place and on one bill, whereas the services are available on all screens. This unique package is an excellent choice for the entire family which includes an ideal combination of services for every member, at home and on the move. Magenta 1 includes two mobile lines with unlimited communication and 4G mobile internet, MaxTV with the largest number of sports contents and the fastest internet for home.



This concept was first introduced in Germany in 2014 and in accordance with the strategy of Deutsche Telekom it will be also introduced in other markets in Europe where the company is present. The same offer is also created for the business customers where superior Cloud services are additionally offered.

Brand Values

Makedonski Telekom is a trusted partner in the complex digital world - at home, at work, always and everywhere. Our corporate strategy is in accordance with the strategy of Deutsche Telekom - to become leading telecommunications company in Europe. Through our superior technology, we aim to offer excellent customer experience in the simplest manner. In the times of transfer of huge amounts of data, customers choose telecom providers that have superior networks and technical platforms in order to receive the services in the fastest and simplest manner.



Makedonski Telekom offers its customers integrated services that meet the communication needs of the entire family, at home and on the move – mobile and fixed telephony, mobile internet, IPTV and all of that from one place and on one bill. The aim is to provide uninterrupted communication, regardless if the customers use a smart phone, a laptop, a tablet ... and through the best network.

At the same time, we are aiming to become the first choice of the business customers, to develop our company as the best ICT provider through partnerships with companies with which we will offer a wide range of products and services.

www.telekom.mk

THINGS YOU DIDN'T KNOW ABOUT...

TELEKOM

- Makedonski Telekom is the first company in Europe and in Deutsche Telekom Group with all internet protocol based network
- The Company was the first in the country to introduce 4G network
- In 2010, Makedonski Telekom was the first in the Macedonian market to introduce fibre-to-the-home (FTTH), which is an extremely advanced technology for broadband internet access and telecommunication services.
- Telekom shop in the CityTrade Centre in Skopje was chosen as the best commercial facility for 2015 in the category of "Computer, audio-video and telecommunications equipment". The award was presented in accordance with the survey conducted by the SWOT Research, in cooperation with the Local Economic Development Department of the City of Skopje
- The Company for the first time in 2010 introduced mobile payment (cashless payment with mobile phone) in Macedonia
- In 2008 the Company was the first to introduce IPTV (Internet protocol television) known as MaxTV
- The Foundation Telekom for Macedonia, established in 2002, is one of the first foundations in the country established by a business company
- The Foundation won the National Award for Corporate Social Responsibility in 2014 for the project "The first 5" in partnership with UNICEF, through which 11 centres for early childhood development were opened throughout Macedonia and campaign was conducted for raising the awareness about the early childhood development
- Makedonski Telekom is one of the largest investors in the Macedonian economy with over EUR 790 million from 2001 until 2016.