



Asiacell Profile

Asiacell is Iraq's first GSM mobile operator and only Iraqi majority owned shareholding operator. The first commercial operations began in 2001 in the city and governorate of Sulaimania in northern Iraq.

In October 2003 Asiacell was awarded a two-year GSM license for the northern six provinces and in 2005 the license was extended to cover the whole of Iraq. In August 2007 Asiacell bid and won a 15 year national license.

Asiacell has the largest coverage area among the 3 mobile operators in Iraq and is the lowest cost with a wide range of products and services. New and innovative voice and data products and pricing plans are continuously updated and launched to cater for the needs of its customers.

The Chairman of Asiacell is Mr. Faruk Mustafa Rasool, who is one of the leading businessmen in Iraq with a multitude of interests in various industries. He is also the largest shareholder within Asiacell and is part of the 51% shareholding by Asiacell Company for Telecommunications Limited with the remaining 49% currently held by Al-Rowad General Services. Qtel Group, which is the telecommunications provider in Qatar and several other countries, owns the largest share within the Al-Rowad. This has allowed major investments to be made in order to complete the expansion plans for Asiacell.

Asiacell has around 2000 employees, the vast majority of whom are Iraqis, with the head office in the city of Sulaimania and offices in Baghdad and Basra and other major cities in Iraq with an extensive network of sales points and shops for its customers.

Asiacell has around 5 million customers and increasing daily who are benefiting from its services in the whole of Iraq and will be covering the only remaining governorate, Anbar, by the end of 2008.

Asiacell's products and services include:

SIM Card: - Three different types:

- Prepaid line
- Hala line – Visitor line
- Postpaid line

Voucher card: - Five Different types of Voucher Cards:

- \$5
- \$10
- \$20
- \$30
- \$100

Services:

- Call Waiting
- Call delivering
- Conference Call
- VMS: Voice mail service
- MCN: Missed Call notification
- Hall Service: Friends & Family
- Bye-Bye service: Call barring & SMS for 5 numbers
- SOS-free emergency number
- National call –interconnection with the other operators inside Iraq
- International calls with the world
- International Roaming.
- 333 – Prepaid management system /Free of charge
- 111 - Customer Services Center/ free of charge

Data Services:

- GPRS: Free activation
- MMS: Free Activation

Messaging:

- Local SMS
- National SMS
- International SMS
- SMS to TV
- Premium SMS
- Query MSISDN
- International tariff inquiry
- Query PUK
- Call Me service: Free SMS service via 999

USSD Service:-

- Checking Balance
- Recharge balance
- Credit transfer

