



AFRE

“The Technology Gateway”



AFRE

BRINGING ENTERPRISE
& COMMUNITIES CLOSER
TOGETHER ...





Maximize the potential of your network

Deliver superior end user experiences, seize new revenue opportunities and optimize network and operational performance through our comprehensive services portfolio. Our services teams offer expertise and global reach that will enable you to realize the potential of technology. AFRO works with Telecom Operators around the world to Improve their operational Benchmarks, Technology Rankings and their Investment Effectiveness.

Stronger together: Building a community of partners





WHO WE ARE

our products and services underpinned new innovations in efficient public services, remote education, optimized logistics, smart healthcare, digital startups, clean energy generation, waste-free manufacturing and traditional networking, among many other uses. We carried out this work with a permanent focus on security, value and performance. This is the connectivity that the world deserves. We will continue to deliver it. We have combined global leadership in mobile and fixed network infrastructure with the software, services and advanced technologies to serve customers around the world.

YOUR
PARTNERS
IN TECHNOLOGY

AFRE

ABOUT OUR HISTORY

Humanity,
connected

The world has made it through digital revolution. We lived, learned, worked and socialized online. It has been a vast change, which happened quickly with global impacts on societies and cultures. Our customers were put under immense pressure. But with our help, they delivered. This reminds us that connectivity is not a 'nice to have'. It is a fundamental part of modern society, one that AFRO has a responsibility to provide. And we are doing so.

COMPANY STATISTIC



2.5K+

Global
Employees



50+

Countries &
Global Footprint



700+

Industry specific
Specialist Engineers



100+

Direct Customers
& Operators



30K+

Technical & Specialist
Training Hours



50M+

Telecom Towers
& Fiber Cables served

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“AFRO Vision 2030 is a three-phase plan to Consolidate, Accelerate and Scale our business to help us deliver on our commitments and return to sustainable, profitable growth.”

Mohamed Nasr Mahmoud Abdrabou
Chairman, AFRO Group

AFRO

FORGING FORWARD STRONGER

AFRO's interest is to help our partners & operators deliver on their commitments and return to sustainable, profitable growth, and we have consistently done that through providing better services for less. With Our consolidation phase being successfully concluded, we began with shifting our focus from an end-to-end service provider approach to a holding structure with group of businesses within a consortium. This will enable us to aim for technology leadership in all the markets we competing in. We put in place a simplified operating model, led by an experienced leadership team, with clear responsibilities and ownership of their respective areas.

Strong financial and strategic performance

The changes put in place enabled us to deliver a strong financial performance in 2021 with improvements in net sales, gross and operating margins. And the continued strong cash generation and balance sheet put us in a position to focus on developing our global footprint and further invest in research and development.

All our business groups made significant progress in 2021 that made us more competitive in all the markets in which we compete. AFRO largely closed the gap with competition in 4G & 5G Roll-Out and improved its gross margin while continuing to step up R&D investments. We have worked closely with our Vendor partners and Operators to further extend the network Infrastructure through our technology leadership and saw significant growth driven by Fixed Networks and Submarine Networks. Cloud services and our Optical Fiber Services took good steps to further enhance and diversify AFRO's portfolio and we saw encouraging growth in our key focus areas.

AFRO Group delivered a strong performance and made good progress expanding in various areas such as solar and stored power, enterprise and consumer facing services.

Company Background:

AFRO Telecom was originally formed in 2004 to deliver quality products and services to the MEA cellular network operators. Focusing on the power management niche, in which AFRO Telecom carved its reputation, AFRO foothold into 16 countries across Middle-East and Africa. Acquisition, Design, Construction, Rigging and Installation, Commissioning and Integration (IC&I) departments were added such that by 2004 AFRO Group was formed to able to provide a complete in-house end-to-end service to support network rollout and maintenance projects.

The biggest industry success story of the last 20 years has been AFRO Group's expansion built on the back of its successful project delivery and willingness to pull out all the stops to help its customers overcome challenges.

The business has consistently topped its customers' performance tables and extended the quality of service already available. Today the company employs over 2500 staff with offices, service centers and warehouse across Middle-East and Africa, with Head offices EGYPT, United Arab Emirates & the Kingdom of Saudi Arabia.

Corporate Social Responsibility:

AFRO Group takes occupational Health & Safety very seriously. The company understands that successful Health and Safety management involves integrating sound principles and practice into day-to-day management arrangements and that good performance levels are achieved by the collaborative effort of all employees and subcontractors..

