

Mobile coverage of a vast country

By SAAD DAMMA

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SAAD DAMMA has been the head of the company since April 2012. Previously, he had 25 years experience internationally. This included 9 years in Sweden and Denmark, and then in Africa, Kenya, Ethiopia and the UAE as an international expert within operators and international equipment firms.

ATM Mobilis, the public mobile phone operator, was incorporated in 2003 as a subsidiary of Algérie Télécom Group, with a registered capital of 25 billion Algerian dinars (DZD) and a business covering the installation and operation of mobile networks, development and sale of mobile telephone services, maintenance and mobile equipment assembly.

Eleven years later, the company has 14 million Algerian customers, or more than a quarter of the population of Algeria. So, Mobilis has earned a place in the sun. Undisputed leader in 3G ++ (the technology deployed in Algeria in December 2013) and the second operator by number of customers, the slogan “Everywhere with you” has never been closer to reality than it is today. Mobilis has ended the isolation of entire regions in the heart of the great Algerian Sahara.

Moving to the language of numbers, the national operator also has a dense network covering almost the whole population and a sales network of more than 164 commercial agencies, including 132 in the 35 provinces equipped with 3G, three corporate agencies, more than 100 000 outlets, including 83,861 in the 35 3G provinces, 1,442 customer advisors and many sales agents.

With regards to the network – the heart of the business – an army of 5,400 radio base stations (known as BTS), the aim is to reach 9,000 BTS, cover the vastness of Algeria and offer technology solutions to both corporate and individual customers.

With a turnover of DZD 64 billion in the first nine months of 2014, Mobilis has achieved a growth of over 22 per cent compared to the same period in 2013.

The number of Mobilis customers recorded in late September 2014 showed an increase of 18 per cent compared to the first nine months of 2013. During the first quarter 2014, the public operator recorded a net profit up DZD 6.2 billion, about US\$79 million.

As for turnover, in the first quarter of 2014 it increased by 30 per cent compared to the first quarter of 2013. Following the same upward trend, Mobilis investments amounted to DZD 5 billion in the first quarter of 2014. This was a 161 per cent increase, compared to DZD 1.8 billion invested during the same period in 2013.

As for 3G, by the end of 2015, Mobilis will be the first and only operator that can offer 3G across the entire national territory. The 3G initial investment for

Mobilis is around US\$30 million per province.

Thanks to its own funds, Mobilis has become the first telecom investor in Algeria, with DZD 24 billion. Its investment plan of a total budget of US \$2 billion up to 2016 is being funded to the tune of 85 per cent from its own funds, with the rest coming from bank loans.

The aim is modernisation of the network and continuous service improvement, thanks to the installation of data centres, relays and new platforms. It is also to get ready for new challenges, including mobile broadband, with 4G in sight and, in the meantime, the spread of 3G by 2016 to cover all provinces of the country. Furthermore, Mobilis has created in this area more than 5,000 direct jobs and over 150,000 indirect ones. In mobile telephony, Mobilis is the only company in this industry that works to reducing unemployment and generate dividends reinvested entirely in Algeria. As for training, the company has trained nearly 2,800 agents between January and September this year, in both technical and commercial areas of competence.

Moreover, the company has made a civic commitment to play a growing role in the country’s economic progress, through the respect it has shown towards cultural diversity and its commitment to play a social role to assist in the development of football and other sports. In football, the premier sport in Algeria, our sponsorship of six clubs of the premier professional league, the “naming” of the championships as the Mobilis Professional Leagues 1 and 2 for three years, and especially the historic partnership signed with the Algerian Football Federation that entitles Mobilis to be the official partner of the FAF and national teams for five years -- these are all actions that have significantly enhanced the image of Mobilis and the public sector in Algeria.

Social services have not been neglected by Mobilis. Every year, Mobilis focuses on the disadvantaged in society by granting financial support for various projects in the areas of health, support for children and young people, and the protection and advancement of women across all regions.

Another example of Mobilis’ philanthropy is the acquisition of the first Mommobile in Algeria, a mobile breast cancer screening centre, which travels around the country providing free consultations to women in the most remote areas.