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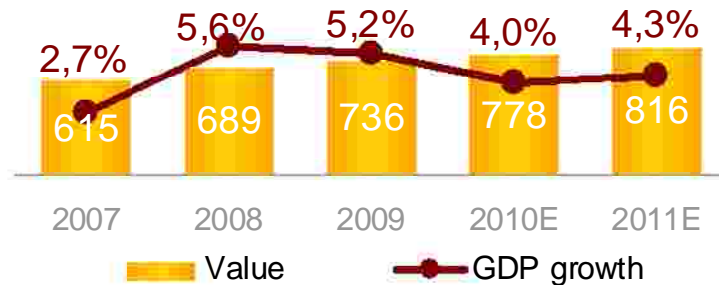
Financial
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Operating environment in Morocco

GDP in Morocco*

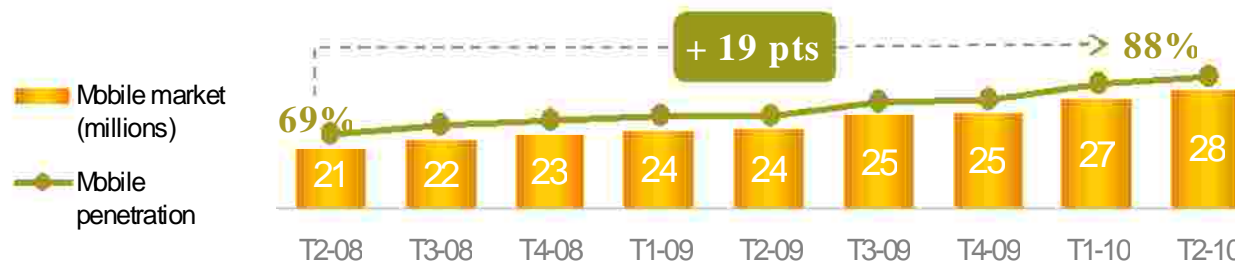
(MAD bn)



- A **sustained growth** in Q1-10 with a 5.6% growth for the non-agricultural GDP and a 3.5% growth for the total GDP.
- **Controlled inflation** (+1.4% in Q2-10)

* Haut Commissariat au Plan

Telecom market



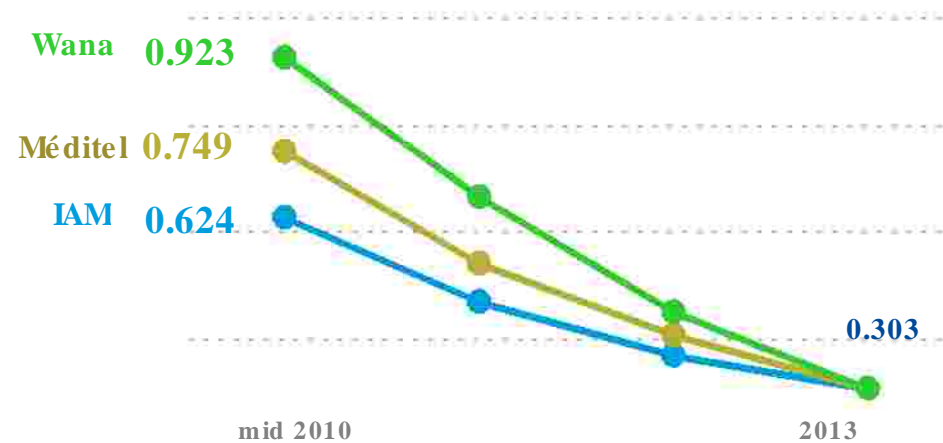
- A growing mobile market
- Usage is still limited
- Strong growth of internet subscriptions thanks to the rapid take-off of mobile internet (dongles)
- New entrant

(Source ANRT)

Regulatory context in Morocco

- **2010-2013 regulatory guide path:**
 - Decrease of the mobile termination rates
 - Asymmetric tariffs converging at the end of 2012

Mobile Termination Rates (MAD/ Min)

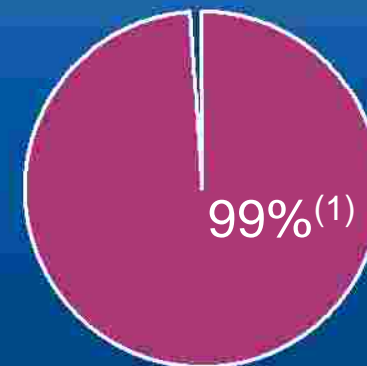
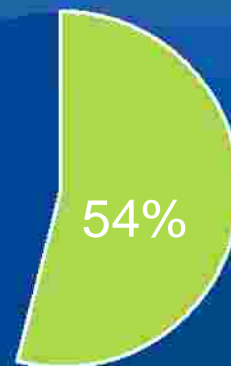
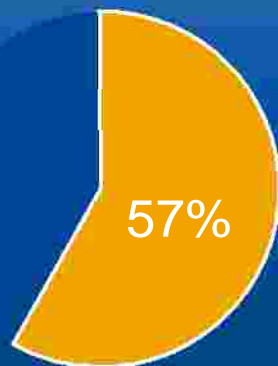


Leading operating active on all market segments with a well established brand



Mobile		Internet		Fixed	
Subscribers Q2	15.9 millions	Subscribers Q2	822k lines	Subscribers Q2	1.237 millions
o/w postpaid	731 k	o/w ADSL	477k		
Growth	+11.3%	Growth	+42.9%	Growth	-4.1%
Penetration Q2 2010	88.5%	Penetration ADSL Q2 2010	44% of fixed lines	Penetration ⁽¹⁾ Q2 2010	4%

