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Vodacom Mozambique, as part of Vodafone Group, offers the best in mobile and fixed telecommunications to the Mozambican Market. The company prides itself in providing reliable, high-quality and cutting edge technologies that serve the customer's communication needs. Vodacom Mozambique promotes industry-wide best practices and provides unmatched expertise that grows your business in a sustainable and reliable way. The company offers a wide range of telecommunication solutions, including: Mobile Voice & Data, SMS, Multimedia, Primary Voice Access, Fixed Connectivity (MPLS & Dedicated Data), convergent services and various Enterprise Turn-Key solutions, backed by Vodacom's country-wide fiber infrastructure and microwave connectivity.

BRAND VALUES

Speed, Simplicity and Trust are the key values that drive Vodacom Mozambique. We have deeply invested in technology development that responds to growing demands of our customers in a competitive and challenging market, thus creating solutions that reduce costs while increasing quality and efficiency. We hold ourselves to high ethical standards and operate in a responsible way. Our Motto is: We exist to change lives.

MARKET

Over the past three years, Vodacom invested in terms of its national infrastructure. On the one hand to increase the uptime of services, and secondly, to ensure the same quality of primary connection Optical fibre.

The investment was around \$ 200 million and allowed the construction of the Disaster Recovery Center.

This center replicates the information on core operations and allows, in case of any eventuality, that all information is available to ensure customer service without any operational disruption. The Data Centre has redundancy in terms of equipment, connectivity, power and cooling systems.

COMPETITIVE ADVANTAGES

Vodacom has achieved market leadership in Mozambique by gaining competitive advantages in key areas. Vodacom is the only operator in Mozambique that owns 3 distinct connectivity backbones nationally with automatic redundancy to ensure resilience and high availability. There are two Fiber Optic backbones and a third microwave backbone which serves as the foundation of Vodacom's products and solutions. In 2013, Vodacom launched Mobile Money service M-Pesa. M-Pesa allows easy, fast, affordable and safe monetary solutions such as Money transfer anywhere in the country as well as payments of goods and services. The M-Pesa network currently comprises of 2,500 agents and 450 ATMs throughout the country, and it is the most successful Mobile Money platform in the country.

COMMUNICATION

Over the years, Vodacom has re-invented the art of communicating products and

services by focusing on a set of integrated campaigns which are based on Vodacom's Values and Brand Identity, blended with uni-

que local knowledge & insights. This communication strategy has helped position Vodacom as the leader in telecommunications segment, thus creating impactful and lasting emotional relationship with the audience, while providing exceptional quality and innovation. In 2011,

Vodacom undertook a rebranding effort in order to align with Vodacom Group brand identity. The rebranding also touched upon local sensibilities and launched campaigns that connected with the Mozambican audience immediately. Campaigns such as "Vive Agora", "Como Anima", "Melhor Rede" and "Internet Mais Rapida / Rapidismo" are shining milestones which will be remembered in the telecommunications history of Mozambique for years to come.

PRODUCTS AND FUTURE DEVELOPMENTS

Vodacom has a dedicated Enterprise Business Unit which develops and offers a range of solutions to SME & Large Enterprises. The Enterprise Business Unit converges fixed, mobile and technology solutions to better meet customers needs and provide a single point of contact to address various requirements.

2003

Launch of Vodacom in the Mozambican market.

2011

Rebranding from blue to red "vermelho e mais quente".

UNKNOWN FACTS

Vodacom is the first mobile operator to launch IoT solutions in Mozambican market.

We are the most awarded carrier in Mozambique: Top Employers Mozambique 2016/2017, Best Mobile Carrier Brand, Social Devotion Award by SocialBakers, Vodacom Group CEO Award for Best Innovator, Golden Arrow for Advertising Campaigns, Golden Arrow for Promotion of Arts & Culture, Diamond Arrow for Corporate Citizenship and CSI, Diamond Arrow for Telecoms in Mozambique.

Quality and Efficiency are primary needs of the enterprise market. Vodacom has introduced "Plano Empresa" for medium and large companies, offering free calls between employees all day, every day. This plan is developed for teams which demand uninterrupted communication and mobility without compromise. Vodacom is pioneering the emerging Internet of Things (IoT) space by introducing Time & Attendance and Mezza-

nine platforms. The Time and Attendance platform is designed to efficiently manage teams and fleets in real-time, providing cost efficiency, productivity and higher return on investments to the customers.

The Mezzanine platform provides the tools and resources to public sector in order to improve quality of service delivery in Education, Healthcare and Agriculture.

2012

Launch of the leadership campaign "Numero 1".

2013

Launch of the "Como Anima" campaign.

2014

Launch of "Vodacom" e "Txeaa" campaign.

2015

Launch of "Vive Agora" campaign..

2016

Launch of the "Internet mais Rapida-rapidismo" campaign.