To ensure continuous improvement in efficiency and performance, the management of these matters has been incorporated within the company's integrated Quality, Environment, Safety & Health (QUENSH) Management System.

This focus on continual improvement has seen the company gain and maintain accreditation in ISO 9001, 14001 and 45001 standards. The company is also accredited to the Safe Contractor scheme.

The company developed its Corporate and Social Responsibility Strategy to recognize its health, safety, environmental, social, and ethical responsibility to the wider community; locally, regionally, nationally and globally. We believe the commitment to high ethical standards applies to everyone working for AFRO Group.



AFRO

Our Telecom Services

AFRO

AFRO Group is a multi-national supplier that has significant end-to-end capability across acquisition, design, project management, project-support and field operations functions. AFRO offer high quality project management with experienced personnel to ensure timely project delivery.

AFRO has an enviable track record of resolving issues rapidly and effectively, which is down to the quality and experience of the people it employs.

We have an extensive team with a broad range of expertise who are empowered to take whatever action is required to resolve an issue. To date, AFRO has project managed over 30,000 site works or upgrade activities.

In world of Telecommunications where challenges are permanently rising, We've been emerged as a reliable partner for operators and the most reliable equipment suppliers rendering

added value services and developing a strong, skilled and cost-effective partnership to meet the targets and face the challenges of today's market.

in terms of complexity, time constraints and high competitiveness.

AFRO is a partner of choice for global Vendors & Operators.



- Site Acquisition,
- Planning &
- Design
- Civil Construction
- Microwave
- I,C&I
- Temporary Sites
- Special Events
- In Building Solutions
- Maintenance
- RF Network Planning
- RF Optimization
- Outsource & Consultancy Services
- Telecom Sites installation
- Telecom Sites Commissioning
- Solar Power
- Fiber
- DTH
- EV Charging
- Battery Technology

AFRO's Success Road Map

We covered 15 African, 4 GCC countries with well established local offices and global footprint over 30 countries and over 2500 employee within 15 years of delivering operational and management excellence.



Operational Capabilities, Partnerships & Investments

We're expecting great potentials for expansion and growth. We Plan for steady growth of accumulated 75% in our group for the next three years within existing traditional accounts. Nearly to 50% growth is planned within 2022 due to new markets Just launched last quarter. In Parallel route another plan to explore new markets territories and industries like, Libya and Renewable Energy industry in West Africa and Libya.

