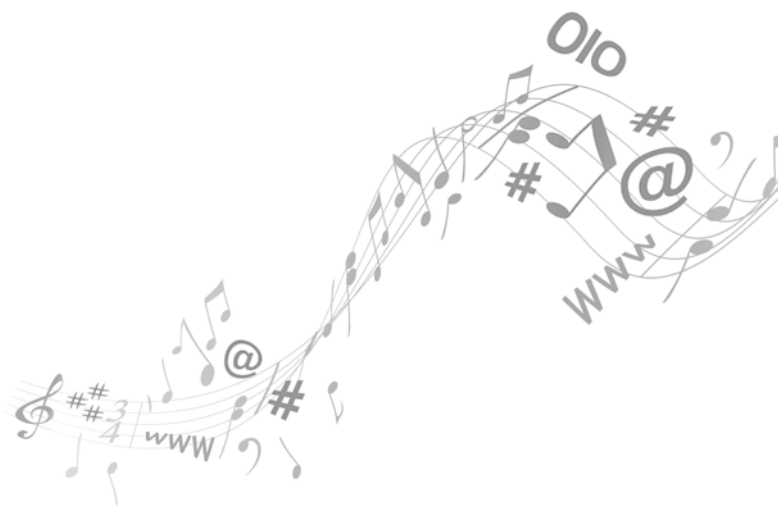


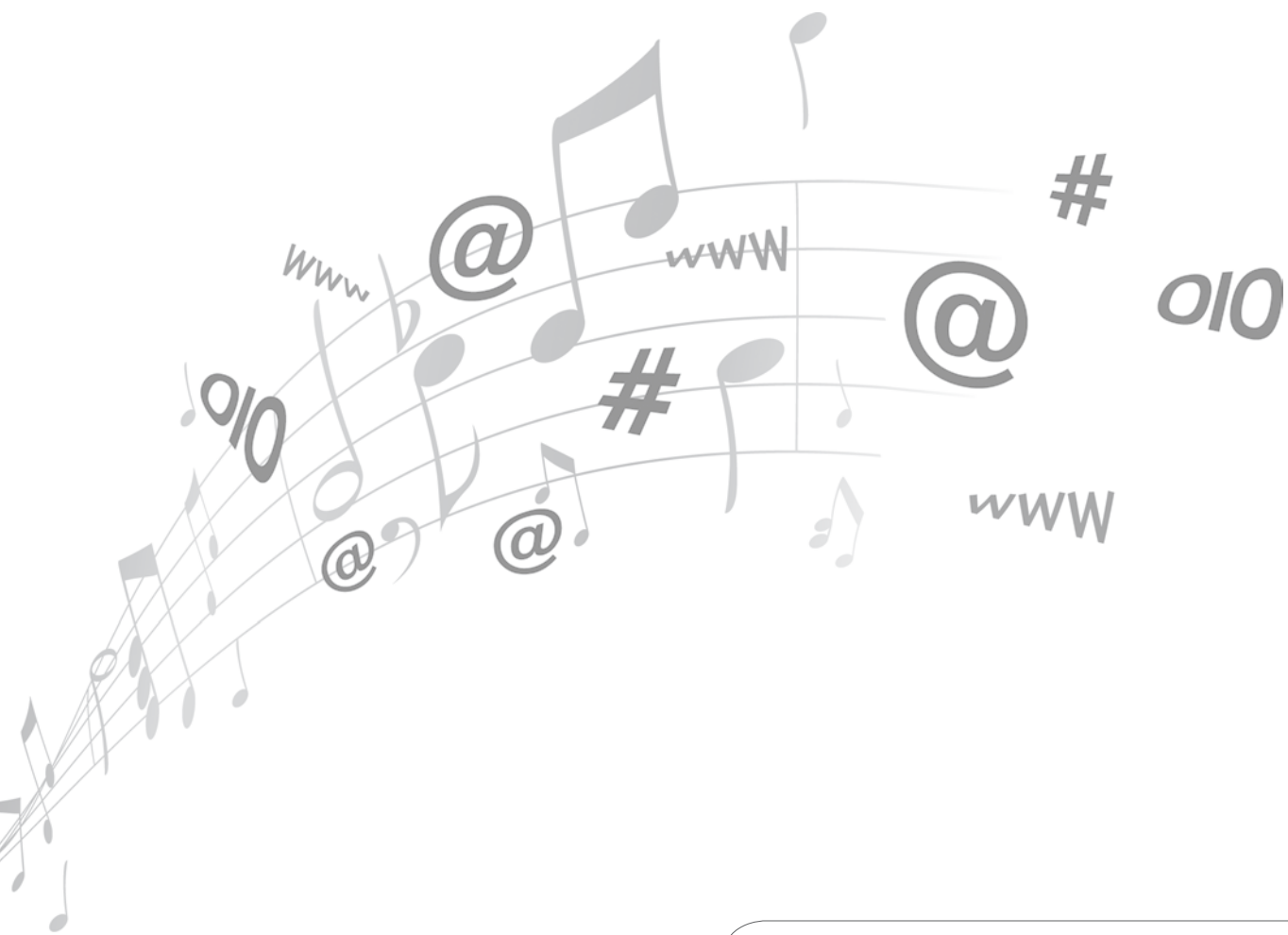
# Annual Report 2009



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## Communication without boundaries

The theme of this year's Annual Report is modern communication which offers unlimited potential, transcends borders and embraces the whole planet. For this reason, visually we have chosen to present and compare it to an art form with similar characteristics - music.

Just as music expresses people and feelings and has the power to touch us wherever we may be, modern communication enables us to express ourselves, to send out our voice, our images and messages to the whole world.

So let's enjoy the rhythm of our own art...

# Message from the Chairman



## With responsibility towards our customers and society

When we took up our duties at Cyta in August 2009, we knew that we were entering a difficult year during which, as things turned out, the global, European and Cypriot economies were all put to the test.

As a public sector Organisation and one of the country's leading business enterprises, Cyta has a role to play, on the one hand in the collective formulation of the government's new economic policy and, on the other, in securing the development prospects of the Organisation itself. The new economic environment was also taken into consideration during the formulation of our Organisation's competitive strategy.

Despite the difficulties that arose in the broader economic environment, Cyta succeeded in steadily maintaining its upward course and remaining fully committed to the principles that permanently govern its operations.

This strategy will remain consistent with our Vision, which is to provide modern electronic communications solutions that give people the freedom to discover and communicate with the world, and with our Mission, which is to provide integrated and reliable electronic communications solutions in a simple, smart and secure manner and to improve our customers' way of life and their productivity.

The financial crisis, which is not yet over, could not have left Cyta untouched. Nonetheless, our Organisation's ability to adapt to rapid changes in the global technological and financial environments certainly blunted the financial effects of the crisis. We continued to implement our development policy and to maximise the opportunities afforded by state-of-the-art technology as well as those arising from the financial crisis itself so as to offer the market user-friendly services at accessible prices. In these circumstances, the Organisation's surplus for 2009 is considered satisfactory.

**What we achieved in 2009**

Our strategy for 2009 was implemented with great success, our aims were achieved and many projects are already bearing fruit.

The Organisation's expansion into Greece is making sure and steady progress while, at the same time, we have signed agreements for the upgrading of existing submarine cable systems with Lebanon and Syria.

We proceeded to further develop the extensive broadband network based on xDSL technology which, by the start of 2011, will cover every household and business in Cyprus, including all rural areas.

We expanded the Cytashop network with a new branch in Engomi, Lefkosia (Nicosia), and at the same time we increased the opening hours of all our Cytashops to bring them into line with those throughout the market.

Regarding services, I will mention two indicative examples: we now offer our customers the fastest Mobile Broadband network in Cyprus following the upgrade of the 3G network to Mobile Broadband (HSPA), and we have enriched the content of Cytavision and improved the user experience.

We continue to carry out self-assessments regarding not only our financial results but also our contribution to society, and for this reason we have adopted the EFQM Business Excellence Model.

In 2009 we formulated the Organisation's Corporate Social Responsibility (CSR) Strategy which includes specific projects and activities in four areas of responsibility: society, our personnel, our customers and the environment.

We faithfully maintained our efforts to cultivate driving awareness, especially among young people, and to ensure that pupils and students are informed about proper and safe Internet use.

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In response to public concern about electromagnetic fields, we gave presentations in various towns and held meetings with interested individuals and groups of people, both as Cyta and in collaboration with the Union of Cyprus Municipalities.

We continue to support the Centre for Preventive Paediatrics, to participate in health and prevention programmes and to support social groups requiring special treatment.

#### **Our prospects for 2010**

Armed with our Vision, fixed aims and a fully-integrated strategy, we intend to maintain our successful course in 2010. Technology is developing and we are always one step ahead in order to satisfy our customers' needs, whatever they are and wherever our customers may be.

We shall continue to upgrade not only the line access network but also the line and wireless broadband network. At the same time, we are planning new cable systems with Lebanon and Syria.

We recently inaugurated the new Alexandros submarine cable system with Egypt and France.

Once we complete the convergence project, we shall begin to implement our new IT strategy.

Regarding the Cytashop network, we shall expand it further to include Latsia, Onasagorou Street in Lefkosia (Nicosia) and Agia Phyla, Lemesos (Limassol), while we have recently opened a new Cytashop at Lakatamia.

In the services sector, we are planning to introduce innovative applications in both the near future and the longer term, and we shall continue to upgrade the Cytavision platform.

#### **Managing our finances**

For us, proper financial management lies at the heart of our Organisation's development which is why we formulate strategies that contribute to it.

The introduction of a new pension plan for newly-recruited personnel is one of the main areas on which we shall focus our attention.

We are also planning to set and measure cost indicators in all units with the aim of improving personnel awareness in this area so as to take additional measures in the future with a view to increasing productivity.

The simplification of processes, enabling us to work at speed, with transparency and quality in all areas, and the further development of a business ethic to deal with the challenges of the new market, are among our priorities regarding the management of our finances.

If we are to achieve the above aims, it is essential that we reinforce our people-oriented culture, which will ensure that everyone lives our Brand values in their daily behaviour and gives their very best.

#### **All together for success as a team**

Cyta's success lies with one of the strongest professional teams in Cyprus. Throughout the years our personnel have shown not only their excellence, from whichever post each member operates individually but, above all, their affection for and devotion to this Organisation. It is to these people that Cyta owes its achievements in the international telecommunications market.

We also rely on our customers' loyalty and on their recognition of the services that we provide. For this reason we shall not stop working to provide services for their benefit. We are a part of society, ready to respond to today's demands and the challenges of this new era.

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We could not achieve any of this without the support of the Government, the House of Representatives, and the Minister of Finance, Mr. Harilaos Stavrakis and his staff.

The observations and remarks of the Auditor-General of the Republic are always useful tools for further improvement, while a prerequisite for smooth operations is our collaboration with the Commissioner of Communications and Postal Regulation and with the Chairman of the Commission for the Protection of Competition.

In 2009 the trade unions stood by us during difficult times while all our associates made their own contribution to the achievement of our aims.

Of course, the members of the Board, the Management and, above all, the personnel of our Organisation added value to our endeavours throughout the year thanks to their productivity and efficiency. I call upon everyone to intensify their efforts so that Cyta may realize its vision and its aims and offer its customers modern, integrated electronic communications solutions.

Finally, through their constructive interventions, the Media contributed to the promotion of our achievements.

With the support of all, we continue to move ahead and we hereby commit ourselves to keep opening up reliable highways of communication with the rest of the world.



**Stathis Kittis**  
Chairman

*October 2010*



# Message from the Chief Executive Officer



*The role of technology in people's lives today is a particularly important one. Constant developments and growth in the services it provides, together with the increase in broadband connections and communication speeds, have made it an integral part of our daily lives.*

*During the year under review, despite the global financial crisis, we succeeded in posting extremely good financial results and, at the same time, we offered our customers new user-friendly services to make their lives easier, both in the home and in their business environment.*

## **A creative and productive 2009**

We continued to invest in broadband services, constructing an extensive broadband network based on xDSL technologies, which by the beginning of 2011 will have expanded to cover every home and business in Cyprus, including all rural areas, with even faster Internet speeds. We implemented HSPA technology, thereby making the fastest Mobile Broadband network in Cyprus available to our customers. We provided greater

choice by introducing prepaid Internet access via the mobile telephony network. Service provision was expanded for both residential and business customers.

Thanks to Cyta's contribution, Cyprus continued to register the highest number per capita of new broadband connections and is approaching the European average. We also played a role in enabling our country to be the second cheapest EU member state for mobile telephony charges.

In the area of convergence services, we introduced personal communication services that help customers to organise and expand their social and professional network of contacts such as Cytanet Message Box, while in the tele-applications sector we now offer solutions to help mainly small to medium sized enterprises carry out many of their processes and transactions via a revolutionary business model which allows them the use of these services for a monthly subscription.

Regarding mobile telephony and on the occasion of the 20<sup>th</sup> anniversary of our dynamic presence in the local market, we continued to offer our customers an integrated portfolio of voice, content and data products and services, while expanding the international roaming facility to cover more countries as well as customers wishing to make calls while on board ships or aircraft.

Cytavision improved its market position and its product by increasing its subscriber base by 15%, adding eight new channels to its basic package, obtaining screening rights for most UEFA Champions League and Europa League matches for 2009-2012, and introducing Time-Shifted programmes for specific channels.

## **Cyta extends beyond Zone 5 in Greece**

In 2009 Cyta continued to make steady progress in the Greek telecommunications market, displaying an impressive rate of growth regarding its financial strength and its customer base as well as where the expansion of its optical network was concerned. More specifically, the 2009 financial year ended with a turnover of €13,8 million and 52.279 active customers, up from 2.000 at the end of 2008 (start of commercial activity in Greece: October 2008), representing a market share of 5,28% among the alternative providers.

At the beginning of 2009, Cyta Hellas had used all the original budget for the Information Society S.A. project and, ahead of the deadline for completion of the project, obtained further funding of €2,2 million for Phase II which concerns the subsidizing of products in order to stimulate demand in the regions. The additional amount was granted **exclusively** to Cyta Hellas due to the timely and successful completion of both phases of the project entitled "Enterprise Funding for the Development of Broadband Access in the Regions of Greece".

In the context of the plan for expansion throughout Greece, in the first quarter of 2009 Cyta extended its presence into areas beyond Zone 5, specifically to Rethymnon and Chania, thereby covering all four administrative districts of Crete.

In November 2009 it made its dynamic entry to the market of Thessaloniki, Greece's second largest urban centre, establishing an initial presence in the 12 most important areas of the city.