Market shares (Q2 2010):

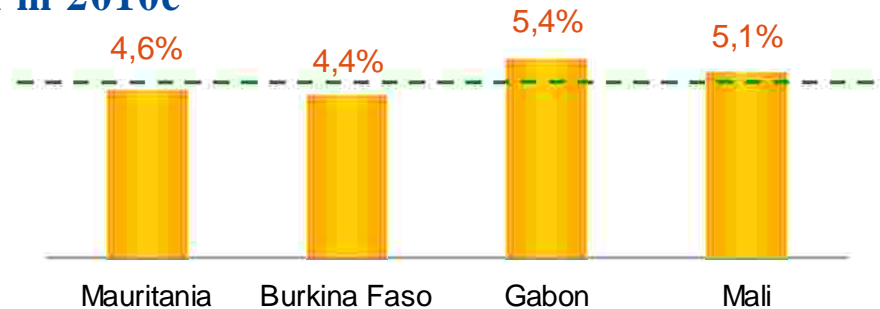


(1) Excluding limited mobility

Sub-Saharan Africa



- **Real GDP growth in 2010e**

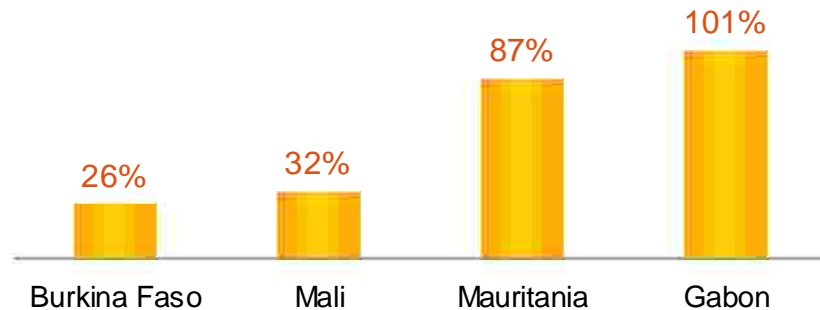


+ 4.7%

Average GDP growth in the sub-Saharan area (IMF 2010)

- **Inflation is under control** in all markets where Maroc Telecom is operating (2.7% in 2010)

Mobile penetration (Q1 2010)



- **Markets with a limited penetration** (Burkina Faso, Mali) will benefit from a strong growth of the subscribers base
- **Prepaid offers** will support the growth of the mobile penetration in more matured countries (Gabon, Mauritania)

(Source: Dataxis)

Appealing results in Maroc Telecom' subsidiaries



Photo

Mauritel Mauritania

	2010	vs 2009
Mobile subs. (000) Q2 2010	1,547	+18%
Market share*	53%	-



Sotelma Mali

	2010	vs 2009
Mobile subs. (000) Q2 2010	1,464	+130%
Market share*	21%	+4 pts
Market share H1-10**	30%	+13 pts



Gabon Telecom Gabon

	2010	vs 2009
Mobile subs. (000) Q2 2010	577	+8%
Market share*	34%	-



Onatel Burkina Faso

	2010	vs 2009
Mobile subs. (000) Q2 2010	1,994	+52%
Market share*	43%	+2 pts

* Q1-2010 vs. Q1-2009
Source Dataxis

** Maroc Telecom estimates

Key figures Maroc Telecom Group

	MMAD	%	Comparable basis
Revenues	15,465	+6.0%	+2.2%
Operating income	6,667	+1.8%	+2.6%
Operating margin	43.1%	-1.8 pt	+0.2pt
Cash Flow from operations	5,510	+1.6%	

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POSTPAID

More free minutes in the postpaid offers



PREPAID

Free additional bonus on prepaid refills above MAD50 (permanent offer)