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Financial Excellence

+37%

Average Annual Growth Rate

+213.5
Million \$

Revenue Accumulative 2004-2020

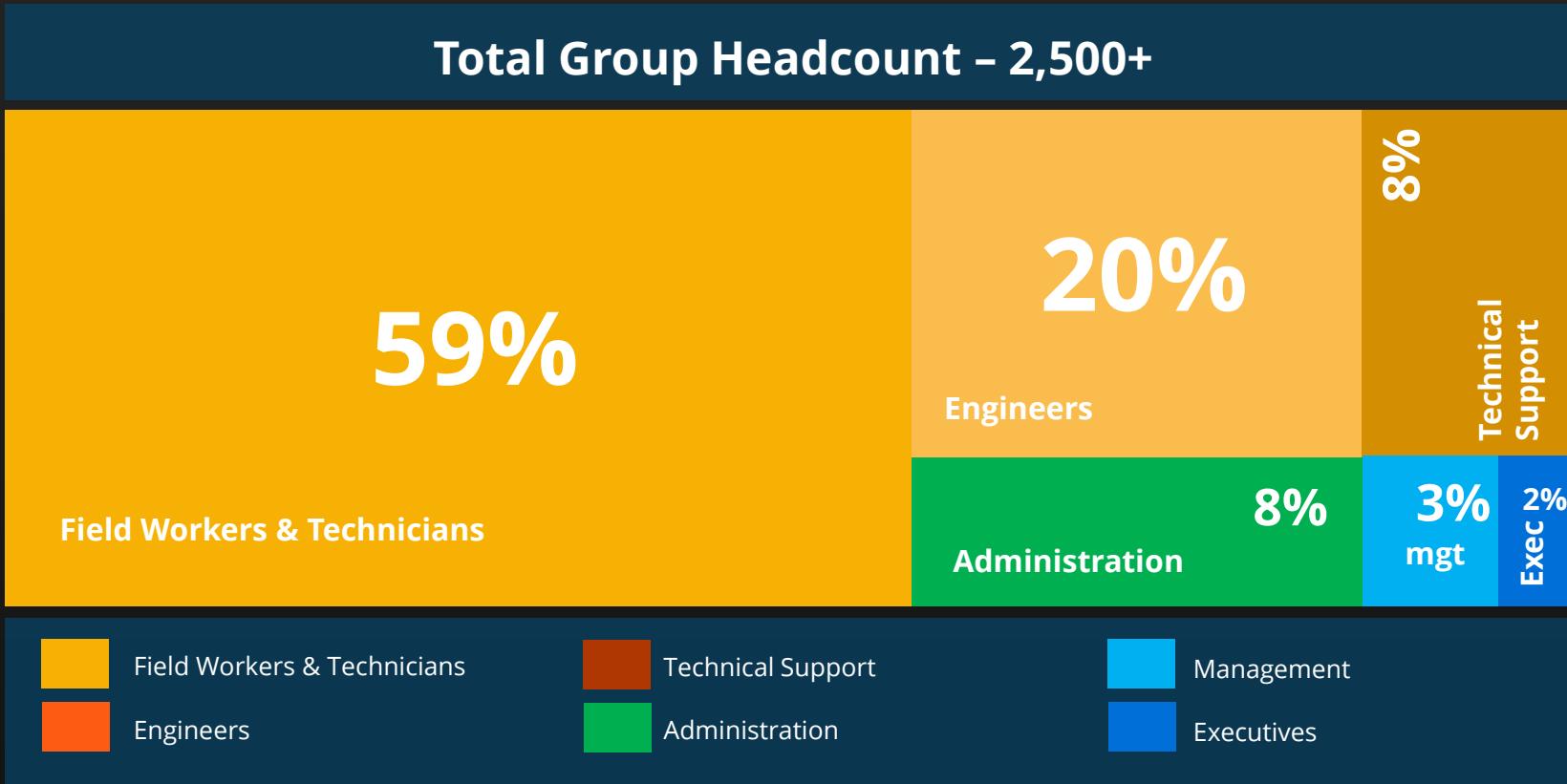
- One of our major success keys is our Golden Resources, where we have a team of 1,600 head.
- Planned to exceed 1,250 head in Cairo office only and over 2,500 across the content before end of 2023.

Everyone at AFRO should be proud of the Company's progress in 2021-2022. That progress was reflected in the improved cash generation that strengthened our balance sheet to the extent that we can look to reinvest the capital into developing R&D, AFRO Academy and other CSR programs.

GROUP ROAD MAP 2019-2024



AFRE's Operational Excellence



Our culture – respecting people:

We believe our people are our greatest asset and we aim to enable a culture that encourages high-performance, integrity, and inclusion. The market for skilled employees in our business is extremely competitive. Our workforce has fluctuated over recent years as we have introduced changes in our strategy to respond to our business targets and our activities. These changes may in the future cause disruption and fatigue among employees. It is imperative that we work to create and sustain a corporate culture that is motivational, inclusive, and encourages creativity and continuous learning to meet challenges. We believe that a diverse workforce is our platform for greater innovation.

TELECOM **ROLL OUT & MAINTENANCE** SERVICES

AFRO is recognized as one of Middle-East & Africa's leading solutions provider for the telecom industry. we deliver high-quality civil construction, Telecom Roll-Out & maintenance services for a wide range of global clients, from telecom operators, providers, carriers, ISPs, local government and property developers, to major corporates across the MEA Region.

AFRE



Telecom Solutions Portfolio

Network Roll-Out (NRO) Services.

- TSS & LOS Survey, Planning & Dimensioning.
- New Build, Migration, Reconstruction, Upgrade, and Expansion.
- Hardware Installation, Dismounting, Commissioning, and Acceptance.
- Infrastructure Deployment and Enhancement.
- Microwave transport systems.

Network Managed (MS) Services

- Day-to-day Operation and Management (OAM) of the entire network infrastructure.
- Multi-vendor Support.
- Network Operation Centers (NOC).
- Security Operation Centers (SOC)
- Corrective and Preventive Field Maintenance.

Wireless Access Networks

- GSM/UMTS RAN, Small Cell, Single RAN BSC/RNC...
- Drive test RNO, RNP.

