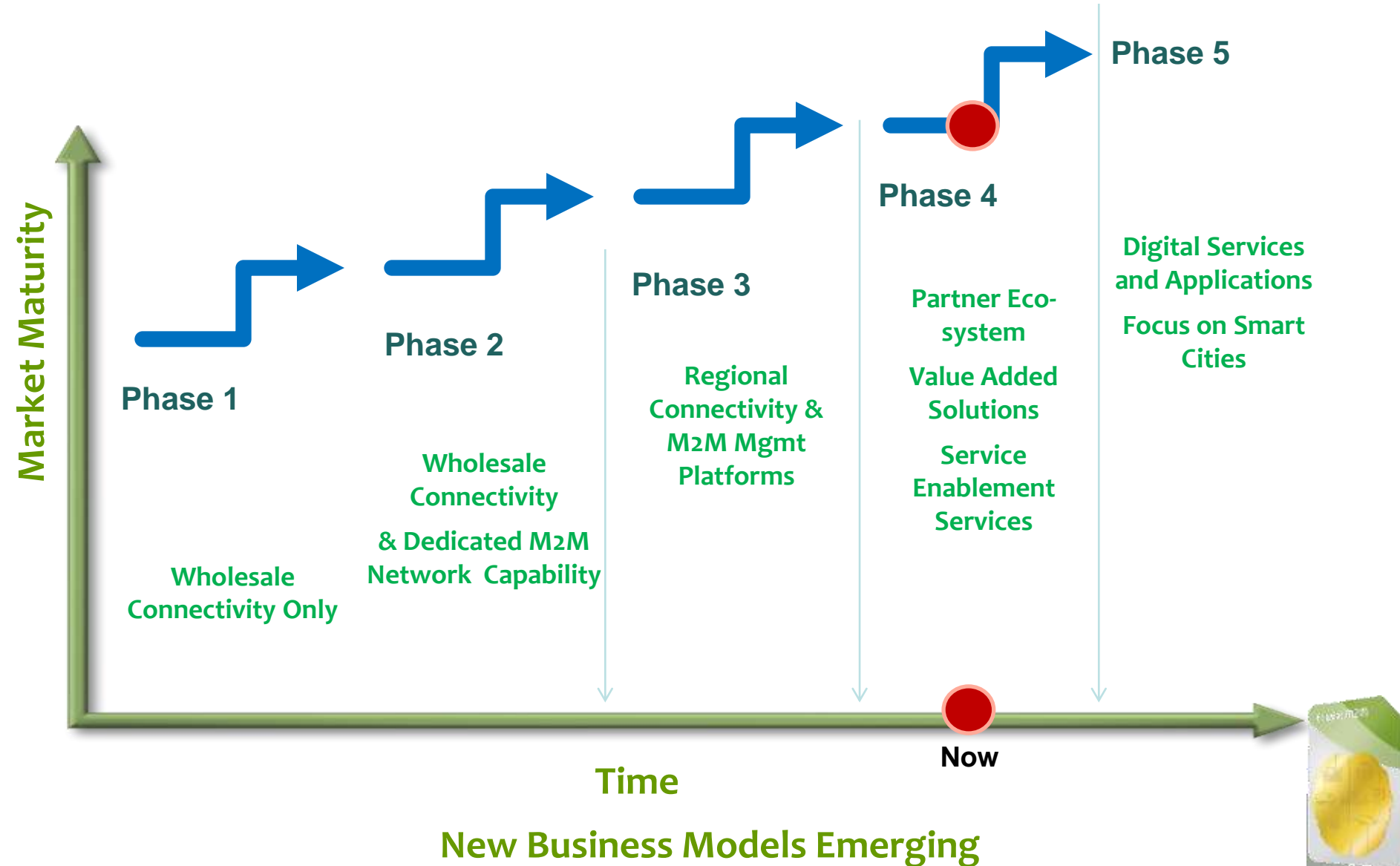


Driving Sustainable M2M Solutions in UAE



The Etisalat path to M2M requires Phase change ...



UAE M2M Development, Key drivers



1. Devices are becoming more powerful (intelligent)
2. Networks transmit greater amounts of data
3. Adoption of new technology is getting faster
4. ECO System of solution partners growing significantly
5. Communication is getting cheaper (unfortunately)



UAE - M2M in Numbers



90%

Market Share
M2M Connectivity

600m

AED M2M Market Size 17

44%

Spend on Telecom

340k

2G/3G
Connected M2M Devices

48%

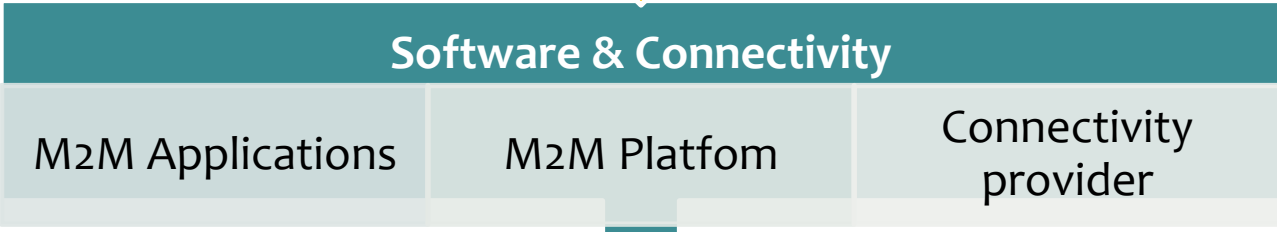
Transport & Logistic

50k

Buildings Connected



Etisalat in the M2M Value Chain



M2M Control Center

Manage your connected devices the smart way



Operator



Enterprises



Connected Devices



Ensuring Your M2M Success...



-  **Support your business model**
-  **Act on strategic insight**
-  **Fix problems instantly**
-  **Automate everything**
-  **Go global**

Control Center



makes it possible



M2M World Alliance



- KPN, NTT DOCOMO, INC., Rogers, Singtel, Telefónica, Telstra and Vimpelcom and Etisalat entered into an agreement to initiate collaboration with respect to their M2M businesses
 - Focus on create M2M echo-system and global multioperator products



- First results:
 - Alliance as a structured working group
 - Presentation of the Multioperator unique SIM & Platform Demo at Gitex 2013 UAE



M2M Applications

Fleet Management, M2M Monitoring, MiFi in Car.



etisalat

Now track down your fleet easily

With Etisalat's Fleet Management Solutions

Fleet Management Solutions enables you to centrally manage your fleet. This real-time management service allows the organisation to track down the fleet and improve efficiency. Furthermore, this real-time maintenance and powerful logistic tool improves resource time and assists operators with a comprehensive report.

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What if your fleet can save you time and money?

Etisalat M2M can make it happen

We believe in a world where communication is the fundamental key for growth. Whether it's from person to person or Machine to Machine, the seamless flow of information is the driving force behind all innovation.

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What if vending machines never run out of stock?

Etisalat M2M can make it happen

We believe in a world where communication is the fundamental key for growth. Whether it's from person to person or Machine to Machine, the seamless flow of information is the driving force behind all innovation.

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Emirates Energy Star



A national level energy efficiency program, deployed via a unique public-private partnership between Etisalat and Pacific Controls to reduce the carbon footprint of UAE, showcasing to the world the commitment we have made to save planet earth from the impact of climate change.



EES reduces the carbon footprint of the UAE by optimizing electricity usage in buildings, without compromising on occupant comfort conditions.

