Blessed with a land that supports life in its richest form, Bengali people have a history that dates back thousands of years. With numerous influences that have accumulated through the years, Bengalis today have a cultural heritage that is as unique, rich and beautiful as the land of Bengal itself.

In recognition of the fact that the Bengalis, their land and their cultural heritage are intertwined and interdependent, Banglalink has always used its own influence to promote Bangladeshi national culture and heritage, and present them in an effort to raise awareness among the youth of the nation, with a number of celebrations throughout the year. Our Annual Report 2009, “Celebrating our Culture & Heritage” is a reflection of the glorious cultural heritage of Bangladesh.
Orascom Telecom Bangladesh Limited (former Sheba Telecom (Pvt.) Ltd.) is a limited liability public company, duly incorporated and registered in Bangladesh, and is currently offering its services under the brand name Banglalink. Unless the context specifically mentions otherwise, references to "Banglalink", "we", "us" and "our" in this report imply Orascom Telecom Bangladesh Limited.

We are a communications company offering an extensive range of wireless communications services tailored to meet the needs of individual consumers, businesses and government entities. We have carefully crafted our operations to meet the specific needs of each of our targeted customer groups through focused communications solutions. We are the second largest wireless company in Bangladesh, based on the number of wireless subscribers, and the number is rapidly increasing.

Our wireless data communications services include mobile productivity applications (such as internet access, messaging and email services), location-based capabilities (such as field force locator and vehicle tracking), mobile entertainment applications (such as music station, song dedication and friend finder), and call-center based applications (such as advisory services regarding agriculture and business queries). We have recently launched our much acclaimed utility BillPay feature, and are in the process of broadening the scope of this project.

Our wireless mobile voice communications services include basic local and international wireless voice services, as well as voice portal, voice chat, call waiting, caller identification, call block, and caller ring-back tone. We have already established a nationwide EDGE/GPRS network, and such connectivity is also available to our roaming customers through 250 operators across 95 countries.

We are on a relentless pursuit to retain and attract subscribers by taking innovative actions to improve our customer care, sales and distribution functions, and brand awareness. Our continuous endeavor to improve our subscribers’ experience includes improving our network performance by adding cell sites to expand the coverage and capacity of our networks, introducing an ever increasing array of functions feasible over the phone, and offering subscribers excellent value propositions with our wide range of customized pricing plans. We have reached out aggressively to rural areas, fortified by a major network expansion, which has further contributed to our strong customer acquisition.

Although we market our services using traditional print and broadcast media advertising, we also provide exposure to our brand name through various sponsorship activities of cultural and national significance. Aside from enhancing our brand image, these initiatives further consolidate our role as a compassionate corporate citizen, committed to utilizing our resources to usher in positive changes all around us.

Through the challenges and successes that cross our path, we remain steadfastly committed to making a difference through everything we do, and we look forward to the future with determined confidence.

In every step of the Bangladeshi national movement, patriotic songs have inspired the masses to fight against odds and achieve victory. “Jagoron Shangshritik Charcha O Gobeshona Kendra” has taken the initiative to catalog and preserve hundreds of revolutionary songs for a new generation of audience to serve as a reminder of the spirit of struggle, freedom and nationalism. Its first effort is Jagoroner Gaan, a compilation of six compact disks attempting to bring a selection of 71 timeless Bengali compositions that have stood the test of time. Banglalink has contributed in this noble initiative by patronizing this project as the sponsor. A grand concert was held at Shiksha Chironton, Suhrawardy Udyan on December 12, 2009 to officially mark its launch.
Rabindranath Tagore (1861-1941) was a poet, philosopher, artist, playwright, composer and novelist and the first non-westerner to win the Nobel Prize for Literature. Perhaps the most celebrated and revered Bengali poet of all time, Tagore's 148th birth anniversary was celebrated by Banglalink with a two day long festival on May 8-9, 2009, in Shilaidah Kuthibari, Kushtia.

Orascom Telecom Bangladesh Limited (former Sheba Telecom (Pvt.) Limited) is a limited liability public company, duly incorporated under the Companies Act, 1994 of Bangladesh, with registration No.C-28679(2525)/95, dated June 25, 1995. Its registered office is located at 7th Floor, Plot No.A, Block SW(H), Gulshan Avenue, Gulshan-1 Dhaka-1212, Bangladesh.

The Company commenced its commercial operation in Bangladesh in September 1995. In November 1996, it was further permitted by the Government of Bangladesh to operate a nationwide GSM cellular mobile system. The license granted to the company covers a period of 15 (fifteen) years, effective from November 11, 1996.

At its inception, Sheba Telecom (Pvt.) Ltd. was a joint venture effort between Integrated Services Limited (ISL), Bangladesh and Technology Resources Industries (TRI), Berhad, Malaysia. In September 2004, substantially all of the issued share capital of the company was acquired by Orascom Telecom Ventures Limited of the British Virgin Islands.

On June 10, 2007, the company changed its name from Sheba Telecom (Pvt.) Limited to Orascom Telecom Bangladesh Limited. The name change was approved by Bangladesh Telecommunication Regulatory Commission (BTRC) on March 6, 2008.

Orascom Telecom Bangladesh Limited is 99.999% owned by Orascom Telecom Ventures Limited (OTV), which is a fully owned subsidiary of Orascom Telecom Holding S.A.E., Egypt (OTH). After a complete overhaul and the deployment of a new GSM network, the company re-launched telecommunication services in February 2005 under the brand name Banglalink.

The principal objective of the Company is to provide telecommunication services across Bangladesh through the installation and operation of telecommunication facilities. When Banglalink began operations in Bangladesh, its impact was felt immediately. Almost overnight, mobile telephony became an affordable option for customers across a wide range of market segments. The mobile phone has since become the symbol of a positive change in Bangladesh.

This positive change, quite rightly attributed to Banglalink, has since become our corporate positioning, which is reflected in the slogan, “making a difference” or “din bodol”. Making a difference is the central theme that resonates through everything that we do, be it through our products, services, CSR, or other activities.

Bangladesh Mobile Market

<table>
<thead>
<tr>
<th>Operator</th>
<th>Subscribers Dec 31, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>GrameenPhone</td>
<td>44%</td>
</tr>
<tr>
<td>Banglalink</td>
<td>26%</td>
</tr>
<tr>
<td>AKTel</td>
<td>18%</td>
</tr>
<tr>
<td>Warid</td>
<td>6%</td>
</tr>
<tr>
<td>CitiCell</td>
<td>4%</td>
</tr>
<tr>
<td>Teletalk</td>
<td>2%</td>
</tr>
</tbody>
</table>

Orascom Telecom Bangladesh Limited
mission and core values of Banglalink

Our mission
Banglalink understands customer needs best and will create and deliver appropriate communication services to improve people’s lives and make them easier.

Our core values
All employees of Banglalink demonstrate the following values in their day-to-day activities to ensure “making a difference” in every area of operations.

Straightforward
We say what we do & we do what we say

Reliable
A promise made is a promise kept

Innovative
Whatever we do will be useful and useable

Passionate
We always deliver with honesty and passion

milestones achieved in the last 5 years

At Banglalink, our success spurred from a simple strategy: “Bringing mobile telephony to the masses”. We transformed the mobile phone from a luxury item for a privileged few to an essential commodity for all walks of life. We have touched the lives of our customers in diverse ways - enhancing the quality of life economically, socially and emotionally - and have earned a place in the hearts of millions.

Following are some of the significant milestones and highlights of the last five years, demonstrating our exemplary commitment to continued growth and success:

We made mobile telephony available and affordable to the masses.
We reached one million subscribers within the first 9 months of operation.
We reached the ten million subscribers mark in only 3.5 years.
We are now a family of 14 million customers, and we continue to grow each day.
Our continued dedication to our customers has firmly established us as the best in customer care service, with over 1000 Banglalink Service Points (BSP) across the country.
We make the highest investment in network expansion.

We make unparalleled contribution to the national economy, being the company bringing in the highest Foreign Direct Investment (FDI) in the entire country.
We have been passionately promoting the preservation and celebration of national and cultural heritage through sponsored initiatives like Jagoroner Gaan, New7Wonders, Modhu Mela, Boshonto Utshab and many more.
We continue to be the market leader in terms of innovation.
We have the best team that continues to achieve more than our competitors with fewer team members.
We have earned the love and respect of people by practicing our strong values: we are Passionate, Innovative, Reliable, and Straightforward.
Dear All,

Orascom Telecom Bangladesh Limited (Banglalink) has continued its progress as it has established itself as one of the top operators in this attractive market with low mobile penetration and despite increased competition. We believe that Bangladesh has great potential for growth in the telecom sector. We are confident that we will continue our successful drive as before.

Banglalink was launched in the beginning of 2005 and reached a subscriber base of 13.87 million by the end of 2009. It continues to maintain its aggressive growth in the market by being the fastest growing mobile operator.

We are fully committed to this market and development of the telecommunication sector, as well as the development of the society and culture and heritage of Bangladesh. We are investing continuously for improving people’s lives in this developing nation.

Orascom Telecom has a huge accumulated experience managing operations in emerging markets. We are determined to leverage this experience in helping Banglalink continue on its path of success and the great results achieved in 2009.

Banglalink Management Team has done excellent work in the year 2009. I am confident that the Team will continue to deliver the expectations of the stakeholders in the years to come.