PREPAID LOYALTY PROGRAM

Extension and improvement



MOBILE PAYMENT

Development of the distribution network and launch of new services



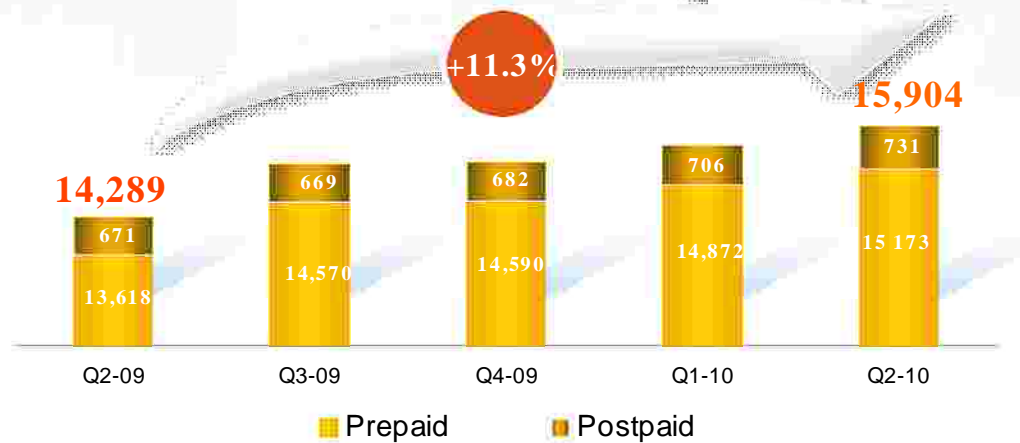
EXTENSION OF THE DISTRIBUTION NETWORK

335 owned-shops, o/w 12 new in H1 2010



Business review Morocco

Mobile customers base

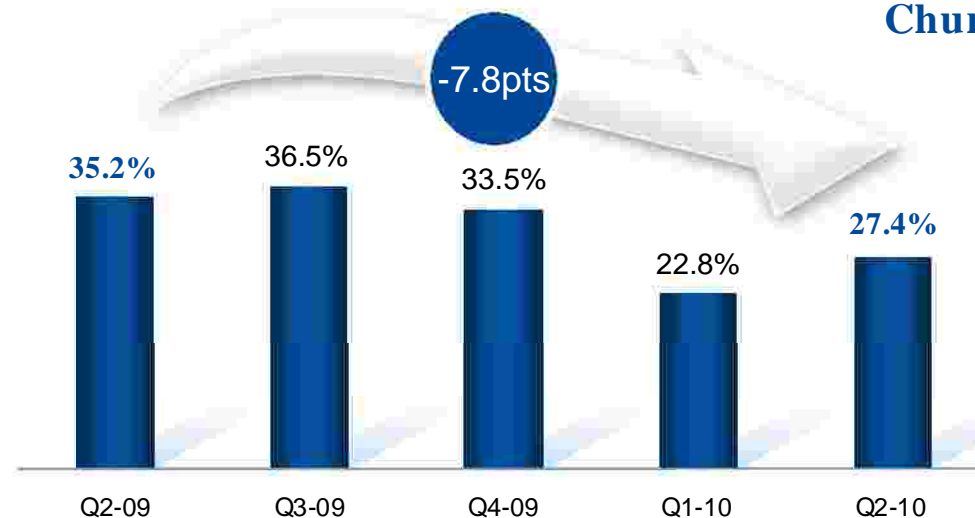


- Customer base is still growing

Churn is decreasing thanks to:

- The launch of offers improving loyalty
- Loyalty programs

Churn

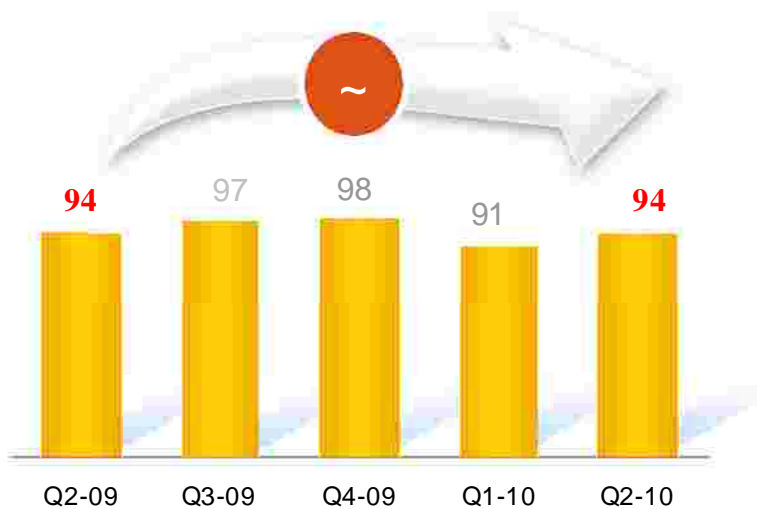


Mobile in Morocco

ARPU et usage

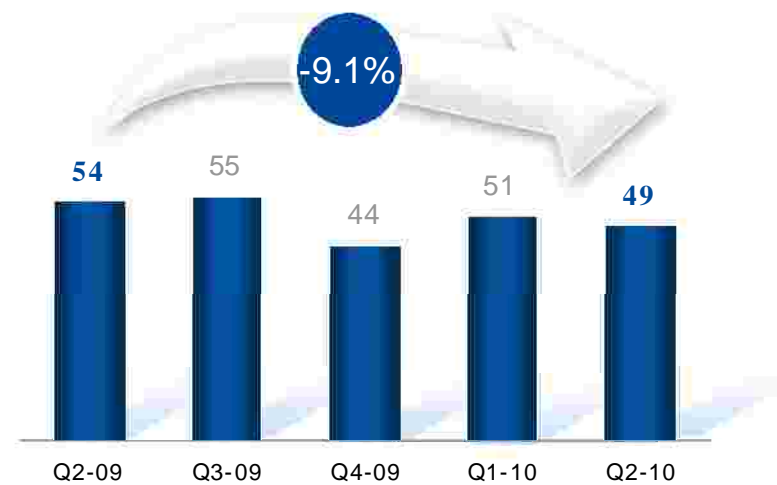
Blended ARPU

(MAD / customer / month)



Blended outgoing usage

(Minutes / customer / months)