Fixed Access Networks

- Fixed access (MSAN, DSLAM), fiber broadband access (FTTx).
- Fixed & mobile Switching and central offices sites (CS & IMS).

Networks Energy

- Hybrid & Solar power systems.

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AFRE

— Delivering
TURNKEY
**TELECOM
OPERATOR**
SERVICES



AFRE

Fixed Access Networks

fixed access (MSAN, DSLAM), fiber broadband access (FTTx),

Wireless Access Network

GSM/UMTS RAN, Small Cell, Single-RAN. BSC/RNC...

R&D Technologies

Knowledge Transfer programs.

Transport Networks

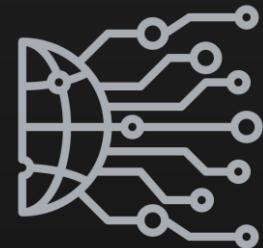
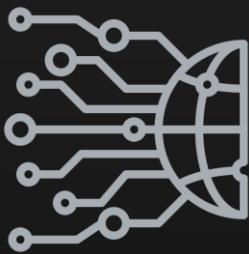
Optical Fiber & Microwave transport systems

Networks Energy

Hybrid & Solar power systems & Battery Power

Core Networks

Fixed & mobile Switching and central offices sites (CS & IMS)



Network Managed (MS) Services

Operators are turning to managed services to control operational costs and complexity in their IT and network environments. The global telecom services market size was estimated at USD 1,657.7 billion in 2020 and is expected to reach USD 1,707.96 billion in 2022, driven by operators need for data center functions to be integrated with network operations for increased operational efficiency.

- Day-to-day Operation And Management (OAM) of the entire network infrastructure.
- Multivendor Support.
- Network Operation Center (NOC).
- Corrective and Preventive Field Maintenance.
- AFRO – WE (ALEX Region & Upper Egypt Region)-480 sites since 2017 up to date till Sept 2024
- Huawei – Etisalat (Delta East/Middle/West)- as HR outsourcing model since 2013 till 2018
- Huawei – Etisalat (Delta East/Middle/West)-1400 sites since 2018 up to Dec 2022
- Huawei – WE (Fixed Network MSAN Cabinet O&M NFM for Cairo West region 2585 Sites) from March 2021 till March 2022
- Ercison VDF Giza Region for 900 Sites Telecom from 2014 till 2017
- Maintenance for FTTH Network for Exchanges of 5th Gathering & Ismailia and West Quntra district from 2020 up to date



FM Maintenance (FM) Services

- FM Maintenance (active and passive) for Airtel Malawi since 2013 to date
- FM Maintenance (active and passive) for Huawei Guinee from 2017 to 2018
- FM Maintenance (active) for Huawei Guinee since 2018 to date
- FM Maintenance (active and passive) for Airtel MG since 2018 to date
- FM Maintenance (active and passive) for Huawei Mali (MS) since 2018 to date.

