

FOR IMMEDIATE RELEASE

Roshan expands SMS portfolio to include international SMS and SMS Voting for the first time in Afghanistan

KABUL, May ____, 2005 – Roshan, Afghanistan’s largest GSM mobile operator has announced the launch of two new innovative services for Afghanistan. In addition to being able to send Short Message Service (SMS) domestically, Roshan customers can now send International SMS and participate in interactive SMS Voting in conjunction with Afghanistan’s leading private radio and television station.

Roshan has entered into a partnering relationship with Aria Productions Limited (ARMAN FM / TOLO TV) to provide Voting by SMS. Initially, the service will be available in Kabul only, but will shortly be rolled out on a nationwide basis. “Communications and the needs of customers are changing rapidly in Afghanistan,” explained Altaf Ladak, Chief Marketing Officer of Roshan. “In Afghanistan customers are becoming more sophisticated and are looking at Value Added Services like SMS that are well developed in more mature markets. Roshan has always been at the forefront of the most innovative services to all Afghans. In launching a comprehensive range of SMS products including International SMS and SMS Voting, Roshan is forecasting SMS usage to increase dramatically” he added.

“The main objective of our SMS voting portfolio is to give Afghans an ability to communicate their opinions and also to have some fun. The SMS Voting product is ideal for a country like Afghanistan, where illiteracy rates are high. Instead of writing messages, everyone can compete by just typing in one number or letter. ” Saad Mohseni (Position) from Arman FM said, “For us Roshan was the ideal partner. Roshan has been instrumental in offering innovative services and the best services to Afghans. We have have partnered with Roshan for this initiative because of our alignment in values regarding leading Afghanistan’s redevelopment through innovation,” he added.

The newly launched international SMS facility gives customers the capability to send and receive short messages (up to 160 characters) and is also available when Roshan customers are now roaming outside of Afghanistan. According to Rebecca Mckitterick, Roshan’s Product Director, “Roshan is now offering this product in collaboration with over 50 operators in more than 30 countries and this list is growing continuously. The voting product is in addition to the domestic SMS already available for more than a year, making Roshan the pioneering cellular operator in Afghanistan.”

SMS usage in Afghanistan is expected to grow several hundred percent, as users become aware of the SMS products available and become more adept through usage that yields obvious benefits. Roshan plans to unveil more value-added features for its customers in the coming months.

Roshan Contact

Altaf Ladak
Chief Marketing Officer
email: altaf.ladak@roshan.af
phone: 079 979 001

About Roshan

Meaning “light” in Afghanistan’s two most widely spoken languages, Dari and Pashto, Roshan brings a promise of hope, development and a brighter future for the people of Afghanistan.

Currently, Roshan is one of the largest private company employers in Afghanistan, directly employing over 470 people, 21% of whom are women. In addition, Roshan provides indirect employment to more than 5,000 people who work as dealers, distributors, contractors and suppliers.

In addition to employment, Roshan also contributes as one of the largest advertisers in Afghanistan, spurring on a market of printing, billboards and advertising. Just last month, Roshan was recognized at the tenth GSM Association (GSMA) Awards. Winners were announced at the mobile industry’s leading annual event, the 3GSM World Congress 2005, in Cannes, France. Roshan beat international companies such as Motorola USA and Vodafone UK to win the coveted Best Marketing Campaign Award for its “Light and Hope” campaign, aimed at making mobile communications widely accessible to the Afghan people. Roshan was praised for navigating through religious, ethnic and cultural issues to establish a brand and significantly grow the Afghan communications market. Roshan has become the Afghan brand, embracing the hope and opportunity that Afghanistan now represents.

Owned by an international consortium formed by the Aga Khan Fund for Economic Development (AKFED), Monaco Telecom International (MTI) and US-based MCT Corp., Roshan brings international expertise to Afghanistan and is committed to the network quality and coverage for the Afghan people.

About Aga Khan Fund for Economic Development (AKFED) and Aga Khan Development Network (AKDN)

The Aga Khan Fund for Economic Development (AKFED), the leading sponsor with 51% of the equity in the operating company is the economic development arm of the Aga Khan Development Network (AKDN), a group of private, non-denominational development agencies seeking to improve opportunities and living conditions in specific regions of the developing world, especially Africa and Asia.

The Aga Khan Development Network, which has been supporting humanitarian assistance and rehabilitation in Afghanistan since 1996, works for the common good of all citizens, regardless of their gender, origin or religion and its underlying impulse is the ethic of compassion for the vulnerable in society. Its programmes in Afghanistan come under a comprehensive development agreement signed by the Aga Khan and President Hamid Karzai.

AKFED has also established the First MicroFinanceBank, which provides banking facilities and microfinance loans to several regions in Afghanistan. AKFED will also be opening up its 5-Star hotel, Kabul Serena Hotel, later this year in Kabul.

About Monaco Telecom International (MTI)

Monaco Telecom International (MTI) holds a 37.75% stake and is a 100% subsidiary of the Monaco Telecom Group, the incumbent operator for the principality of Monaco. Monaco Telecom Group was created in 1997 out of the Principality’s



administrative service, the Office Monégasque des Télécommunications. Since 2004, the Monaco Telecom Group shareholding is 49% Cable & Wireless, 45% Principality of Monaco and 6% Compagnie Monégasque de Banque. MTI has operations in Afghanistan, Algeria, Kosovo and Tunisia.

About MCT Corp.

MCT Corp., which holds a 12.25% equity stake, is a U.S. company and a leading provider of mobile wireless telecommunications services in Central Asia and Russia. MCT has developed 29 ventures in the region since its formation over 10 years ago, and today it provides mobile and other services through fifteen ventures licensed to serve populations of 68 million people. Service is offered under the *Indigo*, *Coscom* and other regional service brands. Further information is available at www.mctcorp.net and www.Indigo.ru.