#### **Our strategy for the future**

Technology waits for no-one. It is here to challenge us. And we respond to the challenges and we are always ready to offer every new service arising in the IT and communications technology sector. We have already implemented a pilot project, bringing an optical access network to some 150 homes. We are studying the development of an optical network which will take fibre to the customer's premises. Starting in 2011 and within the following decade, we expect to have connected every house and office in Cyprus with optical fibres. Our plans could not ignore the development of the Fourth Generation Network while, in the services sector, we are planning to introduce innovative applications in both the near future and the longer term.

#### **Cyta, an organisation of people, for people**

People remain our driving force. Our most important investment is in our personnel while our customers provide our greatest incentive. Our creativity and our achievements are all due to the professional expertise and efficiency of our personnel. We realize our vision and our mission thanks to the confidence and support of our customers.

#### **Moving ahead with no boundaries**

We welcomed 2010 fully aware of the important role played by the development of new IT and

communications technologies in people's lives and that of the solutions they provide in matters of health, education, the economy and communication. We know how much they can contribute to giving our country an equal and competitive presence in the international community with significant financial benefits for the national economy and for business.

We are ready to respond to all the challenges that lie ahead in order to ensure the progress of our Organisation and our country. We are the leaders in electronic communications in Cyprus and we intend to consolidate and maintain this role, by making the most of our main competitive advantage, which is our brand, and relying on the skills and dedication of our personnel.

We firmly believe that we can affect tomorrow!



**Photis Savvides**  
Chief Executive Officer

*October 2010*

# Chairman and Members of the Board



## Chairman

**Stathis  
Kittis**  
(as from 1/8/2009)  
Advocate

**Stavros  
Kremmos**  
(until 31/7/2009)  
Business Consultant



## Vice-Chairman

**Loizos  
Papacharalambous**  
(as from 1/8/2009)  
Advocate

**Pavlos  
Theodotou**  
(until 31/7/2009)  
Secretary/Manager  
Pancyprian Cooperative  
Confederation



## Members

**Stelios  
Americanos**  
Advocate

**Christakis  
Antounas**  
(as from 1/8/2009)  
Mechanical Engineer

**Antonis  
Antoniou**  
(as from 14/7/2010)  
Architect

**Yiannis Chattalas** (until 31/7/2009)  
Economist/Businessman

**Gregory Diacou** (until 31/7/2009)  
Economist/Businessman

**Takis Fekkos** (until 31/7/2009)  
General Manager Banking Organisation

**George Korfiotis** (until 31/7/2009)  
Advocate

**Demetris Phellas** (until 31/7/2009)  
Financial Executive

**Christos Kyriacou** (from 1/8/2009 until 13/7/2010)  
Informatics Services Consultant

**George Constantinou** (from 1/8/2009 until 13/7/2010)  
Businessman



Nicolas  
Georgiades  
(as from 1/8/2009)  
Economist



George  
Tsakkistos  
(as from 1/8/2009)  
Sociologist



Charalambos  
Tsouris  
(as from 14/7/2010)  
Architect



George  
Chari  
Electrical Engineer/  
Consultant

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### Legal Advisers

A.C. Hadjoannou & Sons

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### Auditors

KPMG  
Auditor General of the Republic

# Management Team



## Chief Executive Officer

Photis Savvides

BSc, MSc, CEng, MIET, MIM, AMIPD

## Deputy Chief Executive Officer

George Koufaris

FCA

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## Senior Manager - Technical Support

Constantinos Michaelides

Dipl-Ing

## Senior Manager - Customer Services

Marios Karatzias

BScEng

## Senior Manager - Services

Yiannis Souroullas

BScEng (Hons)

## Senior Manager - Subsidiaries & Investments

Michalis E. Achilleos

BSc, MSc, MBA

## Senior Manager - Networks

Aristos Riris

BSc, PhD



## Manager Planning & Development, Networks

Panayiotis Kallenos

Dipl. Eng NTUA

## Manager Business Management Support

Glaftos Houtris

BSc, CEng, MIET

## Manager Operation & Maintenance, Networks

Tassos Partzilis

Dott. Ing.

## Manager Personnel Services

Marios Carlettides

BSc (Hons), MSc

## Manager National & International Wholesale Market

Ioannis Koulias

BSc (Hons), MSc, MIEEE, MIET, CEng

## Manager Line Access Network, Technical Support

Kyprianos Yianni

BSc, MSc

## Manager Aeromaritime Network Services, Technical Support

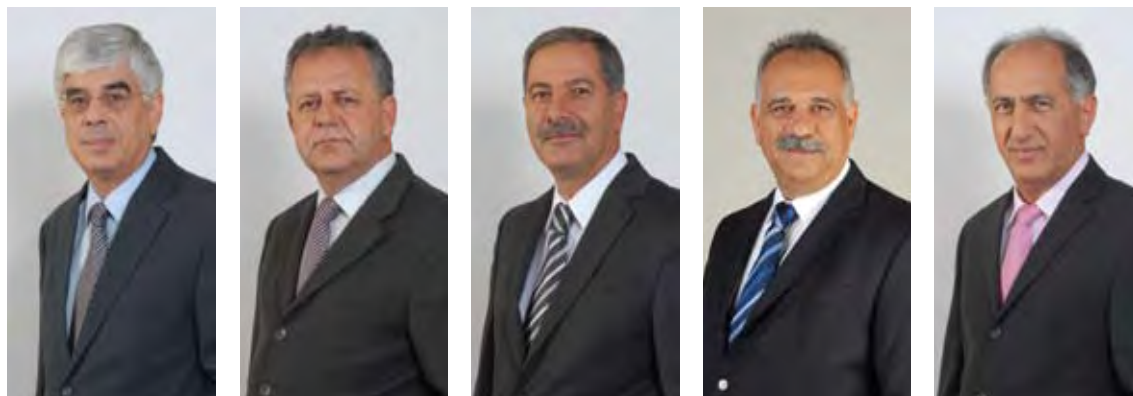
Christoforos Yiannakou

MSc

## Manager Services Management

George Lambrianou

BScEng, MBA, PhD



**Manager Corporate Communications, Public Relations & Corporate Social Responsibility**

Rita Hadjiloizou-Karatzia  
BScBA (Hons)

**Chief Financial Officer**

Maria Damalou-Hadjigeorgiou  
Bsc (Hons), FCA

**Manager Core, Transport & Access Networks, Planning & Development, Networks**

Chrysis Phiniotis  
BScEE, MScEE

**Manager Marketing Strategy, Services**

Paris Menelaou  
BSc Economics, MBA Marketing

**Internal Auditor**

Antigone Modestou  
FCCA, MBA

**Manager Services Development**

Michalis Lois  
BScEng

**Manager Value Added Services & Software Development, Planning & Development, Networks**

Costas Psillides  
BSc, MSc, MBA

**Manager Networks Systems Engineering**

Demetris Hadjittofis  
BSc (Hons), MBA

**Secretary & Manager Administrative Services**

Petros Hadjiantoniou  
BSc (Hons), MSc

**Manager Servers & Applications, Operation & Maintenance, Networks**

Sophocles Hadjisophocleous  
BSc Electronic Computer Systems

**Manager Corporate Market, Customer Services**

Michalis A. Papadopoulos  
BScEE, MScEE, MBA

**Manager Human Resource Development, Resourcing & Performance Management, Personnel Services**

Efy Pouri  
BScEcon (Hons), MScIR & PMgt, MBA

**Manager Retail Sales, Customer Services**

Costas Mantis  
BScEE, MScM





**Corporate  
Governance  
at Cyta**



## The Board

The main objective of the Board of Directors is to ensure that Cyta succeeds in its mission, as defined by the Law that established it, which includes developing telecommunications in accordance with recognized international standards of practice and public demand. The Board consists of nine Members who are appointed by the Council of Ministers which also determines their remuneration. Members are appointed on the basis of their experience in a variety of sectors. In August 2009, a new Board took up its duties, following the expiration of the previous one's three-year term. Two Members of the previous Board were reappointed. The new Members received briefings on the Organisation's activities and the existing Systems of Internal Controls (SIC).

As Cyta's highest-level decision-making body, the Board is responsible for the Organisation's smooth running and long-term development, as well as for evaluating and monitoring its activities. It approves corporate policy and strategy concerning financial, technological and social issues. It monitors Management performance on the basis of the level of achievement of agreed aims and performance indicators. The Board has unrestricted access to all information concerning the Organisation and it may also make use of independent advisory services, including those of Cyta's Legal Advisor.

For greater control and monitoring, from time to time the Board sets up and reviews various permanent Committees as well as ad-hoc Committees for current issues. During the new Board's term of office, permanent Committees dealt with Auditing, Rewards & Incentives, Investments, Personnel, Broadband Applications & Content and Corporate Social Responsibility, Publicity and Indirect Advertising. These committees meet as and when required.

## Risk Assessment and Risk Management

An important part of Corporate Governance is the regular assessment and management of risks that threaten the achievement of Cyta's objectives and/or its long-term viability. To this end we hold annual risk assessment workshops for all the Organisation's main units where we examine significant interdepartmental processes and major projects. The workshops, attended by personnel of various ranks who are directly involved in the specific processes and are considered the best-placed to identify possible risks

and weaknesses, are facilitated by the Internal Audit Department (IAD) officers who have received training in the specific field.

The methodology is based on the objectives set out in each unit's Business Plan. Risks threatening their achievement are identified, taking into account the existing SIC, and then assessed for their possible impact on our Organisation (financial, operational and corporate image) and the probability of them occurring.

The results are submitted to Senior Executive Management and the Board for use in the preparation of the new Business Plan and for the approval of the Annual Audit Plan which is prepared every year by the IAD on the basis of the most significant risks facing the Organisation.

Additionally, we hold specialist information security risk management workshops during which we record the relevant information resources and subsequently identify and assess any risks to their confidentiality, integrity and availability. In 2009 we succeeded in obtaining ISO27001 Quality Certification for DSL Access and Cytavision, while we are making progress towards the certification of our mobile services processes.

## Audit Committee

The Audit Committee operates in accordance with the Code of Corporate Governance and is comprised exclusively of Members of Cyta's Board.

During 2009, the Committee held four meetings. In accordance with its mandate, the Committee reviewed, inter alia, the following issues:

- The Organisation's Financial Statements for 2008 and the underlying accounting principles, as well as the interim financial statements that are prepared periodically.
- The Annual Audit Programme for 2009, which was prepared on the basis of the results of a risk assessment carried out for Cyta.
- Work done by the Internal Audit Department in the framework of its examination of the effectiveness of Cyta's Internal Audit Systems and its monitoring of progress made in the implementation of recommendations made.
- The Report of the Auditor-General of the Republic for 2008 and the response of Management, as well



as action taken by the Organisation on points raised in the Report.

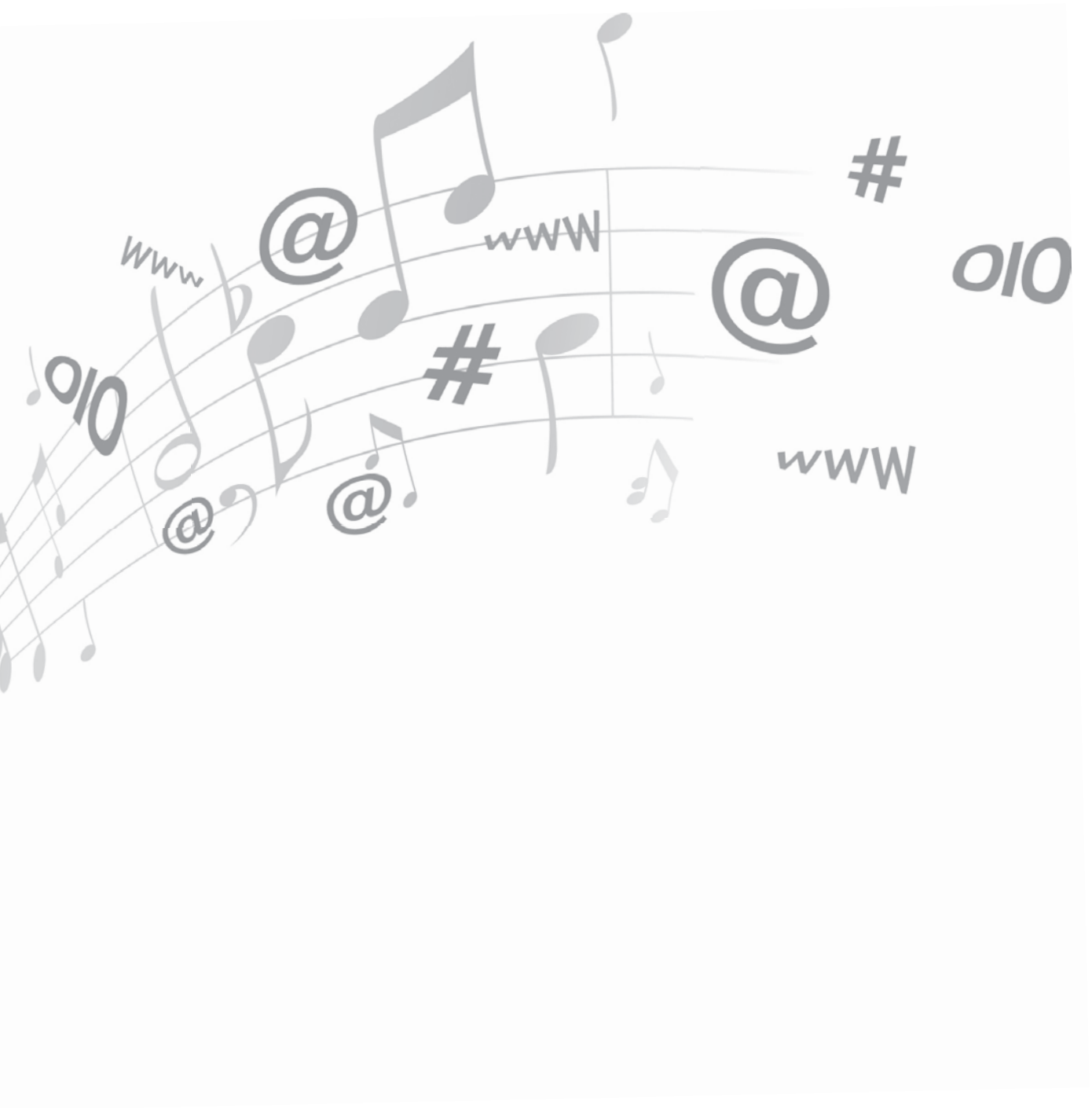
- An assessment of Internal Audit Management and the delegation of this work to external consultants.
- The appointment of external auditors and the setting of their remuneration, and the submission of the relevant proposal to the Board.
- The drawing up of a code governing relations between Cyta and its subsidiaries.

