



Pakistan Mobile Communication Limited (Mobilink) is the first GSM operator in Pakistan and since the launch of its services in 1994, has been at the forefront of Pakistan's cellular service industry. With its cutting edge technologies, national infrastructure and superior quality customer service, Mobilink, a wholly owned subsidiary of Orascom Telecom, has achieved the status of "market leader" with a customer base in excess of 31 million subscribers.

To date, the company has invested over US\$2.5 billion in its infrastructure, network rollout and the largest franchise, retail and customer services network across the Nation. The company plans to invest an additional US \$500 million in 2008, to meet the growing demands of its customers. Mobilink has also progressed from voice to carrier-class nationwide services by completing its own 6,500 kilometer fiber optic backbone network across Pakistan. It now plans to provide high speed data connectivity in Pakistan through WiMax services. During the last few years, the company has aggressively expanded its coverage, achieving cell sites in excess of 6,500, over 200,000 retail outlets and coverage in more than 8,000 cities, towns and villages. With a systematic roll-out plan for the future, Mobilink is determined to maintain its market leadership in all areas to ensure that it continues to reshape lives of Pakistanis everywhere by "connecting the unconnected".

Additionally, the positive role of the Government has been a catalyst in the phenomenal growth of the cellular market in Pakistan. The phenomenal growth and the success of the mobile sector in 2006 - 07 can be seen with the estimated revenue figures of Rs 133 billion in the industry growing by a soaring 48% from 2005 - 06, with Mobilink contributing nearly fifty percent to it.