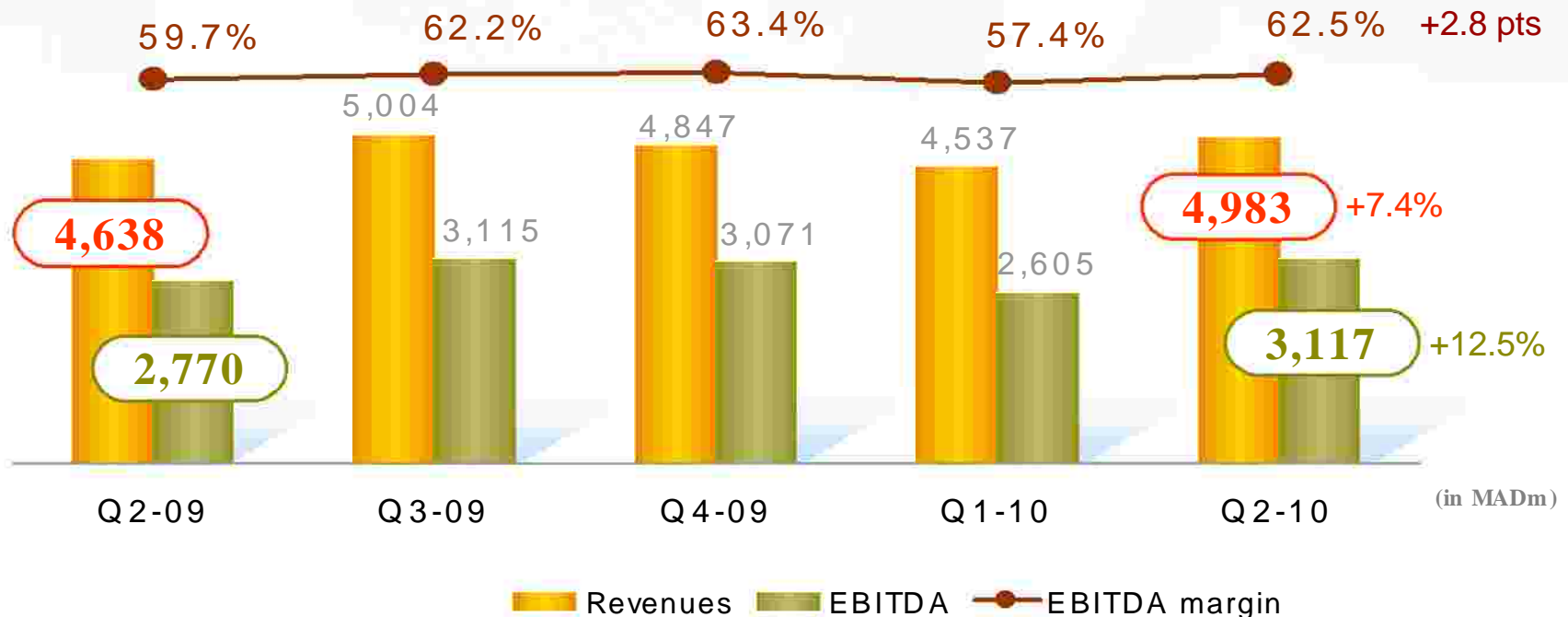


- **ARPU** is stabilizing at a high level despite the growth of the customers base

Business review Morocco



Mobile
(MADm)



Mobile revenues are growing significantly, margins continue to be improved

Highlights

Fixed & Internet in Morocco



Decrease of the **termination rates** from abroad to the fixed lines in Morocco

Free national calls with triple-play offers (telephony over Internet)

Robust growth of the **enterprise market**



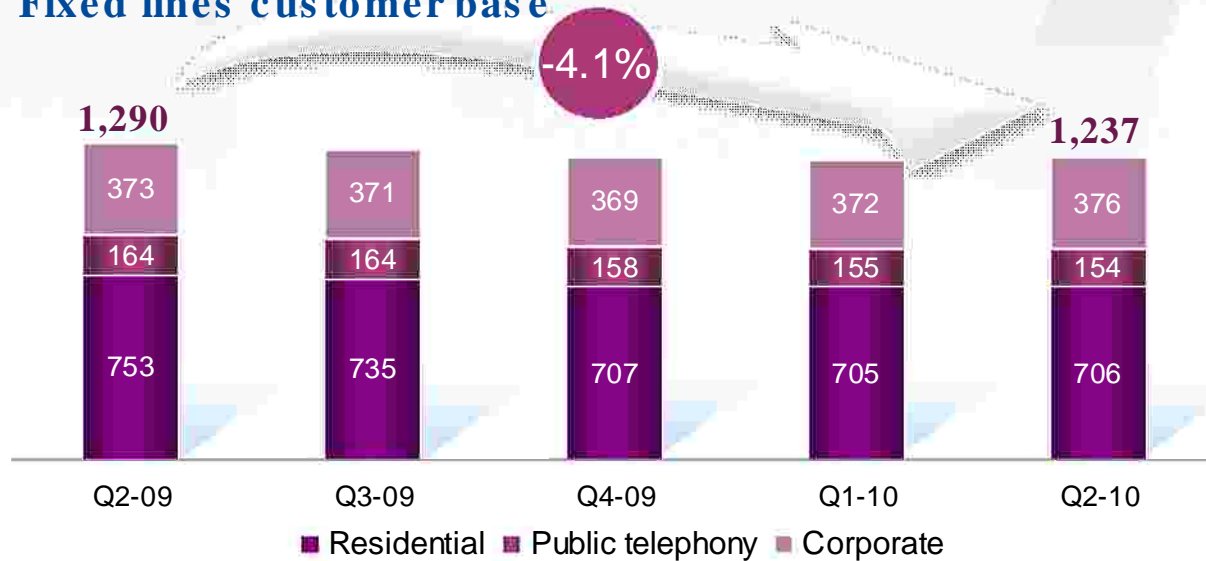
Free doubling of the ADSL bandwidth speeds



