

ERICSSON 

 **AFRE**





Our Partnership Journey

Working together in
building a fully
Connected, Intelligent
World ...



OUR HISTORY

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

ERICSSON 



Carrier Products & Solutions

Facing the future, promoting the “All Cloud” strategy to enable digital transformation

Wireless Network



Cloud Core Network



Digital Power



+IT, New Growth



Fixed Network



ICT Services



ADN



AFRO Achievements in Telecom





Financial Excellence

+37%

Average Annual Growth Rate

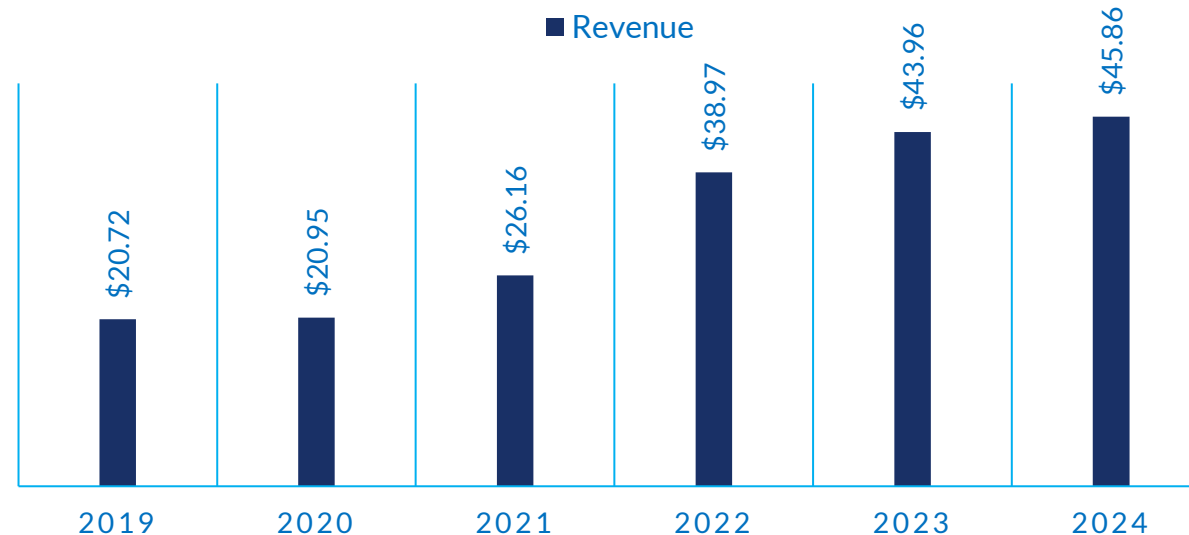
+213.5 Million \$

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.

We at AFRO are 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.

