Table of Contents

- Company Profile & Product Portfolio
- NewCo Business Model in Switzerland
- Operational Impact on Geneva
Table of Contents

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- Operational Impact on Geneva
MADA is a telecommunications provider offering international voice, wireless broadband, SMS and communications network services. Its footprint extends to Europe, United States, Middle East, North Africa, and Asia.
Mada was established in 2004, progressively growing, and developing a footprint spanning all of MENA

**Company Timeline**

**2004**
- Establishment of Mada (formerly WPI)

**2007**
- Merge of MADA with Mada Kuwait
- Establishment of Mada Jordan
- Buildup and operation of one of the largest VSAT networks in North Africa
- Establishment of Navleb GPS navigation and tracking

**2009**
- Establishment of an international MPLS node in partnership with Saudi Telecom (STC)
- Establishment of Mada Bahrain
- Establishment of Mada Iraq

**2012**
- Acquisition of Mada Jordan by Zain Group
- Acquisition of Mada Bahrain by Zain Group
- Split from Mada Kuwait
Initial service offering was focused on ICT solutions and connectivity, but is expanding to cover the FinTech ecosystem.

Products and Services

Information and Communications Technology

Telcom providers can have two business models.

**LOCAL OPERATORS**

Localized network in one country and provide necessary infrastructure for local calls and communication.

**INTERNATIONAL CARRIERS**

Mediator between operators in different countries, bridging and routing calls, SMS, and data.

FinTech

There are two ways-to-play for FinTech companies.

**FINTECH PLATFORM**

Services localized around transfer of funds, digital payments; involves AI, big data, and data analytics.

**INSURTECH**

Digitization of creation, underwriting, distribution, claim processing, and administration of insurance business.
Majority of ICT services are built on provision of international connectivity, complemented with VAS for mobile operators.
Mada’s current expansion strategy is focused on integrating FinTech services with advanced AI, big data, and data analytics.
Table of Contents

Company Profile & Product Portfolio

NewCo Business Model in Switzerland

Operational Impact on Geneva
Given Mada’s roadmap, migrating the company to Switzerland will provide access to multiple high-tech success factors.

**Relocation Rationale**

- **Mada Strategic Roadmap**
- **Innovative Talent Access**
- **Robust Banking System**
- **FinTech Enabling Drivers**

**Decision Factors Driving Relocation to Geneva**

**Comments**

- **Branding**
  - New company name will be *Mada Communications International*.

- **Objective**
  - Eventually replace Lebanese offshore company.

- **Operational Highlights**
  - All major accounts, contracts, and agreements will be *migrated* from the current offshore, guaranteeing NewCo *profitability* from first year.
Multiples projects will be conducted in Switzerland, with focus on development and provision of Telecom & FinTech services.

**Offered Products**

- Development and provision of Telecom services: Voice, SMS, and Data
- Provision of ICT consultancy services
- Purchases and ownership of ICT companies
- Supply of Insurtech platforms and related services
- Development and provision of AI, Big Data, and Data Science solutions
- Development and provision of FinTech products for mobile operators
- Supply of ICT equipment and services
- Provision and ownership of SMS hubbing and various messaging services
- Supply of IoT and M2M equipment and services

All business development of listed services will be conducted in Switzerland under NewCo.
The vast majority of FTEs will consist of highly skilled nationals, combining fresh grads and experienced employees alike.
Mada intends to set up its operations in Y1 with a budget of USD 1.5Mn and generating revenues of USD 50Mn+

**Operational Details**

**Initial Budget**
USD 1.5Mn for first year, covering all expenses, including salaries (FDI, cash investment, salaries)

**Office Setup**
Local/ regional office branch

**Initial Employees**
5 – 10 full-time employees, based and taxed in Switzerland

**Recruitment**
Initial recruitment will target fresh students from major universities

**ITU Connections**
Mada possesses contacts with ITU since it operates in many countries with ITU representatives

**Salaries**
Employee salaries will vary between CHF 55,000 and CHF 200,000

**Nationalities**
2 initial employees will be non-Swiss; the rest will be hired from Switzerland (priority)

**Initial Turnover**
Revenues USD 50Mn+
Profits USD 1Mn+
Table of Contents

- Company Profile & Product Portfolio
- NewCo Business Model in Switzerland
- Operational Impact on Geneva
Mada’s business model will contribute positively to Geneva economy and can be further boosted through tax reductions

**Impact on Geneva**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
<th>Readiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Mada is new in Switzerland and doesn’t possess previous branches there</td>
<td>✓</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>Mada will create 30+ jobs of high caliber of skill and quality, with salaries ranging between CHF 55K – 200K Company will also invest as FDI USD 1.5Mn in Y1</td>
<td>✓</td>
</tr>
<tr>
<td>Social Impact</td>
<td>Mada will create job opportunities targeting primarily the Swiss population, followed by Europeans (in case there’s a talent gap). Fresh students from major universities are the main target for Y1</td>
<td>✓</td>
</tr>
<tr>
<td>Technological Impact</td>
<td>Mada’s high-tech services are of interest to Geneva given that they consolidate digital, financial, and healthcare/ insurance dimensions under the company’s product portfolio</td>
<td>✓</td>
</tr>
<tr>
<td>Competition</td>
<td>Mada’s tax reduction (should it receive the privilege) will not create a distortion of competition as Mada’s market cap is not overwhelming compared to the local market</td>
<td>✓</td>
</tr>
</tbody>
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Thank you.