



## **Zantel launches partnership with United Against Malaria**

Dar es Salaam, Tanzania-9<sup>th</sup>-July, 2013: Zantel, Tanzania has announced today their new partnership with United Against Malaria through Malaria Safe Program to promote awareness on prevention and treatment of Malaria.

The partnership focuses on four pillars of Malaria Safe, which are Education, Protection, Visibility and Advocacy

Through Education and Protection pillars Zantel will invest in ensuring their staffs are educated on malaria, they get right treatment and are protected from malaria through distribution of nets to each staff.

Zantel is also committed to advocate for Malaria Safe initiative where CEO will use different platforms like business luncheons to make a call for more companies to join the cause.

Zantel will also provide different platforms to ensure visibility of Malaria messages.

“We are proud to be a part of this important communications campaign to help end Malaria related deaths in Tanzania by using our core capacity as a telecom company to get the message out,” says Sajid Khan, Zantel Chief Commercial Officer, “This is a critical moment for Tanzanians, a lot of progress has been made in the fight against Malaria already and, as a proudly Tanzanian company, we want to be a part of this success.”

Malaria is a major public health problem in Tanzania with annual deaths estimated at 60,000, with 80 percent of these deaths among children under five years of age. Approximately 14 to 18 million clinical malaria cases are reported annually by public health services and more than 40 percent of all outpatient visits are attributed to malaria.

“It is great honor to participate in the launch of this important partnership,” said Leodeger Tenga, President of Tanzania Football Federation and Malaria Ambassador in Tanzania. “This partnership will allow Tanzania to reach the ambitious goal of ending malaria-related deaths by 2015” insisted Tenga.

The initiative will also be extended to Zantel customers through distribution of Malaria related leaflets, posters and articles using Epiq Bongo Star Search, Epiq Open Mic and other company platforms.

“Wellbeing of our customers is Zantel’s number one priority, and by this partnership Zantel is sure to help its customers fight one of the leading killer diseases in the country’ commented Khan.

## **ABOUT ZANTEL:**

Zantel, an Etisalat group company was established in year 1999 as Zanzibar Telecom Ltd. Etisalat has been the telecommunications service provider in the United Arab Emirates since 1976 and has footprints in 18 countries traversing the Middle East, Asia and Africa. In its many years of operations, it has built up state-of-the-art telecom infrastructure and taken a leadership position of innovation, and quality service delivery among regional and international operators.

Zantel is the only Integrated Telecom service provider in Tanzania offering International Gateway services, Fixed, Mobile and data services through its CDMA, GSM, 3G networks. Zantel is a joint venture between:

On May 5th, 2012, Zantel launched its 3G HSPA+ network in Zanzibar. The 3G HSPA network will enable Zanzibar to enjoy super fast broadband services for both personal and business needs.

Zantel currently serves a growing subscriber base of over 3 million subscribers and consistently demonstrates its core values of affordable, consistent and seamless services and is known as the Best & Fastest Wireless Internet Service provider in Tanzania.

Zantel is also committed to taking its place amongst leading corporate citizens in Tanzania by making wide-impact and sustainable social investments. Zantel believes that apart from offering a solid platform of technological innovation, sustainable investment is the bedrock of stellar growth and economic stability.

Zantel has received several awards and endorsements for its quality and innovative services. Some of these include – GSMA M-Health award. Indeed, at Zantel the future is a world in which technology extends people’s reach on all fronts.