

THE TRUE VALUE OF CYTA TO THE ECONOMY AND SOCIETY OF CYPRUS

EVERYTHING
WE CREATE
RETURNS TO
OUR COUNTRY.



Connecting Cyprus

The **True Value Report 2024** captures Cyta's overall contribution to the Cypriot economy and society, translated into financial terms.

Every investment, every job created, every infrastructure project and every environmental initiative is transformed into value for our country.

To better understand and manage the value we create for all stakeholders, we applied a comprehensive methodology based on the "True Value" model by KPMG, which integrates social, environmental and economic dimensions.





CYTA KEEPS THE COUNTRY CONNECTED

Cyta connects Cyprus to the rest of the world. A continuously evolving organization, that creates real value for society, the economy and the environment.

The value it creates is measurable and reflected in progress, innovation, knowledge and sustainable growth. With the most advanced and modern networks, we bring people closer together. Becoming "one with you", from the smallest village to the edge of the world.



FIBER CONNECTIONS

218.000 by 2024
248.000 by 2025



AVERAGE INTERNET SPEED

216 Mbps by 2024
421 Mbps by 2025



NATIONWIDE FIBER NETWORK EXPANSION



100% 5G COVERAGE

Behind every phone call, every video call, every online purchase, there is Cyta investing to keep Cyprus connected to the world.

Profitability that stays in Cyprus

Behind the things you take for granted -the connection at home, mobile internet, online shopping, your child's school assignments, calls with your loved ones- is Cyta.

Cyta consistently reinvests its profitability to maintain, upgrade, expand and evolve its networks, as well as its infrastructure and services.

Ultra-modern networks such as Fiber and 5G already cover every corner of Cyprus and reach everywhere, not only cities, but also the most remote villages, making our country more attractive for foreign investment, for more jobs and for greater opportunities for young professionals.

To develop and deliver its services, Cyta relies on a broad external ecosystem within the local market, a network of people, partners, suppliers and infrastructure that supports its operation every day.

