

EITC announces a new operating model to enable greater customer engagement, stronger focus on innovation, and build a digital powerhouse for the future

The new model seeks to deliver deeper and more personalized customer engagement, drive a faster go-to-market approach, and nurture a purpose and performance driven culture.

Dubai, UAE, August 27th, 2020 – Emirates Integrated Telecommunications Company PJSC (“EITC”) today announced the redesign of its business operations with the introduction of five empowered and versatile functions to bring in more passion for our customers, to be a better partner to the ecosystem, and to create faster digital transformation.

“Winning in the future requires innovation, speed, efficiency, collaboration, and continuously exceeding our customers’ expectations.” explained Johan Dannelind, EITC’s Chief Executive Officer. “Our new operating model will digitally future-proof EITC, and accelerate our transformation and our ability to adapt to evolving market dynamics.”

EITC’s new operating model in business functions is based on five pillars. The customer-facing functions will be centered on Commercial, Customer and Channels, and New Business and Innovation. The technology functions will regroup Technology and IT.

The **Commercial** function will be responsible for EITC’s commercial strategy, management of consumer and enterprise segments, products and services, customer experience, digitalization, and brand management. Commercial will be led by Fahad Al Hassawi.

Customer and Channels will manage all sales and service touchpoints end-to-end for consumer and enterprise customers, including channel strategy, service quality, and digital shift. Customer and Channels will be led by Anthony Shiner.

The **New Business and Innovation** function is the interface to opportunities in the digital ecosystem and will be tasked with the incubation and acceleration of new businesses and services that will drive EITC’s growth. In addition, this function will be responsible for managing new business related partnerships and investments, and business analytics / data insights. New Business and Innovation will be led by Farid Faraidooni.

To enhance its core and adopt new technologies, EITC is reshaping its **IT** and **Technology** functions while creating common functions in key areas like strategy, governance, security and operations. The two functions will work together to build a common roadmap of future capabilities, manage business demand in a unified manner and ensure service quality. Technology and IT will be led by Saleem Alblooshi and Peter Larnholt respectively.

The new model will be deployed during Q4 2020.

EITC is committed to further nurturing a culture of gender equality and a purpose and performance-driven mindset. Hanan Ahmad, a long-term member of EITC's executive team, has been earlier appointed as Acting Head of Corporate Affairs and Assurance, a new function that will ensure excellence in stakeholder management and corporate governance. Ali Al Ali has been appointed as Acting Company Secretary.

"To stay relevant to our ever-evolving and demanding customers, we need to reimagine and reinvent how we operate as an organization. Today's announcement is a strong indication of EITC's shift in its mindset towards building a modern organization and a thriving culture to address today's and tomorrow's dynamic business landscape" continued Johan Denneilind.

After deployment of the new structure, the Executive Committee of EITC will comprise of the following executives:

- Chief Executive Officer: Johan Denneilind
- Chief Commercial Officer: Fahad Al Hassawi
- Chief Customer and Channels Officer: Anthony Shiner
- Chief New Business and Innovation Officer: Farid Faraidooni
- Chief Information Technology Officer: Peter Larnholt
- Chief Technology Officer: Saleem Alblooshi
- Chief Financial Officer: Kais Ben Hamida
- Chief Human Resources Officer: Ehab Hassan
- Head of Corporate Affairs and Assurance: Hanan Ahmad

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About Emirates integrated Telecommunications Company PJSC (EITC)

The Emirates Integrated Telecommunications Company PJSC (EITC) was founded in 2005 as the UAE's second licensed telecommunications provider. EITC has two telecommunications brands under its umbrella: the du brand was launched in 2007 and serves almost 8 million active subscribers and over 100,000 businesses throughout the UAE; EITC has launched its second brand, Virgin Mobile, the region's first digital service, in September 2017.

EITC is 50.12 percent owned by Emirates Investment Authority, 19.7 percent by Emirates International Telecommunications, 10.06 percent by Mamoura Diversified Global Holding PJSC and the remaining by public shareholders and national companies. Listed on the Dubai Financial Market (DFM), the company trades under the name 'du'.