Sincerely,

Naguib Sawiris
Chairman
OTH

group chairman’s message
Notice is hereby given that the Fifteenth Annual General Meeting of Orascom Telecom Bangladesh Limited will be held at Level-7, Plot No.4, Block SW(H), Gulshan Avenue, Dhaka-1212 on Monday, June 7, 2010 at 5 p.m. (local time) to transact the following businesses:


2. To resolve no distribution of dividend for the year ended December 31, 2009;

3. To elect Directors of the Company under Article 58D in the vacancies caused under Article 58B and 59;

4. To appoint Auditors of the Company for the year 2010 and fix their remuneration.

By Order of the Board of Directors

Sd/-

M Nurul Alam
Company Secretary

Dhaka 05 April 2010

Notes:

1. Members entitled to attend and vote at the Annual General Meeting may appoint a Proxy/Attorney or Representative (of a member company) to attend in his/her stead. The Proxy Form must be affixed with the requisite revenue stamp and deposited at the Company’s Registered Office not less than 48 hours before the time appointed for holding the meeting.

2. Members whose names appeared in the Members Register on April 5, 2010 will be eligible to attend and vote in the AGM.
shareholders of
Banglalink

Orascom Telecom Bangladesh Limited is 99.999% owned by Orascom Telecom Ventures Limited (OTV), which is a fully owned subsidiary of Orascom Telecom Holding S.A.E. (OTH).

Orascom Telecom is a leading international telecommunications company, operating GSM networks in high growth markets in the Middle East, Africa and Asia. It has a total population under license of approximately 510 million, with an average mobile penetration of approximately 49% as of December 31, 2009. Orascom Telecom operates GSM networks in:

- Algeria (OTA)
- Pakistan (Mobilink)
- Egypt (Mobinil)
- Tunisia (Tunisiana)
- Bangladesh (Banglalink)
- North Korea (Koryolink)

OTH has an indirect equity ownership in Globalive Wireless (Wind Canada), which has been granted spectrum licenses in Canada. OTH also operates in Burundi, the Central African Republic, and Zimbabwe through its subsidiary Telecel Globe.

Orascom Telecom had almost 93 million subscribers as of December 31, 2009.

Orascom Telecom is traded on the Cairo & Alexandria Stock Exchange under the symbol (ORTE.CA, ORAT.EY), and on the London Stock Exchange. Its GDR (Global Depositary Receipt) is traded under the symbol (ORTEq.L, OTLD.L).

Shareholders of Orascom-Telecom Bangladesh Limited as on December 31, 2009:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Names of Shareholders</th>
<th>Shareholding</th>
<th>Shareholding percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Orascom Telecom Ventures Limited</td>
<td>24,764,875</td>
<td>99.999998%</td>
</tr>
<tr>
<td>2</td>
<td>Mr. Naguib Sawiris</td>
<td>1</td>
<td>0.000004%</td>
</tr>
<tr>
<td>3</td>
<td>Mr. Afzal Husain Choudhury</td>
<td>1</td>
<td>0.000004%</td>
</tr>
<tr>
<td>4</td>
<td>Mr. Ragy Soliman</td>
<td>1</td>
<td>0.000004%</td>
</tr>
<tr>
<td>5</td>
<td>Mr. Zouhair A Khaliq</td>
<td>1</td>
<td>0.000004%</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Rashid Khan</td>
<td>1</td>
<td>0.000004%</td>
</tr>
<tr>
<td>7</td>
<td>Mr. Ezzeldin M Heikal</td>
<td>1</td>
<td>0.000004%</td>
</tr>
</tbody>
</table>

Total 7 Shareholders: 24,764,881

Authorized Capital: BDT 47,000,000,000 divided into 47,000,000 shares of BDT 1,000/- each.
Issued and Paid up Capital: BDT 24,764,881 shares divided into 24,764,881 shares of BDT 1,000/- each.
Michael Madhusudan Dutt (1824-1873) was an immensely popular playwright of his time. Having introduced many new verse forms and lyric styles through the numerous plays and sonnets he wrote through his lifetime, Dutt is considered as one of the greatest poets of Bengali literature. A week long festival was organized on the occasion of Dutt’s birth anniversary in Sagardari, Keshabpur, Jessore from January 25-31, 2009.
The Board of Directors of Orascom Telecom Bangladesh Limited has the pleasure of presenting the Annual Report 2009, together with the report of the Directors of the Company for the year ended December 31, 2009, along with highlights of audited financial statements in accordance with section 184 of the Companies Act, 1994.

10.1 AN OVERVIEW OF THE YEAR 2009

Socio-Economic Milestones

The year 2009 was quite eventful for the country. The year ended with a mixture of successes and challenges. It now appears that the global economy is recovering from the meltdown situation. The country’s political stability throughout the year creates an enormous impact upon the minds of local and foreign investors. The appreciable performance in the country's agricultural sector was the highlight of 2009. Of course, power shortage and energy shortfalls were hindrances to normal business operations. Surging commodity prices internationally and excess liquidity domestically pose special kinds of pressure on the economy, which is further affected by the rising trend in inflation. Encouraging Foreign Direct Investment (FDI) is given top priority by the government. Very special attention from the government is necessary for improvements in the areas of power and energy, roads, highways, railways, and terrible traffic congestion. The emerging telecommunication sector, especially the mobile sector, which has been contributing positively to the national GDP, is suffering from the imposition of different types of taxes. The concept of “Digital Bangladesh” mostly depends on expanding networks and connectivity. The existing SIM tax on the sale of mobile connections is abnormally high in comparison with neighboring countries. This is hindering the growth potential of the industry, particularly in rural areas.

Regulatory Environment

Bangladesh Telecommunication Regulatory Commission (BTRC) is the main regulator of the mobile operators’ activities. The market is overcrowded by six operators. One CDMA and five GSM operators are in a tough competition over subscriber acquisition. The current rate of penetration is around 35% as on December 31, 2009, which was around 30% in the previous year. The rate of mobile penetration has a direct correlation to the overall development of a country, contributing as much as one percent to the country’s GDP. SIM Tax is yet a big obstacle associated with the cost of subscriber acquisition, which is hindering the expansion of connectivity.
Business Landmarks

Banglalink had a very successful year 2009, which was full of celebratory activities. In this year, Banglalink welcomed Ahmed Abou Doma as the CEO, who joined as a Director in the Board of Directors of the Company on January 7, 2009. Prior to joining Banglalink, he was the Marketing Director of the Egyptian Company of Mobile Services (Mobinil). Mr. Ahmed brought huge working knowledge and expertise for making Banglalink a more dynamic and vibrant organization.

Banglalink achieved a number of milestones during this year:

With a net addition of 3.54 million new customers to the subscriber base, Banglalink reached 13.87 million subscribers at the end of the year.

Banglalink captured over 26% of the market share, which was 23% in the previous year.

Banglalink launched utility BillPay service and signed agreements with Electricity Distribution Co. Ltd. of the North Zone and PDB Mymenshingh.

Being the beloved brand amongst the people of Bangladesh for its products, services and extremely competitive call rates, Banglalink continued to make a difference by launching innovative services and Television Commercials (TVC). Banglalink proved itself and continued to be the fastest growing mobile operator in Bangladesh by making mobile telephony affordable to the masses.

Banglalink obtained Securities and Exchange Commission's (SEC) consent for issuing of bonds through private placement to the institutional investors in order to raise funds of up to BDT 7.5 billion for the expansion of networks in remote areas of the country, and to meet other financial needs.

10.2 BUSINESS ACTIVITIES

2.1 Financial Performance

Net revenue of the Company for the year 2009 was BDT 24,375 million against BDT 19,945.9 million of the previous year. Net growth was 22.21% over the last year. In the year 2009, Average Revenue Per User (ARPU) remained unchanged, i.e., US$ 2.5, in spite of the intense price war in the industry.

This year, Banglalink’s EBITDA increased to BDT 7,315.00 million (equivalent to US$ 104,499,400), which was BDT 265.00 million (US$ 3,785,300) at the end of 2008.

2.2 Continuous Investment for Expansion

The mobile phone market in Bangladesh is overcrowded by six operators. One CDMA and five GSM operators are in a tough competition for subscriber acquisition. In this competitive situation, Banglalink has been able to maintain its second highest position in the industry. This has been possible with the continuous enhancement and expansion of the network in terms of coverage and quality, product innovation and segmentation, enhancement of customer care services, and aggressive brand building strategies. During the year 2009, Banglalink’s sponsor shareholder OTH invested over BDT 5,038.6 million (equivalent to US$ 72.49 million) in CAPEX and continued to be the biggest contributor to the country’s FDI as of December 31, 2009, as per record in the Board of Investment (BOI).
2.3 Future Prospects

During the year under review, the company incurred a net loss before tax of Tk. 3,074,549,264 and accumulated a loss as on December 31, 2009 of Tk. 26,103,402,641, and as on the end of the year, its current liabilities exceed its current assets by Tk. 18,887,298,093. The management, however, is confident that the company will continue in operational existence for the foreseeable future on the basis of improved profitability and continued support of its bankers, equipment vendors, and ultimate parent company, Orascom Telecom Holdings (OTH).

10.3 SERVICES AND MARKETING

Banglalink’s marketing strategy focused on targeting different consumer segments with specially designed products and services that are tailored to the needs of these segments. Banglalink’s prepaid brand, ‘banglalink desh’, is perceived as the best prepaid package in the country with innovative, value for money features and a very strong brand image. ‘banglalink business’ and ‘banglalink SME’ cater to the needs of the business segment including the thriving SME sector, where Banglalink has been the pioneer in the country. In 2009, Banglalink set another benchmark in the industry as it started offering value propositions catering to the needs of different ‘micro-segments’ through below-the-line promotions.