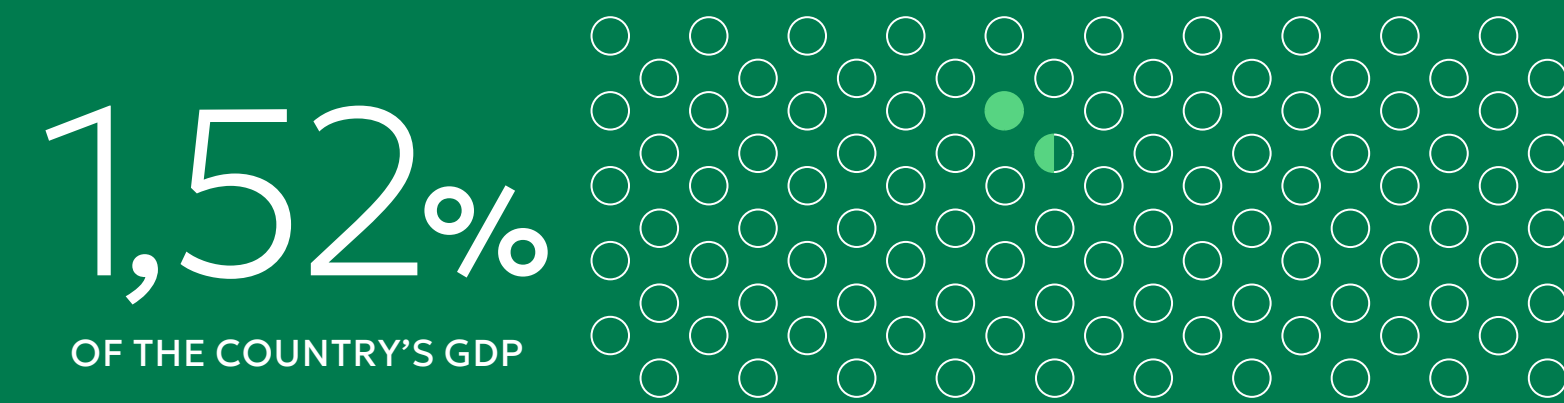
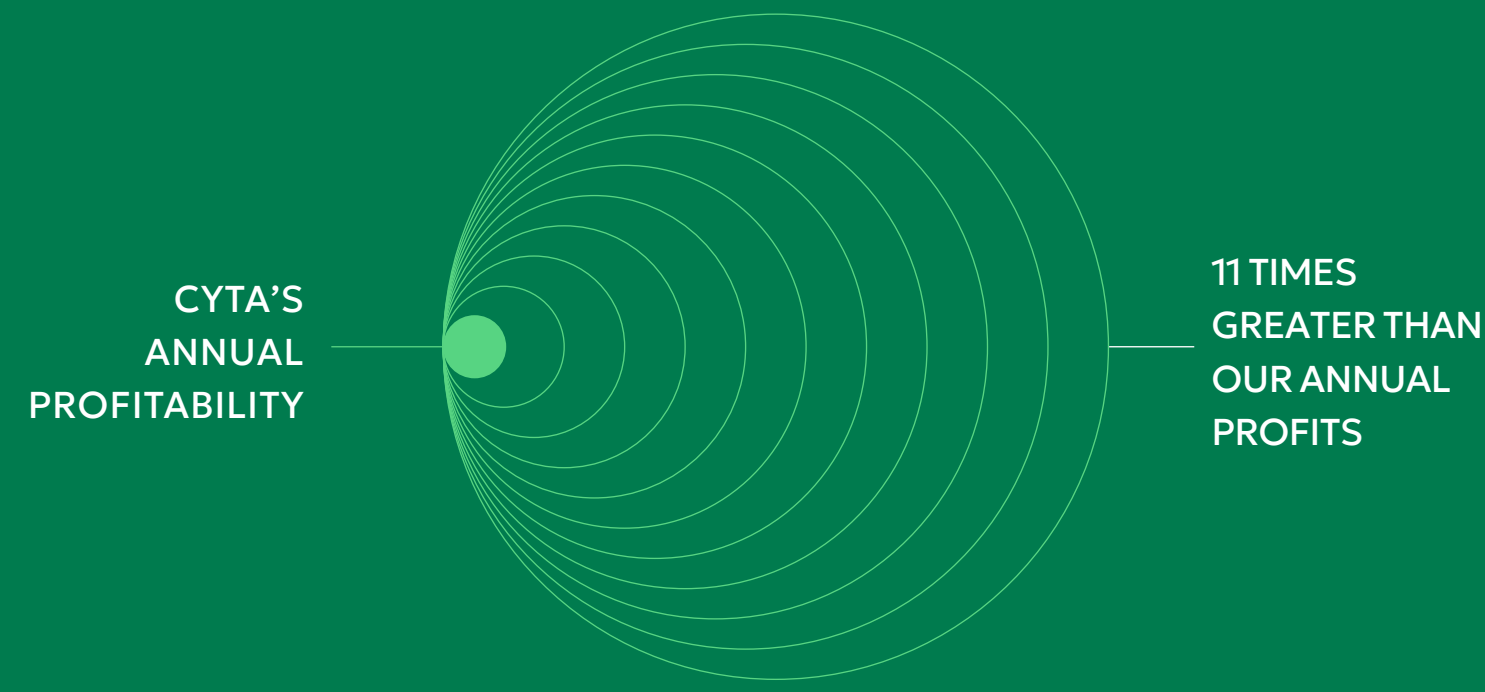
This network keeps the Cypriot economy moving.

Our investments, jobs, taxes and partnerships return to society and support the income of thousands of people.