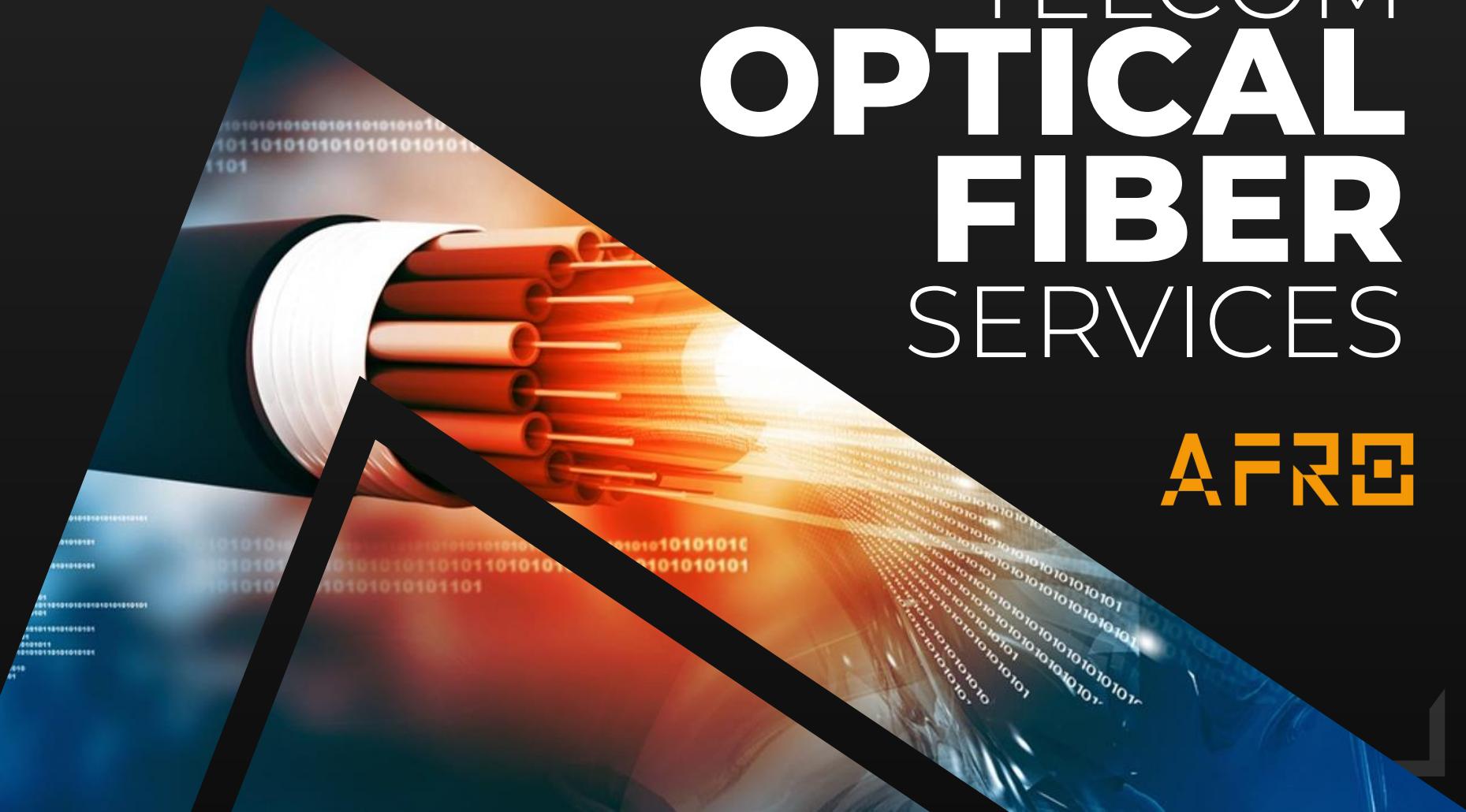
Installation (utility) Services

- Planned preventive maintenance (PM)
- Corrective Maintenance (CM)
- Spare Parts Management
- Mains/utility power maintenance, DC and conditioned power, power generation and electrical systems
- General requirements / compliance with SLAs (rectification of all types of defects, maintenance logs)
- Maintenance of shelters/cabinets, site infrastructure
- Maintenance of air conditioners / fan coils / cooling units
- Site inventory databases updates

Your true business partner —

TELCOM OPTICAL FIBER SERVICES

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AFRO creates new futures by bringing digital life to everyone.

From complete turnkey solutions on dark fiber 100G networks, office riser cabling, utility storm response to private locates. Don't hesitate to ask us a question or inquire as to why a certain process has to take place. We ensure that you and your project needs always come first.

We've built our reputation while working on some of the largest fiber optic networks in the Middle-East & Africa. The ever increasing complexity of high bandwidth networks demand the level of attention to detail to be a part of our core.

The high level of professionalism is at the heart of our ability in reaching our promise to our customers.

**"AFRO is the team to
trust with your
telecommunications
network."**

AFRO



Fiber Optics Installation Services

- Fusion Splicing
- Installation
- Testing & Certification
- Network Audits
- Fiber to the Desktop



Structured Cabling Systems

- Installations
- Testing & Certification
- Wireless Access Points
- CAT 5E, CAT 6 Systems



Fiber Optics Construction Services

- Fiber Splicing
- Aerial & Underground Cable Placement
- Copper Splicing & Testing



National Fiber Connectivity

Digital Transformation Infrastructure

- Al Sheikh Zayed
- Ismailia City
- El Qantara City
- Tanta City
- Alexandria Governorate
- Menofia Governorate
- Al Qalyubia Governorate
- Tora Prison
- Banha Prison

EGYPT
BENIN
MALAWI
COMOROS

Data Centers and Structured Cables

- Army El Giyoshy Moqateem
- Ministry Of Local Development
- Bibliothca Alexandrina
- Tolip Hotel
- MMK Factory
- HDB Bank
- El Behooth Center
- Orange Switching
- Etisalat Switching
- Vodafone Switching
- Fayum University