### Internal Audit Department

The Internal Audit Department is an important mechanism in the establishment of Corporate Governance. Through the provision of independent advice, it assists us in assessing the adequacy and effectiveness of the SIC, risk management and the degree of compliance with laws and regulations.. The Internal Audit has the full support of Management and the Board. It has direct access to Senior Executive Management and the Board's Audit Committee as well as unrestricted access to the Organisation's information and personnel.

We place tremendous importance on regular and adequate training for our internal auditors, most of whom have obtained professional qualifications as Certified Internal Auditors, Certified Information Systems Auditors and/or Certified Control Self Assessors. They receive training on issues pertaining to internal auditing, technology and IT as well as more general topics concerning our Organisation's activities. Best practices are used to evaluate Cyta's SIC, such as the COSO and Cobit methodologies.





## Corporate Social Responsibility at Cyta

*Corporate Social Responsibility (CSR) is a term that has been used more and more frequently in recent years and it is generally accepted that different companies, individuals, consultancy firms and organisations attribute a different meaning and content to it.*

*For Cyta, CSR is the voluntary management of the social, environmental and economic impacts, positive and negative, of the Organisation's operations on its stakeholders, over and above its legal obligations. The approach we have adopted is holistic since it takes into account not only the positive but also the negative impacts that we may have on the three dimensions of CSR - social, environmental and economic - as well as all stakeholders, i.e. all those who are affected by or who themselves affect Cyta.*

*We officially adopted this approach when we signed the Sustainability Charter of the Association of European Telecommunications Network Operators (ETNO) in 2004 and committed ourselves to providing products and services that offer significant environmental, social and economic benefits. We also made a commitment to integrate environmental, social and economic responsibilities into our business activities, reducing wherever possible any negative effects arising from such activities.*

### **Cyta: A Responsible Organisation - "Together for a Better Tomorrow"**

Our objective is the integrated management of CSR at Cyta. In other words CSR will become an integral part of the way the Organisation operates and not a separate add-on activity.

In 2009, we formulated the Organisation's CSR Strategy. The strategy is based on four pillars: society, personnel, customers and the environment and includes specific projects for each pillar. It also contains projects which target particular areas for improvement which emerged from the CSR self-assessment, the key performance indicators for measuring the effectiveness of the CSR Strategy, and actions for communicating our achievements in the field of CSR to the Organisation's stakeholders.

Below are some of the most important activities and projects undertaken during 2009 relating to the four pillars of our CSR Strategy.

### **Responsibility to our Personnel - "Cyta, an Employer of Choice"**

As a responsible, good employer, Cyta manages and makes the best of its personnel through the implementation of management systems and development/support programmes which assist them in their professional as well as their private lives. Our Organisation offers its personnel far more than is prescribed in the relevant legislation. Among other things, it takes care of the health and welfare of its employees and their families through the Medical Fund and the Cyta Staff Welfare Fund, by holding seminars on medical and social issues (e.g. health, fire safety, etc.), through the services of a social worker, an occupational physician and nurse, the provision of financial assistance to needy employees, pensioners, employees' widows and orphans, of low-interest student and housing loans, and through other activities that are described in detail in the "Management" chapter of this report under the heading "Human Resources".

Cyta employees, sensitive to social issues, also make their own contribution to society. For some years we have established and promoted voluntary blood donation sessions. Every year these are held on a regular basis in all districts in the workplace and during working hours.

### **Responsibility to our Customers - "Cyta Provides Responsible Products and Services"**

#### **Speaking Phone service for the visually impaired**

Cytamobile-Vodafone collaborated with the Pancyprian Organisation of the Blind (POB) on a seminar entitled "Everyone has a right to communication - Speaking Phone service". The service is provided free of charge to visually-impaired Cytamobile-Vodafone customers who present a valid POB certificate. It is activated by installing special TALKS software on a mobile phone which enables the user to "hear" information appearing on the mobile phone screen such as incoming text messages, the call menu (incoming, outgoing and missed calls, call duration), the date and time, the network signal, the state of the battery, etc. The seminar, which was attended with great interest by POB members, teachers, pupils of the School for the Blind and their parents, took place in the framework of efforts by Cytamobile-Vodafone and the POB to make a substantial contribution to ensuring equality for the visually impaired.



#### **Special rates for those with severe communication and/or motor disability**

Since 2009, Cytanet has offered a special, significantly lower monthly subscription for broadband Internet access to individuals with severe communication and/or motor disability.

#### **Safe Internet**

Since 2001, Cytanet has been giving presentations in primary, secondary and technical schools entitled "The Internet: A Tool for All", which aim to inform pupils about electronic communications issues and to promote proper Internet use. During the 2008-2009 academic year, some 68 visits were made to schools where 7.200 pupils and teachers attended the Cytanet presentations. In total, since 2001, 400 schools have been visited and 42.730 pupils and teachers have attended the presentations. Additional seminars are held for Parents Associations and for the general public.

We also make online presentations on "The Internet and Our Children - Safe and Responsible Use" which are aimed primarily at parents with the purpose of

informing them about correct Internet use, online pitfalls and dangers, and how to deal with them.

Furthermore, Cyta has published a special booklet for parents, which is distributed during the presentations on the service. At the same time, through Safe Internet For Home (free to all Cytanet home customers) and Safe Internet For Schools (free to all state primary, secondary and technical schools), it provides tools to help protect children from undesirable and harmful online content.

Moreover, Cyta is a signatory to the European Commission's Framework for Safer Mobile Use by Younger Teenagers and Children.

#### **More control over Cytamobile-Vodafone bills**

Since 2009, Cytamobile-Vodafone has enabled customers to exercise greater control over their bills through three new cybee services. These are offered to customers who access the Internet and e-mail services via their mobile phone or computer. Specifically, customers can be informed at any time by a text message to their mobile



phone or computer, depending on which service they are using, about the volume of data they are downloading/uploading.

For more information, see the chapter entitled "Products and Customer Service".

### **Responsibility to Society - "Cyta: Helping Society"**

#### **Health and welfare**

On the sensitive issue of road safety, our policy continues to focus on the cultivation of road safety awareness by educating young people who make up a large percentage of the victims of traffic accidents in Cyprus. For this reason, we again organised road safety seminars for National Guard conscripts and all secondary and technical school leavers graduating at the end of the 2008-2009 academic year. At the same time, we offer cycle helmets to all children visiting the Police Road Safety Park.

The various initiatives undertaken by Cyta confirm its commitment to the European Road Safety Charter (which it signed in Dublin in 2004) and to the common European goal of halving the number of road fatalities by 2010.

As an indication of our constant interest in the welfare of those manning the National Guard, in 2009, as in previous years, we issued and distributed "Camouflage" phonecards free of charge to all newly-drafted soldiers on their first day of military service. We also offered phonecards at Christmas to Greek officers and soldiers serving in the National Guard and the Greek Contingent in Cyprus, to needy National Guard soldiers and to prisoners.

Regarding health, for the sixth successive year we supported the Centre for Preventive Paediatrics. In 2009 we continued to support the annual Radiomathon as an Official Sponsor, by providing all the services required for its smooth and successful operation free of charge. At the same time we participated in various related activities, such as the All Star Game for which we were sponsors of the game itself and of the Cypriot All-Star team. Combining the sectors of health and technology, we once again supported Medlook, the online health information website.

With the aim of offering telecommunications support to charity fundraising events, Cyta has, for some years now, provided the free Charity Direct

service which enables people to make donations by telephone to the charitable organisations of their choice. We also operate several services with a four-digit telephone number via which free calls may be made to various emergency services.

### Education

In the framework of a special agreement between Cyta and the Ministry of Education and Culture, we have connected all the island's schools to the Internet free of charge and offer a special low monthly subscription fee as well as free web hosting of school and teachers' websites (those with educational content).

Also, during 2009, we continued to support the Pefkios Georgiades Primary School which, with Cyta's help, functions as a Model Electronic School. Specifically, we provided the technical equipment for two new classrooms and covered the cost of software licences.

Every year we publish an activity book for children entitled *"Playing, having fun and learning with Telis"* which is distributed to all pre-school and primary school children throughout the island. The book contains educational and recreational material approved by the Ministry of Education and Culture. The book, which has a different contemporary theme each year, also contains the announcement of a children's painting competition in which the best entries are subsequently chosen and prizes are awarded at a special ceremony. The winning paintings are included in a wall calendar published by Cyta and distributed to all pre-primary and primary schools.

In the framework of its support for extra-curricular activities, Cyta opens the doors of its installations across the island to many schoolchildren. Usually they visit the Makarios Satellite Earth Station in order to learn about the Organisation, its services and history. We also welcome pupils and students on work experience projects.

Moreover, every year we enable prospective students to obtain their university entrance examination results as soon as they are announced by the Ministry of Education and Culture, either from the Cytanet homepage or by text message to their mobile phones via Cytamobile-Vodafone's cybee service.

In recent years Cyta has sponsored "JOTA-JOTI"

(Jamboree on the Air, Jamboree on the Internet), the annual online event of the Cyprus Scouts Association.

Cyta also provides equipment and services to the Youth Board of Cyprus's Youth Information Centres.

### Environment

Our Organisation wishes to contribute to the strengthening of an environmental awareness among the people of Cyprus as part of its contribution to society, by implementing a variety of projects and activities. *(Read more about Cyta's internal environmental management later on in this chapter.)*

In this context, members of the Diving Club of the Cyta Staff Welfare Fund, in conjunction with the Paralimni Port and Marine Police and the Cyprus Marine Environment Protection Association (CYMEPA), undertook a sea bed cleanup at Protaras on 5 July 2009. The event was sponsored by Cyta's Yellow Pages service.

Since 2001, we have provided special waste paper collection boxes for recycling (which we also use in our own offices at Cyta) and related posters to eco-schools and other interested schools. Specifically, in 2009 we donated 473 such boxes and posters to 18 schools for use in classrooms in order to help develop the children's environmental awareness.

### Culture

In 2009, Cyta continued its "Let's Go to the Theatre" sponsorship programme of support for all of Cyprus's independent professional theatre companies. In this context, it offered members of staff and the public some 3.000 free invitations for two to any production by any one of the sponsored companies. At the same time, it carried out an advertising campaign aimed at encouraging the public to embrace the theatre and to applaud the theatre companies' efforts.

Also, in an effort to bring people closer to the theatre, in March we celebrated World Theatre Day with the sponsored companies, offering everyone in Cyprus a free ticket to a performance of their choice. This gesture was warmly received and the public responded with such enthusiasm that all seats for the performances in question were taken on the very day the special offer was announced.

In its role as a sponsor of the arts and culture in Cyprus, Cyta supported the production of a CD



of Cypriot music and a major concert by Cypriot composer Vasos Argyrides and tenor Mario Frangoulis.

We also presented a performance in memory of Marios Tokas which was organised by the Limassol Municipality in conjunction with the late composer's family.

### Sport

In 2009, Cyta sponsored the Games of the Small States of Europe, one of the largest sporting events ever hosted in Cyprus, by providing all the telecommunications equipment and services free of charge.

Moreover, in 2009, we expanded our sports sponsorship programme to provide support for the Cyprus Tennis Federation and the Cyprus Table Tennis Association.

Since 2007 we have been one of the institutional sponsors of the Cyprus Olympic Committee and the Olympic House. We are also official sponsors of the Cyprus Referees Association and the Cyprus Sportswriters Association as well as of other occasional but important activities of various sports associations and clubs.

We actively support Cypriot football with a sponsorship programme that covers the Cyprus Football Association, the teams in Divisions 1 and 2 and the 3<sup>rd</sup> and 4<sup>th</sup> Division championships. We also sponsor the Cyprus Basketball Federation and all the 1<sup>st</sup> and 2<sup>nd</sup> Division teams.

Every year Cyta also supports the biggest event in the local motoring calendar, the Cyprus International Rally, by providing the organisers with all the telecommunications equipment required by this major event.

### Technology and research

As an organisation operating in an area of activity that is directly linked to technology, Cyta supports activities which are aimed at its development locally.

Wishing to encourage young people to take up technology, for the first time we awarded prizes during a special ceremony to all graduating Lyceum and Technical School students who had excelled in IT studies.

We also continue to sponsor the TechCulture bulletin of the ARTos Cultural and Research Foundation.

We also sponsored a number of conferences dealing to a large degree with technology and research, such as the 2009 infocom.cy conference which is considered as the biggest event of its kind in Greece and Cyprus.

### Responsibility to the Environment - "Cyta, a Leader in Solutions for the Environment"

Recognising the positive and negative impacts of its operations, products and services on the environment, Cyta has been active in this sector since 2001 when its Environmental Policy was formulated.

### Electromagnetic fields

In response to public concern regarding exposure to electromagnetic fields (EMF) created by mobile phone base stations we continued to meet with groups of interested citizens, organised groups, Municipalities and Communities in order to keep them properly informed on this issue. Moreover, Cyta and the Union of Municipalities took part in a series of seminars in various towns with the aim of informing the Municipal Authorities about mobile telephone antennas, the licensing of base stations, EMF levels monitoring and EMF exposure limits.

### Energy consumption

With the aim of reducing electricity consumption and costs, we continued to implement the Integrated Electromechanical Equipment Management System (IEEMS). Additionally, with the aim of

Ρωμαιο, Ρωμαιο  
γιατί να είσαι  
ο Ρωμαίος;

**ΠΑΜΕ  
ΘΕΑΤΡΟ**

**ΚΥΡΙΕΣ ΚΑΙ ΚΥΡΙΟΙ  
η παράσταση αρχίζει**

Εμείς στηρίζουμε το θέατρο.  
Εσείς απολαύστε το.  
Βάλτε το θέατρο στη ζωή σας και παρακολουθήστε  
συντροφικά με τη Cyta,  
τις παραστάσεις της νέας θεατρικής χρονιάς.  
[www.cytapametheatro.com](http://www.cytapametheatro.com)

Σταθμό Θεάτρου 99440254 - Θεάτρου Σην 22439838  
ΕΟΑΑ 25877827 - Θεάτρου Σαόλε 24652800  
Θέατρο Αρσινόη 22873031 - Θέατρο Δελφικών 22818999  
Θέατρο Αντιόχεια 24822677 - Θέατρο Βερσαν 96418399

**cyta**  
Νέοις κοινά, φτιάδε μικρά



reducing fuel consumption and air pollution, we continued to replace old, inefficient vehicles of our fleet with vehicles with reduced CO<sub>2</sub> emissions. For more information, see the section on “Support Infrastructure” in the chapter entitled “Management”.

