

14 September 2026

AXIAN Telecom to Operate as Yas Across its Telecom, Digital Infrastructure and Fintech

AXIAN Telecom, the pan-African group behind Yas, today announced that it is adopting Yas Group as its new corporate identity, replacing the AXIAN Telecom name across external communications, investor relations, and regulatory engagement. The change follows the November 2024 rebrand that united the Group's mobile network operators in Madagascar, Comoros, Senegal, Togo, and Tanzania under the Yas brand.

Since its launch, Yas has built strong recognition across the markets it serves. It entered the 2026 edition of the Brand Finance Telecoms 150 report, with a value of USD 277 million, ranking among the world's top 20 strongest telecom brands. Shortly after, Yas was also featured in the 2026 Brand Finance Africa 200 report, ranking 61st overall by brand value and 43rd for brand strength. The corporate rebrand carries that recognition into how the Group presents itself to its institutional stakeholders.

Yas Group will operate across three capability verticals: telecom, digital infrastructure, and fintech. Its operating brands, including Yas in telecom, TowerCo of Africa (TOA), Stellarix, and Silver Links in digital infrastructure, and Mixx in fintech, will retain their own market identities and continue to be managed as distinct brands.

Hassan Jaber, Group CEO of Yas, said: *"Yas is already the name our customers trust for connectivity, digital services and financial inclusion. Taking that name at group level means the business behind the brand now stands for the same promise in every market we serve, and every team in it is working towards one goal."*

Hassanein Hiridjee, Chairman of the Yas board and CEO of AXIAN Group, commented: *"When we united our mobile operators under Yas in 2024, the aim was a brand capable of carrying this business at continental scale. Two years of independent recognition confirm that it can. Adopting Yas Group at the corporate level gives our shareholders and partners a single identity to hold us to as we invest in the next phase of growth across Africa."*

About Yas Group

Yas Group (owned by AXIAN Telecom) is a leading telecommunications company that operates in 11 markets across Africa and the Indian Ocean, providing mobile, fixed, digital infrastructure and fintech services to more than 45 million customers.

Yas positions itself as a trusted partner, dedicated to helping customers unlock their digital potential. Yas harnesses cross-market synergies and leverages the combined resources of a strong unified pan-African business to drive innovation.

Yas has expanded through active acquisitions and considerable network investment since 2015, systematically ensuring its businesses have a positive and sustainable impact on the daily lives of customers and communities they serve.

Yas ranks amongst the top 20 strongest telecom brands and has been named a 2026 'Brand to Watch' in the global telecoms sector in the Brand Finance ranking. www.axian-telecom.com

About AXIAN Group

AXIAN is a pan-African infrastructure and services group operating in 21 countries and specializing in five sectors with strong growth potential: energy, digibank & fintech, real estate, financial services and telecoms.

With over 9,900 bold and passionate employees, AXIAN is a partner of the socio-economic transformation of the countries in which it operates, systematically ensuring the positive and sustainable impact of its activities on the daily lives of as many people as possible.

As a member of the United Nations Global Compact Initiative, AXIAN Group is committed to integrating its 10 principles at the core of its current and future strategies.

ENDS

CONTACT

pressroom@axian-group.com

investorrelations@axian-telecom.com