



The mobile operator, born nearly two decades ago, as sponsored events, supported several social responsibility projects, sought to offer unique solutions, more benefits and quality in its services, making mozambicans smile more and more. The “M” from Mozambique and “Cel” from celular, will remain together as the smile that connects us.

**BRAND VALUES**

Mozambican culture, innovation, expansion, connectivity and happiness are the main values of mcel. “Estamos juntos”, in english, We are Together, is not only one of the most popular expressions in Mozambique, but also the foundation of mcel positioning. By enabling us to call those we love, mcel is connecting all mozambicans.

**MARKET**

With 85% of coverage on all districts and with 3G technology on all province capital and some other districts, mcel continues to invest on low prices and on easy access of telecommunication devices, making mobile networking more accessible to every mozambican. Still, only 1/3 of the population as access to telecommunications services, so it’s a long way to go.

It’s important to highlight that mcel favours in its business, the use of technological platforms to improve various sectors of its society, using mobile technologies to leverage the improvement communications and the flux of essential information to increase productivity and efficiency of companies.

**COMMUNICATION**

About 3 years ago, mcel adopted a new communication strategy, now based upon three pillars: connectivity, mozambican culture and happiness. Happiness was the first brand value to be explored on its ad campaigns: mcel became the smile that connects us and wins the heart of mozambicans.

Later, the proudly mozambican mobile operator connected even further to its clients with a campaign that valued national identity, uplifting the feeling of belonging. The very mozambican expression “We are Together”, that mcel adopted as its motto, found an even deeper meaning to its plea of mozambican culture.

Afterwards, the mobile operator kept the pillar of connectivity, fortifying even further the mozambican culture by using local expressions like ‘Helêlêlê!’ and ‘Maningue’



to advertise its products and services. Nowadays, its communication is centered on its free and innovative products, basing it always on the brand pillars.

Good exemples are the campaigns that publicise free data for Facebook and the service Malta m; the communication of mcel Sport service, mkesh and Aceita lá, through captivating and inviting campaigns, that are based on humour of well-known personalities, highlighting the ease of use and advantages of each service. Recently, mcel launched its institutional campaign, “Melhor Juntos”, Better Together in english, with a strong and emotional message.

This campaign aims to touch the heart of mozambicans, highlighting the importance of being together, in every situation in life.

**PRODUCTS AND FUTURE DEVELOPMENTS**

Mcel invests on quality, technological innovation and on leadership of its products and exclusive services. During the year of 2015 and on the first semester of 2016, the network as introduced, several exclusive products and services such as free Facebook data, additional functionality and advantages to toknice, Voice Call Additive, that adds extra minutes to the subscribed package, more free minutes to all national



networks and new Netgiro packages, with data by the hour. During 2016, mcel as offered even more bonuses and free credit, megabytes and downloads, dynamic and personalised tariffs, roaming with more than 400 partner operators worldwide, among other advantages.

**COMPETITIVE ADVANTAGES**

Throughout this year, mcel continued to develop a program of corporate social responsibility, that invests on the social and economical development, on the improvement of quality of life and on consolidating social responsible practices.

One of the main competitive advantages of mcel is the involvement with the people, acting in areas like education, sport, culture and health. On the subject of education, during International Children Day, mcel provided unmatched moments to disadvantaged children, on Arco Íris Shelter in Boane, province of Maputo, through various gifts and a meal.

On this same subject, financed the rehabilitation of Agostinho Neto Primary School in Sofala, granting better education quality and well being to the students. Participated also in the Project “Rebuilding Mozambique”, that rebuilt a kinder-garden, located in Inhagóia neighbourhood, on the city of Maputo.

Mcel supported also the project “Child Scream”, partnering with Mozambican Association for the Victims of Road Safety, that took place at Unidade 2 Primary School, int the city of Maputo, with the objective of massifying safety and caution practices among the children. On the subject of health, participated in the fifth consecutive year, in partnership with the ministries of Health and Education, on the National Campaign for Oral Health in schools.

It was also signed a Memorand of Understanding (MoU) between mcel, and the Doctors Guild, and the Veterinarians Guild of Mozambique, offering several discounts

**UNKNOWN FACTS**

- Mcel is the only network that provides free internet access.
- Mcel as about 7100 weekly visits on its Facebook page.
- Mcel became the first mobile operator to provide banking solutions, through mkesh.
- Mcel was the first mobile operator to launch 3G and Blackberry services in the country.
- Mcel is the biggest sports sponsor in Mozambique.

on phone calls, to ease communication between its members.

Continuing on the social responsible actions, mcel signed a Memorand of Understanding (MoU) with the Ministry of Agriculture and Food Safety, through which provided an SMS platform that allowed sending messages in bulk, with the goal of fundraising to support victims of food insecurity.

Showing its solidarity with the population, due to natural calamities, mcel provided to deliver shelter kits and essential products to the victims. This action also provided a free emergency line to contacte the National Institute of Calamities Management.

Concerning culture, mcel backed several mozambican authors, namely the book “Pneum Chamas”, by Jorge Oliveira, “Caderno de Memórias, Vol. II” by Aldino Muianga and “Ngoma Yethu”, by the renown author Paulina Chiziane. Mcel also sponsored several exhibitions, namely the Xingomane festival.

In Sport, participated, for the 11º consecutive year, on Mozambique mcel Cup, creating the necessary conditions for this national football competition to happen.

Its involvement with sport extended to the sponsorship of Basquete Show and the offering of sports equipment, having signed a reason of understanding with the Ministry of Youth and Sports, with the goal of revitalising and massifying sports among teenagers. Through the project “Bolas para os Distritos”, mcel will provide 4 thousand balls to sport centers across the country.



**1997**

Launching of mcel in Mozambique.

**2000**

Launching of the pre-paid service.

**2005**

Launching of the services: GPRS, EDGE, mymcel, EMM, MMS e Netmóvel.

**2009**

Launching of the services: Netmóvel, Blackberry e Toknice.

**2013**

Launching of the exclusive service, Mobile TV.

**2014**

Launching of the service “Aceita Lá”.

**2015**

Launching of the service “Facebook Grátis”.

**2016**

Launching of the campaign “Melhor Juntos”.