





WHO WE ARE

WHO WE ARE

**Together
We Are One**

OTE Group is the largest telecommunications provider in Greece and one of the leading telecommunications providers in Southeastern Europe.

It is a member of the Deutsche Telekom Group (DT holds a 40% share) and comprises the parent company, OTE SA, and its subsidiary companies. The OTE Group offers fixed telephony (voice, broadband services, ICT), TV and mobile telephony services in Greece and Romania, as well as mobile telephony services in Albania. OTE's services are aimed at consumers, businesses and telecom providers.

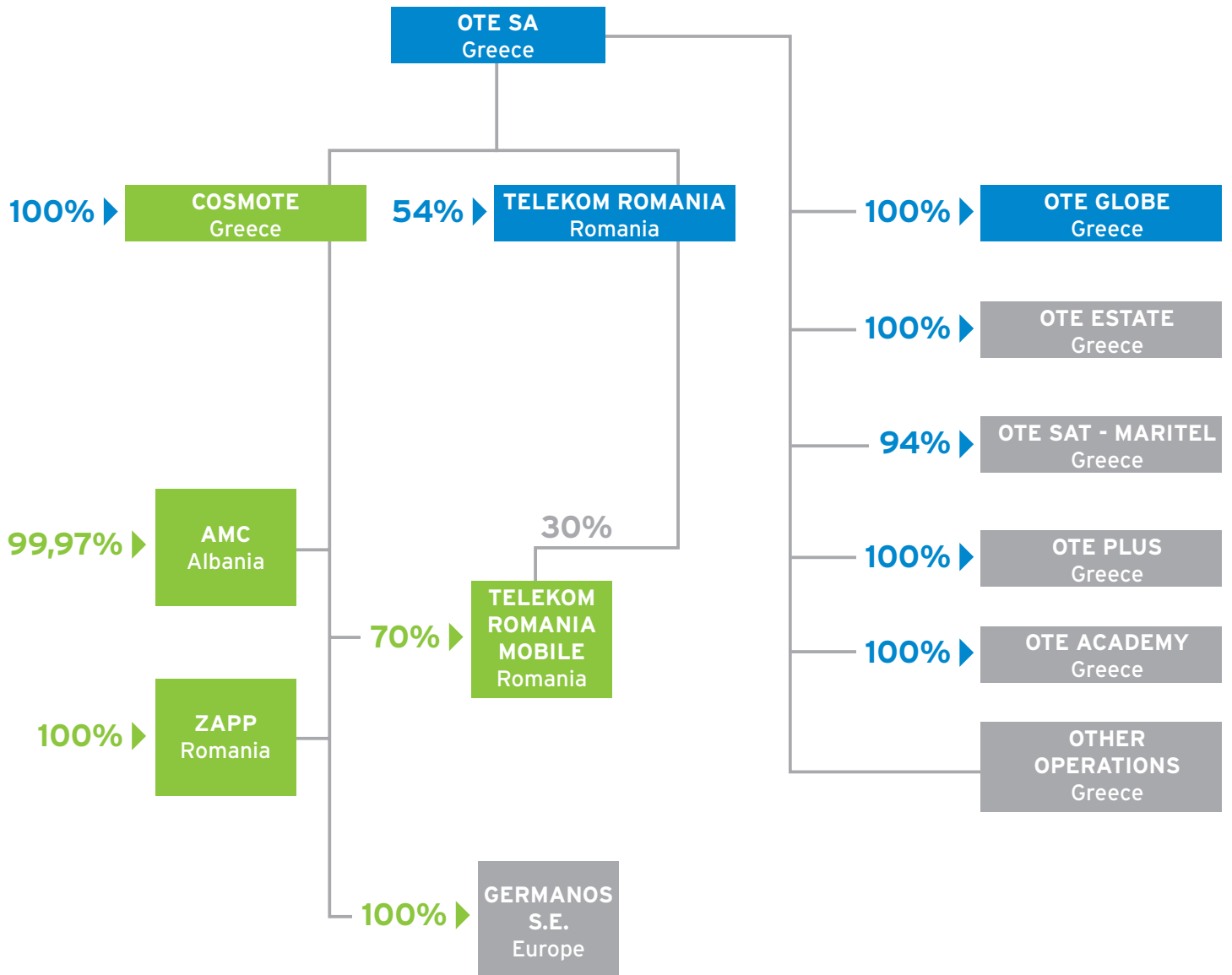
In addition to its main telecommunications services, in Greece the Group is involved in real estate and professional training, and offers telecommunications solutions to the Greek and international shipping industry.

OTE is inspired by the everyday life of its customers, listens to their needs and meets them dynamically, with versatility and efficacy.

With technologically advanced, economical and innovative proposals regarding fixed-line and mobile telephony, accessible and comprehensive entertainment through OTE TV, with continuous investments in infrastructure, state-of-the-art customer service and a contemporary product distribution network, OTE comes even closer to its customers and aspires, through reliability, immediacy and sincerity, to be their first choice when it comes to quality communication.



OTE GROUP OPERATIONS



- Fixed line telephony
- Mobile telephony
- Other operations

01. WHO WE ARE

OTE GROUP OPERATIONS

FIXED LINE TELEPHONY

OTE



Together, we are one.

