

New opportunities for a modern business

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The telecommunications infrastructure in Cyprus is one of the most modern in the region, thanks to Cyprus Telecommunications Authority, otherwise known as CYTA, which operates one of the most technologically advanced telecommunications networks in Europe, today.

CYTA develops, provides and operates national and international telecommunications facilities, providing its customers with a wide range of products and services based on market demand and state-of-the-art technology. Aiming at satisfying demand in the best possible way, it offers a rich portfolio of value-for-money, high-quality products and services, both for home and business use. These, include fixed and mobile telephony, internet access and broadband applications, with particular emphasis on value added products and services, such as various multimedia services, that promise to be a

dominant business activity in the next decade.

In parallel, CYTA is constantly upgrading its infrastructure and expanding the coverage of its mobile telephony network. In 2004, CYTA signed a Network Partnership Agreement with Vodafone, the world's largest mobile communication company becoming the exclusive Vodafone partner in Cyprus and adopting Cytamobile-Vodafone as the new brand name for its mobile telephony services. CYTA is now focusing on broadband applications and has recently introduced miVision, a versatile product employing the latest ADSL technology to offer simultaneous use of digital interactive TV, video on demand, telephony and fast Internet access via a single telephone fixed line.

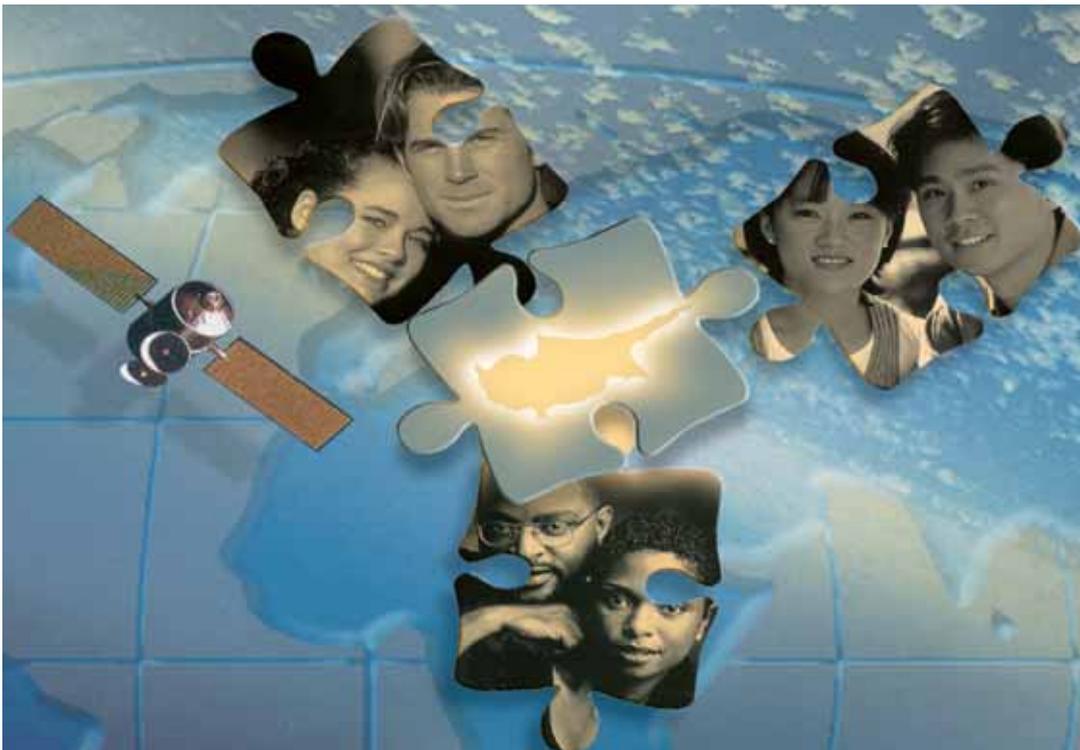
Furthermore, CYTA is in the final planning stage to offer in the near future intelligent fixed mobile convergent services, based on the IMS · IP Multimedia Subsystem for both business and

residential customers in the Cyprus market. The deliverables of the planning stage are expected to provide the architecture path to network convergence and create new revenue streams in Value Added Services through a portfolio of products based on the integration of the mobile and fixed broadband user. According to the planning stage, the integrated product portfolio will be focused on personal and messaging communication services and targeted to meet CYTA's strategic objective of reducing churn as well as shift revenues to more profitable areas.

