

Cyta's International Telecommunications Hub

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Cyta, the incumbent telecommunications operator in Cyprus provides a broad range of telecommunication services which aim to satisfy the ever-increasing needs of its customers through voice and data applications in fixed and mobile telephony. Moreover, Cyta is providing a range of broadband facilities such as fast internet access, internet protocol television (IPTV) and convergent products. Competition, international and local, has now become an integral part of the Cyprus telecommunications market and Cyta faces it across virtually its entire range of services, but the presence of competitors keeps Cyta vigilant and gives it the chance to improve constantly. Cyta's strategy is gradually transforming into a TIMES (Telecommunications, Informatics, Multimedia, Entertainment, Security) provider with the aim of providing total solutions to its customers. One important application of this strategy concerns the so-called 'quadruple play' services which simultaneously bring together voice, fast internet, video/television and converged mobile and fixed telephony services.

Cyta has also intensified its efforts aimed at expanding its operations abroad through wholly-owned subsidiary companies, especially in countries with significant Cypriot communities, such as Greece and the UK. Taking into consideration the liberalisation of the telecommunications market in Cyprus as well as Cyta's significant investment in international submarine cable systems, the strategy of entering new markets will provide additional sources of income for Cyta. In October 2008, Cyta significantly expanded its operations in Greece, by offering broadband internet and fixed telephony services in specific areas of the country, with plans for further expansion in the future.

Cyta's telecommunications infrastructure is one of the most developed in the Eastern Mediterranean region. Taking advantage of the island's privileged geographical



location at the crossroads of three continents Cyta, through Cytaglobal, its International Commercial Services Division, has developed an extensive submarine fibre optic cable network, which connects Cyprus with neighbouring countries and thereafter with the rest of the world. Cytaglobal participates in various regional and global cable systems such as the SEA-ME-WE 3, which links Western Europe and South Eastern Asia via the Mediterranean and the Middle East, and the MED NAUTILUS System which connects the Mediterranean with Western Europe and beyond. Cyta's international telecommunications hub is further enhanced with its recent involvement in the MINERVA cable subsystem, the first submersible ring, connecting Cyprus and Europe directly. In parallel, Cyta also operates an extensive network of Satellite Earth Stations, which are linked to Intelsat, Eutelsat and Arabsat satellite systems as well as to Intersputnik, SES and AsiaSat.

Cyta is willing to respond to market and legislation changes in order to take full advantage of Cyprus' accession to the European Union. Cyprus has now become Europe's furthestmost border in the Eastern Mediterranean, thus opening new horizons for Cyta and Cytaglobal, which aim to become the Telecommunications Bridge between East and West. Cyta currently serves as a hub for regional

telecommunications in the Eastern Mediterranean, with cables linking Cyprus to the Levant region, Egypt, Israel, Greece, Italy, and other European destinations.

In June 2009, Cyta and Telecom Egypt, announced that they have entered into an agreement to cooperate through extension of Telecom Egypt's TEN submarine cable system to Cyprus, thereby creating reciprocal Eurasia and Eastern Mediterranean opportunities. As part of this cooperation, Cyta has purchased a fiber-pair subsystem on TEN, capable of transporting a terabit of telecommunications capacity from Cyprus to Egypt and from Cyprus to France. Cyta's new fiber-pair subsystem, which has been named ALEXANDROS, will complement existing international facilities, enhancing the robustness of Cyta's international access through physical diversity and significant increase in bandwidth. Recently, Cyta has also agreed with the Syrian Telecommunications Establishment, STE, their intention to construct a new submarine cable system between Cyprus - Syria. The feasibility study for this new cable system is to be finalised within 3 months. The system, that will be initially named ALASIYA, will be in position to restore the existing cable system UGARIT between Cyprus - Syria and will provide an alternative high-quality route between Cyprus - Syria, serving the telecommunications needs of Syria to Europe and elsewhere, via Cyta's international submarine cable network. ALEXANDROS and ALASIYA will further enhance the strategic role of Cyta and Cyprus in general, as a major cable hub in the Eastern Mediterranean and an excellent centre of telecommunications services in the broader region.

For more information please visit:

www.cyta.com.cy

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