Trenching

+1,500,000 M



Pulling Fiber & Duct

+ 2,415,000 M



Splicing +

1,150,000.00 Core

Afro-Group team has more than 20+ years of experience in providing End to End Solutions for complete Structured Cabling systems and associated hardware, which provides a comprehensive infrastructure for all domains

- Entrance Facilities (EF)
- Equipment Room (ER)
- Backbone Cabling
- Telecommunications Room (TR) & Enclosure
- Horizontal Cabling – (Cabling Subsystem 1)
- Work Area Components (LAN /OLAN)

- New Service Routing and Design.
- Network Infrastructure Management Software Implementation & Maintenance.
- Fiber Optic Network Hardware & Cable Designs.
- Emergency Restoration Planning.

- 24 x 7 Emergency Repair
- Restoration Services with Guaranteed Response Times.
- Infrastructure Enhancements & Cutovers.
- In-house Crews Deliver Quality.
- Safety Training and Equipment.

- Termination, Splicing, & Testing Service.
- Network Acceptance Testing
- OTDR and Power Testing/Certification.
- Return/Loss, Reflectance, PMD & CD Testing.
- Emergency Restorations & Troubleshooting.
- Fiber Optic Network Auditing/Surveys.

**End to End
Solutions**

**Engineering
Services**

**Cable
Construction
Services**

**Network
Maintenance**

**Fiber Optics
Services**



**Professional
Services**

01

**Supply & Logistics
Services**

02

**Teleco Operators
Services**

03

**B2B Enterprise
Services**

04

**Global
Business
Services**

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AFRO Global Services Strategy

A key focus area in Global Services is empowering CSPs to transform to digital service providers, supported by a digital architecture for the full lifecycle of network design, deployment, operations and technical support – for both legacy and cloud-based networks. The AFRO AVA cognitive use cases provide advanced AI and analytics as well as a common data lake to help boost network performance, operational efficiency and customer experience. We also help digital service providers to seize the possibilities of Internet of Things (IoT) and enter new markets using AFRO Worldwide IoT Network Grid (WING), which provides seamless connectivity across geographical borders and technologies. We enable our customers to enter new markets rapidly and with low risk through pay-as-you-grow or revenue share models.

SERVING CRITICAL NETWORKS

Networks are playing an increasingly important role in society. This is allowing us to extend our focus to serving critical networks beyond CSPs.

TOTAL COST OF OWNERSHIP

Critical networks are built based on a best-of-breed approach with network elements selected on a best performance per Total Cost of Ownership (TCO) basis.

FINANCIAL RETURNS

Technology leadership underpins momentum and financial returns in critical networks.



TECHNOLOGY LEADERSHIP

Invest in the next technology window – where there is no path, we will reassess segment participation.

BUSINESS DIVERSITY

Value in critical networks is migrating away from monolithic systems towards silicon, software and service, and will be captured through different business models.

INVEST IN INNOVATION

Sustained investment in long-term innovation provides us with a platform to take the long view.

Human Resources Services

- HR Development:
Technical Training,
Custom Workshops and
On-Job Training (OJT).
- HR Sourcing & Personnel
Recruitment.



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Technical Training,
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- HR Sourcing & Personnel
Recruitment.
- Recruitment Process
Outsourcing (RPO).

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AFRE

Consulting Services

- Project Management
- Supervision Service.
- Network & Technology Consulting.
- Operational Consulting.
- Customer Support.

Network Design & Optimization

- Network Planning & Design.
- Network Tuning.
- Network Audit and Benchmarking.
- Network Optimization.
- Network Drive-Testing
- Network Benchmarking.
- Single Site Verifications (SSV).
- Single & Cluster Drive Testing.
- Post-Processing & KPIs Analysis.
- Networking Planning & Optimization.
- ION & Remote Support





AFRE Supply Services

Passive Telecom Supplies & Services IBS

- Data Cables (Copper/Fiber).
- Connectors/Jacks.
- Faceplates/DDF/ODF.
- Patch Cords.
- Patch Panels/Racks.