Banglalink provides its subscribers with a wide range of innovative value-added services including caller ring-back tone, music station, song dedication, voice portal, voice chat, voice-SMS, etc. to name a few. In 2009, Banglalink also launched call block, friend finder, field force locator, vehicle tracking and call-center based information services ‘banglalink krishi jigyasha 7676’ and ‘banglalink babsha jigyasha 7677’, which provide advisory service regarding agriculture and SME business queries respectively. ‘banglalink jigyasha’ services won the Asia Mobile Awards 2009 under the category of Best Mobile Enterprise Application Product or Service. Banglalink has already established a nationwide EDGE/GPRS network serving both postpaid and prepaid subscribers. Banglalink’s international roaming network comprises of 250 operators across 95 countries, and EDGE/GPRS connectivity is available to roaming customers as well.

Banglalink’s customer care services are regarded as the best in the mobile industry of Bangladesh. A state-of-the-art call center with highly trained agents provides round the clock service to customers. Banglalink is also the pioneer in taking customer service closer to its subscribers by introducing ‘banglalink service points’ in over 1,000 locations across the country – by far the widest in the industry. A dedicated team of relationship managers provides exclusive services to business customers.

10.4 CORPORATE SOCIAL RESPONSIBILITIES (CSR)

Banglalink is aware of its roles as a responsible corporate entity and is committed to doing things that truly make a difference in people’s lives.

The objectives of Banglalink’s CSR activities:

- Contribute to Bangladeshi society as a responsible corporate citizen
- Develop a positive image within the people and the Government as a
consistent contributor to the country’s development and social welfare; the activities include:

- Cox’s Bazaar sea beach cleaning project
- Sponsoring Bangladeshi cultural programs
- Beautification and capacity building of passenger services at Hazrat Shahjalal International Airport, Dhaka
- Donating Traffic Aid materials
- Water and dates distribution, and Iftar at orphanages during Ramadan
- Donating blankets at orphanages
- Providing transportation, drinking water, and phone counter facilities for pilgrims during Hajj time at the Haji Camp in Dhaka

10.5 ENVIRONMENT, HEALTH AND SAFETY (EHS)

Banglalink complies with provisions of related laws and ensures providing healthy, risk-free environment in the working areas, maintaining proper temperature and humidity, adequate supply of drinking water, well maintained sanitation, waste disposal and safety and security systems for employees, customers, suppliers, visitors, etc.

Banglalink provides health insurance coverage, and has signed agreements with renowned hospitals of the country to ensure proper health services for its employees. Health awareness programs are conducted on a regular basis for awareness of the employees regarding health consciousness.

Banglalink maintains an adequate number of safety appliances in all work places, and provides all employees with safety awareness Safety Cards. Fire drills and trainings are conducted regularly to help prepare for possible emergencies.

10.6 STATUTORY PAYMENT

The Directors are satisfied that all statutory payments have been made up to date.

10.7 THE BOARD OF DIRECTORS & MEETINGS

During the year 2009, a total of seven meetings of the Board of Directors were held. The following table shows the composition of the Board of Directors and attendance at the Board meetings.

<table>
<thead>
<tr>
<th>Names of Directors</th>
<th>Number of meetings held as a Board member</th>
<th>Meetings attended</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Naguib Sawiris</td>
<td>7</td>
<td>1</td>
<td>Leave granted</td>
</tr>
<tr>
<td>Mr. Ragy Soliman</td>
<td>7</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Mr. Zouhair Abdul Khaliq</td>
<td>7</td>
<td>1</td>
<td>Leave granted</td>
</tr>
<tr>
<td>Mr. Ahmed Abou Doma</td>
<td>7</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

The members who could not attend the meeting were granted leave by the Board of Directors.

10.8 MANAGEMENT TEAM

The Management Team headed by Mr. Ahmed Abou Doma, CEO, sits once a week to review, and where necessary, authorize corporate actions with respect to the matters concerning the Company’s interest, strategy and the management of its business. The Management Team is responsible to the Board of Directors through the CEO.

Mr. Asher Yaqub Khan joined the Company as Chief Commercial Officer in place of Mr. Omer Rashid on September 1, 2009.

Mr. Asher brings with him a proven history of 14 years of success in the fields of strategic and commercial expertise, 13 of them being exclusively in the telecom industry. He holds an MBA from Lahore University of Management Sciences in Pakistan.

The Directors welcomed Mr. Asher to the Company.

10.9 OPERATIONS MANAGEMENT TEAM

The Operations Management Team, comprising senior members of employees from every department, sits once a week to address the issues arising from day to day operations, and provides feedback to the Management Team.

10.10 DIRECTORS’ ELECTION AND RE-ELECTION

The Director retiring by rotation under Article 58B is Mr. Ragy Soliman, who, being eligible, offered himself for re-election under Article 58D.

Mr. Khaled Galal Bishara has been appointed to the Board since the last Annual General Meeting under provision of Article 59, also retired, and being eligible, offered himself for re-election.

10.11 AUDITORS

Existing auditors M/s. Rahman Rahman Huq, chartered accountants retired, and being eligible, offered themselves for re-appointment. The Board of Directors recommended M/s. Rahman Rahman Huq as the auditor of the Company for the year 2010 for approval in the 15th Annual General Meeting.

10.12 SHAREHOLDING

Orascom Telecom Ventures Limited is a 100% owned subsidiary of Orascom Telecom Holding (OTH), holding 99.999% shares of Orascom Telecom Bangladesh Limited.

10.13 SHAREHOLDERS’ MEETING HELD DURING THE YEAR 2009:

<table>
<thead>
<tr>
<th>Date of meeting</th>
<th>Nature of meeting</th>
<th>Purpose of meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(ii) Election/re-election of Directors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(iii) Appointment/re-appointment of Statutory Auditors and fixing their remuneration</td>
</tr>
</tbody>
</table>
10.14 CORPORATE FINANCIAL REPORTING FRAMEWORK

- The Financial Statements prepared by the management of the Company present fair state of affairs, the result of operations, cash flows and changes in equity.
- Proper books of accounts of the Company have been maintained.
- Proper accounting policies have been consistently applied in preparation of the financial statements and the accounting estimates are based on reasonable and prudent judgment.
- Bangladesh Financial Reporting Standards (BFRS) have been followed in preparation of the financial statements.
- A sound internal control system has been in place, which gives reasonable assurance against any material misrepresentation and/or loss.
- The internal control system is subject to periodic review by the Company’s Audit Committee.

10.15 ACKNOWLEDGEMENT

The Directors appreciate the excellent efforts of the employees - both in teams and as individuals - during the year 2009, when the company achieved 22.21% growth in terms of revenue, and 34.27% growth in terms of subscriber base.

The Directors express their gratitude to the Customers, Dealers, Trade Partners, Vendors, Contractors, Media and Regulators for bestowing their trust and confidence on Orascom Telecom Bangladesh Limited and ‘Banglalink’. We respectfully accept their confidence in us, and will continue striving to live up to expectations.

The Board of Directors would like to thank all stakeholders, including Bangladesh Telecommunication Regulatory Commission, Securities and Exchange Commission, Bangladesh Bank, Board of Investment, Bankers, Insurance Companies, Utility Providers, Government Agencies and individuals, who extended their cooperation and contributed to our achievements.

For and on behalf the Board of Directors

Sd/-
Ahmed Abou Doma
Managing Director
The driving force behind all our corporate actions is making a difference, and we are committed to achieving this through the highest standards of business integrity, uncompromising ethics, and utmost professionalism. As an essential component of this commitment, our Directors support the highest standard of corporate governance. Furthermore, as a subsidiary of OTH, a highly respected international business entity, we are consistently motivated by the superior standards set by our parent company.

11.1 CORPORATE DIRECTORY

Board of Directors
Naguib Sawiris
Ragy Soliman
Zouhair A Khaliq
Ahmed Abou Doma
Khaled Galal Bishara

Audit Committee
Ragy Soliman
Zouhair A Khaliq
Ahmed Abou Doma

Managing Director
Ahmed Abou Doma

Chief Financial Officer
Mohamed Hassan Osman

Company Secretary
M Nurul Alam

Auditors
Rahman Rahman Huq (KPMG)
Chartered Accountants
9, Mohakhali C/A
Dhaka-1212

Registered & Corporate Office
Tigers’ Den
Plot # 4, SW(H)
Gulshan Avenue, Gulshan-1
Dhaka-1212

Legal Advisor
Syed Ishiq Ahmed & Associates
Concord Ovlish (1st Floor)
House #62, Road #11/A
Dhanmondi, Dhaka-1209

Banks
Standard Chartered Bank
CitibankNA
HSBC
Eastern Bank Ltd.
The City Bank Ltd.
Bank Asia Ltd.
Commercial Bank of Ceylon Ltd.
Trust Bank Ltd.
Mutual Trust Bank Ltd.
So east Bank Ltd.
BRAC Bank Ltd.
One Bank Ltd.
National Bank Ltd.
Shahjalal Islami Bank.
Pubali Bank Ltd.
Dutch Bangla Bank Ltd.
Dhaka Bank Ltd.
Standard Bank Ltd.
United Commercial Bank Ltd.
Prime Bank Ltd.
Jamuna Bank Ltd.
IFIC Bank Ltd.

