

IR Day 2023 Part 2: Overview of Case Introduction Movie (Telecommunications business in Ethiopia)



I am Kashiki from the Smart Platform Business Division. I am in charge of the telecommunications business in Ethiopia that the Company is engaged in. Today, I will introduce the business from the perspective of human resources.

The world is constantly changing and growing. And Africa is expected to be one of the areas driving global growth. Sumitomo is pursuing various possibilities in Ethiopia through its telecommunications business. In growth areas, human resources are key to securing future profit. As a specific case study, I would like to introduce the telecommunications business in Ethiopia .

The telecommunications business in Ethiopia is an extension of our business from the past. Through 60 years of telecommunication business, we have accumulated business know-how and technical expertise, and have many professional personnel. The telecommunications business in Ethiopia requires project management skills, technical skills, and the ability to tie in with the local community, and the Group's personnel and partner personnel are demonstrating their capabilities.

Of the professional personnel in our telecommunications business in Ethiopia, about half have previous telecommunications experience, and about half are new graduates, mid-career hires, or transferees from other divisions. In addition to this, the Group's human resources bank, SC-NEX, will supply human resources. The bank includes engineers from various countries who have worked together with us in the past.

However, the business environment varies greatly from area to area, and new expertise is always needed to make progress on new initiatives. What works here is co-creation through collaboration among professionals with various backgrounds or with local people. In other words, human resources are one of the driving forces behind revenue growth.

Now I would like to share with you some comments from members of the Company and our partners.



I am Kawase, seconded to Safaricom Ethiopia. I have been involved in cell phone business management as a member of the seconded staff for a total of more than 10 years, first in Mongolia, then in Myanmar, and now in Ethiopia. During that time, I have had a wide range of responsibilities in new business development, strategy development, marketing and sales promotion, and project management. I work together with local staff, partners, the head office of Sumitomo and regional organizations to resolve the unique circumstances in each country.

We will use the experience we gain in the field as a driving force to create next-generation businesses that meet customer needs and solve social issues.



Hello. I'm Christian from SC-NEX, seconded to Safaricom Ethiopia.

I have been mainly engaged in the fields of Marketing and Enterprise Business of telecom operators worldwide. I worked for MPT and Ooredoo which are telecom operators in Myanmar, from 2015 to 2019. In particular, I worked in the Marketing unit of MPT for a year and a half starting in 2018, where I built a good relationship with Sumitomo Corporation through work & support to Kawase-san, who appeared in this video just before me, and Ishizawa-san, both who were seconded to MPT at the time and are currently seconded to Safaricom Ethiopia.

Because of this relationship, I was given the opportunity to work with them at Safaricom Ethiopia, where I am committed to improve the Telecom Sector by connecting Safaricom Ethiopia to the world by connecting our network in Ethiopia to International Carriers and Roaming partners around the world. SC-NEX has a diverse workforce consisting of professionals who have experiences in various countries, and I would like to continue cooperating with these experienced colleagues in order to develop world-standard telecom services in Ethiopia, and at the same time, contribute on the development of the country in such important project. Thank you very much.



Hello, my friend from Sumitomo. My name is Philippe Vogeleer, I'm Vodafone Group's head of business development and I lead our strategic alliance with Sumitomo Corporation. Our co-investment in Safaricom Ethiopia is delivering telecom infrastructure that will unlock the economic potential of the country and its 118 million people.

It will bring social development services in key areas such as agriculture, medical, education, manufacturing and financial services.

Going forward, we want Sumitomo to remain an extremely important partner for our business, working on projects that deliver growth for both our businesses. We are currently evaluating a number of co-investment opportunities in various regions and I'm confident that we can do a lot together. Sumitomo is more than just a co-investor. The corporation has vast and valuable expertise from its broad portfolio of business interests. We also know that Sumitomo shares Vodafone's passion to close the digital divide and to build societies that are more digital, more inclusive and that have less impact on our planet.

My colleagues and I look forward to continuing to build this strategic alliance together.



I'm Nuria Mohammed, working as a manager of the Business Development Unit at Sumitomo Corporation Addis Ababa office. I have been a local consultant for Sumitomo Corporation for many years, acting as a bridge between Sumitomo Corporation and the local steel and agricultural industries/businesses. Our office was established with the start of this telecom business, and my main role here is to coordinate with the government and local administration together with Safaricom Ethiopia in order to facilitate the business. As this business expands in the future, I hope to contribute to my motherland from the aspect of leveraging telecom platform and achieving great inclusion through digital transformation.



How was it?

I hope we could show you how members from all over the world are using their expertise to manage the telecommunications business in Ethiopia. Expansion of human resources will lead to new business growth and increased profits.

We look forward to your interest in our people and our future telecommunications business in Ethiopia.

Thank you very much.

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