



MEDIA RELEASE

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MTC discloses results of its Triple Airtime Campaign

MTC is continuing to reap the benefits from its upgraded core and radio networks, which were upgraded at a cost of around N\$300 million towards the end of last year.

Issued by MTC

[WINDHOEK, 22 January 2008] - On the back of the staggering increase in SMS traffic during the festive period, particularly on Christmas Day, New Year's Eve and New Year's Day, the company announced another successful campaign in the form of the Triple Airtime Campaign which ended recently.

MTC said it has given away millions of dollars worth of airtime to customers who took part in the triple airtime campaign which ran from 10 January to 20 January 2009.

All that customers had to do to qualify for the airtime was to buy and recharge tango vouchers in any denomination. The airtime was then multiplied to three times the value of the original airtime bought, giving MTC customers the pleasure to talk to their friends and family for as long as they desired. This resulted in MTC

giving away free airtime to the value of N\$51,468,470 during the ten days of the campaign.

MTC's Managing Director, Miguel Geraldes said the Triple Airtime Campaign was beyond the expectations of our customers, based on thousands of written feedback of thanks and congratulations. "The results are a vote of confidence in MTC as the leading mobile operator. It is indeed a thrilling indication that MTC is doing something right, which is to give its loyal customers value for their money," said Geraldes.

In spite of the sudden growth of 243% in traffic, our new Network handled it easily without congestions, which is indeed a result of the investments made by MTC during the last months to ensure service reliability and round-the-clock network availability. This is best described by comparing average daily traffic during the campaign period days with the average daily traffic of the same period of the previous year: 1.6 million of minutes and 2.0 million SMSes per day in 2008 against 4.7 million of minutes and 10.0 million SMSes per day in 2009.

Even in November 2008, immediately at the end of the upgrade of the core systems, MTC launched the first triple recharge campaign and immediately it reached traffic of 4.2 million minutes on average per day. Another campaign ran in December 2008 where MTC gave the opportunity to its customers to contact the more than 1.1 million Namibians using 081 numbers during the night without charging the calls per minutes in exchange for a single payment of N\$5 per day. At least 11.5 million minutes were clocked during the nights between 1st and 23th December, showing that even the night the demand of 081 Namibians to use our promotions and speak as much as they can – more than 200,000 customers use the campaign at least one night and in average all of users made more than 1 hour of calls during the nights they apply for the campaign.

Essentially, while MTC continues to explore ways to improve service delivery and its network capacity, it is already reaping the benefits of its investments in the upgrading of the core, intelligent network platforms, sms-center and radio networks. This is the best way to reward the company's 1.1 million customers for their loyalty and confidence in MTC.

Apart from the vote of confidence by its customers, MTC also received another feather in the cap from an annual survey conducted during last September and October by the prestigious independent South African research firm, Synovate. The results of this survey clearly indicated that MTC is by far the preferred cellular service provider of the Namibian people in terms of all of aspects, including quality of service.

With these accolades, MTC will continue to give its customers value for money every month, with the next campaign coming already in February. Watch this space!!!!

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MTC Namibia

MTC (Mobile Telecommunications Limited) was established in 1995 as a joint venture between Namibia Post and Telecommunications Holdings (NPTH), Telia and Swedfund. During May 2004, NPTH concluded a deal that saw it hold 100% of the shares in MTC by acquiring the 49% held by Telia Overseas AB and Swedfund International AB. NPTH is 100% owned by the Government of the Republic of Namibia. On 1 September 2006 the sale of 34% of MTC shares to Portugal Telecom (PT) was concluded with the management contract also ceded to PT.

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