Pahela Baishakh marks the New Year in the Bengali Calendar. Historically, this was a day when landlords would treat their tenants with sweets and organize fairs and other festivities, signaling new, positive beginnings. Today, it is celebrated in typical Bengali fashion with music, dance and bright, colorful clothing, and is the most important Bengali celebration of the year. Banglalink sponsored many festivities that took place nationwide on April 14, 2009.
11.2 BOARD OF DIRECTORS

Naguib Sawiris
Director

Since joining Orascom, the family business, in 1979, Mr. Sawiris has continuously contributed to the growth and diversification of the company into what it is today – one of Egypt’s largest and most diversified conglomerates. The Orascom Group is the country’s largest private sector employer and has the largest market capitalization on the Cairo & Alexandria Stock Exchange. Mr. Sawiris established and built the railway, information technology, and telecommunications sectors of Orascom. The success of these ventures, as well as the other sectors of the company, led to the management’s decision to split Orascom into separate operating companies: Orascom Telecom Holding (OTH), Orascom Construction Industries (OCI), Orascom Hotels & Development and Orascom Technology Systems (OTS). Orascom Telecom Holding S.A.E. was established in late 1997, and since then, has been chaired and managed by Mr. Sawiris.

As Chairman and CEO of Orascom Telecom Holding, Mr. Sawiris has dynamically led the growth of the company to be the leading regional telecom player and among the best regarded emerging market players in the world. OTH operates GSM networks in seven different countries in the Middle East, Africa, and South Asia (Egypt, Bangladesh, Pakistan, Algeria, Tunisia, Zimbabwe, and North Korea), with 93 million subscribers as of September 2009.

In addition, it operates the leading Internet Service Providers (ISPs), as well as satellite service providers.

In January 2003, in recognition of its regional role in the telecommunications industry, Orascom Telecom, represented by Mr. Sawiris, was appointed as Board Member of the GSM Association. The appointment came as an acknowledgement of the group’s position as one of the ten largest operators, based on the number of subscribers.

After founding Weather Investments in early 2005, Mr. Sawiris led the landmark leveraged buyout of a majority stake of Wind Telecommunications in Italy and took over management as its Chairman in late summer 2005. Almost a year after this important step, he led Weather Investment’s acquisition of Tim Hellas in Greece and re-branded it under the name ‘Wind Hellas’. In November 2006, Wind Telecommunications floated the largest ever PIK debt in Europe with proceeds used to complete the buyout of Wind from ENEL, resulting in the Sawiris Family owning 98% of Weather. These latest acquisitions mark a new milestone in Mr. Sawiris’s long and successful career journey in leading the international growth of both Orascom Telecom and Weather Investments.

Mr. Sawiris is also Chairman of the Board of Weather Investments and Chairman of the Egyptian Company for Mobile Services (ECMS), commonly known as Mobinil. At international and regional levels, Mr. Sawiris serves on the following Boards, Committees and Councils:
• Member of the International Advisory Committee (IAC) to the NYSE Board of Directors since November 2005

• Board member of the International Advisory Board to the National Bank of Kuwait

• President of the German-Arab Chamber of Industry and Commerce for 2008-2009

• Board member of the Supreme Council of Sciences and Technology formed by a presidential decree issued by Egyptian President Hosni Mubarak; the council’s board includes a galaxy of scientists including Nobel laureate Dr. Ahmed Zewail, Dr. Farouk El-Baz and Dr. Magdy Yacoub

• Co-chairman of the Egyptian Italian Business Council

• Board member of both the Board of Trustees and the Board of Directors of the Arab Thought Foundation

• Board of Trustees member of the French University in Cairo

• Board member of the Egyptian Council for Foreign Affairs

• Board member of the Consumer Rights Protection Association of Egypt

Mr. Sawiris is also the recipient of numerous honorary degrees, industry awards and civic honors, including the 'Legion d’honneur' (the highest award given by the French Republic for outstanding services rendered to France) and the prestigious 'Sitarae-Quaid-e-Azam' award (conferred upon Mr. Sawiris in 2006 by General Pervez Musharref for services rendered to the people of Pakistan in the field of telecommunication, investments and social sector work).

Mr. Sawiris holds a diploma in Mechanical Engineering with a Masters in Technical Administration from the Swiss Institute of Technology, ETH, Switzerland and a Diploma from the German Evangelical School, Cairo, Egypt.

**Ragy Soliman**

Director

Mr. Soliman joined Orascom Telecom in 2003 in the position of Director – Legal Affairs. Effective as of October 2007, Mr. Soliman assumed the position of OTH’s General Counsel at Orascom Telecom. In his role as General Counsel to Orascom Telecom, Mr. Soliman has oversight and management responsibility for all legal and corporate governance matters. He also serves on a number of executive management committees. Prior to his appointment in 2003, Mr. Soliman represented a broad range of international corporate and governmental clients as a Senior Associate with Ibrachy & Dermarkar in Egypt and in other international law firms. He holds a Master’s Degree in International Business Law from London University.
role in the launch of several cellular

During this time, Mr. Khaliq played a lead

several companies in the region, including

Motorola’s interests on the Boards of

networks from 1996 through 2001 while

Regional Operations for Motorola’s

non strategic subsidiaries.

As a qualified Chartered Accountant from

the United Kingdom, Mr. Khaliq earlier

served in senior management positions at

Motorola, Mobilink, Millicom, ICI Pakistan

and Price Waterhouse.

Mr. Khaliq has served on the Boards of

Orascom Telecom Algeria and Tunisia and

is currently on the Boards of Mobilink, Link

Direct International, Trans World

Associates and Banglalink.

Earlier in his career with the Orascom

Telecom Group, as the Chief Financial

Officer, Mr. Khaliq was responsible for

Commercial Operations, Strategic Planning,

Technology, IT, Human Resources and

Corporate Governance for the group’s
telecom and technology companies. He

developed and successfully implemented

Orascom Telecom’s new operational

management strategy. He revamped

Board governance in Orascom’s

subsidiaries by setting up tighter

monitoring and control systems.

Mr. Khaliq served as Senior Director of

Regional Operations for Motorola’s

Europe, Middle East and African telecom

networks from 1996 through 2001 while

based in the UK. He represented

Motorola’s interests on the Boards of

several companies in the region, including

Mobilink in Egypt and Mobilink in Pakistan.

During this time, Mr. Khaliq played a lead

role in the launch of several cellular

operations, including Mobilink in Pakistan,

Fastlink in Jordan, and Mobinil in Egypt.

the postpaid and prepaid services, and

continued to shape Mobinil’s growth and

market positioning strategies and plans.

Prior to joining Mobilin, Mr. Ahmed started

his career in the Information Technology

field, where he held several positions with

multinational firms such as IBM and

Datum IDS. Mr. Ahmed brings over 15

years of solid managerial and commercial

experience. He holds a Bachelor of

Science degree in Electronics and

Communication Engineering from Cairo

University, and IEP Certificate from

INSEAD Business School. He is also a

member of various local and international

marketing committees.

Mr. Ahmed started a long path of success

with Mobilin since he joined the marketing

technology with strong management and

entrepreneurial exposure.

Mr. Ahmed Abou Doma was appointed as

the Managing Director and Chief

Executive Officer of Banglalink on January

7, 2009. Before joining Banglalink, Mr.

Ahmed served as the Marketing Director

of Egyptian Company for Mobile Services

between the years 2003 and 2008. During

the period, the company

witnessed an unprecedented growth in

subscribers from 2.7 million in 2003 to

20.1 million in December 2008, becoming

the largest mobile service provider in the

Egyptian market.

Mr. Ahmed started a long path of success

with Mobilin since he joined the marketing

team in 1998. He led the development of

postpaid and prepaid services, as well as

tariff design for the consumer segment.

As part of the start up team of Mobilin, he

significantly contributed to laying down

the foundation of the GSM value

propositions that were introduced for the

first time in the Egyptian market for both

Mr. Bishara headed the fixed line and

portal business unit at Wind

Telecomunicazioni S.p.A from 2005 until

he was promoted to Chief Operating

Officer of the company. At Wind, he

played a key and instrumental role in

restructuring the company’s organization,

which led to the successful turnaround of

Wind from a continuously loss making

corporate to one of the best performing

mobile, fixed line and broadband

integrated operators in Europe within a

record time span of three years. Prior to

joining Wind, he was the co-founder,

Chairman and CEO of LINKdotNET (LDN)

- the largest private Internet Service

Provider in the Middle East. In 2001,

following successful negotiations,

Microsoft chose to partner with LDN

headed by Mr. Bishara to launch MSN

Arabia - the Middle East’s first global

portal, bringing full internet experience of

MSN to users in the region.

Mr. Bishara earned his Bachelor of Science

degree from the American University in

 Cairo, where he is now a member of the

Advisory Board for the Computer Science

and Engineering Department. He is an
active member of the Software

Community in the Middle East, and a
founder member of the Egyptian

Software Association and the Internet

Society of Egypt. He is also a board

member of WIND Italy, and various

telecom and IT Companies.

In December 2003, Business Today Egypt

chose Mr. Bishara as the “Young Executive

of the Year” for executives under the age of

40.

Mr. Bishara is currently a Director of

Otrascom Telecom Holding S.A.E.

(OTH), the largest GSM operator in the

Middle East, Africa and Pakistan. He has

been on the board of Orascom Telecom

Holding (OTH) since 2003.

Mr. Bishara was appointed Director of OTH

in April 2009. He was previously COO of

Wind Telecommunications. He brings a

wealth of experience in both

telecommunication and information

technology with strong management and

entrepreneurial exposure.

Mr. Bishara headed the fixed line and

portal business unit at Wind

Telecomunicazioni S.p.A from 2005 until

he was promoted to Chief Operating

Officer of the company. At Wind, he

played a key and instrumental role in

restructuring the company’s organization,

which led to the successful turnaround of

Wind from a continuously loss making

corporate to one of the best performing

mobile, fixed line and broadband

integrated operators in Europe within a

record time span of three years. Prior to

joining Wind, he was the co-founder,

Chairman and CEO of LINKdotNET (LDN)

- the largest private Internet Service

Provider in the Middle East. In 2001,

following successful negotiations,

Microsoft chose to partner with LDN

headed by Mr. Bishara to launch MSN

Arabia - the Middle East’s first global

portal, bringing full internet experience of

MSN to users in the region.