#### **Waste**

In collaboration with Green Dot Cyprus, we expanded the implementation of the programme for the collection and recycling of domestic packaging waste (plastic water bottles, soft drink cans, juice cartons and cardboard boxes) from the Organisation’s offices in all our buildings in all districts (except Larnaka where Green Dot has not yet begun operations).

It is worth noting that, for many years, Cyta has been recycling waste paper in all its buildings, discarded or obsolete cables, obsolete electrical and electronic equipment, vehicles and old telephone directories returned by customers as well as commercial packaging waste (cardboard and plastic) from its Central Stores.

In 2009 we signed the agreement for Cyta’s participation in the Collective System of AFIS Cyprus Ltd, for household batteries and accumulators. In the framework of this agreement, we have installed recycling bins for old batteries in all Cytashops across the island to be used by the public and our customers, and in the Organisation’s administrative offices for use by our own personnel. The batteries

collected in the recycling bins are sent to AFIS Cyprus Ltd for recycling.

A well-established institution is our sponsorship of the activities of the Cyprus Marine Environment Protection Association (CYMEPA) which, among other things, offers environmental education programmes to schoolchildren. These include the “*Young Journalists for the Environment*” programme which is supported by the Ministry of Education and Culture, coordinated by the Foundation for Environmental Education in Europe and sponsored by Cyta. Within the framework of this programme, a competition is held among junior and senior high school pupils, the winners of which are awarded prizes by our Organisation at a special Cyta ceremony.





Management

*In 2009 we continued to carry out market surveys for the measuring and constant monitoring of our brand value and productivity. The results of the surveys are an important tool in the hands of the Organisation's Management and Executive when it comes to decision-making and corrective action, mainly of a commercial nature. Also, at Cyta's initiative, the Cyprus Excellence Community was inaugurated with the aim of exchanging best practices in management and quality among Cypriot companies.*

*A significant development was the agreement reached with the Organisation's Trade Unions concerning changes to the opening hours of Cytashops, enabling us to provide better customer service.*

*In 2009 we began upgrading our Islandwide Security System and we completed the first phase of this project. Also, in response to the needs of our personnel, we strengthened our commitment to their social welfare by employing a second social worker.*

*Once again, our Organisation played an active role in the processes and activities of the international telecommunications organisations of which it is a member and was represented on various working committees and at conferences held by these bodies. Cyta is thus in a position to monitor and implement technological and other developments in the telecommunications sector.*

## **Human Resources**

### **Personnel welfare**

The institution of Occupational Physician continued in 2009 which saw the appointment of a new doctor, the provision of primary healthcare, the completion of the "stop smoking" programme and flu injections for vulnerable groups of personnel. Also, during the year a survey was completed on work-related stress and a working group was set up to formulate an action plan based on the findings of the survey. For the third consecutive year, a Health Seminar was held for all members of personnel and their families.

Furthermore, we strengthened our commitment to the social welfare of our personnel by employing a second social worker and through the organisation of cultural and social events for personnel and their children. At the same time we continued our annual staff social and financial schemes and our support for the activities of Cyta's Volunteer Groups. We

awarded prizes and scholarships to outstanding students and we continued the retraining scheme for retiring members of staff.

In the field of safety, risk assessment continued for all Cyta's premises and activities, as did our pioneering action to undertake the precautionary analysis and sterilisation of Cyta's water systems to combat any possible contamination, including Legionnaires' disease, in its buildings. Furthermore, the activities of Cyta's interdepartmental Road Safety team continued with the provision of another 20.000 children's cycle helmets for the Police Road Safety Park and with specialist safe driving seminars for all Cyta drivers and soldiers serving in the National Guard.

### **Education**

In the context of our policy of encouraging life-long learning and the systematic development of our employees, in 2009 we continued to provide many and varied opportunities for training, development and learning, funding their participation in training schemes and programmes in Cyprus and abroad for the development of their knowledge, skills and personal competencies.

Some 54% of staff participated in training schemes and programmes in 2009 and the corporate index of training days per employee was 3,73, while human resource development as a percentage of payroll was 2,09%. Both personnel development indices compare favourably with those of other successful international organisations.

In 2009 we continued our tradition of granting scholarships to employees to obtain a postgraduate Master in Business Administration (MBA) qualification.

In addition to traditional forms of education/development/learning, we also promoted other methods of development such as online education, in-house training, with educational material as well as individual learning activities and guidance from immediate superiors.

### **Industrial relations**

Maintaining good industrial relations was a crucial factor in Cyta's success during the year under review, and this was helped by the mutually agreed solutions that were applied to various internal problems that arose. An important development



was the agreement reached with the Trade Unions concerning Cytashop opening hours.

Upon conclusion of negotiations in April 2009, the Collective Agreement for 2007-2009 was signed and implemented in May and June with the granting of agreed salary increases and other benefits to personnel.

In 2009 we continued to recruit hourly-paid staff, mainly as Call Centre Assistants and Shop Assistants. This scheme has worked with great success and the number of applications for each position has been particularly high.

### Communications Policy

In 2009 we reinforced our position in the market as the leading provider of integrated electronic communications since, by providing reliable solutions in a simple, smart and secure manner, Cyta makes a considerable contribution to its customers' way of life and productivity. At the same time, the way our people deal with minor and major issues on a daily basis inspires optimism and confidence.

Through its actions, Cyta confirms its commitment to offer its stakeholders freedom of choice, movement, expression and options.

Continuous progress is one of the Organisation's permanent objectives and we wish to inspire our

personnel and, of course, our customers, with the same aim.

Focusing our attention on providing integrated solutions to customers, in recent years we have implemented new methods of brand management. As a result, Cyta now implements a monolithic communications strategy, based on which it invests in and promotes the corporate brand first and foremost and adopts a uniform communications style. This strategy has enabled us to strengthen our corporate brand and to avoid creating or maintaining independent brands. There is now continuity among all the brand's contact points and throughout all promotional activities, which simplifies our communication with customers.

With integrated brand management as our aim, we continued to carry out market surveys for the measurement and constant monitoring of our brand value/productivity. The results of these surveys are an important tool in the hands of the Organisation's Management and Executive when it comes to decision-making and corrective action, mainly of a commercial nature.

In the course of the surveys, it was noted that in the new competitive and, at the same time, regulated environment in which we operate, a strong brand can affect consumer choice to a great extent and can win over hearts and minds in the long term.



The results so far have been more than encouraging in every way.

We shall continue to invest in our brand so as to strengthen it even more as we look forward to the prospect of the Organisation's continued success.

#### **Media relations**

With the aim of providing timely and reliable information to the public, we continued to issue regular Press Releases which were distributed to the media throughout 2009. Cyta officials participated in radio and television interviews and discussions and gave interviews to the press. Articles and other features on the Organisation were published, press conferences were held and information campaigns were undertaken on a variety of issues.

#### **Participation in the Cyprus International Fair**

In 2009, Cyta participated in the 34<sup>th</sup> Cyprus International Fair with what was, by general agreement, a highly distinctive presence. The Organisation transformed its pavilion into a "Communications Square" which welcomed

thousands of visitors to its "cafes" and gave them a chance, through personal contact, to learn about various Cyta products and services and to take advantage of special offers throughout the duration of the Fair.

#### **"Telecommunications Street"**

During 2009 we continued to publish *Telecommunications Street*, Cyta's monthly newsletter which is distributed to all present and retired members of staff and to outside recipients including representatives of the media.

#### **Websites**

Our benchmark corporate website [www.cyta.com.cy](http://www.cyta.com.cy) is modern and functional, providing easy navigation for obtaining information. Specifically, it enables users to search easily and quickly for information about Cyta products and services, to order a large range of products online, and to check and settle their bills via the ebill service. Moreover, visitors to the corporate website may also access other useful Cyta sites such as those of Cytanet, Cytamobile-Vodafone, Cytavision, the Yellow Pages and the White Pages as

well as those of its subsidiaries. Users may also obtain information about our Organisation, Cytashops, Calls for Tenders, Annual Reports, archived issues of *Telecommunications Street* and Press Releases.

Within the Organisation we continue to operate our own intranet, which has been upgraded to an intranet portal and is a fast and reliable means of internal communication and information exchange.

All of the above contribute not only to the fast and efficient provision of information but also to saving paper in the context of Cyta's broader environmental policy.

### Quality and Strategy Issues

In 2009 considerable progress was achieved on projects relating to corporate performance management, such as computerised project and indicator management and the alignment of strategy at all levels. Furthermore, we continued to work on the project for end-to-end processes management in the Organisation.

Also, at Cyta's initiative, the Cyprus Excellence Community was inaugurated with the aim of exchanging best practices in management and quality among Cypriot companies.

A total of 338 ideas were submitted by 7% of personnel to the idea.click Staff Suggestions Scheme in 2009. Yet again, Cyta achieved recognition in an international ideas competition, winning the Best Idea award in the Customer Service category.

### Software Development

By exploiting the potential of the state-of-the-art telecommunications and IT infrastructure, we provide services that entertain people and enable them to communicate easily and quickly, wherever they may be.

We offer user-friendly tools, including those online, which allow customers to modify the services we provide in accordance with their own personal needs.

We continue to upgrade our IT infrastructure with the ultimate aim of putting Cyta on a par with the best telecommunications organisations in the world for service provision. In this context, we have drawn up an IT Strategy which will take Cyta forward with confidence into the next decade.

### Financial Issues

The robustness of an organisation is, to a significant degree, based on appropriate financial management and a correct assessment of strategic projects and new opportunities.

Our constant concern is to obtain top quality financial data, through the use of internationally accepted methodologies, for decision-making regarding the implementation of strategic development projects and financial and business performance assessment and management.

Financial information is made available in accordance with International Financial Reporting Standards. We ensure the equitable management of reserves and apply best practices to the budgetary control system. At the same time, we ensure the proper costing and charging of products and maintain possible risk at low levels.

In 2009 we ensured full compliance with the directives of the Commissioner of Electronic Communications and Postal Regulation and took the necessary measures to ensure the application of all relevant decisions.

Our constant aim is to keep our customers satisfied through the provision of top quality service and improvements to the billing and payment system.

### Regulatory Issues

During 2009, Cyta participated in public consultations on market analysis and completed important work such as the preparation and publication of the Offer for Local Loop Unbundling.

### Support Infrastructure

Cyta's smooth operation depends substantially on the best possible, most efficient integrated management of its support infrastructure which includes land, buildings, vehicles and machinery as well as security and fire safety systems and guarding services.

During 2009, we continued to plan new buildings and to carry out the upgrading, antiseismic reinforcement and extension of existing buildings all over Cyprus. We awarded the tender for the antiseismic reinforcement and renovation of the Personnel Services building and we began to dismantle the Electra building in order to carry out





antiseismic reinforcement work on it. We completed the renovation and antiseismic reinforcement of the Lakatamia building and the upgrading/extension of the amphitheatre at our Head Offices in Nicosia. In the framework of the support services that we provide to Cyta Hellas, we undertook the coordination and overseeing of construction work for the extension of its Head Offices in Athens. We also designed and oversaw the creation of the Call Centre at Marousi and we carried out the tendering process for the branch in Heraklion, Crete. We also proceeded to plan branches in Veria, Kozani and Thessaloniki.

During the year under review we continued the full operation of the Integrated Electromechanical Equipment Management System which will improve the standard of services, reduce electricity consumption and make significant savings. We also continued to replace old, inefficient vehicles with next generation ones so as to reduce fuel consumption and pollution. We proceeded to replace a large amount of electromechanical equipment with the aim of further improving the reliability of the services that we provide. We issued a Call for Tenders for the development of an

Islandwide Fire Protection System, we completed the processes for the introduction of an integrated vehicle fleet management system, and we began, as an Organisation, to apply the principles of sustainable development to the entire cycle of our activities.

In 2009, we began and completed the first phase of upgrading work to the Islandwide Security System. The upgraded system will use state-of-the-art technology with multiple applications and will resolve problems caused by the huge area it covers and by the age-related limitations of the existing system. At the same time we continued to expand it with the installation of new electronic access monitoring points and terminal equipment for the Electronic Timekeeping System and the implementation of the Trespassing Detection subsystem. We also placed considerable emphasis on improving Cytashop security systems and the guarding of the Organisation's buildings in cooperation with the Cyprus Police and private security firms. We also consider the execution of drills at all our manned buildings, in accordance with Cyta's Civil Defence Plans, to be extremely important.

### Materials Management

In 2009, the Organisation's Central Stores continued to send materials and equipment abroad for repairs and to receive, store and distribute materials and equipment.

Following the relevant study and approval, we acquired new, up-to-date purchases and asset management software which is at the development stage. This project, in conjunction with the reorganisation of the entire supply chain (relocation of the Central Stores out of town and their upgrade to a Materials Distribution Centre) is expected to make a positive contribution to increasing productivity.

### Relations with International Organisations

Cyta actively participates in the processes and activities of the major international telecommunications organisations of which it is a member and is represented on various working committees and at conferences organised by these bodies. It is thus in a position to monitor and implement technological and other developments in the telecommunications sector.

Cyprus is a member of the International Telecommunications Union (ITU), a United Nations body, and Cyta closely monitors its activities and implements all the recommendations of the ITU and its related bodies in the Telecommunication Standardisation Sector, the Radiocommunication Sector and the Telecommunication Development Sector.

Our Organisation is a founder member of the Association of European Telecommunications Network Operators (ETNO) which coordinates its members' activities regarding the promotion of services and the use of networks in Europe. Moreover, it determines a common policy for members on telecommunications issues and submits views and proposals to various European bodies, mainly in the European Union but also to other international organisations. Cyta representatives observe the Working Groups set up by ETNO members such as the Competition Group and the Data Protection Group.

Cyta is also a founder member of the European Telecommunication Information Society (ETIS) and the European Telecommunications Standards Institute (ETSI) in which it has national administration membership and whose activities it

monitors closely. It is also an active member of the Commonwealth Telecommunications Organisation (CTO).

In the context of its Research and Development activities, Cyta is a member of EURESCOM, an organisation which deals exclusively with research programmes in the telecommunications sector.







