

THE AFGHAN BOND: HOW AWCC'S COMMUNICATIONS TECHNOLOGIES FORGE NEW COMMUNITIES, NEW EXPERIENCES AND NEW OPPORTUNITIES FOR AFGHANS

Kabul, Afghanistan, October 23, 2019 Afghan Wireless Communication Company (AWCC) (www.afghan-wireless.com), the leader in empowering Afghans to build communication, cooperation and community with one another and the world, today unveiled **'The Afghan Bond,'** the Company's highly anticipated new brand campaign.

Deploying a visually striking advertising campaign centered in four cultural landmarks: **Food, Family, Music and Sport**, **The Afghan Bond** reveals how millions of people harness AWCC's world class communications technologies, from smartphones to services, to build powerful bonds of community and shared experiences. **'A Bond Exists,'** AWCC's debut broadcast commercial of the Afghan Bond campaign, was filmed in five different regions of the country, in order to showcase Afghanistan's vibrant cultural diversity where Afghans will discover an epic 2.38 minute saga, a format rarely used in worldwide advertising.

The **'A Bond Exists,'** commercial champions the power of people to use AWCC's communications solutions to create community, where, together, people celebrate their joys, their aspirations and the very best of Afghanistan's rich and varied cultural heritage.

The Afghan Bond campaign also demonstrates how technology gives people the power to showcase the individual talents, strengths and experiences they contribute everyday in their quest to build stronger bonds, stronger communities and a strong and united future for the country. In addition to a series of televised commercials, AWCC will deploy its Afghan Bond messaging across the geography of its web, mobile and social media platforms.

Our Afghan Bond campaign demonstrates how AWCC is encouraging and empowering Afghans to use communications technology to build strong communities and how communications technologies enable us, as individuals, to show the world what makes us unique and powerful," said Dr. Ehsanollah Bayat, the Founder of Afghan Wireless and the Chairman of The Bayat Group. "AWCC will continue to create the communications technologies which help forge strong bonds of community among Afghans and enable us, together, to build a shared and successful future."

About Afghan Wireless:

The Afghan Wireless Communication Company (AWCC) (www.afghan-wireless.com) is Afghanistan's first wireless communications company and the founder of Afghanistan's wireless communications market. AWCC provides 4G LTE, 3.75G+, 3G, 2.5G, Voice, Data, Internet and Mobile Payment Services to more than five million Business and Consumer Clients, located in all of Afghanistan's thirty-four provinces. The Company has global partnerships with 425 wireless carrier networks in 125 countries. AWCC was founded in 2002 by Mr. Ehsan Bayat, Chairman of The Bayat Group (www.bayat-group.com). Mr. Bayat is the recipient of the 2018 award for **Best Media and Telecom CEO** from **International Finance Magazine**.