Mr. Bishara earned his Bachelor of Science

degree from the American University in

 Cairo, where he is now a member of the

Advisory Board for the Computer Science

and Engineering Department. He is an
active member of the Software

Community in the Middle East, and a
founder member of the Egyptian

Software Association and the Internet

Society of Egypt. He is also a board

member of WIND Italy, and various

telecom and IT Companies.

In December 2003, Business Today Egypt

chose Mr. Bishara as the “Young Executive

of the Year” for executives under the age of

40.

Mr. Bishara is currently a Director of

Otrascom Telecom Holding S.A.E.

(OTH), the largest GSM operator in the

Middle East, Africa and Pakistan. He has

been on the board of Orascom Telecom

Holding (OTH) since 2003.

Mr. Bishara was appointed Director of OTH

in April 2009. He was previously COO of

Wind Telecommunications. He brings a

wealth of experience in both

telecommunication and information

technology with strong management and

entrepreneurial exposure.

Mr. Bishara headed the fixed line and

portal business unit at Wind

Telecomunicazioni S.p.A from 2005 until

he was promoted to Chief Operating

Officer of the company. At Wind, he

played a key and instrumental role in

restructuring the company’s organization,

which led to the successful turnaround of

Wind from a continuously loss making

corporate to one of the best performing

mobile, fixed line and broadband

integrated operators in Europe within a

record time span of three years. Prior to

joining Wind, he was the co-founder,

Chairman and CEO of LINKdotNET (LDN)

- the largest private Internet Service

Provider in the Middle East. In 2001,

following successful negotiations,

Microsoft chose to partner with LDN

headed by Mr. Bishara to launch MSN

Arabia - the Middle East’s first global

portal, bringing full internet experience of

MSN to users in the region.

Mr. Bishara earned his Bachelor of Science

degree from the American University in

 Cairo, where he is now a member of the

Advisory Board for the Computer Science

and Engineering Department. He is an
active member of the Software

Community in the Middle East, and a
founder member of the Egyptian

Software Association and the Internet

Society of Egypt. He is also a board

member of WIND Italy, and various

telecom and IT Companies.
The Management Team

From left to right

- Anil Mehmood Malik
- Zakkiul Islam
- Nizar El Assaad
- Tarek Seram
- Ahmed Abou Dorna
- Mohamed Osman
- Ahmed Fady
- Asher Yaqub Khan
- Muhammad Arshad
Ahmed Abou Doma
Chief Executive Officer

Mr. Ahmed Abou Doma joined Banglalink as the CEO on January 7, 2009. Before joining Banglalink, he served as the Marketing Director of Egyptian Company for Mobile Services, “Mobinil” (a subsidiary of OTH), from 2003 to 2008. He had joined Mobinil in 1998.

Prior to joining Mobinil, Mr. Ahmed started his career in the Information Technology field, where he held several positions with multinational firms such as IBM and Datum IDS. He brings over 16 years of solid managerial and commercial experience.

Mr. Ahmed has completed IEP Certification from INSEAD Business School, and holds a Bachelor’s degree from Cairo University, Egypt, majoring in Communication & Electrical Engineering.

Mohamed Osman
Chief Financial Officer

Mr. Osman joined Banglalink in July 2005 as Finance Director and remained in this role until July 2006. Prior to joining as CFO on November 23, 2008, he worked for OTH as Revenue Assurance Director. He joined the Egyptian Company for Mobile Services, “Mobinil” (a subsidiary of OTH), in June 2001, and prior to that, he served in the Egyptian Telecom Company for one year.

Mr. Osman has over 13 years of experience in the telecom industry, where he held several management positions. He holds a Bachelor’s degree in Accounting from the Helwan University in Cairo.

Ahmed Fady
Chief Technical Officer – In Charge

Mr. Fady has been recently appointed as the Acting Chief Technical Officer of Banglalink. He joined Banglalink in October 2004 as Operations & Maintenance Senior Manager.

Prior to joining Banglalink, Mr. Fady was NOC Manager in Orascom Telecom Algeria, “Djezzy” (a subsidiary of OTH).

Mr. Fady has over 13 years of experience in the telecom industry, where he held several management positions. He holds a Bachelor of Engineering degree in Electronics and Communications from Cairo University, Egypt.

Asher Yaqub Khan
Chief Commercial Officer

Mr. Asher Yaqub Khan joined the Company as the Chief Commercial Officer in place of Mr. Omer Rashid on September 1, 2009. Mr. Asher brings with him a proven history of 14 years of success in the fields of strategic and commercial expertise, 13 of them being exclusively in the telecom industry. He holds an MBA from the Lahore University of Management Sciences in Pakistan.

Mr. Asher’s last position was as the Vice President and Chief Marketing Officer of Ufone, Pakistan, which he had assumed in February 2008. Previously, he worked at “Mobilink” (a subsidiary of OTH), as the Director, Value Added Services, Long Distance International and International Roaming from January 2006 to February 2008. He conceptualized revolutionary new ideas in Mobile Banking, M-commerce, Mobile Advertising, M2M and other leading technologies in this short span of time.
Muhammad Arshad
Customer Care Director

Mr. Muhammad Arshad joined Banglalink in October 2006. Prior to joining Banglalink, he was the Director, Quality Assurance & Training and Churn Control in “Mobilink” (a subsidiary of OTH), and prior to that, he was the National Manager, Customer Operations, in Paktel.

Mr. Arshad holds an MBA from IBA (Lahore, Pakistan) and a B.Sc in Mathematics and Physics.

Arif Mehmood Malik
Sales Director

Mr. Arif Mehmood Malik joined Banglalink as the Sales Director in February 2007. Previously, Mr. Arif had served with “Mobilink” (a subsidiary of OTH), as the Regional Director, Sales and Distribution.

Mr. Arif possesses a working experience of over 21 years, a number of which were in the cellular industry, in the fields of Customer Services, Sales, Retail and Distribution. He has won numerous performance awards, including multiple awards in the category of “Top Performance Region across Pakistan”.

He holds a Bachelor's degree in Computer Science.

Tarek Beram
Human Resources & Administration Director

Mr. Tarek Beram joined Banglalink with an FMCG background in several multinational firms. In his previous position, he managed the organizational development functions in Cadbury Schweppes for 3 years. Earlier, he had served in various HR capacities in the British supermarkets chain, ‘Sainsbury’s’.

He started his career in Americana Group, which manages major fast food chains in the Middle East, including KFC, Pizza Hut and TGI Friday’s. Mr. Beram also played basketball as a professional for 13 years, and was a member of the Egyptian national team.

Mr. Beram holds a Master’s degree in International Business Administration from ESLSCA - a French business school.

Zakiul Islam
Regulatory & Legal Affairs Director

Mr. Zakiul Islam, currently heading Legal & Regulatory Affairs, joined Banglalink as the Senior Manager of Regulatory Affairs. Prior to joining Banglalink, he served at Warid Telecom as the Head of the Project Management Department, with the responsibility of timely roll-out of network throughout the country. Mr. Islam brings over 11 years of extensive experience in the telecom industry, and previously had also worked in various capacities in the manufacturing industry.

Mr. Islam holds a degree in Electrical & Electronic Engineering from the Bangladesh University of Engineering & Technology (BUET).
The Audit Committee of the Company is comprised of the following Directors:

Mr. Ragy Soliman  
Non-Executive Director  
Chairman

Mr. Zouhair Abdul Khaliq  
Non-Executive Director  
Member

Mr. Ahmed Abou Doma  
Managing Director  
Member

The Company Secretary, who attends the Committee’s meetings as the Secretary of the Committee, extends support to the Audit Committee. The Company Secretary also acts as the Corporate Compliance Officer of the Company as per The Companies Act, 1994.

Role of the Committee

The Audit Committee has a Charter which has been reviewed by the major shareholder of the Company (Orascom Telecom Holding S.A.E.) and approved by the Board of Directors. The Audit Committee’s role flows directly from the Board’s oversight function, and it is authorized by the Board to investigate any activity within its Charter. The Committee’s main responsibilities include:

- Recommending to the Board of Directors, the appointment, re-appointment or removal of external auditors
- Reviewing the adequacy and effectiveness of the existing internal control and risk management system
- Reviewing and monitoring the Company’s ethical standard for ensuring compliance with regulatory and financial reporting requirements and its relationship with the relevant regulatory authorities

No meeting was held in the year under review because the Committee was formed and approved, and its Charter was approved in late 2009.

The Committee opines that proper internal control and process are in place to provide reasonable assurance that the Company’s assets are safeguarded, and that the financial position of the Company is adequately managed.

On behalf of the Audit Committee

Sd/-  
Ragy Soliman  
Chairman  
Audit Committee

11.5 INTERNAL CONTROL SYSTEM

Our internal control system consists of procedures and methods adopted by our management to achieve reasonable assurance in safeguarding assets, prevention and detection of errors, accuracy and thoroughness of accounting records, and dependability of financial profiles
11.7 DIRECTORS’ STATEMENT OF RESPONSIBILITIES

The Directors are responsible to ensure the proper maintenance of accounting records, which disclose with reasonable accuracy, the financial position of the Company at any time, from which financial statements can be prepared in compliance with the provisions of The Companies Act, 1994, and Securities and Exchange Rule, 1987;

The Directors are further required by law to prepare financial statements for each financial period, which give a true and fair view of the state of affairs of the Company at the end of the financial period, and of the profit or loss for the period;

The Directors are also responsible for ensuring effective internal control system and for taking reasonable steps to safeguard the assets of the Company, and for preventing and detecting fraud and other irregularities.