**Products  
and Customer  
Service**

*During the year under review we introduced new products and upgraded existing ones with the aim of providing integrated electronic communications solutions.*

*To celebrate Cyta's 20 years of mobile telephony, we thanked and rewarded all Cytamobile-Vodafone customers by giving away more than 80 million minutes of talk time and 100 million text messages. Also, in summer 2009, we gave pay monthly customers a chance to use their mobile phones on ships and aircraft via International Roaming on networks providing mobile telephony services on these means of transport.*

*We applied significant reductions to the charges for broadband Internet access products (NetRunner Home4000) and we replaced customers' modems with new models enabling Wi-Fi access.*

*Cytavision was enhanced with the addition of eight new channels to its basic package, including FX, Universal and Nat Geo Wild. In another important development we secured the rights to screen most UEFA Champions League and UEFA Europa League games from 2009 until 2012.*

*In 2009, one year after the commercial introduction of new Ethernet Business Networking services, we reduced charges substantially while, at the same time, we offered new low-speed Ethernet products. We introduced two new services for business customers, E-Line and EVPN, which allow connections between one or more points within a company for high-speed, low-cost telecommunications traffic.*

*Finally, the new Cytashop in the Engomi area of Lefkosia (Nicosia), which began operations in November, is a good example of how we are implementing our strategy to develop our sales network according to our customers' needs.*

### **Fixed Telephony Service**

2009 was yet another year in which Fixed Telephony was one of our basic services, providing customers with top quality, reliable telecommunications solutions.

The vast majority of households and businesses in Cyprus continued to make use of basic Fixed Telephony services (analogue and ISDN) and of additional services and facilities. With the aim of satisfying the varied needs of our

customers in 2009, we continued to offer eight telecommunications packages for national calls (Classic 1 and 2, Home Package, three Business Packages and two packages for vulnerable social groups) at especially attractive rates.

We enjoyed considerable success with our newly-introduced innovative Broadband Telephony service which can be used by many people within the same household or office and enables each member of the family or company to have his/her own number at low cost. Broadband Telephony also enables users to make voice and video calls by telephone or computer with a camera and microphone/headset.

A clear indication of the confidence that our business customers have in us is the increased number of businesses using Single Number (7777), Freephone (800) and Personal Number (700) for communication with their customers.

For international telephony we continued to offer high-quality service at particularly low rates to every country in the world. Moreover, more customers registered for our international telephony discount plans.

### **Mobile Communications**

#### **Cytamobile-Vodafone**

In 2009, after a dynamic presence of 20 years in the Cyprus market, we continued to operate and develop seriously, fully aware of our responsibility to society, and remained the consistent first choice for mobile telephony in Cyprus.

We are following an extremely ambitious development plan, the main objectives of which are to provide quality communications everywhere and at all times in Cyprus and abroad, to offer advanced services, to constantly improve our customer service and to play an active role in society.

To celebrate Cyta's 20 years of mobile telephony, we thanked and rewarded all Cytamobile-Vodafone customers by giving away more than 80 million minutes of talk time and 100 million text messages.

By combining Vodafone's global knowledge with our own, we are able to offer customers a complete portfolio of voice, content and data products and services designed to support their business ambitions and to improve their quality



of life, through a combination of high quality and competitive pricing. During the year our portfolio was further enriched with new and upgraded services:

- **soeasy Money Transfer upgrade**

Aiming to satisfy the growing needs of our customers, we proceeded to upgrade the soeasy Money Transfer service by providing another option for transferring money from one soeasy account to another. Since the beginning of 2009, soeasy pay as you go customers have been able to transfer the sum of €10 from their account to that of another soeasy customer, in addition to the previous sums of €2, €3 and €5.

- **Vodafone live!**

We enriched the content and developed new services under the Vodafone live! umbrella. To this end, important new agreements were signed for the provision of sports, entertainment and informative content.

- **Bulk SMS upgrade**

We upgraded the Bulk SMS service with the introduction of Bulk MMS. This service enables companies in need of an easy, targeted means of communication with customers, personnel or associates to send a large number of MMS messages at very low cost.

- **Anonymous Call Rejection - ACR**

This service enables customers to reject calls made from an unidentified number.

- **New SMS Alerts**

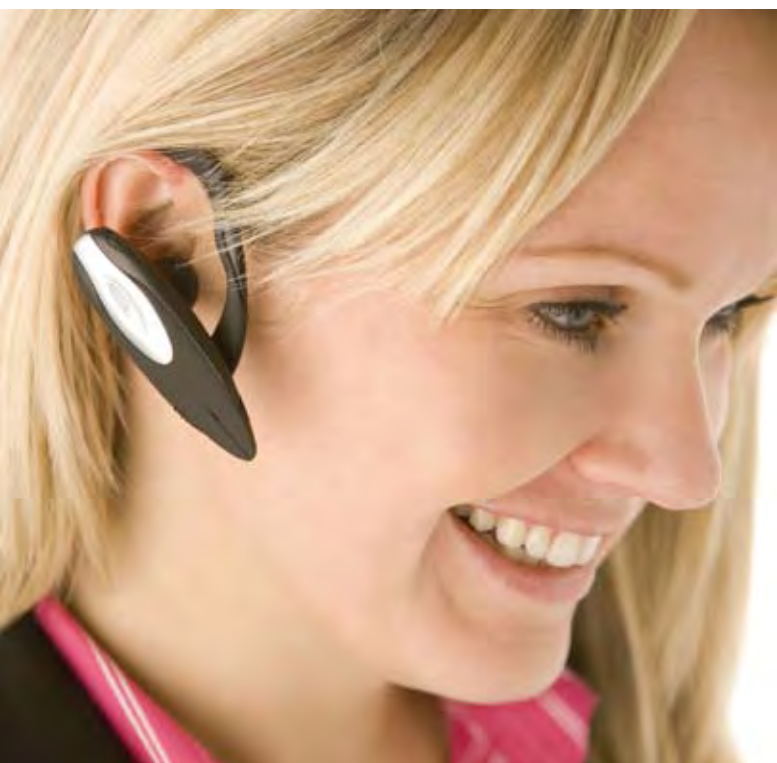
Customers accessing the Internet and e-mail services from their mobile phone (BlackBerry® from Vodafone and Windows Mobile® Email) or computer (Vodafone Mobile Connect) can now be informed directly via text message about the volume of data they are downloading/uploading, thereby avoiding unpleasant surprises caused by unexpectedly large bills.

- **International Roaming**

Since summer 2009, we have given pay monthly customers a chance to use their mobile phones on ships and aircraft via International Roaming on networks providing mobile telephony services on these means of transport.

At the same time, the number of International Roaming Agreements with foreign networks for pay monthly customers increased to 367 in 159 countries, thereby enabling our customers to make even greater use of their mobile telephones while abroad through the constant addition of new destinations.

The number of International Roaming Agreements with foreign networks for direct calls by soeasy pay as you go customers rose to 99 in 61 countries. For other countries and networks with which we have International Roaming Agreements, customers can make calls by using the code \*111\*. Pay monthly



customers of 109 foreign networks in 59 countries may also make direct calls when visiting Cyprus.

By the end of 2009, the number of International Roaming Agreements for 3G/GPRS with foreign networks had risen to 191 in 87 countries, expanding further the data transfer services available to customers when travelling in other countries. Customers have easy access to the Internet and e-mail via their mobile phone and they can also use Vodafone Mobile Connect, BlackBerry® from Vodafone and Windows Mobile® Email to keep in constant contact with their office and associates while abroad. Customers of 199 foreign networks in 88 countries can do the same when visiting Cyprus.

In the framework of our compliance with the European Regulation on International Roaming, on 1 July 2009 we applied new regulated International Roaming charges and all the provisions of the Regulation on keeping our customers properly informed when travelling in countries of the European Union.

Additionally, the charges for our services in Cyprus and abroad have been reduced significantly in the context of Cyta's policy of constantly reviewing its rates and charges.

As an integral part of the society in which we operate, we engage in transparent cooperation with those around us. We are committed to continuous development and to the provision of the greatest possible value to those who place their confidence in us: our customers, our associates, our personnel and society as a whole. In 2009 we designed and implemented a dynamic, innovative and important publicity plan which included:

- Advertising and information campaigns for products, services and special offers.
- A dynamic presence at key points of sale and in our Sales Network stores.
- Our participation in exhibitions, the organisation of events and the optimisation of international and local sponsorships.
- A range of activities concerning our Corporate Social Responsibility.

#### Internet

Cytanet, the biggest Internet Service Provider in Cyprus, continued to thrive in 2009, thanks to the constant development of its network and the provision of improved services at more attractive rates. With the aim of providing integrated electronic communications solutions with quality, reliability and professional service, as well as promoting greater use of the Internet and the services it provides, we completed the following projects:

- Significant reductions to charges for high-speed home products (NetRunner Home4000) to encourage customers to upgrade their connections and enjoy faster speeds online. Also, for two months at the beginning of 2009, Cytanet offered free installation of DSL Access Home products.
- Upgrading and enhancement of Live Streaming. The service originally enabled sports fans abroad to watch live and recorded Cyprus football matches and other sporting highlights online, when these were transmitted by Cytavision. The upgrade has enabled us to enhance our content with UEFA Champions League and UEFA Europa League matches that are broadcast by Cytavision and these are also available to sports fans in Cyprus.
- The expansion of the Cytanet Wireless Zone's Wi-Fi network with the installation of 21 new Hot Spots and the provision of dedicated solutions for specific customer groups. By the end of 2009, there were 88 Hot Spots around the island. Moreover, in the context of our commitment to

continuously upgrade our services, from 22 May 2009, the Cytanet Wireless Zone was free and unlimited to all NetRunner Home and Dial-Up customers.

- Replacement of customers' modems. We gave customers a chance to replace their old modem free of charge with a new one enabling Wi-Fi connections. In this way, all our customers can create their own small Wi-Fi network in their home and connect to the Internet from anywhere, without the need for plugs or cables.
- The provision of special offers for students in Cyprus. We extended and enhanced our broadband Internet packages for students for another year.

Additionally, we placed great emphasis on improving the quality and reliability of the network and of the services we provide. Specifically, we further developed the Cytanet network with the installation of a large number of new STM-4 (622Mbps) connections for access to the global Internet, while establishing direct connections with Greek Internet Service Providers for faster access to Greek content. The total global Internet capacity of these connections is in excess of 11Gbps.

Through Cytanet's presence at various exhibitions and fairs in Cyprus, our customers had an opportunity to learn about the latest Internet developments and to benefit from various special offers.

During 2009, with the aim of extending broadband use to more areas so as to satisfy our customers' growing requirements, we proceeded to further expand our network to semi-urban and rural areas, achieving 96% population coverage and significantly increasing our customer base.

### Cytavision Subscriber Television Platform

Cytavision is one of our Organisation's most innovative services. Cyta was one of the first telecommunications organisations in the world to introduce such a service. Cytavision digitally transmits pictures and sound via a copper telephone line, a modem and a set-top box connected to the TV. It offers television channels, a TV Guide, time-shifted programmes, video on demand, games on demand and an information portal.

The platform that supports Cytavision has an interactive capacity which currently operates in the

provision of content on demand (video, games, TV programmes). In the near future, the interactive feature will be further extended to give customers more services, greater choice and flexibility.

Cytavision has established itself as the most popular multi-channel subscriber television platform in Cyprus. Customers have access to more than 55 thematic channels and all Cypriot national channels, they can connect to premium channels for sport, movies and adult content and watch exclusive live transmissions of major sporting events. Also, via the video on demand service, Cytavision customers have access to hundreds of movies from all the major Hollywood studios.

In 2009, Cytavision improved both its market position and the product it offers since:

- Its subscriber base increased by 15%.
- Eight new channels were added to the Basic Package, including the popular FX, Universal and Nat Geo Wild.
- It obtained screening rights to most UEFA Champions League and UEFA Europa League matches from 2009 until 2012.
- It introduced time-shifted programmes for certain channels, enabling Cytavision customers to watch any programmes that they may have missed on the three previous days.

### Global Products and Services

In 2009 we continued to provide high-quality international wholesale products and services to internal and external customers, specifically to local and international providers, corporate customers and other associates in a free telecommunications market in accordance with the principles of transparency, non-discrimination and cost-orientation. We managed bilateral agreements for the provision of wholesale products relating to international telephony, actual and virtual international leased circuits, Internet, leasing and provision of international network infrastructure and other services, together with the necessary customer support. Our portfolios of global wholesale products and services are the following:

#### Wholesale international telephony portfolio

It includes products for international outgoing traffic to fixed and mobile telephony networks in most international destinations, as well as for the termination of incoming traffic to all fixed and mobile telephony networks in Cyprus.





#### **CytaWorld.Net portfolio**

The CytaWorld.Net platform is based on state-of-the-art IP/MPLS protocol technology with nodes in Lefkosia (Nicosia), Athens and London which are interconnected via an independent submarine cable ring and other international extensions. Via the CytaWorld.Net platform, total end-to-end solutions are provided, including international virtual private networks, international leased line circuit emulation and broadband Internet access.

#### **Cable and satellite connections portfolio**

The portfolio comprises products for the resale of space segment capacity on various satellite systems, the provision of satellite links and associated co-location services, international television broadcasting and products for global cable capacity provision, leasing, interconnection and access.

#### **Private leased lines and signalling portfolio**

It includes products for the provision of international private leased half-circuits and circuits, global Frame Relay and Asynchronous Transfer Mode (ATM) connections, as well as common channel signalling transfer facilities.

#### **Services portfolio**

It contains specialised and personalised products which add value and support to a broad range of international telecommunications products. They include corporate customer support consultancy services, international telephone traffic statistics and predictions, international media restoration services, telephone traffic management services, freephone services, consultancy services for the administration of submarine cable systems and International Roaming facilities for mobile telephony.

#### **National Private Leased Lines**

In 2009, national private leased lines remained among the first choices of business customers for the transfer of data, offering a wide range of low and high speed services. With WDM technology, speeds of up to 10Gbps are possible.

During 2009 the service continued to provide hundreds of businesses with reliable, secure and financially advantageous solutions for connecting their premises for picture and data transfer.

The main characteristics of leased lines are their exclusive use on a 24-hour basis, a fixed monthly charge and their adaptability to the particular needs of any company through customised solutions.

#### **Telematics Solutions**

In 2009 we established our strategy for becoming active in the modern sector of Telematics Solutions which aims at removing borders for small to medium-size enterprises (SMEs) by offering them for a monthly subscription online software applications which, due to their cost, were previously only available to large companies. Following the successful introduction of Microsoft Hosted Exchange, we were able to offer the CRM.COM customer relationship management solution in conjunction with the eponymous company. Furthermore, at our excellent Data Centres, we hosted the software of Infocredit Group for the provision of credit and other corporate information in Cyprus and abroad. At the same time we laid the foundations for the future provision of solutions based on a broad range of software applications.