Business review

Fixed & Internet in Maroc

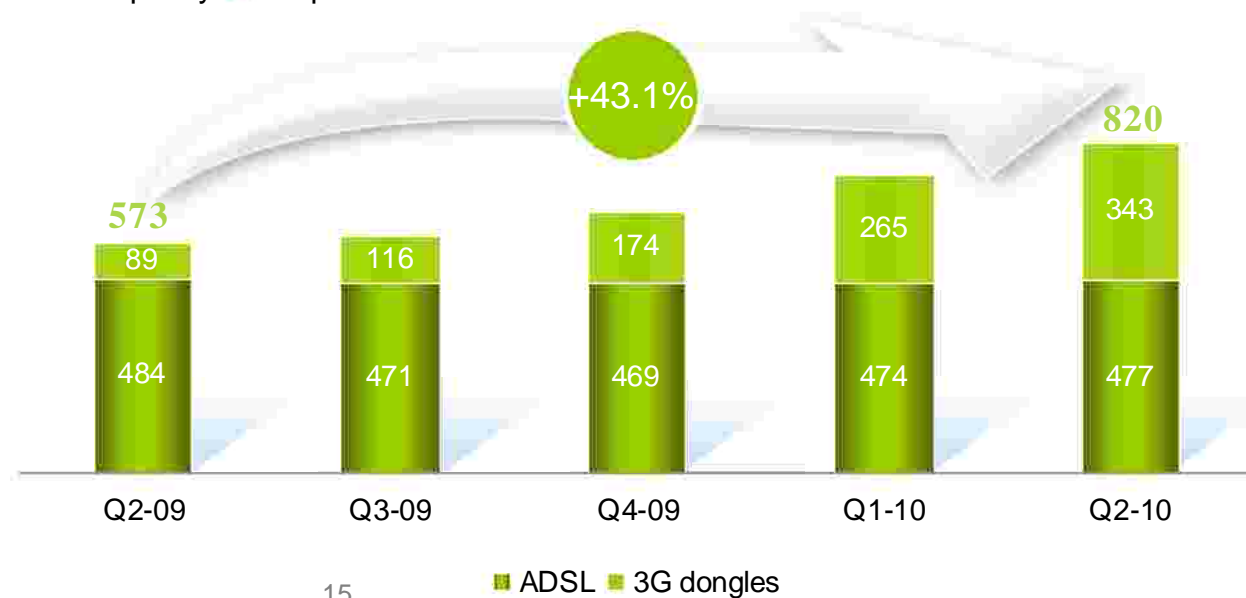
Fixed lines customer base



- Stabilization of the number of line in 2010

Base Clients Internet

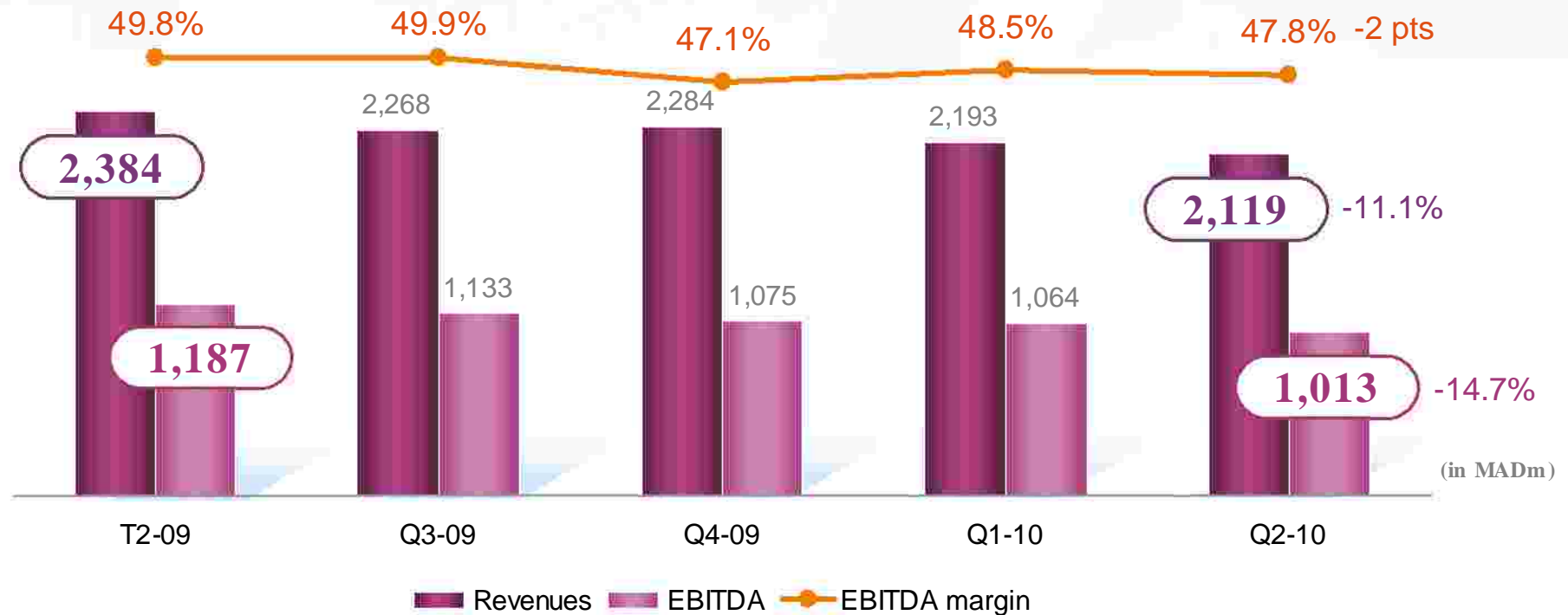
- Strong growth thanks to **Mobile Internet** (dongles)



Business Review

Fixed & Internet in Morocco

Fixed
(MADm)



