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Press Release

Thuraya Focuses on NGOs as Major Market Segment

Abu Dhabi, 21st July 2010: Non-government organisations (NGOs) and disaster management agencies which coordinate global humanitarian and relief efforts are a key market segment for Thuraya Telecom Co. Communications is one of the most vital requirements for NGO's success. These agencies which operate in numerous parts of the world are on many occasions based in indigenous and remote hotspots that are not appropriately served by terrestrial telecom networks. Hence, NGOs are always on the look-out for handy and reliable telecom solutions.

With this in mind, Thuraya has been very active in the NGOs communications market. The Company's participation in Aid and International Development Forum (AIDF) to be held in Washington D.C from 22nd to 23rd July is an example of its initiatives to better understand and serve this key market.

"We have proven satellite IP, voice, rural telephony and emergency communications products that have been widely used by international NGOs within our 140-country coverage area," said Thuraya's Vice President Corporate Communications, Ebrahim K. Ebrahim.

"In fact, most of the NGOs operating around the world today are in Asia, Africa and the Middle East which are core markets and which are supported by Thuraya's dynamic world-class network," he added.

On top of the Company's service list is the world's smallest satellite broadband solution, Thuraya IP, which provides high speed data through a compact A-5 sized device that facilitates web browsing and video-streaming at efficient speeds for the NGO sector.

Thuraya pioneered the Mobile Satellite Services (MSS) sector's first NettedComms solution for emergency communications. It integrates different telecom platforms in a closed user group allowing diverse humanitarian and aid agencies to communicate with one another even when terrestrial networks have been destroyed. For voice services, Thuraya provides the world's toughest satellite



phone, Thuraya XT designed with features that best suit outdoor satellite telecoms.

“The NGO and disaster management sector is growing as a market segment and have very specialised telecom needs. At Thuraya, we are building our knowledge and expertise with this sector for many years now, culminating in establishing a dedicated business team to efficiently address their needs and demands,” said Mr. Ebrahim.

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About Thuraya (www.thuraya.com)

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Asia, Africa, Europe, Australia and the Middle East. Services provided by Thuraya include broadband, maritime, mobile voice that support dual GSM and satellite mode, rural telephony, fleet management and other advanced applications that enable people and businesses everywhere under its coverage to enjoy constant access to communications and information. Thuraya enhances sectors such as oil and gas, mining, agriculture, NGOs and maritime services through its cutting edge technology.

The Company launched its third satellite in January 2008, which has brought countries of the Asia-Pacific region under its footprint and extended its coverage to nearly two thirds of the globe’s population.

Thuraya was founded in 1997 by a consortium of leading national telecommunications operators and reputed investment firms from the region.

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