M/s. Rahman Rahman Huq Chartered Accountant is the Company’s statutory auditors, who have examined the financial statements made available to them by the Board of Directors, together with all relevant records and minutes of the meeting of the Board of Directors and shareholders. The Directors are of the view that the financial statements have been prepared under the Generally Accepted Accounting Principles (GAAP), and in accordance with Bangladesh Financial Reporting Standards (BFRS) and Bangladesh Accounting Standards (BAS) as laid down by ICAB.

11.6 RISK MANAGEMENT

Effective risk management is a pivotal prerequisite to business success and sustainability. In the course of our business, we are exposed to a multitude of risk factors, including the impact of interest rate changes, increased regulatory requirements, environmental issues, and changes in corporate tax rates. Being a subsidiary of a leading international company, we are also affected by foreign currency rate fluctuations, and impacted by global trends such as recessions or expansions in the global market. Furthermore, the quality of our service, which eventually translates into our ability to retain and attract customers, also has a direct impact on the health of our business.

Given this nature of our business, our management contemplates risks from both local and global perspectives. Accordingly, we have established a risk management framework, which incorporates the processes of risk identification, intensity assessment, mitigation planning, and monitoring. Consequently, risks are duly identified and managed at various layers of operational, tactical and strategic levels.

To further facilitate risk management activities, the management has approved a comprehensive EHS policy, and instituted the following watchdogs:

- Operations Management Team
- EHS Committee
- Statutory Auditors

The Operations Management Team meets each week to evaluate and explore operational issues. Subsequently, it either takes appropriate actions, or if the gravity of the issue so requires, forwards it to the Management Team for final decision-making.

The EHS Committee oversees issues relating to environment, health and safety, and is empowered to take all necessary steps to ensure compliance.

The Statutory Auditors are engaged for reviewing financial transactions and internal control mechanisms, and submitting reports every quarter.

The overall control system is subject to review by the OTH Internal Audit, which is conducted twice a year. The report of the OTH Internal Audit is subsequently reviewed by the OTH Audit Committee.
Jabbarer Boli Khela is a traditional form of wrestling that was started by Abdul Jabbar Saodagar in 1909, in an effort to organize the country's youth against British rule. The 100th anniversary of Jabbarer Boli Khela, sponsored by Banglalink, was celebrated in a wrestling extravaganza at the Lal Deeghi Maidan in Chittagong on April 25, 2009.

We contribute a large amount to the National Exchequer every year in the form of SIM Tax, Duties, Tax and VAT, Fees, etc. In the year 2009 alone, Banglalink contributed Tk. 10,391 million. Our total contribution in the last five years, from 2005 to 2009, is BDT 37,117.4 million.
At Banglalink, we readily recognize that our reputation does not stem from our performance in the marketplace alone. Rather, it is also reflected in the promises that we make and keep, our impact on the environment, the spirit of our employees, and our standing in the community.

We strive not only to make mobile telephony widely available to the masses, but also to use our leadership to create new solutions to the big problems facing our society. Even in these difficult global economic times and amidst fierce corporate battles, we remain steadfastly committed to using our resources to help create a better quality of life in the communities we live in and the people we serve. Therefore, we use the phrase “corporate responsibility” to describe our progressive approach to balancing our business objectives with our environmental, social and economic responsibilities.

Employment Practice
At Banglalink, employees are treated with utmost respect and dignity. We provide a safe and healthy working environment that both enables and inspires our employees to operate at their full potential, and take ownership in the performance and reputation of the company. We encourage diversity, and ensure fair treatment through all phases of employment.

Subscribers
Meeting and exceeding the needs and expectations of our subscribers is of paramount importance to us. We provide sophisticated and dedicated services to our valued subscribers through a vast network of Banglalink Service Points throughout the country.

Caring for the Environment
We operate in an environmentally responsible manner through the systematic management of our environmental impacts, measurement of our performance, and setting challenging performance targets. We are on a constant quest to improve the efficiency of our operations to minimize energy usage and waste generation. We further aim at discovering and employing effective avenues to use renewable materials and to recycle waste.

Human Rights
The UN Universal Declaration of Human Rights, the core labor standards set out by the International Labor Organization (ILO), and the Organization for Economic

Bangladesh is often called the land of rivers. Since rivers form an integral part of Bangladesh’s history, tradition, literature, culture and sports, boat races define an important element of folk culture. Nowka Baich, a boat race that takes place every year, is a contest to see which village is the strongest in the surrounding areas; it brings together farmers, fishermen, carpenters and men of many different professions. Every year, thousands of people from all walks of life come to this event. Banglalink is proud to have sponsored the Nowka Baich that took place on the Rupsha River on October 2, 2009.
Cooperation and Development (OECD) guidelines for Multinational Enterprises (MNEs) are generally encompassed by the Bangladesh Labor Code, 2006 and other related laws of Bangladesh. We not only comply with the provisions of all these applicable laws, but also strive to conduct all our activities in a manner that is beyond reproach both morally and ethically.

**Banglalink Involved in CSR**

At Banglalink, we pride ourselves as a conscientious corporate citizen, committed to making a difference through the process of change and betterment. With this spirit as our push of propulsion, we have been involved from the very beginning in a number of projects that are both innovative and pioneering. Our efforts have provided assistance to those in need, and generated awareness towards some very worthy causes. A few such endeavors are briefly highlighted below.

**ACTIVITIES IN 2009**

**Water & Dates Distribution and Iftar at Orphanages during Ramadan:**

Ramadan teaches us the lessons of sacrifice, sharing, and serving those in need. As a caring and compassionate company, Banglalink took the initiative to live and practice these true teachings of Ramadan. Through an array of activities under the theme, “Shobar Shathe Utshabe” (In a Celebration with All), we aspired to create examples, and make a difference, where needed most.

Traffic congestion is a palpable problem in Bangladesh, and at certain ‘rush hours’, city streets seemingly come to a sheer standstill. The hour leading up to the time of Iftar, with fasting people in a frantic rush to get home in time, is one such unfortunate instance. Through the entire month of Ramadan, we distributed free water and dates at major traffic points of a number of metro cities to people stranded at Iftar time.

We also took another special initiative by arranging regular Iftar and dinner in various orphanages throughout the country. Specially ordered fresh and nutritious food was arranged for the orphans at Iftar time, and the dinners were cooked at the orphanage premises by experienced cooking staffs.

Despite our lofty goals and earnest efforts, we do realize that Banglalink, as a single entity, can contribute only so much in bettering the lives of the substantial distressed segment of our population. We can lead by example, but we need the concerned citizens of the nation as our allies in a concerted effort. Accordingly, we launched a TV commercial campaign to demonstrate the significance of Ramadan, and to remind us all how some simple acts of kindness can brighten the days for so many that are less fortunate.

**Donating Blankets at Orphanages:**

Propelled by the successful effort of arranging Iftar and dinner at orphanages across the country, we undertook the task of donating Banglalink branded blankets to 8000 orphans in 44 orphanages in various parts of the country, last winter. This initiative was met with sincere appreciation and gratitude by the orphanages, and was applauded by citizens and communities nationwide.
Special Arrangements for Pilgrims at the Hajj Camp-2009:

Each year, thousands of people from the Muslim community of Bangladesh gather in the Hajj Camp prior to their departure for Hajj. This provides us with an excellent opportunity to share in the spirit of the holy pilgrimage. This past year, we took several initiatives to provide better amenities and services for the Hajj pilgrims, highlighted below:

- Two branded AC buses (40 seats in each) to provide transportation for the Hajj pilgrims for 45 days
- One branded water distribution zone, distributing 2000 liters of drinking water everyday for 45 days
- One phone counter, providing two free phones serving the Hajj pilgrims
- 20 branded trolleys
- 10 pieces of ACP indicator signage
- 10 pieces Mid Island Branding
- 4 branded signboards
- Branded main gate at Airport Road to Hajj Camp
- Branded gate at the Hajj Camp venue
- 5000 pieces of branded hanging passport and document holder
- Free branded charging units
- Top-up facility
- VAS providing information about the Hajj pilgrims while they were traveling

This has been a great opportunity for us to portray Banglalink as a socially responsible corporate entity, as this Hajj Camp becomes a very significant touch point to engage with a huge segment of the population, and connects with millions of people around the country with an emotional bond.

Cox’s Bazaar Beach Cleaning Project:

Cox’s Bazaar is the longest natural sea beach in the world. It is listed as one of the great natural wonders of the world, and is a source of great pride for Bangladeshis. It is also a favorite tourist destination - both locally and internationally. To keep the beaches and the surrounding areas clean, we have been continuing our efforts to deploy resources round the year.

A total of 20 female workers work every single day to clear the sea beach from Kolatoli to Diabetic Point. Aside from the immediate impact on the environment, this initiative also provides employment to these working women. Furthermore, we operate a campaign to raise awareness against littering and other slovenly behavior. Public announcements broadcast on handheld microphones are conducted every morning and evening for a total of 120 days each year - comprising of weekends and all religious and national holidays - when the locality is most frequently visited. We are happy with the progress to date, and remain highly optimistic about further positive changes in the future.

While we feel both proud of, and inspired by, these accomplishments, we are also keenly aware that our responsibilities do not end here. Corporate social responsibility is an ongoing process, and the crusade to better the lives of millions is a perpetual march forward. As our industry continues to grow, the opportunities to have an even greater impact on the world around us will simultaneously grow. We at Banglalink, look forward to these opportunities with eager enthusiasm.
Environment and Social Program in 2009

Propelled by the positive feedback and experiences of the year before, Banglalink continued its acclaimed “Environmental and Social Program” in the year 2009 with renewed vigor. We introduced the following logo to replace the previous environment, health and safety program, but remained committed to uphold its established dignity and significance. Accordingly, we have worked aggressively to meet the challenges detailed in our ambitious action plan, and are proud of the results achieved.

