

## Mobilink wins top CSR Award

**KARACHI: September 3, 2008** – Mobilink, the country’s market leader in cellular communication with more than 32 million consumers and a subsidiary of Orascom Telecom, secured the highest accolade at the 2<sup>nd</sup> Helpline Trust CSR Awards in recognition of its pioneering role in establishing a series of sustainable people-focused Corporate Social Responsibility initiatives.

Hamid Maker, Founder Chairman of Helpline Trust said, “Through these awards the Helpline Trust would like to recognize companies (large and small) that have in place socially responsible practices and ethical initiatives that serve to protect and benefit the consumers.”

Bilal Munir Sheikh, Vice President Marketing, Mobilink, while commenting on this distinction said, “As a socially responsible company Mobilink is committed to contribute in the fields of education, community health and employability. We believe in sharing the benefits of developments in mobile communications technology as widely as possible and over the years we have expanded our CSR program to reach out to those most in need. CSR at Mobilink is a top priority management support program and we will continue to raise the bar in the coming years. ”

Out of the 18 recipients of the 2<sup>nd</sup> Helpline Trust CSR Awards, Mobilink was also awarded the ‘Certificate of Merit’ for securing the highest points as judged by the award’s panel of experts. This distinction is a result of the various innovative CSR projects currently being undertaken by Mobilink including Mobilink Voice-Service-to-Teach, Mobilink PCO Solution and Mobilink Kisan Service.

Mobilink Voice-Service-to-Teach is an innovative IVR service allowing visually impaired individuals to access audio books from the Punjab Board Matriculation curriculum. A total of 7 subjects covered are available in English and Urdu.

Mobilink PCO scheme is a source of livelihood for people in rural areas throughout Pakistan and designed as a shop-in-a-box solution. The kit comes with a wireless payphone and shop branding items enabling people to instantly start their business activity after acquiring this PCO package.

Mobilink Kisan is an agricultural IVR information service that helps small farmers realize a good yield and eliminates exploitation at the hands of middlemen by providing access to the price of the day; current prices of various agricultural products in major markets across Pakistan; advice on harvest, crop care and use of pesticides as well as the latest 5-day weather forecast.