In the same context but for domestic consumers, we offered a netbook PC preloaded with Microsoft Office (home and student) software for a monthly subscription.

### National Television Broadcasting

The national television broadcasting service enables TV stations to cover a variety of events with reception and transmission in Cyprus.

Via this service, live broadcasts can be made from any venue and recorded highlights transmitted, through the provision of part or all of the telecommunications link with the TV station.

### Hosting/Co-location Service

The hosting/co-location service enables third parties to house their equipment on Cyta's premises.

Where customers of our Organisation wish to install equipment in areas where they do not own buildings, Cyta can host it on its premises, providing at the same time a broad range of telecommunications services.

### Ethernet Services

In 2009, one year after the commercial launch of our new Ethernet Business Networking services, we made significant reductions to charges and, at the same time, offered new low-speed Ethernet products, starting at 128kbps, at even lower rates, with the aim of giving customers even more attractive business networking solutions.

Two new services - E-Line and EVPN - are aimed at business customers and enable high-speed, low-cost telecommunications traffic transmission (voice, data and pictures) between two or more points within an enterprise.

The main advantages of the new services over other networking options are their high connection speeds of up to 1Gbps, their lower cost and easier installation. They offer various connection options and data transmission prioritisation with three service quality levels (Gold, Silver and Bronze), to cover each business customer's particular requirements. These new services are expected to gradually replace traditional networking technologies such as leased circuits and the ATM and Frame Relay services.

E-Line and EVPN have Cyta's new Ethernet/IP network as a common infrastructure. The network, which was designed to international specifications and provides islandwide coverage, is characterized by its reliability, security and the ease with which



it can be extended and centrally managed. Monitoring by Cyta of all network equipment and the natural infrastructure guarantees the most efficient operation of end-to-end protection mechanisms and, by extension, the reliability of the services provided.

### Cardphones and Emergency Telephones

Our Organisation's cardphones continue to enjoy widespread public use, mainly by tourists and foreign workers. At the end of 2009, a total of 2.038 cardphones were in operation (1.744 in public spaces and 294 in private spaces) for the best possible service to customers. Some 89 of the 1.744 cardphones have been especially adapted for use by people with impaired mobility.

In 2009, the Telecard Collectors Service continued to support collectors in Cyprus and abroad, by issuing special collector's cards and special informative literature and assisting them to obtain telecards/phonecards from old and new series.

Cyta continued its successful operation of emergency call systems on highways on behalf of the Government. The network of 268 telephones covers all of Cyprus's biggest main roads and highways.

### Customer Service

In an effort to offer freedom of communication, we focus on people. Through regular market surveys regarding customer service and the products/services we provide, we remain informed and develop an understanding of our customers' needs and expectations, with the main aim of continuously improving the top-quality, personalised service that we provide.

In recent years we have placed great emphasis on the development and upgrading of our sales network in terms of the appearance and commercialism of our stores. Through market surveys we identify the best commercial areas in which to open new stores. The new Cytashop in the Engomi area of Lefkosia (Nicosia), which began operations in November 2009, is a good example of how we implement our strategy to develop our sales network according to our customers' needs.

Through our organised sales network we offer an improved personal service to special and corporate customers as well as small to medium sized enterprises (SMEs) in order to satisfy their telecommunications needs. At the same time, our specialist consultants approach smaller enterprises and self-employed professionals by telephone to discuss issues of concern to them.

Our aim is to provide integrated solutions which arm professionals with autonomy and flexibility in their chosen sector. The development, reinforcement and maintenance of mutually beneficial long-term relations with customers, combined with the chance for them to enjoy an excellent experience, are the basic components of our approach: "Close to business and next to the professional in order to touch the world together." To this end we give our employees a high level of technological know-how and advanced tools that correspond fully to our customers' demands.

Via the Cyta Call Centre we offer high-quality telephone assistance via the islandwide number 132. Customers can obtain information about our products and services, place orders, report possible faults to their services and receive technical support. Navigation of the Call Centre's service menu is via the advanced Interactive Voice Response (IVR) system by which customers can easily obtain the complete service they require.

The Directory Enquiries Service (11892), operating in a highly competitive environment, remains the leading service of its kind in Cyprus. Through simple and practical facilities it gives customers fast, reliable and inexpensive information relating to directory enquiries.

For technology buffs, we offer 24-hour service via our corporate website [www.cyta.com.cy](http://www.cyta.com.cy). The

website provides easy and fast access to information on Cyta's products and services, enables online ordering of a large number of products as well as the purchases of telephones, netbooks and Vodafone Mobile Connect cards. Moreover, the ebill service has been integrated into the website, enabling customers to obtain billing information and to settle their bills.

We continue to serve customers interested in our products and services through our Dealer Network. In 2009, two new dealers with 15 new stores joined the network. At the same time we expanded the portfolio of products/services that are available through the Dealer Network which includes Cytamobile-Vodafone pay monthly and pay as you go mobile telephony, DSL Access and Cytavision. The developing market for the online topping up of soeas cards was expanded in 2009 through yet another collaboration.

Our technical personnel, suitably trained and equipped, take precautionary as well as preventative action in identifying any problem that may arise on Cyta's network or on a customer's premises, with the aim of ensuring the uninterrupted operation of the services we provide and, by extension, our customers' own business.

Every contact with customers is a unique experience for us and for them. We encourage our customers to share these experiences with us by submitting suggestions and/or complaints and completing customer satisfaction surveys in order to give us their views about the service/assistance they have received so that we can make further improvements to it and to the services they are using.

The latest editions of the printed Yellow Pages, White Pages and Business to Business Directory were published in 2009, updated with all the latest information on companies and individuals, together with the Cyprus Holiday Guide. Featuring a user-friendly interface and with data refreshed daily, all the directories are also available online at [www.cytayellowpages.com.cy](http://www.cytayellowpages.com.cy).

In the framework of the project to formulate a strategy to provide a superior Customer Experience based on the methodology adopted from Vodafone, we have set the Customer Experience as one of our Organisation's strategic axes. In collaboration



with Vodafone, we have completed the first market survey (of home and business customers) and registered customer satisfaction with mobile telephony and broadband services. This survey will be repeated every six months to ensure the systematic monitoring of the Customer Satisfaction Indicator. Additionally, we have held a Customer Experience mapping workshop for broadband services (DSL Access and Cytavision) and held discussions with customer focus groups to record their experiences regarding broadband services.

### Wholesale Products

During 2009, we continued to supply local alternative providers of telecommunications services with high-quality wholesale products in a free telecommunications market in the context of the regulatory framework and in accordance with the principles of transparency, non-discrimination and cost-orientation.

We managed bilateral agreements for the provision of wholesale products relating to telephony, broadband services, access to and leasing of infrastructure and other services, offering the necessary support to the alternative providers. Our portfolios of wholesale products and services include:

- Interconnection
- Carrier selection and pre-selection
- Wholesale line rental
- Local loop unbundling
- Wholesale broadband access
- Wholesale leased lines
- Co-location
- Number portability
- Access to the telephone directory database
- National roaming

In 2009 we revised our reference offers and agreements for wholesale products and proceeded to develop support systems and processes for the provision and management of most wholesale products and services.

### Facilities to Third Parties

In 2009, we continued to provide services to civil aviation, merchant shipping and meteorology.

### Services to the Department of Civil Aviation

Cyta provides technical support (the provision and maintenance of equipment) to the Department of Civil Aviation, which is responsible for the smooth, safe, effective and efficient management of air traffic within the Lefkosia (Nicosia) Flight Information Region (FIR).

The support provided serves the needs of the Department of Civil Aviation which are based on international standards and the recommendations of the International Civil Aviation Organisation (ICAO), and in compliance with the programmes of the European Civil Aviation Organisation EUROCONTROL.

The broad range of support services includes corrective and preventive maintenance to such a standard as to guarantee reliable and high quality communications between air traffic controllers and aircraft, the monitoring of aircraft movements via radar facilities, the retransmission and exchange of aeronautical information and meteorological announcements. The equipment being maintained includes navigational aids such as VOR, ILS, DME and DF at Larnaka and Pafos airports.

In the context of harmonisation with the programmes of the European Civil Aviation Organisation EUROCONTROL, implementation of the LEFCO project continued with the installation of equipment on customised premises leased for the purpose. During the acceptance testing stage, problems arose which are expected to be resolved by the manufacturer during 2010, by which time the system will have been transferred to the new building belonging to the Department of Civil Aviation at Kokkinotrimithia and it will again undergo a complete programme of acceptance testing. The project foresees the replacement of the existing Air Traffic Control Centre by a state-of-the-art, next generation one which will contribute significantly to the upgrading of the operational capability and the quality of services provided by the Department of Civil Aviation.

Additionally, work continued on the project to replace the existing radar system at Kionia and in November 2009 the Secondary Surveillance Radar (SSR) came into operation. The operational capability of the Primary Surveillance Radar (PSR) is due to be evaluated shortly by the Department of Civil Aviation.

#### **Services to the Department of Merchant Shipping**

Cyta continued to operate the Cyprus Radio Maritime Station, which serves seafarers and ships at sea.

The main mission of the station is to monitor safety and distress frequencies for ships travelling within the allocated region of the Republic of

Cyprus. All relevant messages are transferred to the Joint Rescue Coordination Centre for operational handling. In addition, weather messages and other data are transmitted, also covering seafarers' needs for communications of a social and/or other nature.

#### **Services to the Meteorological Service**

We continued to provide telecommunications facilities to the Department of Meteorology, including technical support for the operation and maintenance of the meteorological radar system, which enables the study of meteorological phenomena over Cyprus and in the broader Eastern Mediterranean region.







**Subsidiary  
Companies**



## Digimed Communications Ltd

Digimed Communications Ltd is a wholly-owned subsidiary of Cyta, which was created with the aim of realising the strategy for the vertical and horizontal expansion of the Organisation's activities.

The mission of Digimed Communications Ltd is to create suitable conditions for the development of its subsidiaries so that the expansion of their operations in local and foreign markets complements Cyta's range of activities, creates synergies and brings about the best possible results.

The company's main aim remains that of supporting the operations and work of all its subsidiaries in the framework of the Organisation's strategic expansion, in particular that of Cyta Hellas SA which represents Cyta's most significant attempt at commercial activity outside Cyprus.

## Cyta Hellas SA

2009 was an exceptionally successful year for Cyta Hellas SA, which completed the project for the development of broadband services in provincial Greece.

The project was undertaken following the award of the relevant tender by Information Society SA and aimed at developing and stimulating demand for broadband

services in the provinces of Grevena, Pella, Kastoria, Kozani, Florina, Imathia, Heraklion, Lassithi and the municipalities of Salamina, Aegina, Agkistri, Poros and Ampelakia, which have a total population of 946.419.

Cyta Hellas not only absorbed the maximum available public investment of €16,6 million but requested and was granted an additional subsidized amount of €3,85 million to stimulate the market since it was the only company to exploit the total budget of €3,95 million earmarked for stimulating demand for broadband services.

Upon completion of the project to develop broadband services in provincial Greece, the company proceeded to implement its business plan for expansion throughout Greece and around the end of November 2009 it began offering broadband services in Thessaloniki.

For 2010, the Business Plan for expansion throughout Greece includes starting operations in Attica province and in main cities including Patras, Volos, Larissa and Lamia.

From the start of the project until the end of 2009, some 183 Digital Subscriber Line Access Multiplexers (DSLAMs) were in operation and Cyta Hellas had more than 51.000 active customers.

The screenshot shows the Cyta website homepage. At the top left is the Cyta logo. To its right is the slogan "Σας γνωρίζουμε έναν έναν για να σας εξυπηρετούμε έναν έναν". Below this is a horizontal navigation menu with buttons for: Αρχική, Η Cyta, Για το Σπίτι, Για την Επιχείρησή, Η δική σου Λύση, Υποστήριξη Πελάτη, Συνεργάτες, and Κέντρο Υποστήριξης. The main content area features several promotional banners. The largest one is for "Το δικό σου 2play" (Your own 2play), advertising ADSL internet and telephone services for 16€/month. It includes a "my Cyta" login button and a "Σημεία Πώλησης" (Sales Points) button. Below this are smaller banners for "2play 16€" (4Mbps/8Mbps), "2play 38€" (24Mbps), and "Κορυφαία laptop" (Top laptops).

Investing in the potential of its privately-owned optical network, which exceeded 1.600km in 2009, Cyta Hellas provides modern broadband-based products that respond to its customers' needs for Internet access and telephony services. The company's strategic objective is to cover the whole of Greece and to expand gradually into new services, aiming at achieving a healthy increase in its customer base in the Greek electronic communications market.

### **Cyta UK Ltd**

Cyta UK has its own telecommunications node, based on the IP/MPLS protocol and housed on the premises of Telecity Redbus Ltd in London. The node is part of the CytaWorld.Net international network owned by Cyta and maintained by Cyta's International Commercial Services (Cytaglobal), with technical support from Cyta's Internet Services (Cytanet). The company's node is linked via a Cyta-owned submarine optical ring to similar telecommunications nodes in Lefkosia (Nicosia) and Athens owned by Cyta and Cytaglobal Hellas SA respectively.

In conjunction with Cyta and Cytaglobal Hellas SA, the company provides international virtual private network leased connections (BusinessConnect product) to providers and corporate customers in the United Kingdom and elsewhere while it also offers occasional co-location services, local loops and other local interconnections on a resale/leasing basis within the UK via its associates and other subcontractors. The company is also in a position to offer, in conjunction with Cyta, wholesale interconnection services for voice, signalling and Internet traffic.

Since December 2005, the company has provided fixed telephony services to the UK retail market based on the carrier pre-selection model, and the competitively-priced packages of products that it has developed, specifically cytataalk and cytabusiness which are aimed at home and business customers respectively in the Greek-speaking community. The company also provides additional facilities such as leased lines, resale of mobile telephony services and hosted IP Centrex - PBX, while since December 2009 it has been active in the provision of broadband Internet services.

### **Cytacom Solutions Ltd**

For yet another year, Cytacom Solutions Ltd confirmed the role it was given upon its establishment in 2001 in the sector of integrated telecommunications and

IT solutions. At the same time, it laid the foundations for expansion into new areas of activity and, through the development of its human resources and technological know-how, had the opportunity to submit a greater number of tenders, to expand its partnerships and to become even more flexible with the consistent aim of offering the best possible assistance to Cyta's customers and providing high quality services.