Passive Electrical Supplies

- Power Cables.
- Connectors/Terminals.
- Power Distribution Panels.
- LED Displays/Lights.
- Pipes (PVC/Metal).
- Earth Systems

Light Civil-Works Supplies

- Mounting Brackets.
- Beams/Poles/H-Frames/Delta-Frames
- Outdoor Canopies and Fences Parts.
- Carbon Fiber Sheets.
- Strengthening / Retrofitting



Turn Key Civil-Works Supplies

- Tower Concrete foundations.
- Shelter / ODU Concrete Bases.
- Steel Tower structures Supply all Types of towers RT/GF/Poles/Masts
- Tower/Poles Structures erection
- Fences / gates
- Sites acquisitions
- Sites permits

Electrical Power Supplies

- Hybrid Energy Systems.
- Solar Power Solutions

Many sites was installed as passive supply and install (steel structure , concrete CW, Powers, Installation, Commissioning , testing for solar system solution):

- Rectifiers and Control Modules Batteries.
- Equipment Enclosures.

Logistics Services

Materials Management Services

- Inspection and Quality Assurance.
- Material Packing and Handling.
- Delivery and Transportation.
- Inventory Management.
- Storage and Warehousing.

Strategy – IT & Telecommunications

- Development of 3PL business growth strategy
- Review of service offer v parts investment
- Review of in-house v outsourced distribution
- Cost To Serve implications of revised distribution channels

Tactics – IT & Telecommunications

- Investment cases for new facility construction
- Design of new distribution centers
- Outsourcing facilitation of warehousing and transport
- Implementation of logistics systems

Operations – IT & Telecommunications

- Interim management of distribution centers
- Tender response assistance for 3PLs
- Distribution center process improvement
- Implementation management of new 3PL contracts

Optimisation – IT & Telecommunications

- Spare parts inventory review and reduction
- Implementation of Sales & Operations Planning
- Facility location strategies
- Distribution network design
- Audit of 3PL contracts



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Service *Provider*

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As industries' digitalization unfolds, we see 5G, cloud, and IoT picking up speed and disrupting how enterprises work, think, and serve their customers – all driving fundamental change in what networks need to deliver – representing a perfect opportunity for service providers. AFRO partners with service providers to provide new positions of strength through our Global Partner Program, providing them with a broad set of solutions and deep experience in delivering mission-critical infrastructure across a wide range of industries. We help them bring the right value to their enterprise customers to achieve a sustainable competitive advantage.

Supplier *Partners*

Why is it important to engage?

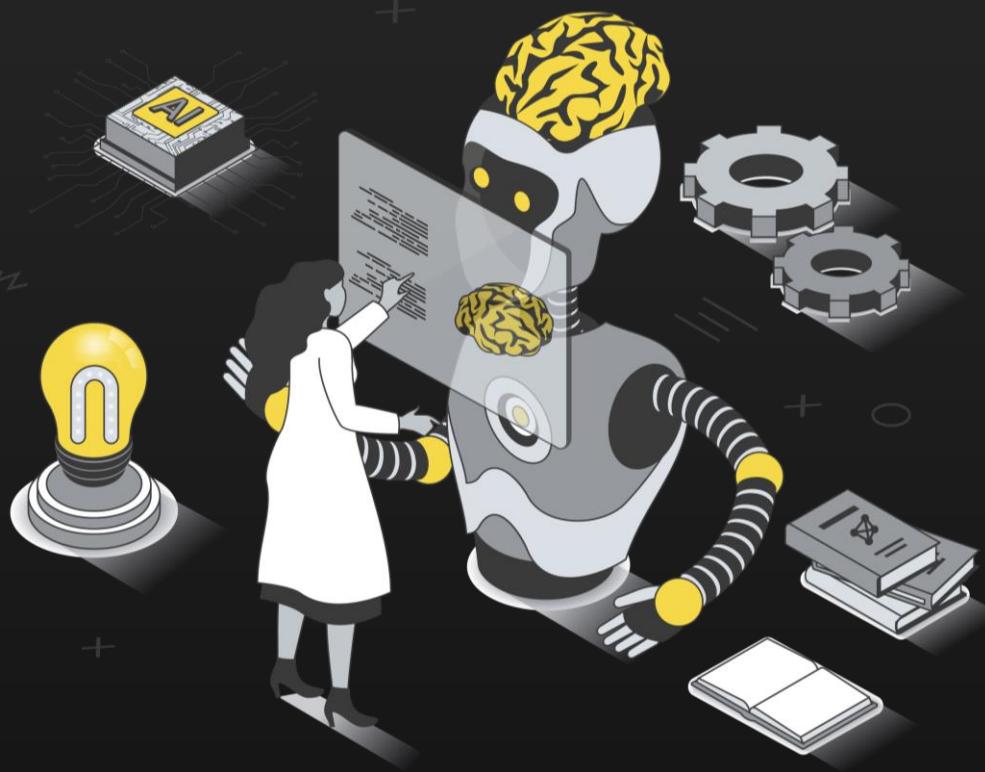
To develop our supplier relationships into true partnerships takes time and effort by both parties to bring about successful collaborations. We streamline our supplier base so that we can focus on, and invest in, a select few, developing true partnerships that create mutual value. Cultivating sustainable long-term relationships is essential in order to build and maintain assets that need to last for decades.

