

Dear DIC Telecom Services Customer,

Last year the Sahn network (the TV, Phone and Internet services)* was placed under the control of Tecom. This transfer which some of our customers regrettably were only too aware of, was not without incident. There are some customers who still experience intermittent issues, but these too are being resolved.

Your custom is very important to us, and we are committed to resolving all issues. At the beginning of this year we launched an internal program with expert and dedicated resource to close any remaining customer-affecting problems. This program has top priority and requires any technical or other customer-service issues to be completed to the satisfaction of you, our customers, with tangible results delivered.

Technical improvements will support the provision of high-quality services and customer experience in the mid-term, and all this will be underpinned by a significant investment programme in new and class-leading network and IT systems that will support our product offering today and in the future.

In parallel, we have fast-tracked many commercial initiatives, in order to show **tangible near-term improvements of your customer experience:**

- **Over 40% decrease of Internet access prices** on average, effective as of January 2006: You can now enjoy broadband Internet with our attractive and competitive new rates 2Mb @ AED349, 1Mb @ AED249 AND 512K @ AED189”
- **Improved service levels in our relocated Customer Service Center** (Dubai Media City, DMC-14):
 - Extended opening hours from 8am-6pm Sat-Thu as of February (soon to be further extended to 8am-8pm)
 - Clear signs and directions to locate our new office
 - Stream-lined customer service: a welcome desk, additional cashiers, sales and service agents
 - Improved customer environment with clear automated queuing system, refreshments, TV and better seating.
- **Improved Website with informative content:** Consult the FAQ section for questions on Products & Services handling and Billing and payments
<http://telecom.dic.ae/services.html>

We are committed to improving your customer experience, and we'll keep you informed with further progress and improvements next month. For any questions and suggestions, please visit us at our new shop, consult our webpage, or call our customer service on: 04-390 5555.

* Sahn network coverage: Emaar Residential Areas Emirates Living (Meadows, Springs, Emirates Hills, Emirates Lakes), The Greens, Dubai Marina Towers, Arabian Ranches.