The year under review was marked by the completion of significant projects in all areas of activity and integrated solutions provision. We continued to operate in Greece on structural cabling, telephony, networking and IT projects. There was an increase in the number of maintenance agreements with SMEs as well as in the renewal of important contracts with corporate customers such as OPAP, Zenon, Galileo and the Sovereign Base Areas requiring network support and IT equipment. Some of the completed projects are the installation of copper and optical cabling at My Mall Limassol and Lanitis Bros, the networking of 26 stores belonging to the Inditex Group which include Zara, Bershka, Pull & Bear and others, consultancy services and project management for the Aeromaritime Services (Department of Civil Aviation), videoconferencing systems for the Ministry of Health, support services for Cisco Call Manager, the procurement of network security equipment for the financial and fiduciary services firm Meritservus, etc.

Cytacom holds the honorary title of Cisco Premier Partner and has obtained ISO9001:2008 quality certification. In 2009, the company began to prepare for its involvement in managed services (IP Centrex) for customers while 2010 will be the year in which it implements its plans for new services that will benefit Cyta.

### **Cytaglobal Hellas SA**

Cytaglobal Hellas SA has its own high-tech telecommunications node, based on the IP/MPLS protocol and housed on the premises of Mediterranean Nautilus Greece SA in Athens. The node is part of the CytaWorld.Net international network owned by Cyta and maintained by Cyta's International Commercial Services (Cytaglobal), with technical support from Cytanet. The node is linked via a Cyta-owned submarine optical ring to similar telecommunications nodes in Lefkosia (Nicosia) and London owned by Cyta and Cyta UK Ltd respectively.



The company operates in collaboration with Cyta and Cyta UK Ltd for the provision of international virtual leased interconnections to providers and corporate customers in Greece and elsewhere while it also offers occasional co-location services, local loops and other local interconnections within Greece on a resale/leasing basis via its associates and other subcontractors. Moreover, in collaboration with Cyta, it is in a position to offer wholesale voice, signalling and Internet interconnection services.

The company has the following General Licences in Greece for:

- Leased lines provision
- Bandwidth capacity leasing
- Data transmission
- Telemetry-telematic-radio location service provision
- Closed user groups network operation
- Internet access services provision
- Voice services provision via Internet

#### **Emporion Plaza Ltd**

Emporion Plaza Ltd offers quality and competitive e-commerce and electronic web-based Internet solutions. The company's main activities include:

- Development and design of e-commerce solutions.
- Design and development of Internet and Intranet portals.
- Content Management System (CMSquick).
- webSMS service for the online purchase of SMS and bulk SMS delivery.
- **www.prepaidcards.com.cy** service for the online purchase of soeasy top-up time.
- Dedicated software applications for web solutions via Live Streaming.
- Microsites and mobile marketing.
- Interconnection of Internet applications and IT systems.
- Domain name registration and renewal.
- Web hosting.

The e-commerce solutions service offers the design, development and hosting of the e-shop, consultancy services for the development and management of the catalogue of products for the e-shop, continuous technical and business support and e-shop management training. At **www.eplaza.com.cy** Emporion Plaza Ltd hosts e-stores or the infrastructure for independent e-stores which are hosted under their own domain name.

In the sector of dedicated e-commerce networking solutions, Emporion Plaza developed the online application Cytanet Live Streaming for Cyta, enabling the screening of live or recorded football/ basketball games via an Internet portal, including UEFA Champions League and UEFA Europa League matches, on a pay-per-view basis. The application's management and organisational potential is under continuous development.

During the last quarter of 2009, the company developed webSMS, a new dedicated online service for Bulk SMS delivery ([www.webSMS.com.cy](http://www.webSMS.com.cy)). This project involves the design and development of a new platform/product which enables the bulk delivery of SMS text messages from a computer to mobile phones in Cyprus. The service will be expanded to foreign networks in 2010. This project will take Emporion Plaza into new areas of e-commerce and text messaging services.

The web solutions service includes end-to-end Internet portal development, including organisation, programming and graphic design, the development of content management systems and web hosting as well as the maintenance and upgrading of existing portals.

In 2009, Emporion Plaza Ltd enhanced its CMSquick content management tool with new functions. The CMSquick content management system was expanded with a package of new facilities such as product catalogue management and wish list, RSS Feeds, etc. At the same time it upgraded CMSquick in accordance with WCAG 2.0 of W3C so that the Internet portals can be read by screen readers serving users with disabilities. Significant projects in the company's portfolio that were based on this tool include the Internet portals of the Cyprus Confederation of Organisations of the Disabled, the Cyprus Anti-Cancer Society, the Cyprus Muscular Dystrophy Association, the Association of Parents and Friends of Children with Congenital Heart Disease, the Cyprus Anti-Leukaemia Association, the Cyprus Kidney Patients Association, the Cyprus Consumers Union, Pharmalink, N.J. Chattalas Developments Ltd, Let's Go to the Theatre, Cytanet Live Streaming and DSL Access, DSL Portal, Cyta Wholesale, Cytaglobal Hellas, Cyta UK and others.

Finally, the soeasy top-up service was redesigned and with the transfer of its website to a new portal ([www.prepaidcards.com.cy](http://www.prepaidcards.com.cy)) its functionality was

improved. Emporion Plaza Ltd has undertaken the management and sales of top-up cards as a resale partner of Cyta.

### **Iris Gateway Satellite Services Ltd**

Iris Gateway Satellite Services Ltd provides satellite turnaround of radio and television programmes between Europe, Asia and America from the Makarios Satellite Earth Station.

In addition to satellite connections, Iris Gateway Satellite Services Ltd also offers services via submarine cable systems in collaboration with Cyta's International Commercial Services, providing integrated solutions to customers interested in distributing their services to various locations internationally via a combination of fibre optic cables and satellites.

During 2009, Iris Gateway Satellite Services Ltd continued to broaden its activities with the provision of occasional television transmissions on a large scale. At the same time, the company started to provide VSAT services in cooperation with Cyta's International Commercial Services.

### **Bestel Communications Ltd**

Bestel Communications Ltd was established in May 2001 as Bestelcomms and became active in September of the same year. The company is a joint venture between Cyta and the ZTE Corporation, one of the largest telecommunications equipment manufacturing corporations in China.

Bestelcomms' mission is to support ZTE's internationalisation efforts and to provide integrated telecommunications solutions.





**Network**

*In 2009 we completed the installation and began operations of the new pioneering Convergence Services platform. At the same time we upgraded the WDM network with next generation equipment in order to respond to the increased demand for large capacity connections and new services. We also installed and operated three new satellite dishes and their related equipment to provide TCR (Telemetry, Command and Ranging) services to Eutelsat, the largest provider of satellite services in Europe and the third largest in the world.*

*Cytavision underwent a “facelift” with changes to the menu and innovative capabilities such as Time-Shifted TV which enables viewers to catch up with programmes up to three days after their original transmission. The Cytanet network infrastructure was also upgraded for the live online transmission of pictures and sound (Live Streaming) such as UEFA matches, Cypriot football, etc.*

*In the framework of Cyta’s development of an integrated Information Security Management System, our Organisation obtained ISO/IEC27001:2005 quality certification from the Cyprus Certification Company and Certification International for its DSL Access and Cytavision services. This is a particularly significant achievement since we are only the second company in Cyprus to achieve this particular certification.*

*Finally, during the year under review, agreement was reached with the Syrian Telecommunications Establishment (STE) and the Lebanese telecom operator OGERO on upgrading the UGARIT and CADMOS submarine cable systems respectively.*

### **Central Telecommunications Network Management System**

The Network Operations Centre (NOC) is the benchmark by which issues pertaining to management of the Organisation’s networks and services are measured. Its main activities concern network supervision and maintenance, service activation and support and network quality monitoring. These processes focus on and contribute to the fulfillment of its mission which is “to secure the best possible operation of Cyta’s networks and services”. The NOC is manned on a 24/7 basis and, since September 2009, has operated from a specially adapted Cyta building at Lakatameia.

### **Value Added Services**

In 2009, with the aim of providing an expanded range of high-quality and reliable electronic

communications services which add further value to our Organisation’s basic infrastructure and services, we completed a number of important development projects.

2009 was another significant year of development for Cytavision, which underwent a “facelift” with changes to the menu and new, innovative capabilities such as Time-Shifted TV which enables viewers to catch up with programmes up to three days after their original transmission. Moreover, work was completed on the introduction of new set-top boxes with upgraded capabilities such as the screening of MPEG-4 High Definition pictures and we continued to increase the infrastructure capacity to enable the transmission of more channels.

Having obtained the screening rights to most UEFA Champions League and UEFA Europa League matches for the period 2009-2012, we expanded the infrastructure of the Cytanet Live Streaming service so as to be able to stream all the games online, as we do with Cypriot football matches. Viewers thus have the option to watch the games online when they wish, either live or recorded, via a broadband connection and to pay by credit card.

During the year under review, we completed the installation and began operations of the new pioneering Convergence Services platform via which we shall introduce a range of new modern electronic communications products such as unified messaging via Cytanet Message Box, which enables the sending and receiving of e-mail, fax, SMS and MMS messages as well as instant messaging via the same service/ application.

### **Transmission Network**

In 2009 we upgraded the Wavelength Division Multiplexing (WDM) network with next generation equipment in order to respond to the increased demand for large capacity connections and new services. The WDM network, in conjunction with the Synchronous Digital Hierarchy (SDH) network, are capable of serving any network and customer needs with the highest level of reliability currently available. We also installed and operated three new satellite dishes and their related equipment to provide Telemetry, Command and Ranging (TCR) services to Eutelsat. With these new satellite systems, Eutelsat will be able to monitor all the satellites in geostationary orbit to the east of Cyprus. It is worth noting that



Eutelsat is the largest provider of satellite services in Europe and the third largest in the world. The Makarios Earth Station has become the second most important station for Eutelsat after its own in France.

During the same period, we upgraded the SDH network's Central Management System software to the manufacturer's (Ericsson's) latest versions so as to continue to provide a high standard of support and to guarantee the reliability of the network. The SDH network carries a large amount of traffic (national and international) for important business customers as well as a large number of fixed and mobile telephony connections.

The SEA-ME-WE 3 and MINERVA submarine cable systems were also upgraded with additional 10Gbps wavelengths for connections to Chania, Alexandria and Mazara/Catania, while construction work continued on the ALEXANDROS submarine cable system which will provide multiple wavelength capacity for connections to Marseilles and Alexandria.

### Core Networks

We upgraded the core mobile telephony network to support High Speed Downlink Packet Access (HSDPA) data services at transmission speeds of up to 7,2Mbps.

Agreement was reached with the supplier for the updating of the core mobile telephony network. The agreement provides for the creation of a common core network for the 2G and 3G networks. This unification will create synergies leading to savings on operational expenses while updating the network with the latest equipment which offers new functions and potential.

In the framework of the provision of convergence services for fixed and mobile communications, we introduced the technical infrastructure for the provision of Broadband Telephony Business (IP Centrex), Broadband Telephony Business-Mobile and SIP Trunking. We completed the third stage of the project to upgrade IP Multimedia Subsystem



(IMS) equipment and increased its capacity for the provision of telephony via broadband access to Cyta Hellas customers in Greece.

During the year under review, work continued on the transfer of international telephony functionality to the softswitch network in order to provide high quality international communications. Furthermore, work began on the creation of nodes abroad with the installation of media gateways in Greece and the UK with the objective of handling international traffic from these countries and the subsequent optimisation of Cyta's international IP/MPLS network.

At the same time, we continued to expand the core IP network to provide support for DSLAM/MSAN in new areas and for Ethernet business products.

The DSL Access and Cytanet network was upgraded to support a larger number of customers for higher-speed DSL Access Home/NetRunner Home and DSL Access Office/NetRunner Office.

Cytanet's network infrastructure was upgraded to enable the live transmission of pictures and sound (Live Streaming), such as UEFA and Cypriot football matches and services to television and radio stations. We continued to upgrade the Cyta UK and Cytaglobal

Hellas nodes in order to satisfy the immediate need for Ethernet access for VPN connections.

Work began on a geographical backup system for the soeasy pay as you go mobile telephony service. Once it is completed, the equipment for the service will be divided between two telephone exchanges while provision will be possible via either one of the two, thus achieving full business continuity.

## **Access Network**

### **Wireless Access Network**

In 2009 we continued to develop the wireless access network for mobile telephony with the installation of new GSM and 3G base stations. Although problems persist regarding the acquisition of suitable sites, due to the fact that the legal requirements concerning the licensing of such stations have not been fully implemented, we succeeded in increasing the number of base stations by some 5,6%. Population coverage of the GSM network exceeded 99% while geographical coverage reached 96% of the government-held areas of Cyprus. The corresponding coverage for the 3G/HSPA network was 85% and 55% respectively. We also went ahead with substantial upgrades to the mobile telephony networks with the aim of updating them and maximizing their efficiency.



This year we again carried out two series of electromagnetic field tests at every Cyta base station in the context of fulfilling the conditions under which licenses are issued for the operation of mobile telephony networks. So far we have completed ten series of tests. The results of the latest tests were no different from those obtained on previous occasions, while the highest values recorded in areas where mobile telephony equipment is installed do not exceed 2% of the maximum acceptable exposure levels determined by law.

At the same time, we continued to install new Wi-Fi Hot Spots, increasing the total to 110, while proceeding to realise our aim of developing larger-scale Wi-Fi networks in specific areas where interest has been shown in reviving them, making a start with the Wi-Fi mesh network in the centre of Limassol which will be developed in collaboration with the Cyprus University of Technology.

#### **Wired Access Network**

In 2009 we continued to develop and upgrade the broadband access network using Asynchronous Digital Subscriber Line (ADSL) technology.

Specifically:

1. a) We continued to install outdoor MSANs in areas at some distance from a telephone exchange and closer to customers' premises, thereby enabling more customers to have access to broadband services such as fast Internet and interactive television (DSL Access and Cytavision)..
  - b) We completed the installation of outdoor MSANs in a number of rural exchanges, thus providing residents of these areas with broadband access.
  - c) Coverage: Today, 93% of telephone connections can receive Cytavision and 96% can have DSL Access.
  - d) The number of customers connected to the broadband network rose by 23% in 2009.
2. We continued to install additional outdoor MSANs in urban and rural telephone exchanges so as to respond to customer requirements.
  3. We introduced a Network Analyzer for corrective and preventive maintenance of connections to the broadband access network.