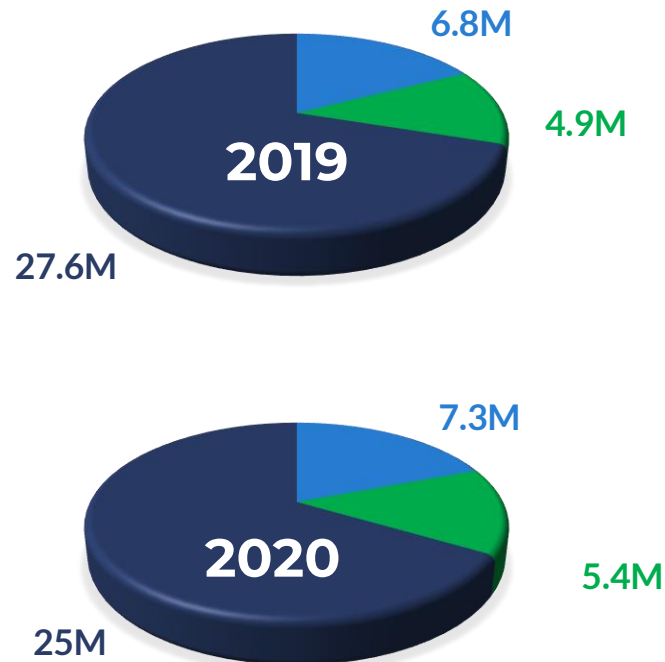
GROUP ROAD MAP 2019-2024



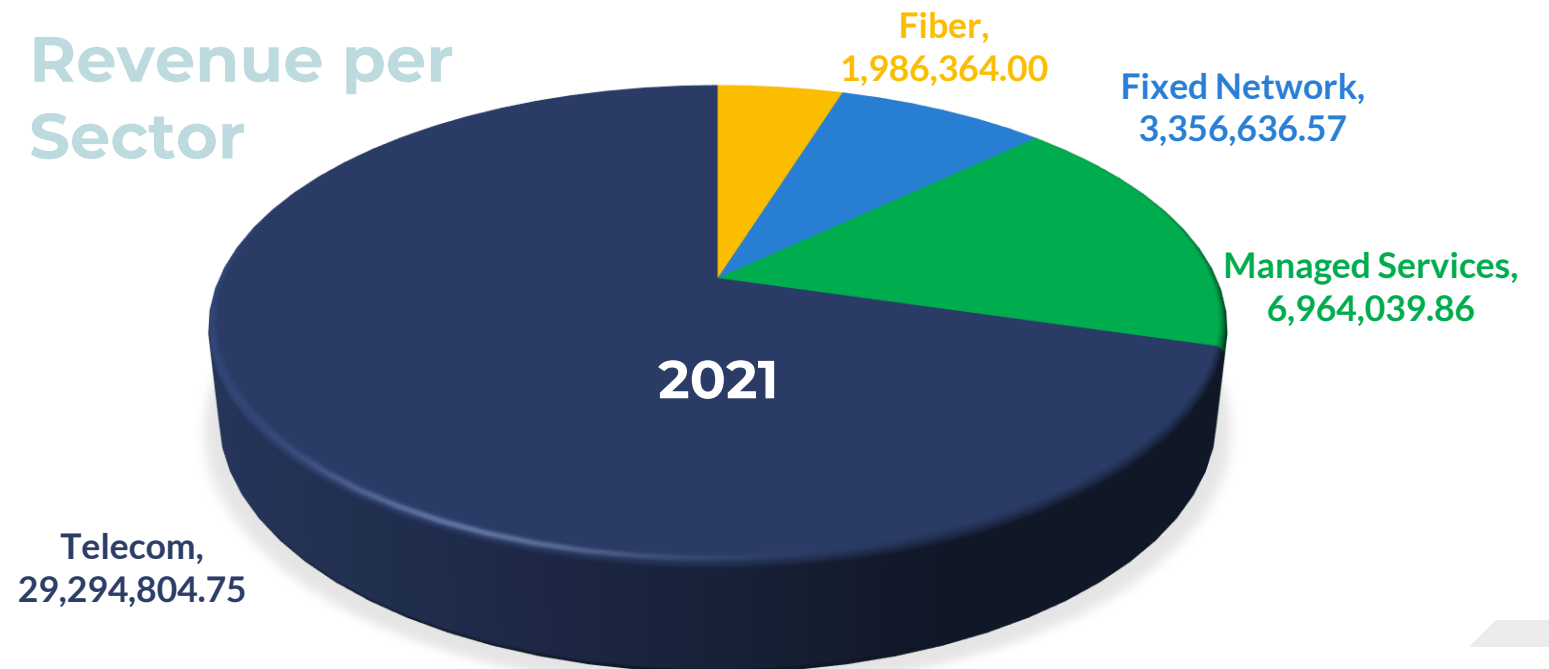
Partnership Revenue

Since the beginning of AFRO's partnership with Ericsson, we have demonstrated our commitment to serving Ericsson, with fully trained, dedicated and staffed office that employs high skilled local staff with management oversight from our AFRO's Head Office. This close proximity to customers allows extremely efficient support and service delivery. By investing in the skills and capabilities of our local employees, and by establishing offices throughout the continent, AFRO has built a good market reputation, while enterprises are confident in Ericsson's technology on their path to digital transformation through AFRO's dedication and commitment to Ericsson.

AFRO have established AFRO Academy to provide Ericsson's training materials, to become the strategic partner with the highest number of Ericsson-certified professionals in Africa. When an enterprise decides to undergo digital transformation — a process that is becoming increasingly critical — having such a solid team behind them is imperative and so we have also developed the R&D Department to interface with Ericsson as Innovation Hub.



