



Takarub Telecommunications L.L.C Company Profile

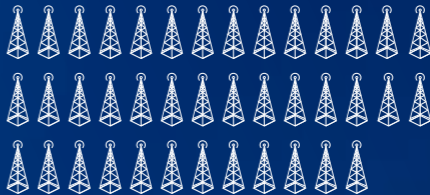


3M 

MORE THAN 3 MILLION SUBSCRIBERS

50M 

MANAGING MORE THAN 50 MILLION MESSAGES & CALLS PER MONTH

40 

CONNECTED TO MORE THAN 40 MOBILE OPERATORS



RECEIVED THE
**AWARD OF
TOP REVENUE GENERATORS
BY ZAIN IRAQ**
IN 2009, 2010, 2011 & 2012
RESPECTIVELY.

EXECUTIVE SUMMARY

- Successfully leveraged its **proprietary technology platform** to take advantage of the exponential growth in mobile value added services (VAS) in the Middle East and Africa.
- **Experienced** teams on the ground with accumulative knowledge capital in VAS; Content and Media.
- **Technically self-reliant** where all platforms are developed and deployed in house.
- **In-house content editors**; experts in creating world-class VAS content and services.

CONVERGENCE



TAKARUB HAS BEEN SUCCESSFUL IN ALIGNING ITS TECHNOLOGY TO MAXIMIZE THE BENEFIT FROM THE CONVERGENCE OF MOBILE SERVICES WITH TELEVISION, MEDIA, INTERNET AND COMMERCE.

WHY TAKARUB?

- Local Presence, Global Reach.
- Our Media Experience is an Edge.
- Branded Local Content.
- Experienced Teams- On the Ground.
- World-Class Content Production.
- Strategic Alliances:
 - MBC:** IVR Aggregator in Iraq for 2 years to date.
 - Rotana:** Managing Rotana in Iraq for 3 years to date, and in Sudan for 2 years to date.
 - Orange JO:** Managing all services at Orange for 4 years.
 - Iqra':** Strategic partnership.
 - Kharabeesh:** Strategic partnership.

Foresite Web and Software Development

- Cross-device/platform content optimization
- Marketing solutions
- e-Commerce

<foresite>

Pure Media Studios

- Music production
- Media relations
- Shows production
- Mobile content production

PURE media

SISTER COMPANIES

TECHNICAL PLATFORMS

CONTENT
MANAGEMENT
SYSTEMS

WAP
PORTALS
& GATEWAY

BACKGROUND
MUSIC
PLATFORM

MEDIA
CONTROL
PLATFORM

MOBILE
PAYMENTS
SOLUTIONS

REAL TIME
BILLING
SOLUTION

COMPETITIONS
PLATFORM

RBT
PLATFORM

VOIP
GATEWAY

OPERATOR FOOTPRINT



Jordan

Zain Jordan
Orange
Umniah

Iraq

Asiacell
Zain IQ
Korektel

KSA

STC
Zain
Mobily

Kuwait

Viva
Zain
Wataniya

Morocco

Meditel
Inwi
Maroc Tel

Oman

Nawras

Yemen

MTN Yemen
Y Telecom
Yemen Mobile
Sabafon

Malaysia

Celcom
Maxis
DiGi

Palestine

Jawwal
Wataniya

Qatar

Ooredoo

Indonesia

XL

Maldives

Ooredoo

Tanzania

Zantel
Airtel

Tunis

Tunisiana
Orange

Sudan

Zain Sudan
MTN Sudan

UAE

Du
Etisalat

South Sudan

Vivacell

Bahrain

Batelco
Viva

RICH CONTENT

- Solid experience in creating, editing and writing several value added services ranging from SMS, MMS, Animations, WAP Push & RBTs.

- Unique and diversified content selected from distinguished sources; either produced in-house or aggregated from exclusive and distinctive third party providers.

- Content thoroughly reviewed and revised to ensure best of breed quality services.

Third Party Content Samples

Rotana Songs
MBC Content
Kharabeesh Content
Abu Mahjoub
Afkar Content
Iqraa Content
India Times

In-House Content Samples

Sum3a
Cars
Wild Life
Sea World
Caricatures
Ghazal
Iraqi Songs










MEDIA LEVERAGE

Since media is key in targeting and reaching the right customer at the right place and the right time, Takarub is one of the few VAS companies in MENA with solid experience in Media and Advertising. We have an extensive media reach and agreements with several media agencies and famous TV channels with huge viewership.

- Our media team is relentlessly creating out-of-the-box ads and campaigns; cultivating the relationship between mobile operators and the various Media venues; TV or Radio stations.
- The direct interaction with end users and mobile operators gave us the skill set to select the proper media channels according to different set of criteria.
- We have experience in promoting our VAS content and services on different media stations and successfully organized and coordinated several famous programs and competitions.

mbc



AMMAN FM



فرسان



راديو الرشيد

سامراء
إذاعة



أغانينا



المحمديّة
107.3

WORK METHODOLOGY



CONTACT US

We are headquartered in Jordan with offices in KSA, Iraq, Sudan, Palestine, Morocco and Tanzania.

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100

YEARS
IN BUSINESS



TAKARUB TELECOMMUNICATIONS L.L.C
JORDAN - IRAQ - PALESTINE - MOROCCO - TANZANIA