- Parent company of the OTE Group
- Country of operation: Greece
- Fixed-line services for residential and business customers (voice, broadband services, ICT, services for telecom operators)
- Fixed-line subscribers: 2,726,448
- Broadband subscribers: 1,367,388
- LLU subscribers (Local Loop Unbundling): 2,015,940

TELEKOM ROMANIA COMMUNICATIONS



- Country of operation: Romania
- Telecom incumbent, offers fixed-line services (voice, broadband services, ICT)
- Fixed-line subscribers: 2,180,642
- Broadband subscribers: 1,232,075

OTEGLOBE



- Country of operation: Greece
- International telephony, Internet and data services (wholesale)

MOBILE TELEPHONY

COSMOTE



- Country of operation: Greece
- Mobile services for residential and business customers (voice, mobile Internet-3G/4G)
- Mobile telephony subscribers: 7,279,669

AMC



- Country of operation: Albania
- Mobile telephony services for residential and business customers (voice, mobile Internet 3G/4G)
- Mobile telephony subscribers: 2,056,413

TELEKOM ROMANIA MOBILE COMMUNICATIONS



- Country of operation: Romania
- Mobile services for residential and business customers (voice, Mobile Internet-3G/4G)
- Mobile telephony subscribers: 5,953,517



PAY TV

OTE

- Country of operation: Greece
- Pay-TV services via broadband connection and via satellite
- TV subscribers: 353,482



TELEKOM ROMANIA COMMUNICATIONS

- Country of operation: Romania
- Pay-TV services
- TV subscribers: 1,414,408



OTHER OPERATIONS IN GREECE

OTE PLUS

- Country of operation: Greece
- Consulting services for telecommunications technologies and strategic, organizational and operational issues for businesses



OTE SAT-MARITEL

- Country of operation: Greece
- Inmarsat and Iridium satellite services and integrated telecommunications solutions for the Greek and international shipping industry



OTE ESTATE

- Country of operation: Greece
- Management and commercial development of OTE Group's real estate portfolio



OTE ACADEMY

- Country of operation: Greece
- Professional training services



OUR ENVIRONMENT - INDUSTRY TRENDS

KEY TRENDS IN THE EUROPEAN TELECOMMUNICATIONS MARKET

- Mergers and acquisitions (M&A) is a key trend, with European telecom operators disposing of peripheral assets and strengthening their operations via in-country consolidation rather than expansion in markets abroad. Domestic telecom incumbent operations represent the majority of value of the European countries, approximately 60% of telecom incumbent's value on average
- Low revenues in the industry are also a key trend (compared to the respective industries of America and Asia), but together with a high demand for data services
- The need for investment of billions in infrastructure area which will meet the increasing demand (and speed requirements) for data transfer and the development of the relevant markets
- Regulation on a European level (the need for clear, European regulations regarding the development of telecommunications) continues to impede the development of the industry, its main features being legislative complexity (as a result of the co-existence of national and European regulatory frameworks), interventionist policy with respect to pricing and access, as well as the favourable treatment of providers who do not invest in infrastructure (lack of regulation for OTTs -Over the top content providers).

> Fixed telephony

- The European fixed-line services (voice and Internet) market shows signs of maturity, with high percentages of saturation
- There is an increased demand for data services, such as information and communication technology (ICT) services
- Pay-TV services continue to post growth.

> Mobile telephony

- There is the need for price stabilization, as part of the continued drop of prices on a European level over the past 10 years, and a need to diversify products and services in terms of the competition
- There is the need for an integrated radio spectrum policy throughout the European Union
- Emphasis on 4G services and the need to meet the increasing demand for "fast" data services.

KEY TRENDS IN THE GREEK TELECOMMUNICATIONS MARKET

- An adverse macroeconomic environment (unemployment, austerity measures, reduced consumer spending)
- Intense competition and aggressive offers on the part of the competition have increased as a result of this environment
- There is a need for telecom operators to diversify in terms of quality of services and customer contact
- Regulation continues to hinder growth: excessive regulation in fixed telephony deters investments in next generation networks; lack of a regulatory framework for IP technology/infrastructure
- The need to move (through investments in infrastructure and regulatory support) from markets that are exhibiting signs of saturation to developing markets, such as the fixed-line and mobile telephony data services, ICT services and pay-TV markets.



OPPORTUNITIES FOR OTE

- OTE has proceeded to reduce fixed-line costs, also through successful voluntary exit schemes, since 2008 when the financial crisis began in Greece
- Through a successful plan for refinancing its debt and the efficient management of its operations portfolio the company is in a solid financial position
- OTE is the only telecom operator in Greece that is developing an NGA network with FTTC (Fiber To The Cabinet), and thus has the greatest availability of VDSL services in the country
- Besides its VDSL services, OTE focuses on the growth of its developing TV, 4G, and ICT markets
- New channels of communication between customers and the company; the full use of new technologies; the increased use of the Internet and “smart” handhelds; the automation of the process of submitting and handling a large percentage of customer requests for the management of their connection and service portfolio; the upgrading and simplification of complex procedures for taking orders and managing faults - all these are the main areas on which the company focused during 2014, in keeping with its strategy of offering best-in-class customer experience and developing the infrastructure to provide self-service capabilities.