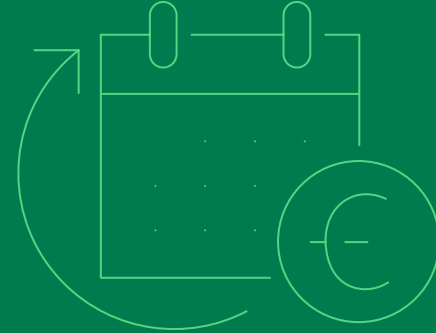


NUMBERS THAT SPEAK FOR THEMSELVES

IN 2024 WE CREATED
€551,73 million
TOTAL VALUE CREATED FOR CYPRUS IN 2024

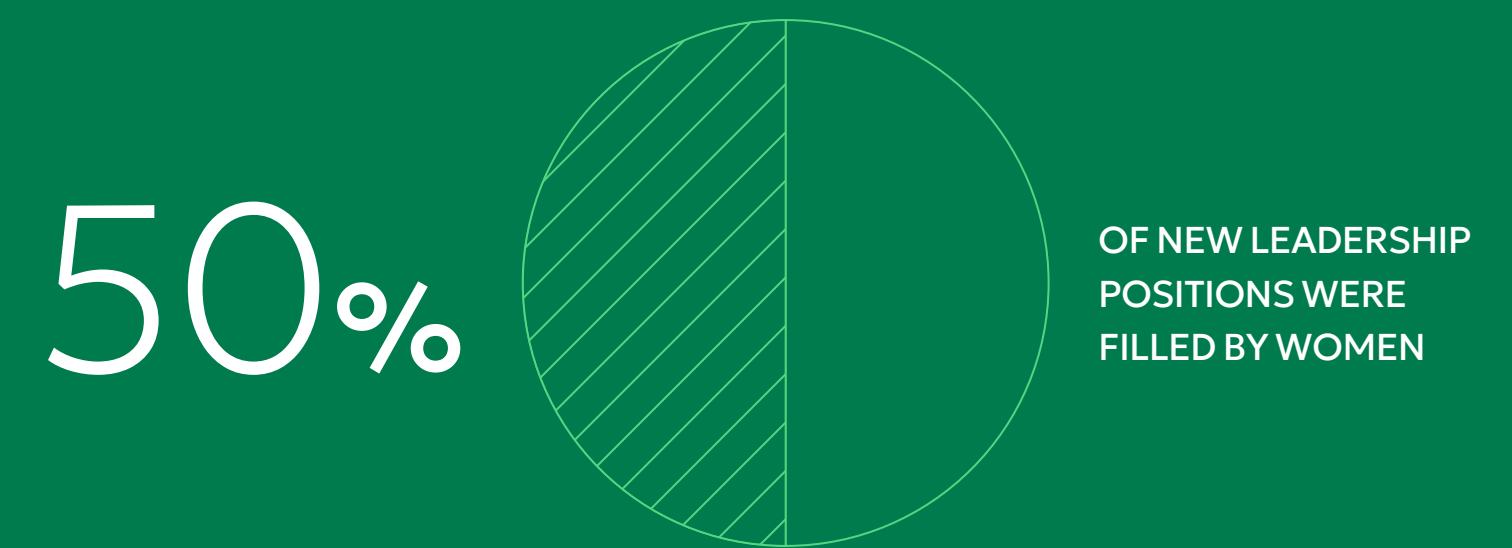


3.000
PEOPLE WORK AT OR COLLABORATE WITH CYTA



€1,4M
CIRCULATES IN THE MARKET THROUGH OUR ACTIVITY

HUMAN DIMENSION



30.000+
TRAINING HOURS IN 2024



*Every time Cyta invests,
the economy moves forward.
And so do you.*

Investing in a future
that lasts and offers
opportunity for all.

We invest in green networks, education and equality, because a country's progress depends on everyone being able to actively participate in it.

Our social contribution extends to education initiatives, support for vulnerable groups and skills development, making a meaningful contribution to the cohesion and progress of our society.