At Banglalink, we are ever vigilant to comply with all applicable laws of the land. We obtain all requisite licenses and clearances for new or existing installations. These are duly processed and procured through the regulatory authority, autonomous bodies, or other government entities as prescribed by the law.

To comply with the IFC Environmental, Health and Safety Guidelines for Telecommunications (dated June 1998), we followed the certification procedures availed from reputable vendors while installing the Base Transceiver Station (BTS). We also have a comprehensive program in place to monitor the ambient noise in and around the property / boundary of the Banglalink BTS. While the O&M team visits the BTS on regularly scheduled visits or for any supportive reason, it maintains a log to check and verify the noise emitted from the BTS at different times of day. Various sample and measure parameters like pH, BOD, suspended solids, oils, grease and their flows are also incorporated in the log.

We routinely provide all necessary training to the technical team through vendors as and when required, especially during new installations or upgrades.

Hazards Awareness

At Banglalink, we are ever vigilant to comply with all applicable laws of the land. We obtain all requisite licenses and clearances for new or existing installations. These are duly processed and procured through the regulatory authority, autonomous bodies, or other government entities as prescribed by the law.

The technical team is regularly trained by international trainers to make the personnel aware of Biological/Radiological Hazards, and proper usage of the Personal Protective Equipments (PPE). With a view to complying with the IFC Hazardous Material Management Guidelines, we are implementing safe fuel delivery procedures, conducted by the fuel supplier in coordination with the security company to monitor the supply.

Shah Abdul Karim (1916 – 2009) was one of the most famous legends of Bangladeshi folk music, having written and composed about 1500 songs in his lifetime. He is quite rightly nicknamed as ‘Baul Shomraat” (Emperor of Baul). A two day long festival was organized in his honor at Ujandhol village, the birthplace of the legendary poet and singer from April 3-4, 2009.
Green Environment; Clean Environment:

At Banglalink, we believe in the motto: “green environment as clean environment”. To recycle used lead acid batteries safely, we visited the government authorized battery recycling company, and subsequently arranged for the proper recycling of the batteries in a manner that does no harm to people, the environment, or the surroundings.

We take detailed steps to ensure effective management of any possible hazardous waste materials. While purchasing or installing new equipments, we strive to ensure compliance with the international phase out requirements for hazardous materials contents. We further ensure that new support equipments do not contain polychlorinated biphenyls (PCB) and ozone depleting substances (ODS). We are also implementing procedures for the management of waste from existing equipments according to hazardous waste guidelines where necessary.

We provide sophisticated training to all personnel involved in these processes through third party manufacturers, suppliers, installers and integrators. As per purchase, installations or service contracts, we try to accommodate the services to be carried out by the system integrator after they are installed.

Compliance with IFC Policy on Environmental Assessment (OP 4.01) or IFC Performance Standard no. 1:

Banglalink complies with IFC Policy on Environmental Assessment (OP 4.01) or IFC Performance Standard no. 1 in line with the following:-

- Natural environment (air, water and land): we utilize central air condition facilities to control the temperature and humidity in the working area round the clock. Mineral water supplied for drinking is pure and purified, and sanitation water is also healthy and risk free. We take all necessary precautions to prevent damages to the land by any of our wastage
- Human health and safety
- National environmental action plans
- Country’s overall policy framework, national legislation, and institutional capabilities related to the environment and social aspects

MEASURES AND PRACTICES RELATED TO HEALTH AND SAFETY

Medical Support Services for Employees’ Health

Banglalink has taken essential and serious measures to support the employees’ health related issues. All employees are under full medical coverage with PROGATI, the reputable national insurance company. Furthermore, signing agreements with hospitals, pre-employment medical check-ups and on-call emergency medical support are some of the features that we have instituted for the benefit of our employees.

Consistently complying with the IFC Occupational Health and Safety Guidelines is a top priority at Banglalink. In this regard, we already have an in-house physician, along with provisions for emergency medical support over the telephone that is available 24 hours a day, 365 days a year.

Our employees are covered with full medical insurance, as well as group life insurance. At Banglalink, however, we are ever eager to go the extra mile to ensure the well-being of our employees. As such, we have signed agreements with a number of international, and locally situated internationally affiliated hospitals, to have their resources readily available to our employees. The hospitals covered by these agreements are:

1. Bangkok Hospital Medical center (4 hospitals under its umbrella)
2. Apollo Hospitals, Dhaka
3. Square Hospitals, Dhaka
4. Holy Crescent Hospital, Chittagong
5. Chittagong Metropolitan Hospital
6. Khulna Surgical Hospital

Owing to the relatively young age of a majority of our employees, routine and periodic health check-ups are not frequently required at Banglalink. However, we consistently provide this service to employees over the age of 40, although their number is quite small.

Health Awareness Program

A heightened level of health awareness and early diagnoses can play a pivotal role in ensuring the overall well-being of our employees. Accordingly, we conduct frequent health awareness programs to acquaint them with the latest advances in medical technology and the services available around the country and developed medical institutes. This past year, a series of medical awareness programs were conducted on:

1. Osteoarthritis
2. Cervical Cancer
3. Back Pain
4. Stress Management
5. Pain Management
6. Food and Nutrition

SAFETY MEASURES

“Safety first” - ensuring safety in the workplace - is one of the sacred commitments of Banglalink. We have taken necessary precautionary measures, and have installed adequate advanced safety appliances to ensure safety in case of any emergency in our premises. We further provide routine and periodic trainings to familiarize our employees with emergency procedures, and the use of the following appliances:

a. Addressable Fire Detection System
b. Portable Fire Extinguisher
c. Break Glass and Loop Sounder Points
d. Fire Hydrant System
e. Auto Sprinkler System
f. FM-200 Auto Gas Suppression System
  (At IT Server Room and Switch rooms)
g. Fire Brigade Point
h. PA System
i. First Aid Box
j. Fire Blanket
k. Fire Mask
l. Retractable Belt (for Warehouses)
m. Emergency Circuit Breaker Light
n. Search Light
o. Stretcher

Additionally, we provided “Fire Hazard Management Training” and ‘Safe Driving Training’ to all employees of our different regional offices.

Emergency Evacuation Drill

To improve the state of readiness in case of an emergency, we conducted a number of evacuation drills for all our employees in the year 2000. We even went so far as to carry out an evacuation in coordination with the Fire Brigade elements. These initiatives have had a tremendous impact in boosting the confidence level of our employees to meet any unforeseen emergency.
Kazi Nazrul Islam (1899–1976) was a poet, musician and revolutionary and is officially recognized as the National Poet of Bangladesh. Popularly known as the ‘Rebel Poet’, the 110th birth anniversary of Kazi Nazrul Islam was celebrated with a three day long ‘Nazrul Joyonti’ at the Shawkat Osman Memorial Auditorium of the Central Public Library at Shahbagh from May 24-26, 2009.

The world is changing at an ever increasing pace and organizations are undergoing continuous change to keep up with the fast moving world. HR, as a department, has also changed and evolved in respect to its contribution in business. Historically, HR was viewed as the systematizing, policing arm of executive management. Today, HR is seen as a strategic business partner, playing a vital role in the development and accomplishment of organization-wide business plans and objectives.

For any business to be sustainable and successful, the main asset is its people, and HR is the custodian of these people. The scenario is no different for Banglalink. The year 2009 was a good year for the business, seeing an increase in the customer base, improvement in network quality, financials, customer satisfaction, and innovation in Banglalink's products. The major challenges that HR faced in 2009 were to attract the best talents to deliver these results and to manage the development of existing employees.

### Attracting the Best Talents

The key to business success is allotting the right talent at the right position. Bangladesh, being a developing country, has a fairly low supply of talent in relation to the demand in the corporate world. Thus, competition amongst the organizations for these talents is fierce, and HR has to be consistently vigilant and

<table>
<thead>
<tr>
<th>Employment Category</th>
<th>Onboard Manpower Status</th>
<th>Newly Joined Employees</th>
<th>Separation Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expatriate</td>
<td>17</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Local-Permanent</td>
<td>1183</td>
<td>183</td>
<td>109</td>
</tr>
<tr>
<td>Local-Temporary</td>
<td>795</td>
<td>397</td>
<td>282</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1995</strong></td>
<td><strong>584</strong></td>
<td><strong>393</strong></td>
</tr>
</tbody>
</table>
innovative to attract the best talent.

At Banglalink HR, we flex our muscles of brand image and competitive pay package to attract talents across all levels. A snapshot of our manpower in 2009 is given above.

**Developing Our Talent**

Honing talent to face the ever changing and challenging business environment is an important aspect of HR. Given the technical nature of the industry in which we operate, we put emphatic emphasis on developing our people to take up new technologies and implement them in business. This culture helps us stay one step ahead of our competitors. We therefore focus on extensive technical training to keep our talents sharpened. Simultaneously, we also focus on leadership and managerial trainings, as “soft skills” are equally vital for business growth and success.

The table below demonstrates our commitment to personnel development.

**Training Information 2009**

Besides formal training, we also practice job rotation to enhance the functional competence of individual employees.

People development is one of the most important tools contributing towards employee retention. At Banglalink, the retention rate of our permanent employees in 2009 stands at a strong 91%.

**Managing High Potential Talents**

Managing and retaining high performers is a challenge in this changing HR world. At Banglalink, we aim to handle such talents through promotion and portfolio enhancement. In 2009 alone, thirty (30) internal talents were promoted to manager and senior manager roles and two (2) individuals were promoted to the director’s position.

