



GO plc is Malta's first quadruple play operator, a truly converged and integrated telecommunications company with a wide range of services.

This includes fixed line telephony, mobile telephony, broadband Internet services, digital and IP television, in addition to business-related services like data networking solutions, business IP services, and managed and co-location facilities. GO is also the only Maltese communications provider that owns and operates two fibre optic submarine cable links to Europe, one via Telecom Italia and the other via Interoute.

## Market

GO is the leading communications provider in Malta. With approximately 500,000 connections, the company is active in both the residential and the business segments through GO Business, where it deals with customers on a one-to-one basis. GO also pioneered in bundling the four services in one package, which is as successful today, six years after the first bundle was launched. Bundles are an essential part of the company's strategy on the individual growth of each line of business and revenue stream.

In terms of fixed telephony, GO is the clear leader, holding around 75% of the market. GO's TV strategy is a true success story with over 67,000 subscribers in just six years after it purchased Multiplus Ltd and entered the entertainment market. In the mobile sector,

the company has a 35% market share. GO also pioneered super-fast Broadband Internet with the launch of its Rapido service, which provides up to 200 Mbps. GO controls almost half the Internet market.

## Achievements

In 2011 GO announced an investment of €100 million, which was aimed at both infrastructural and operational developments. The standout achievement of the past years has undoubtedly been the complete overhaul of the mobile network. This involved a complete replacement of the entire GSM and 3G radio infrastructure with new state-of-the-art equipment from Nokia Siemens Networks. The quantity of mobile transmission sites has also significantly increased, giving GO's customers the benefit of a superior mobile experience, for both voice and data. GO is now very well placed to provide the best mobile Internet service in Malta at a time when demand for such services is experiencing significant growth.

GO, in fact, leads the market with download speeds reaching 42 Mbps and takes pride in being the only provider in Malta whose entire network of base stations is linked to the network core and the Internet via fibre. This means the company is not only able to cater for

existing needs, but also for future demand, by placing GO's mobile infrastructure capability at 3.5G and LTE ready.

The Company's entry into super-fast Fixed Broadband was another significant milestone. The launch of VDSL (Very High Bit Rate Digital Subscriber Line) was followed by an FTTH (Fibre to the Home) trial in the Tal-Mirakli area in Attard. This new family of Rapido services allows download speeds ranging from 35 Mbps to 200 Mbps and has already been successfully rolled out in a large number of areas.

Fibre rollout also included the completion of GO's fibre infrastructure throughout most of Malta's state schools. This pioneering project, headed by MITA, is yet another success story for GO. Apart from the strategic significance of having GO's fibre in almost all major villages on the Islands, this project reinforces the Company's competence in serving critical business.

2012 also saw a major development in the TV segment when GO secured its place as the 'Home of Premium Sports'. GO's TV line-up in Sports now includes the rights for the UEFA Champions League, England's Barclays Premier League, Italy's Serie A and the French Ligue 1. The television sector is a good example of GO's innovative multi-play strategy, as this relatively new sector is proving to be a growth area which is driving revenues.

GO's wholly owned subsidiary, BMIT, established itself as the leading Data Centre in Malta. In addition, 2012 marked the launch of Cloud services from BMIT.

## History

The original company, Telemalta Corporation, was set up in 1975 to operate the fixed-line business. An important milestone was the introduction of the Internet to Malta, when the first fibre optic cable was laid between Malta and Sicily in 1995.

Maltacom, GO's predecessor, was created in 1997, when the government sold 40% of its stake via an IPO (initial public offering) on the stock exchanges of Malta and London. In the late 1990s, the Maltacom board decided to





enter the mobile telephony market, and in 2000 Go mobile was launched.

In 2006, the company was fully privatised, when the Government sold its remaining 60% stake to Emirates International Telecommunications (Malta) Limited, also known as Tecom, a holding company. In 2007, the company was rebranded as GO. GO entered the TV market in 2007, when it purchased Multiplus Ltd, which was the challenger in terms of digital terrestrial TV to the major player in the TV market, Melita. In 2009, it bought a majority stake in one of Malta's largest data centre operators, Bell Med. The remaining shares were bought in 2011.

## Product

GO remains by far the most important provider of fixed-line services in Malta, with almost 75% of the market.

