



GCS-mm/2021/1.3/321  
Date: 7<sup>th</sup> October 2021

المرجع: GCS-mm/2021/1.3/321  
التاريخ: 7 أكتوبر 2021

**H.E. Chief Executive Officer  
Abu Dhabi Securities Exchange  
Abu Dhabi, UAE**

**سعادة/ الرئيس التنفيذي المحترم،  
سوق أبوظبي للأوراق المالية  
أبوظبي، دولة الإمارات العربية المتحدة**

Dear Sir,

تحية طيبة وبعد ،،،

**Appointment of Group Chief Operations  
Officer**

**تعيين الرئيس التنفيذي لعمليات المجموعة**

Emirates Telecommunications Group Company (Etisalat Group) PJSC would like to announce that Mr. Obaid Hussain Bokisha has been appointed as Group Chief Operations Officer reporting directly to Group Chief Executive Officer, effective from the date of this announcement. Creating this new role is part of Etisalat Group's transformation strategy that focuses on diversifying and capturing growth opportunities while accelerating business development, expanding geographic presence and maximizing operational efficiency in existing markets.

تحيطكم شركة مجموعة الإمارات للاتصالات (مجموعة اتصالات) ش.م.ع علماً بأنه قد تم تعيين السيد/ عبيد حسين بوكشة بمنصب الرئيس التنفيذي لعمليات المجموعة وسيتمتع وظيفياً للرئيس التنفيذي لمجموعة اتصالات إعتباراً من تاريخه. ويأتي استحداث هذا المنصب الجديد كجزء من استراتيجية التحول في مجموعة اتصالات التي تركز على التنوع واقتناص فرص التطور في الوقت الذي تسعى به المجموعة لتسريع تطور الأعمال وتوسيع الوجود الجغرافي وتحقيق أفضل كفاءة تشغيلية في الأسواق التي تعمل بها حالياً.

Please find enclosed the profile of Mr. Obaid Bokisha.

مرفق طيه السيرة الذاتية للسيد/ عبيد بوكشة.

Kind regards,

وتفضلوا بقبول فائق الإحترام والتقدير،،،

  
حسن محمد الحوسني  
أمين عام الشركة - مجموعة اتصالات  
Hasan Mohamed Al Hosani  
Corporate Secretary – Etisalat Group





## **Obaid Bokisha**

### **Group Chief Operations Officer**

Mr. Bokisha joined Etisalat upon graduating with distinction from Etisalat College of Engineering with a bachelor degree in telecommunications in 1998.

He started his career in mobile network planning focusing on coverage optimization, introduction of new technologies, and design of activities to enhance mobile networks performance. He was quickly promoted to manage all mobile networks within the UAE and support Etisalat International's footprints, where he participated in developing technical bids for international expansion.

Mr. Bokisha demonstrated skills in optimizing network plans, improving efficiencies and optimizing costs. In 2008, he was appointed as a board member of Etisalat Nigeria, which helped him further develop his investment and commercial acumen. He also served on the boards of Etisalat Misr in Egypt, Zantel in Tanzania and served as Chairman of Canar Telcom in Sudan.

In 2012, he was appointed as Group Chief Procurement and Contracts Officer. In 2017, he assumed the role of Chief Business and Continuity & Corporate Quality Officer and was accountable for the development and implementation of the business continuity and crisis management framework for Etisalat. In 2020, he was appointed the role of Group Chief Transformation Officer where he led the robust transformation efforts of the Group. In June 2021, he assumed the role of Acting Group Chief Procurement Officer in addition to his role as Group Chief Transformation Officer.

He is a generally well-rounded executive who grew through the technology function with strong knowledge of Telecom industry and was able to gain a significant depth of experience specifically in the telco space and within Etisalat.