

1st July 2011

Press Release

Thuraya Beefs up Regional Office in Singapore to Lead Asian Operations, Recruits Regional Director

Abu Dhabi, July 1, 2011: Thuraya, an international leader in the Mobile Satellite Services industry, today unveiled its regional office in Singapore.

As part of Thuraya's strategic aim to grow its mobile satellite business across the Asia Pacific region, Thuraya unveiled today new plans for Asian markets and announced the appointment of Mr. Bilal Hamoui as Regional Director for Asia based in Singapore.

"We understand the vital need to be in close proximity to our partners in the region in order to provide them with the best of support, and as such we have appointed Bilal Hamoui to manage and grow commercial operations across the area," explained Thuraya's CEO, Mr. Samer Halawi, during a press conference held today in Singapore.

Thuraya's services are available in the Asia Pacific region through a select network of specialised satellite solution providers. As a demonstration of its commitment to the region, Thuraya will further invest in putting together a full team to cover the Asia region out of Singapore.

"Over the years, Thuraya has developed a network of partners who built a strong distribution presence in the major Asian countries. Through our Singapore office, we will support them closely in order to expand our service reach," added Mr. Halawi.

"The Asia Pacific region is served by a dedicated satellite; Thuraya 3. Our new plans underline Thuraya's determination to build on existing partnerships and further enhance our position as a leading Mobile Satellite Services operator," Mr. Halawi continued.

The powerful satellite network features distinctive functionality, including dynamic resource allocation and strong satellite spot-beams that enable the company to support multiple voice and data users wherever and whenever needed in the coverage area, without the risk of congestion when consumers need the services the most.

Thuraya's ubiquitous coverage in Asia extends from Japan in the North to Australia in the South, including all 22 major countries in the region, major straits, waterways, and islands.

"The Asian mobile satellite market is growing at rates exceeding those of the rest of the world, driven by a strong maritime sector. Thuraya is well poised to meet the needs of



this segment through its unique maritime solutions. Our solutions can be used on large regional cargo ships, medium sized vessels, or fishing and leisure boats,” explained Mr. Halawi.

Thuraya boasts a range of products particularly suited to the Asian market, including a growing suite of maritime offerings, catering for low to high-end consumers. These include Thuraya Marine and Seagull 5000i for narrowband voice and data services, with a soon to be launched marine-grade broadband product.

In addition to maritime products, Thuraya has a complete portfolio of satellite telecom solutions including high-speed data, voice, tracking and aero services that cater to the specialised requirements of the government, defense, maritime, oil & gas, international broadcast media, NGOs and emergency services sectors.

Included in Thuraya’s versatile product portfolio are the Thuraya IP, the world’s smallest satellite broadband solution to support 384 Kbps, and the Thuraya XT, the world’s toughest satellite phone.

“Thuraya IP is the most portable satellite broadband solution in the market. It is also the only satellite broadband solution to provide asymmetric streaming allowing consumers to cost-effectively transmit video from the field. Because of its versatility and ease of use, the solution was deployed very quickly and effectively following the devastating earthquake in Japan to assist in search and rescue operations, and to broadcast the news from the ravaged area,” elaborated Mr. Bilal Hamoui, Regional Director for Asia.

With a 140-country coverage area including the entire Asia Pacific region, Thuraya provides uninterrupted satellite connectivity to various government and business entities as well as communities and individuals located at sea, in the air, or in remote and rural areas, or in locations that are not well covered by terrestrial communications.

- Ends -

About Thuraya (www.thuraya.com)

Thuraya provides cost-effective mobile satellite services in more than 140 countries in Europe, Africa, Middle East, Asia and Australia. 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.

For more information, please contact:

Mr. Ebrahim K. Ebrahim
Corporate Communications Department
Thuraya Telecommunications Co.
Post Box 283333 Dubai, UAE
Tel: 971-4-4488-828
Fax: 971-4-4488-899
Email: e_ebrahim@thuraya.com

For commercial information, please contact

Mr. Bilal Hamoui
Regional Director - Asia
991G Alexandra Road
#03-29A
Singapore 119975
Tel: +65 6622 0600
Email: b_ElHamoui@thuraya.com