

PRESS RELEASE

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TowerCo Of Madagascar (TOM) Officially Unveils New Name

Identity Aligning with TowerCo Of Africa (TOA) Consolidation Strategy

TowerCo Of Madagascar (TOM) is excited to announce the successful completion of its brand transition, marking a significant step in the company's strategic alignment with TowerCo of Africa (TOA), a subsidiary of AXIAN Telecom. This rebranding initiative underscores the company's commitment to building a cohesive and recognisable brand across all TOA operations while reinforcing its mission to redefine connectivity in Madagascar.

TowerCo Of Africa Madagascar has been a pioneering force in the telecommunications infrastructure sector, playing a pivotal role in advancing digital connectivity in Madagascar. With a vision for sustainable growth and innovation, TowerCo Of Africa Madagascar has continually expanded their reach and services to meet the ever-growing demands of the digital age.

Stephane Beuvelet, CEO of TowerCo Of Africa, said: ***"I am immensely proud of the successful brand transition, embodying our alignment with TowerCo of Africa's consolidation strategy. This milestone signifies our dedication to a cohesive brand identity and reinforces our commitment to redefine connectivity in Madagascar, advancing towards a future of innovation and sustainable growth for the benefit of our customers and the nation"***.

This rebranding effort is part of TOA's broader strategy to consolidate its brand presence across the African continent. By aligning with TOA's mission and values, TowerCo Of Africa Madagascar aims to enhance its position as a leading provider of passive infrastructure solutions in Madagascar.

"Our transition to the TowerCo Of Africa brand is a significant opportunity for us to provide even more value to our clients, partners, and the people of Madagascar. For the past 12 years, we have been putting our expertise to work for our customers and the Malagasy people across 23 regions and more than

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1,300 communities in the country. We are motivated to remain the number one choice of operators by providing the greatest support for the deployment of new sites and assuring the highest quality of service in both urban and rural areas." added Gilles Kuntz, CEO of TowerCo Of Africa Madagascar.

To commemorate this milestone, TowerCo Of Africa Madagascar held an event for some of its valued stakeholders. This gathering served as an opportunity to express the company's gratitude for their continued support and to share its vision for the future of connectivity in Madagascar.

Commitment to Sustainable Development

TowerCo Of Africa Madagascar remains committed to sustainable and responsible development. We have invested in the rollout of sites equipped with green energy solutions (more than 60% of our sites are powered by solar energy), contributing to a greener and more efficient telecommunications infrastructure in Madagascar. We are dedicated to further expanding our reach and impact in the coming years.

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ABOUT TOA

A subsidiary of Axian Telecom, TowerCo of Africa (TOA) is one of Africa's fastest growing tower infrastructure companies with operations in Madagascar, Uganda, the DRC and Tanzania. TowerCo of Africa embarked on its venture in Madagascar in 2011. Over the course of the following decade, TOA steadily expanded its pan-African operations through build-to-suit passive infrastructure in order to meet the growing demand for a better-connected Africa.

As a responsible business, TOA is dedicated to sustainable growth, minimising its environmental impact and that of its partners, customers and communities. By embracing next-generation innovations, TOA actively contributes to a carbon-neutral tower infrastructure, shaping a greener future for Africa.

Learn more about TowerCo of Africa and its transformative solutions at www.towercoofafrica.com

ABOUT AXIAN TELECOM

AXIAN Telecom is a pan-African telecommunications service provider operating in nine markets through its subsidiaries and affiliates in Tanzania, Madagascar, Togo, Uganda, Democratic Republic of the Congo, Senegal, Réunion, Mayotte, and the Comoros. It

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operates across three key business segments, providing mobile and fixed networks as well as digital infrastructure and mobile financial services.

AXIAN Telecom systematically ensures that its business has a sustainable and positive impact on the daily lives of millions of people. As Africa's 7th largest mobile operator, the business serves around 36 million customers and is a market disruptor, having expanded through active acquisitions and heavy network investments since 2015.

Find more about AXIAN Telecom: www.axian-telecom.com

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