How we engage with our supplier Partners?

- Regular business reviews
- Industry training activities
- Industry symposiums



"Our ambition is to build an engaged, happy, creative and productive workforce by fostering an inclusive and collaborative environment that reflects our vision and our values."



AFRE
Stronger together:
Building a community of
partners



Awards & Accolades

We've received recognition for our achievements in a variety of areas from a range of different sources from product design to sustainability.

Every day at AFRO, we try to be the best we can be

– as an innovator, as a company, as a brand, and as an employer. And we're pleased to say that our efforts don't go unnoticed.

From Service Delivery to Business Excellence, we've received recognition for our achievements in a variety of areas from a range of different sources. Here are just a few examples:

AFRE



Health, Safety & Labor Policy: AFRO

AFRO creates innovative solutions aiming to unite communities and help billions of people live more connected lives, whilst at the same time recognizing our health and safety responsibilities and our wider commitment to sustainability and corporate responsibility.

The protection and improvement of the health and safety of everyone who works for or with AFRO, is a guiding principle in all our operations worldwide. This occupational health, safety and labor conditions policy is based on AFRO Code of Conduct and employment policies and practices, the key principles of which are that AFRO will:

1. Provide healthy and safe working conditions and promote well-being and fair treatment at work.
2. Ensure compliance with all applicable occupational health and safety and labor legislation along with other requirements to which we subscribe (including customer specific requirements as well as industry best practices)
3. Integrate occupational health and safety management into our business and processes including design, production, distribution, installation and support of our product and systems.
4. Emphasize the accountability and responsibility of management and employees for healthy, safe working conditions and fair treatment for all who work for or on behalf of AFRO.
5. Strive to continuously improve our health and safety performance through risk management, consultation and participation to prevent work-related accidents, ill health, diseases and incidents and by developing and implementing new working practices and technologies, which enhance our employees' health and safety.

6. Ensure that our products are safe, and work with our suppliers and customers to promote responsible use throughout their life cycle.
7. Promote a healthy life-style and support voluntary activities that enhance health, wellbeing and work-life balance.
8. Promote occupational health, safety and labor conditions awareness through effective communication and training, sharing best practices, both internally and externally and encourage reporting of incidents, hazards, risks and opportunities.
9. Take immediate action to remedy situations where incidents, audits and feedback identify areas for improvement in our health, safety and labor conditions management.
10. Ensure our suppliers, contractors and other business partners follow the same standards and place equally high priority on health, safety and labor conditions in their operations



Quality Policy:

AFRE

At AFRO, we are customer centric, and this shapes how we conceptualize and practice quality. We are committed to creating value for our customers today and into the connected future by:

1. Delivering differentiated products, services and solutions reliably and securely - first time, every time, on time, as promised.
2. Relentlessly pursuing continuous improvement of business processes and quality management to enable superior performance.
3. Constantly renewing our knowledge, skills and techniques to innovate new ways to serve customers and enable the human possibilities of technology.
4. Valuing each other, our customers and stakeholders while honoring ethical, legal and statutory obligations



AFRE

Customers

Our customers are at the center of everything we do. Our customers choose us to accelerate their growth ambitions and to lower their costs of delivering crucial services. Regular engagement is vital for speed and efficiency of service, and is therefore critical to our customers. Our performance drives theirs in turn.

How we engage?

- Stakeholder meetings
- Corporate Events
- Customer surveys
- Industry conferences
- Involvement in industry
- Partnership programs
- Innovation Hubs
- Knowledge Transfer





AFRO GROUP

The Technology Gateway

AFRO



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