



MEMBER SPOTLIGHT

e&





## Fast Facts

Present in  
**38 Countries**

**58K+**  
Employees

Touching  
**\$17 bn Brand Value**

**Net Zero**  
By 2040  
Scope 1 & 2

## Awards



**#1 Most valuable TMT  
brand portfolio  
in MEA**

**#1 Fastest growing  
technology brand  
in MEA**

**#1 Strongest telecoms brand  
in the world**

**#1 Telecoms employer brand**



## Introduction

e& embodies a story of transformation and ambition. Established in 1974 as the Emirates' first telephone company, e& earned the trust of people with reliability and quality, continuing as the telco provider of choice for decades. In 1984, it became Etisalat and maintained its leadership through the rise of mobile and digital eras. Today, e& has evolved from a regional telco to a global technology leader, embracing the future and continuous innovation.

e& drives the digital future and empowers society by sparking and strengthening connections through innovation, ensuring that every success builds a better tomorrow. Their purpose is to enrich every day, every moment, for everyone they reach, reflecting a commitment that goes beyond products and profits to create a greater impact on society.

Positioned as an ambitious enabler, e& believes in doing more so that their customers can be more. They are relentless in their pursuit of breaking new ground and providing access to better experiences, ensuring that people see them as progressive, assuring, and inclusive.

## Notable Partnerships

e&, the global technology group which serves more than 175 million subscribers in 34 countries has announced its strategic partnership with Amazon Web Services (AWS), the world's most comprehensive cloud provider. This follows AWS's launch of its second Middle East cloud region in the U.A.E. in 2022, with a planned US\$5 billion (AED 20 billion) investment in the local economy through to 2036. The new alliance combines AWS's cloud infrastructure and solutions, which are sovereign by design, with e&'s network capabilities to address the most stringent customer requirements across the public sector and regulated industries including healthcare, finance, and oil and gas in the Middle East. Together, the companies will provide cloud solutions that align with industry regulations, meeting the growing demand for secure and scalable infrastructure. By aligning with AWS, e& solidifies its role as a key enabler of the U.A.E.'s digital economy, unlocking new growth opportunities for businesses of all sizes. [Press release.](#)



## e& and its Business Verticals

### e& UAE

Provide integrated telecommunication services and digital/non-telco solutions for consumers, businesses, and government entities in the U.A.E.

### e& international

Maximise value creation of its international portfolio and strategically expand its geographic footprint to become the centre of digital life for customers across the world.

### e& life

Contribute to the Group's growth and leadership in the tech space by becoming the home of several leading consumer digital businesses in MENAP, across multiple verticals.

### e& enterprise

Enable organisations to maximise their digital potential by designing, delivering, and operating impactful, intelligent, and secure end-to-end digital solutions through innovative digital value propositions.

### e& capital

e& capital is the investment arm of e&, dedicated to building a brighter digital future. It supports innovative tech businesses, helping them grow and drive significant advances.

## Leadership



**H.E Jassem Mohamed Obaid Bu Ataba Alzaabi**

Chairman



**Hatem Dowidar**

Group Chief Executive Officer

## Contact

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