Revenue per Sector



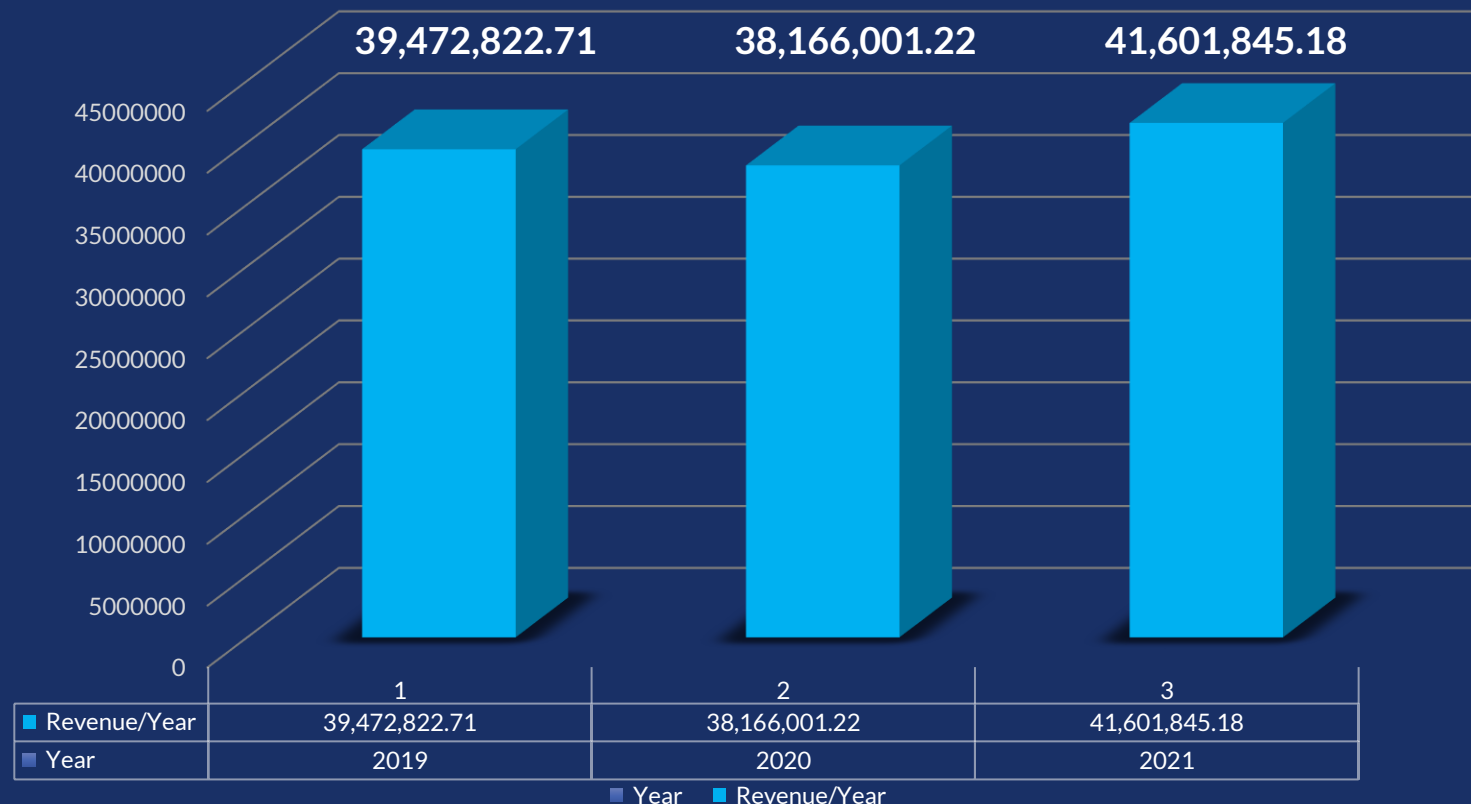
In EGYPT with Ericsson

As Africa expands its Information and Communications Technology (ICT) infrastructure to become a major player in the global market, digital transformation has unlimited potential to drive development in the region, boost economic growth and improve the quality of peoples' lives.

But merely getting people online is not enough. If Africa is to truly compete on a global scale, ICT penetration across the entire continent is essential. In short, deploying advanced ICT to drive digital transformation throughout Africa is of critical importance. Choosing to partner with Ericsson was an easy decision. Ericsson is constantly innovating, and it is at the forefront of solutions that drive digital transformation. From storage to wireless products, Ericsson offers it all. AFRO partnership with Ericsson will ensure we continue to grow our Africa market share together whilst delivering value and excellence for businesses and communities.



