



Telecom Egypt

SERVING EGYPT, SERVING THE WORLD

Egypt's economic growth will accelerate in the coming years, according to the Economist Intelligence Unit, which expects private consumption to rise by 4.2% in 2026 after a 2.8% rise in 2025. Gross fixed investment is expected to soar by 17% next year, with the country potentially able to leverage its geopolitical position to secure multilateral finance.

The telecoms market is evolving quickly as the economy picks up pace, with several operators introducing 5G services in Q1 2025, according to a recent report by Fitch Solutions. The monetisation of data is a "key growth avenue" for the industry, the company said.

Telecom Egypt has established itself not only as the premier telecommunications company in the country, but a global player through its management and operation of numerous international cables that connect to and through Egypt. Founded in 1854, the company has one of the region's best-known and most-respected brands, and is dedicated to the service of its customers, country, and international partners.

"Telecom Egypt has a broader responsibility for the market, as we don't just serve our customers, we handle the infrastructure, so we also serve the customers of other operators," says Mohamed Nasr, Telecom Egypt's CEO. "The challenge I have is ensuring that there is a healthy network while at the same time optimising it to enhance the company's financial efficiency. You need to enhance the experience by investing more, and at the same time you need to deliver financial performance for the shareholders. I have been working on prioritising investment, because of the advances in technology that are happening. We don't want to lag behind other markets in terms of technology."

As Nasr points out, Telecom Egypt has responsibility not only to the broader Egyptian telecoms sector, but to global telecoms interconnectivity. With its strategic location, Egypt is a critical centre for global communications infrastructure, with major international cables connecting to the country. The 15 subsea cables passing through Egypt connect as far afield as the UK, Australia, and Japan, and link many places in between in Europe, Africa, and Asia. Telecom Egypt is one of the region's leading subsea cable operators.

"This is a big responsibility because it touches the lives of billions of people who want to connect to the internet," says Nasr. "When we talk about digital transformation, we talk about financial inclusion; we need the connectivity."

Nasr has been working on a business strategy that identifies three "layers" of the company's business. Firstly, its core business, connectivity and infrastructure; secondly, efficiency and customer experience; and thirdly, the "gross layer" – the new services and technology to integrate into Telecom's offering.

To these ends, Telecom Egypt has been replacing its core copper cable network with fibre, a transformational project in such a big country in which the company has customers from the Nile Valley to the far borders. It has also completed the conversion of its international network to fibre, and is now embarking on a drive to ensure fibre to the home. Since 2017, the company's new infrastructure has been fibre-only, but many homes – around 12mn – are still connected by copper in the last mile. Here the company has to strike a particularly careful balance, as average revenue per user in Egypt is low, putting an emphasis on prudent investment. The company has brought in experts across the board to ensure that investments meet customers' real needs.

Another key investment in recent years has been in subsea landing stations for international cables – Telecom Egypt now operates 10, boosting



Mohamed Nasr
CEO

the geographical diversification of its connectivity and the resilience of connections.

"Whenever the customers and international carriers want to have new landing points, we build for them," says Nasr. "That adds greater comfort on the international side, as we don't have the pain of cuts. The priority of our technical team is ensuring that the network is optimised in a way that it's up and running all the time, even if there are multiple faults. They design and review the network to make sure that it's resilient."

As Nasr notes, the global digital transformation brings substantial upsides for Telecom Egypt as it will drive long-term growth of domestic and international data traffic – and the company must continue to develop infrastructure to meet this ever-rising demand. He emphasises the importance of Telecom's people, having been focused on recruiting and organising the right teams since his appointment in 2023.

"We have a good team here, and we very much depend on them to deliver," Nasr says. "They have delivered over the years. With additional challenges, we need to have more focused teams, and have started to bring in more people that are helping the organisation to go where it needs to go. I meet the teams almost every week to align together and ensure we are delivering."

Telecom Egypt stands out as a company which serves retail customers and corporate customers as a telecom operator, and then other operators in Egypt and further afield as an infrastructure player. For the former, this 170-year-old brand is associated with agility, constant innovation, and proximity to the customer; for the latter, resilience, security and dependability. With its strong reputation and corporate culture, and ever-growing expertise in the global telecoms market, the company is well-placed for international expansion.

"I think with our experience we now have what it takes to start expanding in other countries, building networks from scratch, because we know everything about the network from infrastructure to the highest layer," says Nasr. "I hope to see the company functioning as a strong infrastructure company with another layer of strong services that touch the day-to-day life of each consumer, and to expand this in other markets."

telecomegypt®