GO was the first in Malta to launch Internet connectivity, through the fixed-line network and ADSL – following the installation of Malta's first international submarine cable link to mainland Europe. It became the leader in this market in 2010. The replacement of its copper network with fibre ensures that it can cope with pressing future demand for upload and download speeds.

The mobile network is a success story, especially because GO's mobile service was the second in the market, which was previously a monopoly of incumbent Vodafone. It offers both a pre-paid and post-paid service, including pay-as-you-go tariffs. GO has the most extensive roaming network of all Maltese operators; in fact, in 2013 the company announced that it just topped 500 international roaming partners in 200 states or territories worldwide.

With regard to TV, it is all about content and exclusive rights to popular Italian and British soccer leagues, augmented with the exclusive

rights to the UEFA Champions league, boosted take-up of the Company's sports packages. This exclusive sports content paired with GO Stars, which shows films and popular series, also enhanced GO's reputation as a provider of must-see content.

GO also offers bespoke business-related services, like SMS gateways, wireless solutions and other value-added technical services. It offers data networking solutions, business IP services, and managed and co-location facilities through its subsidiary BMIT.

On the retail and customer care levels, GO operates eight retail outlets as well as 12 exclusive dealers, which serve both Malta and Gozo. Two Freephone numbers, one from a landline and the other from a mobile phone, connect to a single call centre, which feeds customers information and technical support. The call centre also offers a directory enquiry service, which complements its online directory. Customers can also manage their accounts and send text messages via the GO web portal.

## Recent Developments

The company's restructuring process, which started in 2006, consisted of an integration of most operational aspects, including GO's outlets, offering all four services from under one roof.

The company is rationalising its offices and recently moved its headquarters to the former Go mobile building in Marsa. In fact, in 2012, GO successfully developed a property strategy for the Group. The Company concluded an exchange of land with the Government of Malta. Subsequently, GO completed the transfer of various properties to Malta Properties Company Limited, a company formed for the purpose of managing the Company's real estate assets, which now holds €50 million worth of property. The over-riding objective is to minimise property required for office space and technical installations, as this will free up asset value besides bringing about substantial cost savings and process improvements.

## Promotion

With an average of two campaigns a month, GO remains one of Malta's top brands in terms of above-the-line and below-the-line marketing. Since the release of the successful Home Pack, GO continued to market innovative bundling schemes, which span from TV to Smartphone and Tablets. The focus for marketing is split between customer retention through careful customer support and exciting new packages and tariffs, and acquisition through a steady stream of great value offers, new products like smartphones and tablets, content for television, and customer benefits.

In autumn 2011, GO also launched a comprehensive Facebook page to leverage the popularity of social networking, which reached 20,000 "likes" in just two weeks.

GO is traditionally a strong supporter of

nationwide fund-raising activities, like L-Istrina, whose patron is the President of Malta, by providing the telecommunication services for free. GO has a generous budget dedicated to corporate social responsibility, which it uses to promote culture – especially where local talent is concerned – as well as the environment and the voluntary sector. It also has a wide range of sponsorships, which it uses to promote its brand.

## Brand Values

The company's values are simple, honest, brilliant and creative. These values were selected to guide the company after the GO brand was launched, bringing together diverse companies with different work cultures. The brand values are all aimed at putting the customer at the centre of all the Company's interactions.



## Did you know?

- Two of GO's digital terrestrial TV transmitters are located in two of the highest points in Malta – Portomaso tower in St Julian's and at the top of the chimney at the Delimara power station.
- GO's network coverage in the fixed phone/Internet and mobile sectors is practically 100% – practically all households and businesses can get a service from GO.
- GO operates one of the largest call centres in Malta, for queries regarding mobile, Internet, fixed phone, TV – as well as directory enquiries.
- GO's TV unit is located at Magtab next to the concrete convex wall known as the Widna (ear). The 'acoustic mirror' was used to 'listen' to the sound of enemy planes and provide early warning. It was built in 1933 and is the only one built outside Britain.
- GO is the current brand name, which is derived from the former mobile subsidiary Go mobile. Prior to rebranding to GO in 2007, the group had other brands, the most important one being Maltacom (for fixed phone services), in addition to Maltanet (Internet services) and Multiplus (a company acquired in 2007 offering DTTV).