In the international arena, CytaGlobal, the international division of CYTA, has developed an extensive submarine fibre optic cable network, which connects Cyprus with neighbouring countries and thereafter with the rest of the world, taking advantage of the island's privileged geographical location at the crossroads of three continents.

Furthermore, CytaGlobal participates in various regional and global cable systems such as the SEA-ME-WE 3, which links Western Europe and South Eastern Asia via the Mediterranean and the Middle East, and Med Nautilus which connects the Mediterranean with Western Europe and beyond. In addition, CytaGlobal participates actively in the Black Sea Fibre Optic Cable System-BSFOCS, which provides connectivity to CYTA network via terrestrial networks in Bulgaria and Greece.

In parallel to submarine cable systems, CytaGlobal also operates an extensive network of satellite earth stations, which are linked to INTELSAT, EUTELSAT and ASIASAT satellite systems, as well as to



▶ INTERSPUTNIK, SES GLOBAL and ARABSAT. Specialised satellite services such as video turn-around services are also provided by CYTA's wholly-owned subsidiary, Iris Gateway Satellite Services Ltd.

With Cyprus' accession to the European Union and the creation of the new Europe, Cyprus has become the European Union's new border in the Eastern Mediterranean and new horizons are opening for CYTA. CYTA's consistent efforts to establish Cyprus as an important telecommunications hub and the telecommunications bridge between east and west have now taken on a new dimension.

In addition, CYTA has recently intensified its efforts in expanding its operations abroad and establishing strong Points-of-Presence, especially in countries with significant Cypriot communities. The result of this strategy was the decision to establish Cyta Hellas SA and Cyta UK Ltd, wholly-owned subsidiaries in Greece and the United Kingdom, respectively. CYTA Hellas and CYTA UK in association with CytaGlobal have created

