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ZANTEL RE-LAUNCHES ITS MOBILE MONEY SERVICES

Dar es Salaam, Tanzania: January 25, 2012, Zantel, a subsidiary of Etisalat today re-launched its Mobile Money Service Zpesa. The new service has been upgraded and spiced up with a Micro Insurance option catering for the mass market. The new offering dubbed 'Ezy Pesa is a revolutionary enhancement to Zantel's freshly re-launched Mobile Finance Service.

EZY Pesa is upgraded and improved to offer competitive rates to its consumers and agents. In addition to sending, receive money, purchasing air time, EZY Pesa users will now be able to pay their utility bills and other services to subscribed business and companies. Customers will also be able to pay salaries to employees, send money other users in a fast and affordable manner.

"The secret for the success of this service is the simplicity of the process. A customer can use "EZY Pesa" as quickly and most affordable service which cater for the general public. The customers will source these services from our various Agents all over the country." Said Etisalat Group Senior Vice President Commercial Mr. Ahmed Mokhles

Zantel has partnered the National Insurance Corporation Tanzania Limited (NIC) to offer the micro insurance policy purchase service. A customer can use "Ezy Pesa" for the legacy services of sending and receiving money, purchase goods and services and now to subscribe to themselves for a micro insurance policy against permanent disability and medical insurance cover for accidental death. With a daily premium of Tsh.150 (0.1USD) and a monthly premium of Tsh 4,500 (approx. 3USD) a policy holder is covered for up to TSh. 3 Million (approx. USD 2000).

All Ezy Pesa users will automatically be eligible for insurance cover through National Insurance Corporation. The cover will be payable in intervals agreed such as daily, weekly, monthly or annually through Ezy Pesa.

“NIC is pleased to partner a credible organisation like Zantel through EZY Pesa will complement our services and play a great role of reaching to our target customers. As we all now mobile penetration in Tanzania has reached phenomenon heights, NIC has partnered with Zantel to reach out to the community” Said Sam Kamanga NIC Chief manager ICT.

Zantel continues to lead when it comes to innovation, in-order to give its customers a product that is in line with leading communication trends. The objective with Ezy pesa is to provide financial freedom to all even those that have been marginalised by formal financial institutions.

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About Etisalat

An uncompromising commitment to excellence and innovation has seen Etisalat become one of the world’s fastest-growing telecom groups, rapidly expanding across Asia and Africa.

Its UAE operations, strategically located at the crossroads of East and West enables Etisalat to be the major hub in the Middle East for Internet, voice, broadcast, roaming and corporate data services. Its stellar performance has won Etisalat recognition as ‘Best Operator’ ten times since 2006 and ‘Best Wholesale Provider’ four times in the last three years.

Servicing over 135 million customers in 18 countries Etisalat continues to reach out to new customers and markets.

About Zantel

Zantel is the official brand name for Zanzibar Telecom Limited, the fourth mobile service provider in Tanzania. Zantel is a home-grown Tanzanian company that seeks to positively enhance the lives of all its customers through improved communications.

By providing value, high quality and smooth services, Zantel seeks to present customers with service they can rely on whether to conduct business efficiently or simply stay in touch with friends and family.

Zantel is the only telecommunication company in Tanzania offering total communication solutions for both voice and data services through its GSM 2G, 3G, and CDMA networks. Zantel also offers international traffic and carrier services.

Zantel was the first private telecom company in Tanzania to own an international gateway that enabled Zantel to reduce the rates for international calls by 60% that paved way for cheaper international calls in the country. It offers the most affordable and competitive international rates in the country to all the popular international destinations in the world and is partnering with more mobile companies to ensure customers roam with Zantel anywhere in the world. Today, Zantel's network covers all cities, major towns, highways and rural areas in Tanzania.

About NIC Tanzania.

The National Insurance Corporation of Tanzania limited was established on 16th October, 1963, under CAP 212 Companies Ordinance by a capital of TSHS five million owned by the Government of the Republic of Tanganyika, Munic Re, Swiss Re and Collin Hood Brokers Companies. Due to the 1967 Arusha declaration, all shares owned by foreign companies were nationalized and placed under the treasury Registrar under the power of Insurance (Vesting of interests and regulations) Act 1967, following the liberazation of Insurance Market, the corporation was re-registered again in 1996, under the Insurance act (No. 18) of 1996, as the first Insurance Company to be registered.