Slight decrease of the fixed lines base, but stabilization in 2010



Mauritania



Population	3.1 millions
GDP	\$ 3.03 billions
	-1.1% in 2009 +4.6% in 2010e
Revenue per inhabitant (ppp)	~ \$ 2 038
	-2.2% in 2009e
Inflation	+4.9% in 2009 +4.6% in 2010e
MAD 1 =	32.07 Ouguiya (MRO) +2.7% vs. H1 2009

Source: IMF



In MADm – IFRS	H1-2009	H1-2010	var.
Revenues (net)	565	595	+5.3%
Mobile	472	509	+8%
Fixed and Internet	113	110	-2.4%
EBITDA	299	300	+0.4%
% of revenues	52.9%	50.4%	
Operating income	205	195	-4.9%
% of revenues	36.3%	32.7%	

	H1-2009	H1-2010	var.
Mobile			
Customers (000)	1,315	1,547	+18%
ARPU (MAD)	63	56	-11%
Market share*	53%	53%	-
Penetration*	74%	87%	+13pts
Nb of operators	3	3	-
Fixed			
Lines (000)	56	42	-25%
Market share	44.2%	44.2%	-
Penetration	3.0%	3.0%	-
Nb of operators	2	2	-
Internet			
Customers (000)	11	7	-33%

* Source Datis à fin T1-2010



Burkina Faso



Population 14.4 millions

GDP \$ 8.1 billions

+3.2% in 2009
+4.4% in 2010e

Revenue per inhabitant (ppp) ~ \$ 1,304
+2.1% in 2009

Inflation -0.3% in 2009
+2.0% in 2010e

MAD 1 = FCFA 58.60
-0.2% vs. H1 2009

Source: IMF



In MADm - IFRS	H1-2009	H1-2010	var.
Revenues (net)	833	934	+12.1%
Mobile	558	677	+21.3%
Fixed and Internet	399	391	-1.8%
EBITDA	359	481	+33.9%
% of revenues	43.1%	51.5%	
Operating income	153	281	84%
% of revenues	18.4%	30.1%	

Mobile	H1-2009	H1-2010	var.
Customers (000)	1,316	1,994	+52%
ARPU (MAD)	78	61	-22%
Market share*	41%	43%	+2pts
Penetration*	18%	26%	+8pts
Nb of operators	3	3	-

Fixed	H1-2009	H1-2010	var.
Lines (000)	151	154	+2%
Market Share	100%	100%	-
Penetration	1.1%	1.1%	-
Nb of operators	1	1	-

Internet	H1-2009	H1-2010	var.
Customers (000)	21	25	+20%



Gabon



Population	1.5 million
GDP	\$ 11.01 billions
	-1.4% in 2009e +5.4% in 2010e
Revenue per inhabitant (ppp)	~ \$ 14,317
	-1.7% in 2009e
Inflation	+0.8% in 2009e +7.5% in 2010e
MAD 1 =	FCFA 58.60 -0.2% vs. H1 2009

Source: IMF



<i>In MADm - IFRS</i>	<i>H1-2009</i>	<i>H1-2010</i>	<i>var.</i>
Revenues (net)	593	512	-13.7%
Mobile	326	277	-14.9%
Fixed and Internet	315	281	-10.6%
EBITDA	179	164	-8.2%
<i>% of revenues</i>	30.2%	32.6%	
Operating Income	53	34	-35.9%
<i>% of revenues</i>	8.9%	6.6%	

Mobile	<i>H1-2009</i>	<i>H1-2010</i>	<i>var.</i>
Customers (000)	533	577	+8%
ARPU (MAD)	103	76	-27%
Market share*	34.4%	34%	-0.4pt
Penetration*	89%	101%	+12pts
Nb of operators	3	4	-

Fixed			
Lines (000)	36	36	+1%
Market share	100%	100%	-
Penetration	2.4%	2.4%	-
Nb of operators	1	1	-
Internet			
Customers (000)	19	21	+8%

Population	13.7 millions
GDP	\$ 8.96 billions
	+4.5% in 2009e +5.1% in 2010e
Revenue per inhabitant (ppp)	~ \$ 1.173 +3.3% in 2009 ^e
Inflation	+1.6% in 2009e +2.3% in 2010e
MAD 1 =	FCFA 58.60 -0.2% vs. H1 2009

Source: IMF



In MADm - IFRS	H1-2009	H1-2010	var.
Revenues (net)	600	703	+17%
Mobile	449	538	+19.5%
Fixed and Internet	160	172	+7.5%
EBITDA	92	262	+184%
% of revenues	15.3%	37.3%	
Operating Income	-55	54	ns
% of revenues	-58.9%	8.8%	

Mobile	H1-2009	H1-2010	var.
Customers (000)	635	1,464	+130%
ARPU (MAD)	119	88	-26%
Market share**	17%	30%	+13pts
Penetration*	26%	32%	+6pts
Nb of operators	2	2	-
Fixed			
Lines (000)	71	72	+1%
Market share	88.0%	95.0%	+7pts
Penetration	0.6%	0.6%	-
Nb of operators	2	2	-
Internet			
Customers (000)	6	14	+118%