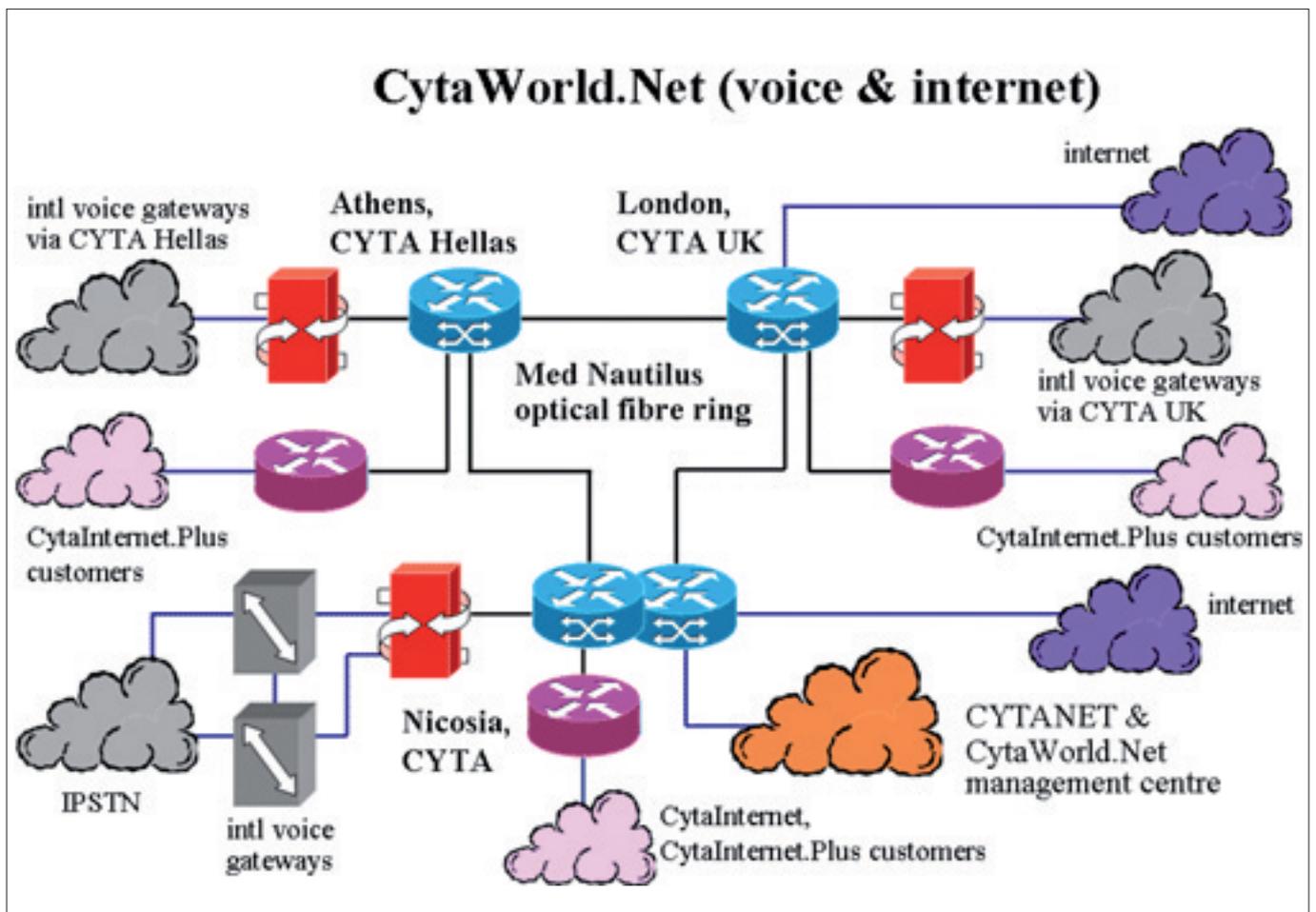
CytaWorld.Net, a state-of-the-art private MPLS network with nodes in Nicosia, Athens and London and with additional international extensions beyond.

The telecommunication capabilities created by the ownership of this New Generation platform constitute a sound base that allows CYTA to play a key role in regional telecommunications and has facilitated its expansion strategy, to enter the UK retail telecommunications market. To facilitate operations in the UK, CYTA UK has signed a co-operation agreement with a major telecommunications operator established in the UK. This enables CYTA UK to offer friendly total solutions, tailored initially to the communication needs of the Greek speaking Community. At the initial stages, voice communication and internet access are integrated in generating customised residential packages designed with manageability in mind to accommodate the changing needs of our customers. Telephony packages for calls within the UK and to all international destinations have been designed with the objective to maintain, and extend CYTA's hallmark of high quality beyond

Cyprus' borders. This approach is further reinforced by the competitive advantages imparted on operations, enabling CYTA UK to offer rates for international calls to Cyprus at the same level as local calls in the UK and depending on the package, this can be as cheap as free!

These extremely competitive packages from CYTA UK were commercially launched on the 1st November 2005, under the brand name cyta.talk, setting a landmark for the development of a lasting relationship, between CYTA UK and its customers in the UK. Lately, CYTA UK has extended its offering by including competitive business packages under the brand name cytabusiness. Furthermore, CYTA UK is planning to offer in the near future, broadband services including fast internet and video-on-demand.

For more information visit:
 CytaGlobal website at www.cytaglobal.com
 CYTA UK website at www.cytauk.com
 CYTA Hellas website at www.cytahellas.com





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CytaGlobal is in touch with the human need for communication. Based in Cyprus, at the crossroads of Europe, Asia and Africa, **CytaGlobal** has built up one of the most advanced telecommunications networks in the European Union, today. With its state-of-the-art global network and by providing creative electronic communication solutions, **CytaGlobal** is your bridge between East and West, carrying your voice, data and video messages across continents, to destinations to the four corners of the world!



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