Ericsson Account Revenue: 2019 - 2021



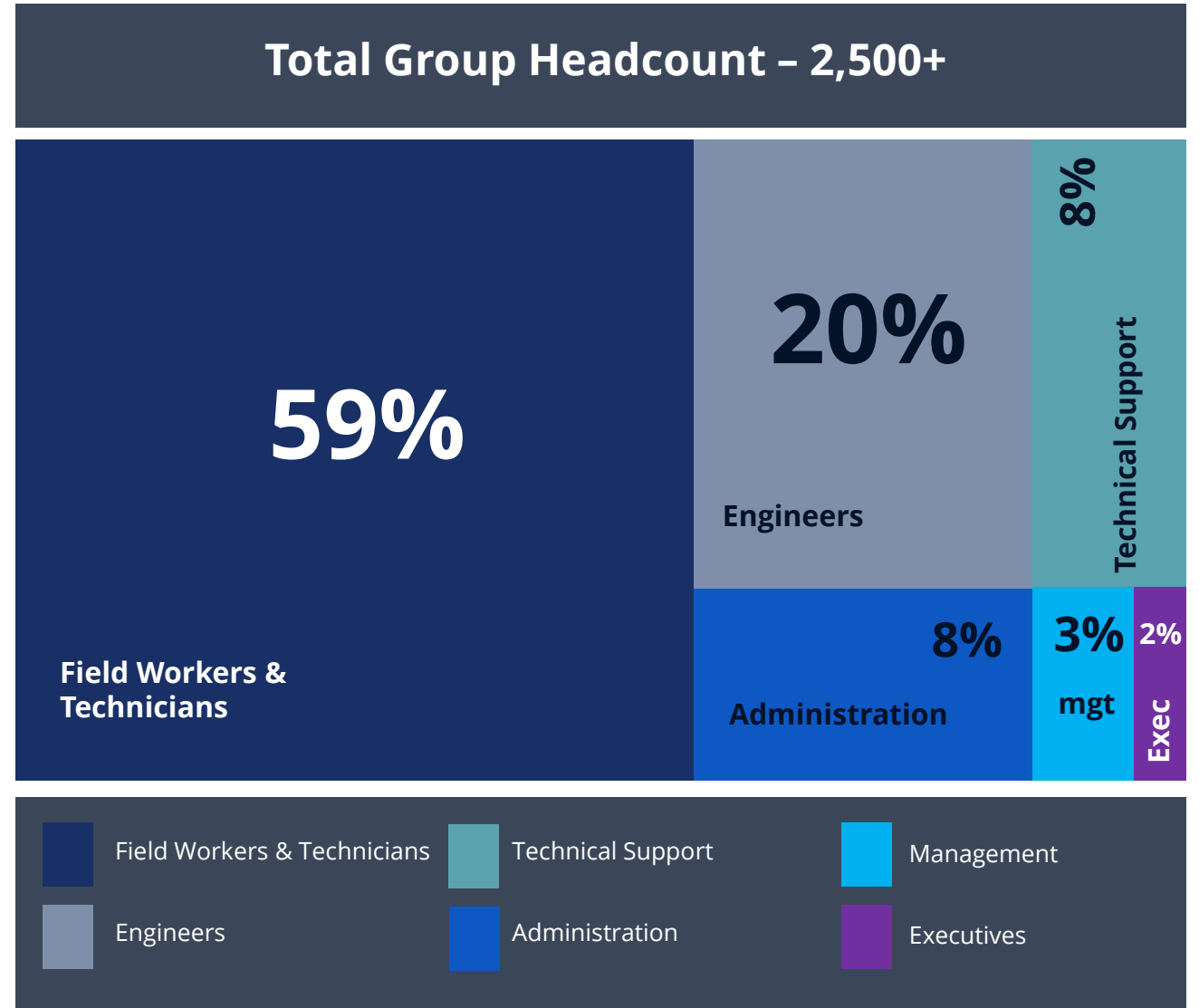
Revenue forecast 2022: 55 Million



Financial 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.



Future Projects & Partnership

Facing the future, AFRO has the capabilities and seeking to develop services for Ericsson in these potentials areas of cooperation.

New NFM Area



NOC Services



Renewable Energy



Outsourcing Services



Enterprise Services



Software & Apps



VAS Services



Mega Solar Projects