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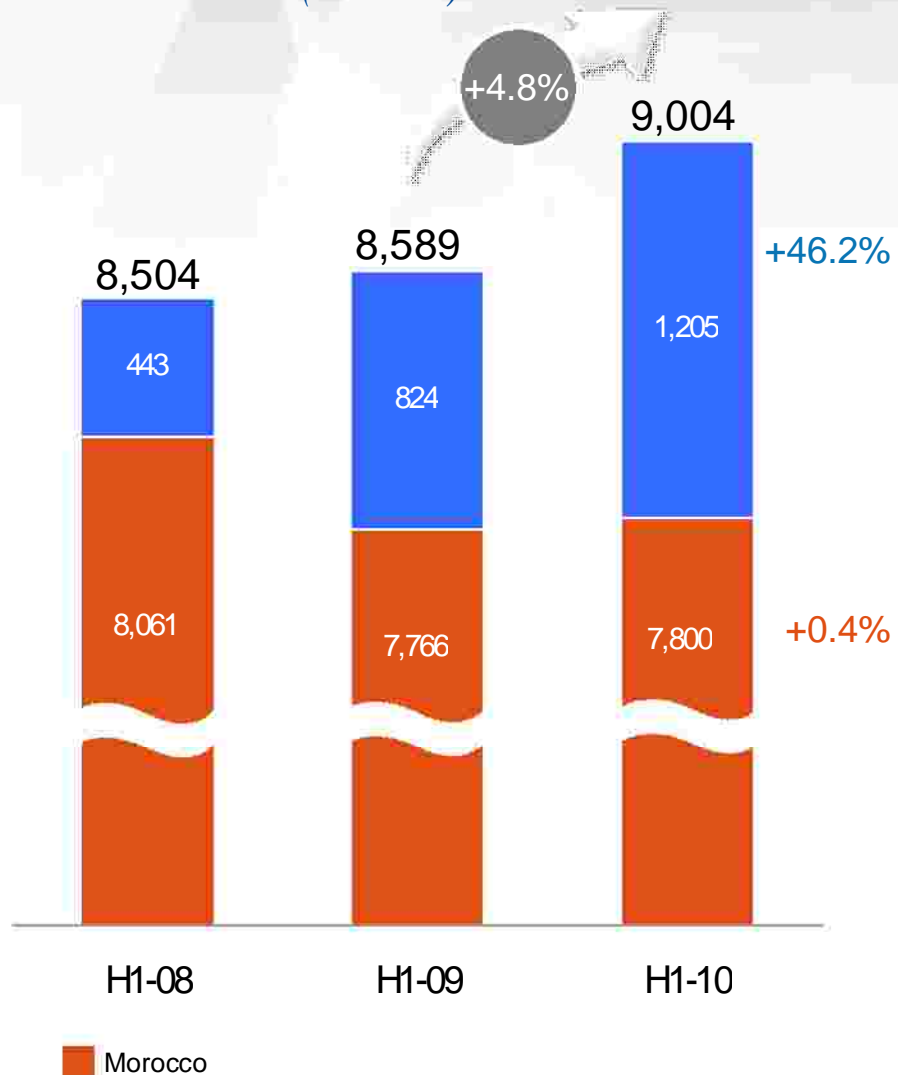
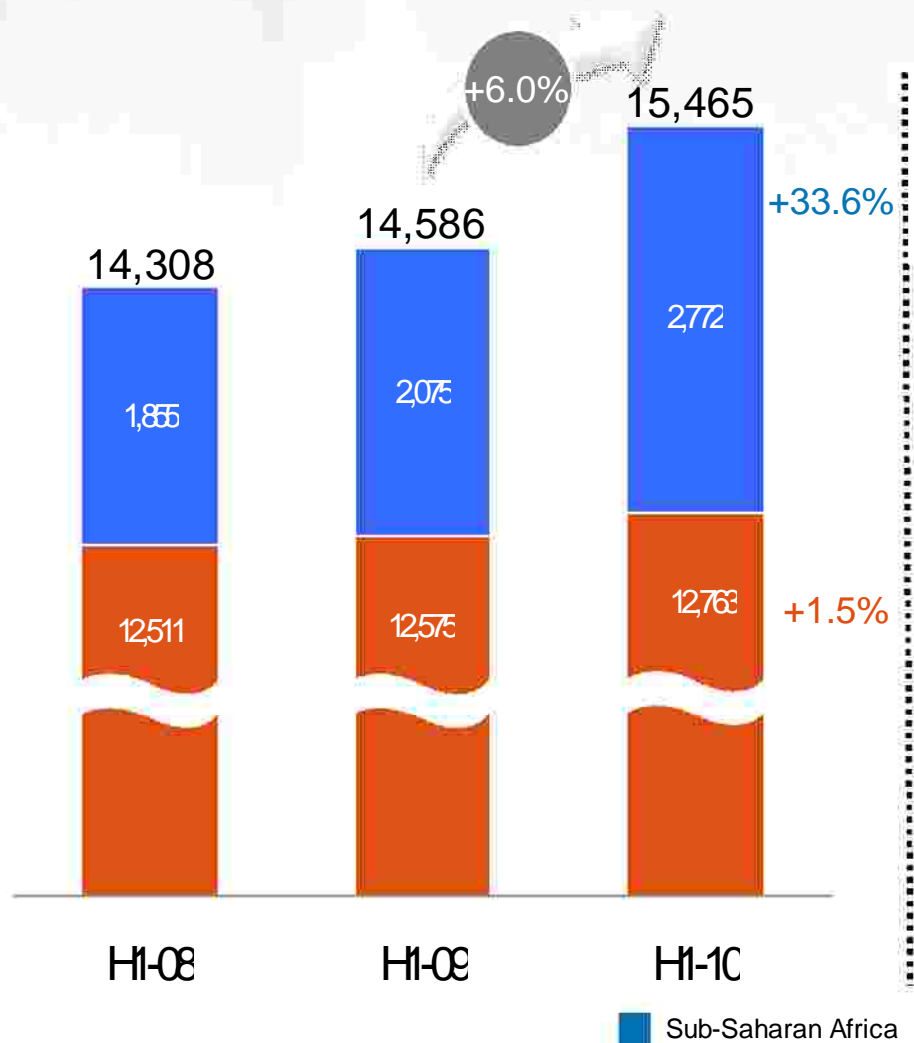
Consolidated income statement

