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du opened for business in 2006. We offer mobile and fixed telephony, broadband connectivity and IPTV services to individuals, homes and businesses. We also provide carrier services for businesses and satellite up/downlink services for TV broadcasters... Above all we offer value, while we continue to deploy state-of-the art technology to keep enhancing our services.

By October 2011 over 5 million people and over 40,000 businesses have chosen to use our services and become our customers. As a rapidly-growing enterprise we have over 2,000 staff working to enhance and expand our bouquet of service offerings. Our people come from over 60 countries - we mirror the rich cultural diversity of our nation, while being able to serve our customers in a variety of languages.

Over 50% of our senior management team and customer-facing staff are UAE nationals, and we remain committed to providing fulfilling opportunities for quality talent in a cosmopolitan working environment.

Our vision

To enhance your life, anytime, anywhere.

Our mission

We want to delight our customers, be the employer of choice for the best talent, create optimal value for our shareholders through business excellence and innovation, and proudly contribute to the transformation of our community.

We work to deliver our vision by using our talent, skills and energies to connect, inspire and reward all we touch, every day.

Our values

We are Confident, Friendly, Honest, and Surprising, and our values guide our actions.