

Meeting the ever changing needs of the customers

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SPARKLE IS A leading global telecommunications service provider offering a complete range of Internet and Data, Cloud, Data Center, Voice and Mobile solutions designed to meet the ever-changing needs of enterprises, fixed and mobile operators, ISPs, content providers and multimedia players. As part of its expansion and transformation strategy, Sparkle is continuously increasing its efforts in innovating the product portfolio and in investing in a precise infrastructural expansion for the consolidation of its presence in selected key and high growth markets.

In this contest, Africa has always been a continent of reference for Sparkle and will be even more so in the future. Sparkle historically has been playing a major role in

providing international connectivity services to North African markets through its Sicily Landing Hub and a unique mix of bilateral and consortia cables, thus becoming one of top internet hub for Africa over the last ten years. This has also reinforced Sparkle's positioning for the delivery of connectivity services for multinational customers in all the North African countries: Algeria, Tunisia, Morocco, Libya and Egypt.

Sparkle is actively pursuing the goal to connect to its global network and worldwide Tier 1 IP backbone the entire African continent and its

most relevant players. To further strengthen its positioning, in the latest years, Sparkle has invested in new large projects such as the construction of the BlueMed Cable or the opening of new PoPs in Africa. These are the initial steps of Sparkle's expansion plan to support the growing IP connectivity needs in the African continent in the coming years. The new BlueMed Cable, along with the other investments Sparkle is making in the Mediterranean to be even closer to Africa, will provide advanced connectivity and strengthen Italy's role as digital gateway between

Africa, the Middle East, Asia and Europe. The presence in various new PoPs located close to or in Africa (i.e. Lisbon and Madrid, Djibouti, Lagos and Casablanca) proves that the continent continues to be a market of primary interest, on which Sparkle offers its telecommunications services.

In the longer term, the African continent is destined to have an increasing importance for Sparkle. In fact, an increase in demand for telecommunications services is directly related to the development prospects of the African economy and the demographic increase. All aspects that are at the basis of the growing investments planned by Sparkle in the continent, also in partnership with local operators or with hyper-scalers/OTT to leverage on scale, cost efficiency and time to market. ©

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