In MADm	H1 2010	H1 2009	var
Revenues	15,465	14,586	+6.0%
Operating expenses	-8,799	-8,034	+9.5%
EBITDA	9,004	8,589	+4.8%
% of revenues	58.2%	58.9%	-0.7pt
Operating income	6,667	6,552	+1.8%
% of revenues	43.1%	44.9%	-1.8pt
Net Profit group share	4,455	4,646	-4.1%
% of revenues	28.8%	31.9%	-3.1pts

Revenues & EBITDA

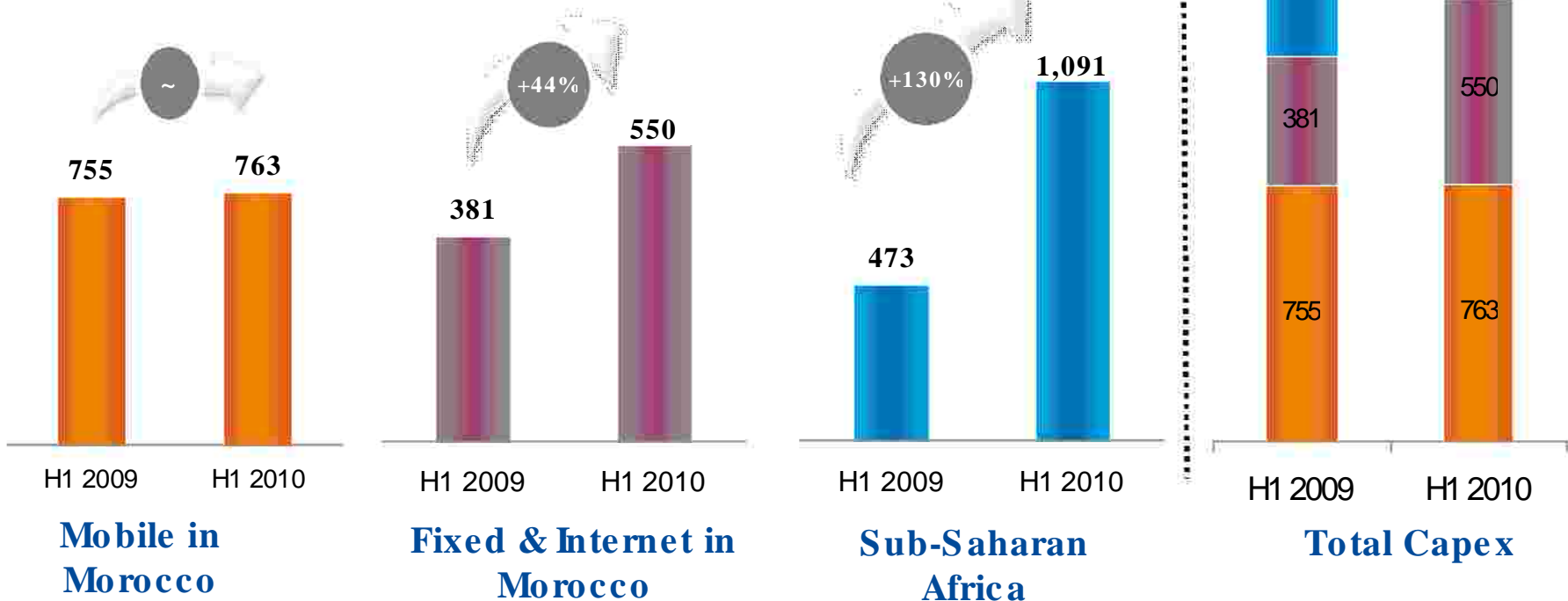
Revenues (MADm)

EBITDA (MADm)



Investments

- CAPEX are back-end loaded in H2-2010, with a target of slightly more than 20% of revenues for the full year (15.5% in H1-2010)
- Stabilization of CAPEX in Morocco for the full year
- Increase of mobile network coverage in the subsidiaries



Cash Flow Statement

In MMAD

	H1 2010	H1 2009	var
EBITDA	9,004	8,589	+4.8%
Maroc Telecom	7,799	7,766	+0.4%
Subsidiaries	1,205	824	+46.4%
CAPEX	-2,404	-1,611	+49.4%
Maroc Telecom	-1,313	-1,138	+15.6%
Subsidiaries	-1,091	-473	+130.7%
Change in working capital	-1,090	-1,572	+30.0%
Cash Flow from operations	5,510	5,421	+1.6%
Maroc Telecom	5,148	5,321	-3.3%
Subsidiaries	363	100	+263%
Net Debt	8,905	5,314	67.6%
Maroc Telecom	8,464	4,905	72.6%
Subsidiaries	441	409	7.8%

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Clear targets



- **Maintain the leadership while controlling the margins**
- **Sustain the growth profile thanks to investments, the development of our subsidiaries and the search of new M&A opportunities**
- **Strengthening social responsibility and civic missions of Maroc Telecom by extending the coverage of remote areas, reducing the digital divide and more broadly sustainable development.**

Unchanged 2010 guidance



- **Moderate growth in revenues**
- **Profitability to be maintained at high levels**