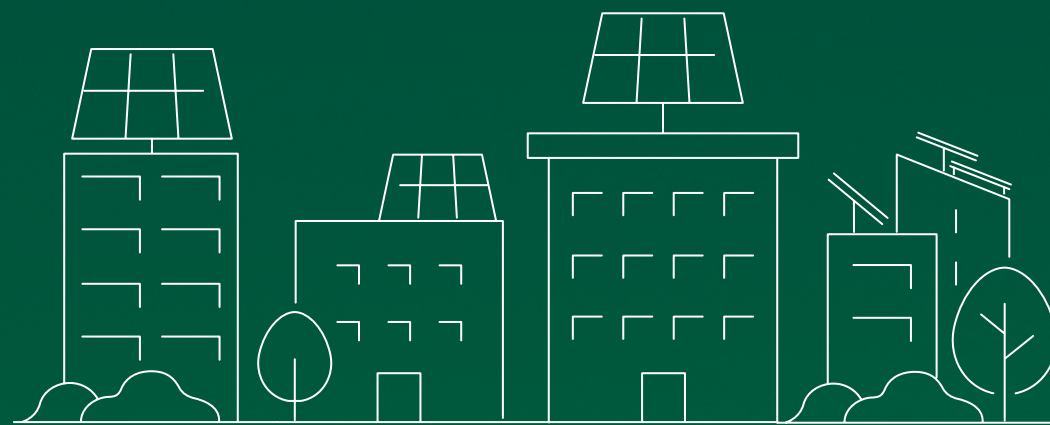


WHAT WE DO FOR A SUSTAINABLE FUTURE

INSTALLED SOLAR
PANELS IN

5

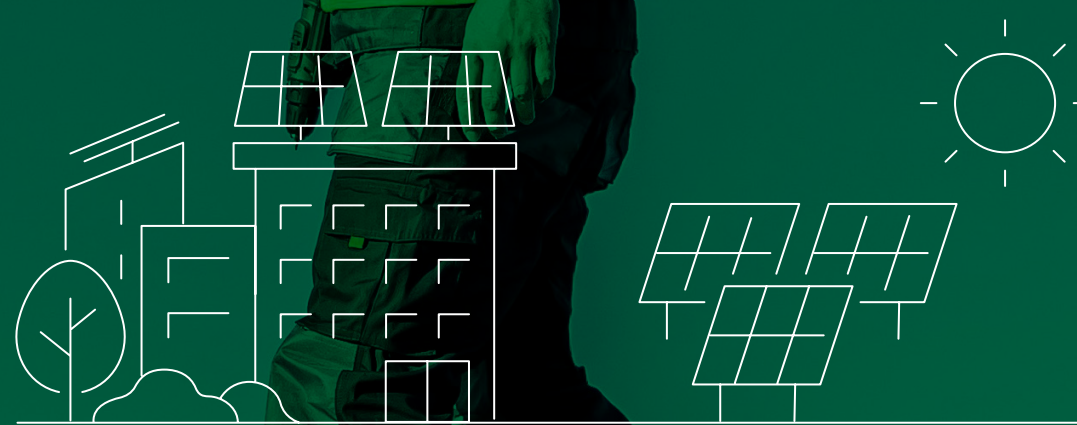
OF THE MOST ENERGY-
INTENSIVE BUILDINGS



INSTALLATION OF
SOLAR PANELS IN

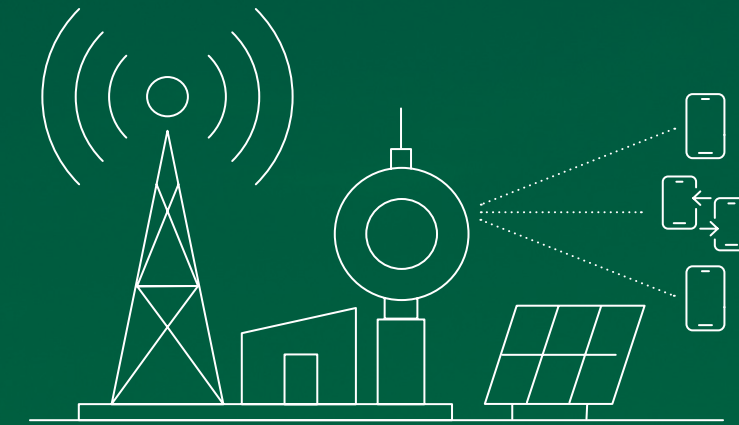
30

ADDITIONAL
BUILDINGS IN
DEVELOPMENT



150

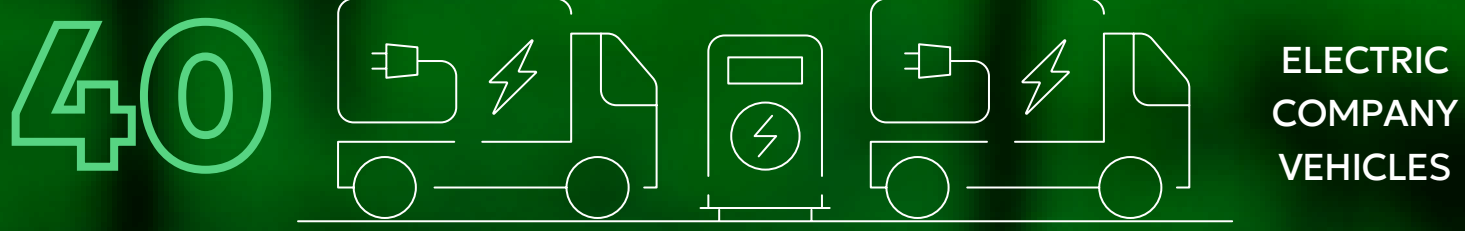
MOBILE NETWORK
BASE STATIONS



WITH INSTALLED
SOLAR PANEL
SYSTEMS



Environmental protection is an integral part of our strategy. By reducing emissions, promoting recycling and waste reuse, investing in green energy and energy-efficiency programmes, we are significantly reducing our environmental footprint.



INITIATIVES AIMED AT REDUCING OUR ENVIRONMENTAL FOOTPRINT

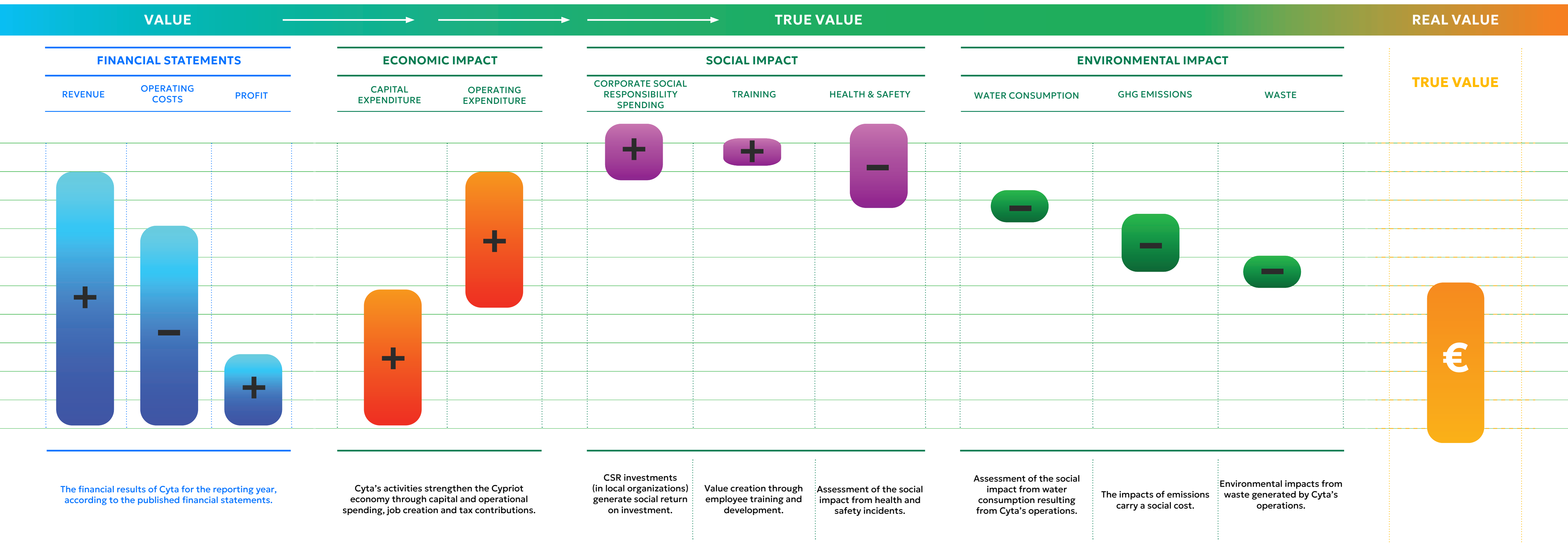
Cyta invests in the country that created it. For the present. For the future. For all of us.

Methodology

Unlike traditional financial reporting, which records only profitability, **TRUE VALUE** using the KPMG methodology provides a holistic picture of the organization's net impact in Cyprus.

It evaluates Cyta's overall impact on employment, productivity, government tax revenues, investments in technological infrastructure, the environment, and more. Through this approach, Cyta gains a deeper understanding of how its activities create real value, identifies areas for improvement and guides decisions that support Sustainable Development







The true value of Cyta is not measured only in numbers.
It is reflected in people, opportunities and progress
that remain here, in Cyprus.