Another initiative was taken in 2008, where we identified five (5) high potential employees from Technical, Commercial and Finance departments, and sent them on an international Talent Exchange Program organized by Orascom Telecom Holding. The objective of this initiative was to identify and develop a cadre of management talents from OTH and its subsidiaries to support the actualization of OTH’s aggressive growth plan, as well as to prepare them to face future business challenges. It was a two-year long program, which ended in March 2010. The success of this program is evident, as one of our high potential employees...
talents, Nasimul Hassan of Finance, has been absorbed by the OTH Head Quarters.

A Step Towards Learning and Coaching Culture

In today’s world, individuals put utmost priority on personal and professional development. Keeping this view in mind, we at Banglalink HR, promote an open learning and coaching culture all across the organization. To keep our talents at par with the global corporate front, we have a library at Tigers’ Den (Banglalink HQ) with all the latest management books and journals. In 2009, this library facility was introduced to the regional employees as well.

Additionally, we emphasize on informal and formal coaching from senior managers as a continuous on-the-job learning process. As a part of this effort, a batch of 42 managers was selected to receive a leadership training based on their axiology report. After the training, they were also given one to one coaching sessions. This learning was further enhanced through online lessons after the training.

Performance Management

Here at Banglalink, performance management is about aligning the objectives of individuals with the organizational and business goals. It is an annual process, which starts with setting individual objectives in line with the functional and business objectives, and finishes with the assessment of performance, feedback on the areas of improvement and assigning a rating based on core and managerial competencies.

Even in this process, we foster an open culture as the objectives are set by individuals and then approved by the line manager. Furthermore, during appraisal, the individual is first asked to make a self-assessment, which is then discussed with and approved by the line manager.

Outcome from the performance appraisal is crucial as it is directly linked with individual bonuses, salary increases and promotions. We have completed this process successfully for 2009, and a total of 169 high performers have been promoted. In 2009, we also introduced semi-annual appraisal to track the progression of individual objectives and give employees a direction as to the level of their performance.

Reward and Recognition

Reward in the HR world consists of three components: the salary (the monthly monetary payment for the job); benefits (the non-monetary benefits like life insurance, medical coverage, canteen and gym facility); and incentive (the cash incentive in addition to the salary, recognizing individual contribution to the business, like the company and performance bonuses).

The contributory provident fund was introduced in March 2008. This is one of the major long term benefits for our permanent employees.

Often, non-monetary recognition plays a vital role in employee motivation. We at Banglalink, try and recognize extra initiative as well as innovation and renovation efforts of individuals through an appreciation certificate and a small token, such as a dinner coupon or gift voucher. We also practice providing awards to the best performers every quarter in certain departments.

Energizing Our Employees

To energize our employees and give them some entertainment beside work, we organized an interdepartmental cricket tournament and a regional soccer tournament in 2009. In the finals of the “banglalink cricket tournament 2009”, employees were invited to come with their families and enjoy the day. Such events give us an opportunity to live the spirit of cross functional and cross level engagement.

Fostering an Open and Participative Culture

In 2009, our HR and Admin Director held Open Office sessions where people from all functions and across all grades could come into his office to discuss any issues or ideas. This was managed by sending e-mail invitations to all employees of Banglalink. Upon registration, they could come and meet Mr. Tarek Beram, HR & Admin Director. As a means to cover our regional employees, Mr. Beram also went to the regional offices to hear their issues and ideas.

Furthermore, we value and encourage our people to give their input and ideas for business growth or process improvement. “My Idea” is one such project administered by HR, where employees all across the organization send their ideas, which are then forwarded to the management team. Ideas that are viable and deemed promising to generate business benefit are then implemented.
CUSTOMER CARE

As one of the topmost mobile operators in Bangladesh, Banglalink continued on its quest of making a difference through the year 2009. Our sustained efforts and the stellar success of our SWAS (Serve with a Smile) initiative has firmly established Banglalink Customer Care as the symbol of a trusted brand and people’s choice among the crowded telecom industry of Bangladesh.

To serve and assist over 14 million valued subscribers, Banglalink Call Center continued to provide excellent round-the-clock customer service. With a state-of-the-art call center system and a highly efficient customer focused staff, we catered to over 60 thousand customer queries everyday. Specifically, our “one call service” has created a pioneering positive impact in the service industry.

In 2009, we increased our Customer Service presence and visibility all across the country. At the time of this report’s publication, more than 1100 Customer Care Touch Points (Care Center, Banglalink Point and Banglalink Service Point) are operational with highly skilled staff members ensuring exemplary services.

Our customer care was on the leading edge last year by promoting personalized service to our high value postpaid segment. A group of well-trained and dedicated credit monitoring team was assigned to serve these high value customers in terms of their payment clarifications, reminders, billing queries and all other service requirements.

Banglalink Customer Care continued to play a major aggressive role in business development and customer retention. A highly committed and dedicated team of Enterprise Relation Managers were on hand to serve a large number of corporate and high value customers. In the meantime, our Telesales team has done a significant number of acquisitions from our competitors’ high value segments.

Furthermore, an experienced customer service research team has assisted the company to be aware and up-to-date about the market pulse and voices of the customers and competitors of Banglalink.

Banglalink Customer Care has been maintaining Customer Satisfaction Index (CSI) at more than 92%, measured by both in-house expertise and well reputed out-sourced agencies, which is well above the industry standard. This is a proclamation that our customers are highly satisfied with our quality of service.

With significant differentiation factors like customer turn around time of less than 6 (six) minutes at all front end touch points, one call service at call centers, the largest customer service network across the country and many more, Banglalink Customer Care promises to continue delivering the highest quality of service in the coming years.

Lalon Fakir (ca. 1774–1890) was one of the greatest mystic-singers in the land of Bengal, or indeed the greatest artist of this genre that the Indian subcontinent has ever produced. Lalon composed numerous songs which still provide spiritual and political inspiration to the Bengali rural peasant, and also to freedom-fighters all over the world. A three day long festival was sponsored by Banglalink on the occasion of Lalon’s 119th death anniversary in Chheuria from October 16-18, 2009.
ENSURING NETWORK QUALITY

Quality of Services – An Endless Journey

The year 2009 can be marked as a milestone in Banglalink’s continuous journey towards improved quality of service (QoS), and our dynamism in taking initiatives to meet ever demanding market challenges. To achieve optimum efficiency, in the course of time, our Technical Division has developed a high-performance culture among its teams by enhancing their expertise and resources. With the help of cross functional support, we have also improved customer perception by analyzing, investigating, and actively addressing the complaints received from various touch points. These remarkable endeavors to provide continuous network quality and performance optimization have translated directly in improved customer satisfaction.

Improving Coverage

In response to market demands, Voice and GPRS services increased in coverage in 2009 as a part of our key commitment to continual growth. Our coverage reached even the remotest parts of rural communities. Most major highways were covered with seamless GPRS network along with voice. Wider parts of the Chittagong hill tracts were brought under the Banglalink network, meeting long awaited customer demands. Simultaneously, network coverage in urban areas also improved markedly through indoor coverage enhancement.
Transmission

We have established a sophisticated optical connected transmission network throughout the country. Our own fiber optic network gives us greater control on network performance, reduces reliance on third party leased lines, and reduces transmission costs. We have SDH and PDH MW backbones connecting all the major cities. Moreover, fiber, SDH MW rings, and other transmission protection schemes have enhanced the network robustness. In 2009, we added more than 700 km of fiber to reach a very wide and extensive optical network, and we remain committed to growing aggressively in the coming years to achieve even stronger coverage and performance.

Banglalink Data Service: Breaking the Barriers

Mobile Internet has changed the way we live. A mobile phone with internet connection is the complete entertainment and communication hub of today’s life, with e-mail on-the-go, internet file sharing, social networking, multimedia playback, and online chatting, all merged seamlessly with voice communication. To bring the freedom of mobile internet connectivity to the masses, we introduced data service to both prepaid and postpaid subscribers at an unbeatable price. As a result, we observed exponential growth in internet usage in 2009.
Core Network

We increased our core network capacity continuously throughout the year to accommodate the rapid subscriber growth. We also launched two new prepaid and one new SMS platform to provide a fully optimized user experience to our valued customers. With growing traffic in the network, we are introducing latest, state-of-the-art MPLS technology in the network for efficient QOS management and traffic engineering. We are also equipping our network with the latest high capacity products by introducing Advanced Telecom Computing Architecture (ATCA) in our switching network.

VALUE ADDED SERVICES

We recently introduced an assortment of value added services including call block filter, friend finder, SMS bundles and stock market on mobile. To realize our vision of converting a mobile phone into a customer wallet, we successfully launched our first mobile payment product of utility bill payment. One of our services, banglalink jigyasha, was awarded as the best service in GSM Asia conference in 2009. From the rural farmer in the remote village concerned with pesticides, to the savvy urban businessman looking up stock updates – everyone can now count on our connectivity and reliably increase their own productivity.

Disclaimer

This annual report contains statements that are, or may be, forward looking statements regarding our business outlook. Because our business outlook depends on a multitude of factors that span national, political, economic, regulatory, environmental, and global arenas, they are inherently predictive and speculative in nature. Our strategies, policies and investments are predicated on these factors, and any unforeseeable change may cause our actual performances to differ from those envisioned in this report. Furthermore, despite our utmost care to ensure accuracy, we cannot guarantee the reliability or completeness of information collected from different available sources. Accordingly, we appreciate prospective investors being mindful of these cautionary statements, and applying own judgment while contemplating or conducting any transaction with the Company.