4. We awarded the tender for the purchase of new VDSL2 broadband network equipment which will increase access speeds on the broadband network up to 50Mbps.
5. We awarded the tender for the expansion of the broadband network to isolated rural areas using microwave during 2010.
6. For the Fibre To The Home (FTTH) project, we signed contracts for the upgrading of the network at Archangelos, Lefkosia (Nicosia) and for the network at Latsia to be connected.

#### **Technological Intelligence**

The Technological Intelligence Management Department aims at the systematic monitoring of technological developments in the telecommunications sector and forwarding all relevant information to Cyta to ensure that strategic decisions on the adoption and introduction of new technologies are taken under the best possible circumstances.

To achieve this aim, we developed an online data gathering and evaluation system via which around 60 of the most reliable sources of technological information are monitored on a daily basis. From these, some 500 news items are automatically generated every day. These are assessed and a selection is made of those of interest to Cyta. The selected information is then classified according to its content and entered into the Competitive Technological Intelligence System from where it is distributed to interested members of personnel.

#### **Research and Development**

Cyta is a stakeholder and active member of the European Foundation EURESCOM, which carries out high-level research into and strategic studies on telecommunications and IT issues. EURESCOM participates in and coordinates 15 major research projects of the European Commission's 7<sup>th</sup> Framework Programme. In 2009 EURESCOM carried out six strategic studies.

Cyta was also an active participant in the EU's Safer Internet programme.

#### **New Technologies**

New technologies and trends are monitored systematically and, wherever necessary, studies

are carried out on these technologies and their potential for implementation by Cyta. Additionally, we identify existing networks and technologies approaching the end of their useful life and study the various options available for their subsequent transformation. The result of these studies is integrated network architecture planning. Planning is always carried out with the aim of maximizing network capability and the adoption of new capabilities and technologies that will enable the introduction of innovative services.

### **Data and Network Security/ Telecommunications Fraud**

In accordance with our Vision and Mission, the security of our networks and products is integrally linked to quality and together they give our Organisation a competitive edge.

Cyta ensures that its personnel, customers and associates are regularly updated with information with the objective of raising awareness and vigilance concerning telecommunications fraud and information security.

### **Information and Network Security**

Our Organisation is active in matters of information security via the implementation of specific measures and processes such as regular security checks and hacking attempts, physical security/guarding and the monitoring of online access.

On issues of information security and the protection of personal data, we follow a holistic approach based on risk assessment methodologies and international standards.

Over and above the ISO27001 certification process for selected services/networks, at a corporate level with the aim of ensuring the security of all our main processes, an Information Security Management System (ISMS) is in place with information security liaisons in all departments of Cyta, an Executive Advisory Committee, etc.

In the context of developing an integrated ISMS at Cyta, the Cyprus Certification Company (CCC) in conjunction with Certification International (UK) carried out an ISO/IEC27001:2005 assessment of our DSL Access and Cytavision services in October 2009. Upon completion of the assessment, in recognition of the tremendous efforts made by

the Organisation to implement an ISMS for our broadband services, the inspectors awarded Cyta (DSL Access and Cytavision) ISO27001 quality certification.

Obtaining ISO27001:2005 quality certification is a particularly significant achievement since we are only the second company in Cyprus to achieve this particular certification. A new project has now begun to develop an integrated ISMS for the Organisation's mobile telephony services.

The international standard ISO27001, which we have adopted, requires that the provision of information on issues of information security be an integral part of personnel training. For this reason, we have carried out extensive training of information security liaisons and other members of the Organisation involved in information security issues to ensure that they understand their responsibilities and duties and, at the same time, gain the necessary knowledge and skills that will enable them to develop security processes throughout the Organisation's various departments.

### **Telecommunications Fraud Management**

We take measures to prevent and stamp out telecommunications fraud, a phenomenon that is assuming increasingly worrying dimensions all over the world. For the detection and investigation of instances of fraud against Cyta and its customers, a specialist team using dedicated technology works in conjunction with various services within and outside the Organisation.

### **International Systems**

In 2009, a total of seven international submarine optical fibre cable systems landing in Cyprus were in operation:

- SEA-ME-WE 3 (Far East, Australia, Asia, Middle East, Europe)
- MED NAUTILUS/LEV (Italy, Israel, Greece)
- APHRODITE 2 (Greece)
- CIOS (Israel)
- CADMOS (Lebanon)
- UGARIT (Syria)
- MINERVA (Italy)

In 2009 an important cooperation agreement was signed with Telecom Egypt by which Cyta will participate in the Telecom Egypt's own TEN (Telecom Egypt North) submarine cable system



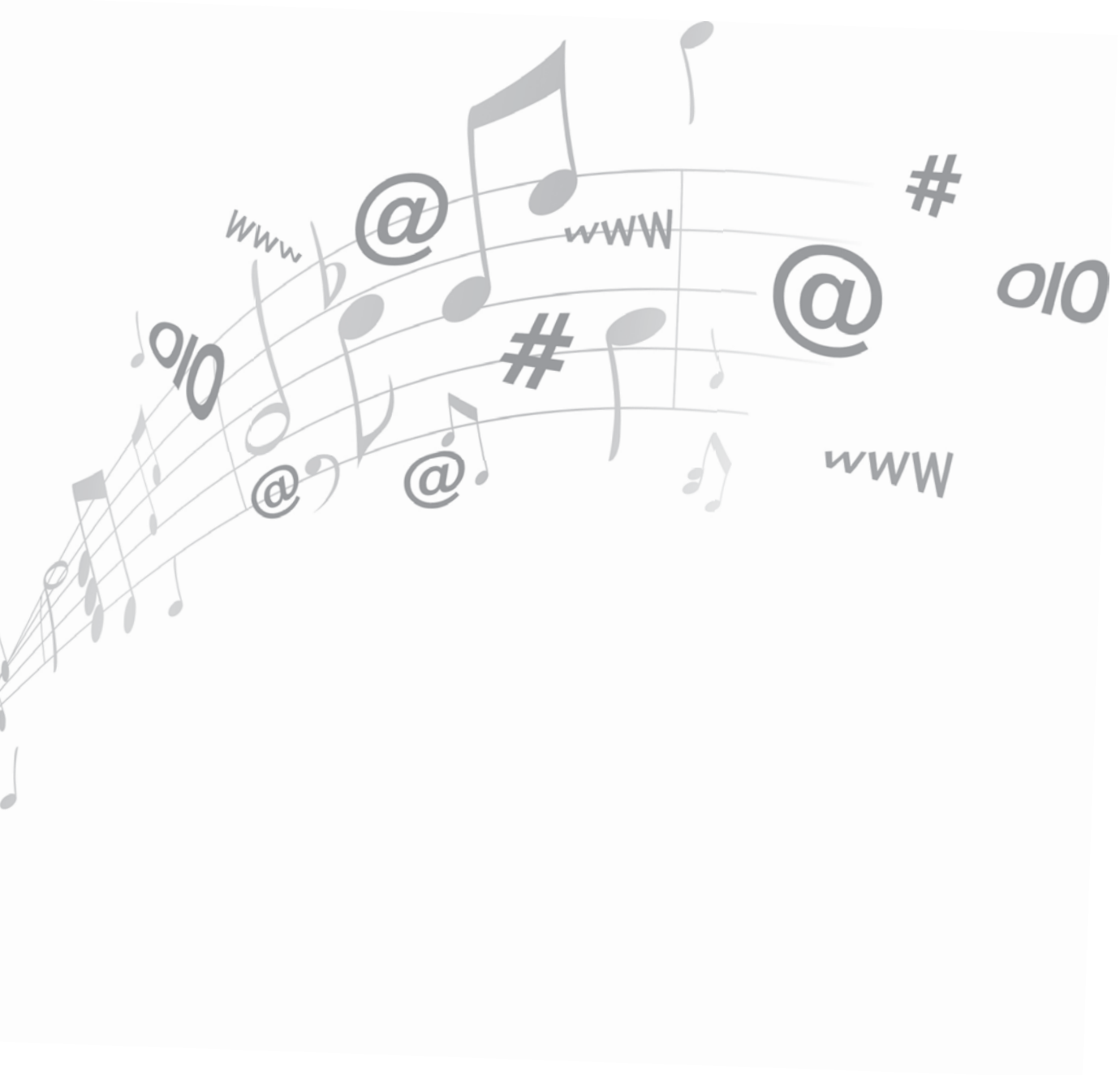
linking Egypt and France. The cooperation agreement provides for Cyta's acquisition of its own ALEXANDROS optical fibre subsystem between Cyprus, Egypt and France. The ALEXANDROS subsystem maximizes connectivity in the Mediterranean and reinforces the robustness and reliability of Cyta's international submarine cable infrastructure.

In 2009 agreement was reached with the Syrian Telecommunications Establishment (STE) and the Lebanese telecom operator OGERO on upgrading the UGARIT and CADMOS submarine cable systems respectively.

Cyta's international systems are complemented by 20 satellite earth stations providing access to major satellite systems such as Intelsat, Eutelsat, SES World Skies, AsiaSat, ABS and Arabsat, which ensure global connectivity.

Through its participation in the above cable and satellite systems as well as in other regional and global cable systems, used as extensions to the cable systems landing in Cyprus, Cyta has consolidated its strategic and regulatory role in the broader region, establishing Cyprus as a superb telecommunications hub in the Eastern Mediterranean.





## Financial Report

## Summary of Results

On the basis of the results for the year ending 31 December 2009, operating profit fell by €38 million or 34% decrease in the operating profit. This decrease is due mainly to a €21 million reduction in turnover and a €16 million increase in operating expenses.

Turnover was down by €21 million. The global financial crisis and reductions to international roaming charges to all EU countries appear to have affected revenue for the year, especially that from mobile telephony which fell by €19 million.

At the same time, as a result of developments in electronic communications, revenue from fixed telephony continued its downward trend, falling by 7%, while revenue from other services (broadband and others) increased by 5%.

Operating expenses rose by €16 million, due to an increase of €14 million in personnel expenses and of €2 million in sales, management and other expenses.

As a result, earnings after tax, which are transferred to reserves, amounted to €67 million, compared to €103 million in 2008.

Earnings before interest, tax, depreciation and amortization (EBITDA) fell to €150 million from €189 million in 2008 and the EBITDA margin was around 32% (2008: 39%).

## Investment and Financing Activities

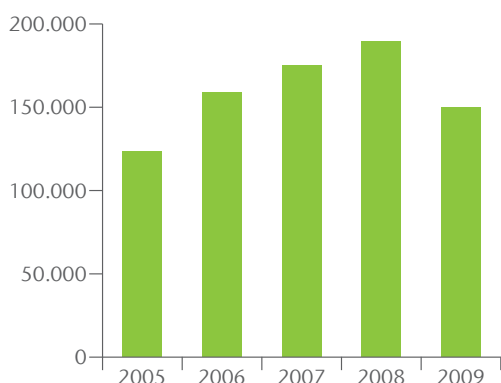
In 2009 Cyta invested €30 million in its subsidiary Digimed Communications Ltd. The investment was made with the objective of expanding the activities of another subsidiary, Cyta Hellas AE, into the broadband services sector in Greece.

Capital expenditure amounted to €84 million compared to €76 million in 2008. This was wholly financed by Cyta's own funds.

Total liquid funds in the form of bank deposits were €256 million (€323 million in 2008) while those in the form of government bonds amounted to €69 million (€69 million in 2008). Part of these funds will be used to finance Cyta's development plan and other investments.

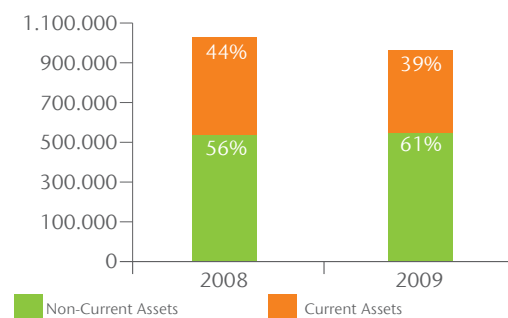
As of 31 December 2009, reserves stood at €871 million, reinforced by a surplus for the year of €67 million but reduced by a contribution to the government treasury of €80 million.

**Earnings before Interest, Tax, Depreciation & Amortization (EBITDA) (€'000)**



	2005	2006	2007	2008	2009
EBITDA (€'000)	123,546	158,669	175,149	189,515	149,670

**Total Assets (€'000)**



	2008	2008	2009	2009
Non-current Assets	584,873	56%	594,563	61%
Current Assets	451,547	44%	380,757	39%

**Operating Revenue & Operating Expenses (€'000)**



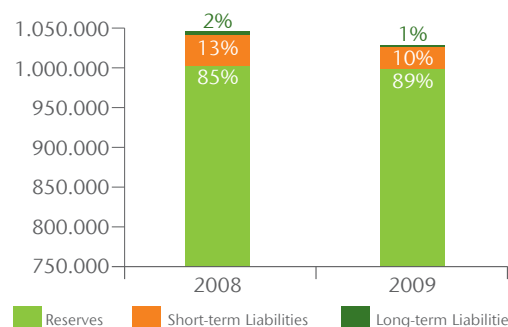
	2005	2006	2007	2008	2009
Operating Revenue	393,747	425,751	453,600	484,329	463,036
Operating Expenses	362,635	357,931	358,823	372,392	388,616

**Cash Flow from Operating and Investment Activities (€'000)**



	2005	2006	2007	2008	2009
Cash Flow from Operations	130,609	190,656	119,735	179,757	113,670
Revenue from investments, interest and sale of assets	19,642	43,405	64,539	65,444	26,709
Capital and Investment expenditure	97,260	116,219	106,237	75,836	114,154

**Total Liabilities and Capital Expenditure (€'000)**



	2008	2008	2009	2009
Reserves	884,434	85%	871,998	89%
Short-term Liabilities	134,201	13%	96,777	10%
Long-term Liabilities	17,785	2%	7,048	1%

**Five-Year Financial Summary Results**

	2005 €m.	2006 €m.	2007 €m.	2008 €m.	2009 €m.
Operating Revenue	394	426	454	484	463
Operating Surplus	31	68	94	112	74
Total Assets	1,008	974	992	1,036	975
Total Liabilities	196	196	133	152	104
Reserves	812	777	859	884	871
Cash Flow from Operating Activities	131	191	120	180	114
Capital Expenditure	(78)	(73)	(42)	(10)	(87)



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- **Strovolos** 14, Strovolou Avenue
- **Egkomi** 1, 28<sup>th</sup> October Avenue
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\* Not in operation due to the Turkish military occupation of the area.

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