

SAMENA 2013 ANNUAL CEO EVENT TO BE HOSTED IN VENICE BY TELECOM ITALIA

60 CEOs of telecommunications operators from the Middle East, North Africa, South Asia and Europe to attend

Dubai – UAE, June 5, 2012: The SAMENA Board, that took place in Hong Kong, has decided, that for the year 2013 the SAMENA annual CEO event will take place in Italy, hosted by Telecom Italia in Venice. During the event more than 60 Chief Executives and the Chairmen from Middle East, North Africa, and South Asia will meet European colleagues and discuss the major issues concerning the telecom sector, joining their efforts toward common positions on how to encourage the future growth and development of telecoms markets, services and technological innovation. The main issues to be discussed at the meeting will be the relations between the telecom and the broadcasting market as well as the development of television on broadband networks.

Mr. Franco Bernabè, Telecom Italia's Executive Chairman and CEO said, "I am honoured to announce that in 2013 SAMENA annual CEO Leadership event will be held in Venice and hosted by Telecom Italia. The challenges of the telecommunication and digital industry need to be faced through broader cooperation of players from all regions of the world. The Summit will be an opportunity to address relevant issues like the relations between telecom operators and broadcasters and television on broadband networks. Hosting the SAMENA annual CEO event in Italy represents an important step in this direction. I hope that this will contribute to enhanced dialogue among players of Middle East, North Africa, South Asia and Europe."

Mohamed Isa Al Khalifa Chairman Board SAMENA and Group CEO Batelco said, "We are very pleased to hold the next annual CEO event in Italy and we are very thankful to Telecom Italia for hosting it in Venice. The ICT industry is developing more and more globally, therefore it is important to have sound exchange of views with players from other regions of the world. Therefore, we value very much the occasion to host for the first time the SAMENA annual CEO event in Europe and to deep the relations with our European colleagues."

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About SAMENA

SAMENA (South Asia-Middle East-North Africa) Telecommunications Council is a tri-regional, non-profit telecommunications industry association that represents over 40 telecommunications operators in 25 markets, representing an aggregate subscriber base of 700 million mobile users, 79 million fixed-line users, and 22 million broadband users. The Council's membership embodies a community of telecoms operators, manufacturers, government bodies, academia, and leading global management consultancy organizations. SAMENA's Board of Directors and member companies include the largest regional operators and global multi-

network operators as well as new competitive entrants. SAMENA focuses on digitization and broadband investment policies, and aims to promote beneficial regulation and governance that further industry evolution, as well as cooperation among key ICT industry stakeholders. For further information, please visit www.samenacouncil.org or contact SAMENA Communication at +97143642700 or email to (communications@samenacouncil.org).

About Telecom Italia

Telecom Italia offers technological infrastructures and platforms in which voice and data are converted into advanced telecommunications services - as well as the latest ICT and Media solutions. These tools cater for the Group's as well as the country's growth.

Telecom Italia, TIM, Virgilio, La7 and MTV Italia, Olivetti are the Group's main brands, symbols familiar to consumers and a guarantee of reliability and skill.

Being close to customers and technological innovation are the hallmarks of the Group, characterized by a streamlined organization that focuses on the quality of service, simple offers, attention to contact with customers and constant research activities in TILab laboratories.

In addition to its domestic leading position, the Group has a significant presence in Latin America, a market with large growth potential. Revenues from Brazil and Argentina count for 34% of today Group's revenues.

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