

## ETISALAT GROUP EXTENDS AGREEMENT WITH NETCOMM WIRELESS TO SUPPLY M2M TECHNOLOGIES IN THE MIDDLE EAST, ASIA AND AFRICA

---

**10 October, 2013 (Sydney): NetComm Wireless Limited (ASX: NTC) and Etisalat Group**, the Middle East's leading telecommunications operator, today announced they have expanded their long-standing partnership to deliver wireless Machine-to-Machine (M2M) communication technologies to Etisalat's vertical market customers across the Middle East, Asia and Africa.

The agreement extends NetComm Wireless' M2M product portfolio to the operations of Etisalat Group in fifteen countries. The new arrangement will provide widespread access to M2M solutions designed to increase efficiencies and enable new services in areas such as smart metering, mHealth, digital signage, transportation and security.

"This contract takes our partnership with Etisalat to a new level, and reflects our shared commitment to accelerating M2M deployments throughout the region. We are pleased to strengthen a collaboration that combines Etisalat's extensive network coverage with NetComm Wireless' innovative M2M technologies to deliver the business benefits of M2M to Etisalat's customers," said Mr David Stewart, Managing Director and CEO, NetComm Wireless.

Etisalat believes that M2M is essential for the regional development and has made a commitment to build the best in class M2M capabilities to offer to the market. Etisalat launched an M2M control centre in the UAE last month, the first of its kind in the Middle East. Earlier in the year, Etisalat joined the M2M World Alliance, eight international telecoms operators working together to simplify and promote M2M technology for global deployment. Etisalat is also offering end-to-end M2M solutions including a group of fleet management solutions in many of its operations, Emirates Energy Star for building energy management in the UAE and a health care solution in Saudi Arabia. In addition to these applications, Etisalat Operations power a lot of Solutions in automotive, utilities, home monitoring, security and logistics with its M2M managed connectivity.

"We are committed to M2M and this agreement with NetComm Wireless will help us extend our capabilities in the area of M2M Gateways which is an important component in most M2M solution" said Mr Khalifa Al Shamsi, Chief Digital Services Officer, Etisalat Group.



NetComm Wireless' range of industrial M2M products are built to withstand harsh environmental conditions and extreme temperatures, are easily transported to remote locations without fixed line infrastructure and support a variety of interfaces to accommodate different customer needs.

**Enquiries to: Ken Sheridan, NetComm Wireless CFO and Executive Director**

**Phone: +61 409 157 588 or email: [ken.sheridan@netcommwireless.com](mailto:ken.sheridan@netcommwireless.com)**

#### **About Etisalat**

Etisalat is the Middle East's leading telecommunications operator and one of the largest corporations in the six Arab countries of the Gulf Cooperation Council, with a market value of approximately Dh81 billion (US\$22 billion) and annual revenues of over Dh32.9 billion (US\$9 billion).

A multinational, blue-chip organisation, Etisalat has operations in 15 countries in the Middle East, Africa and Asia. Nearly 42,000 people are directly employed by the company.

#### **About NetComm Wireless**

NetComm Wireless Limited (ASX: NTC) is a leading developer of innovative broadband products sold globally to major telecommunications carriers, core network providers and system integrators. For over 31 years NetComm has developed a portfolio of world first data communication products, and is a respected global provider of 3G and 4G wireless devices servicing the major telecommunications carrier, Machine-to-Machine (M2M) and Rural Broadband markets. NetComm's products are designed to meet the growing needs of today's data-intensive home, business and industrial broadband applications and customized to optimize performance in line with global network advancements. Headquartered in Sydney, Australia, NetComm has offices in New Zealand, North America and the Middle East. For more information about NetComm visit: [www.netcommwireless.com](http://www.netcommwireless.com)