

Tiscali S.p.A. was founded in January 1998 following the deregulation of the Italian telecommunication market.

Today, in over ten years of continuous growth, the company stands out as an independent integrated telecommunication operator offering in Italy and UK double play (data and voice), and triple play (data, voice and IPTV) integrated services, aiming at enriching its offer with the integration of a mobile service (quadruple play).

## **Our history**

Based in Cagliari, the company takes its name from a 2,000-year-old nuragic village hidden in the centre of Sardinia. For centuries, the village was the shelter to the Sardinian population from invaders' attack, and as any shelter the village is characterized by absolute silence. From the land of silence and isolation, from a small island in the Mediterranean Sea, Tiscali broke the rules of monopoly, and the name of the silent village became the name of a project that has developed into an international telecommunication company.

Initially established as a regional telephone operator and Internet Service Provider (ISP), Tiscali rapidly expanded its operations throughout Italian and international territory, making its own path with original services and a clear strategic vision.

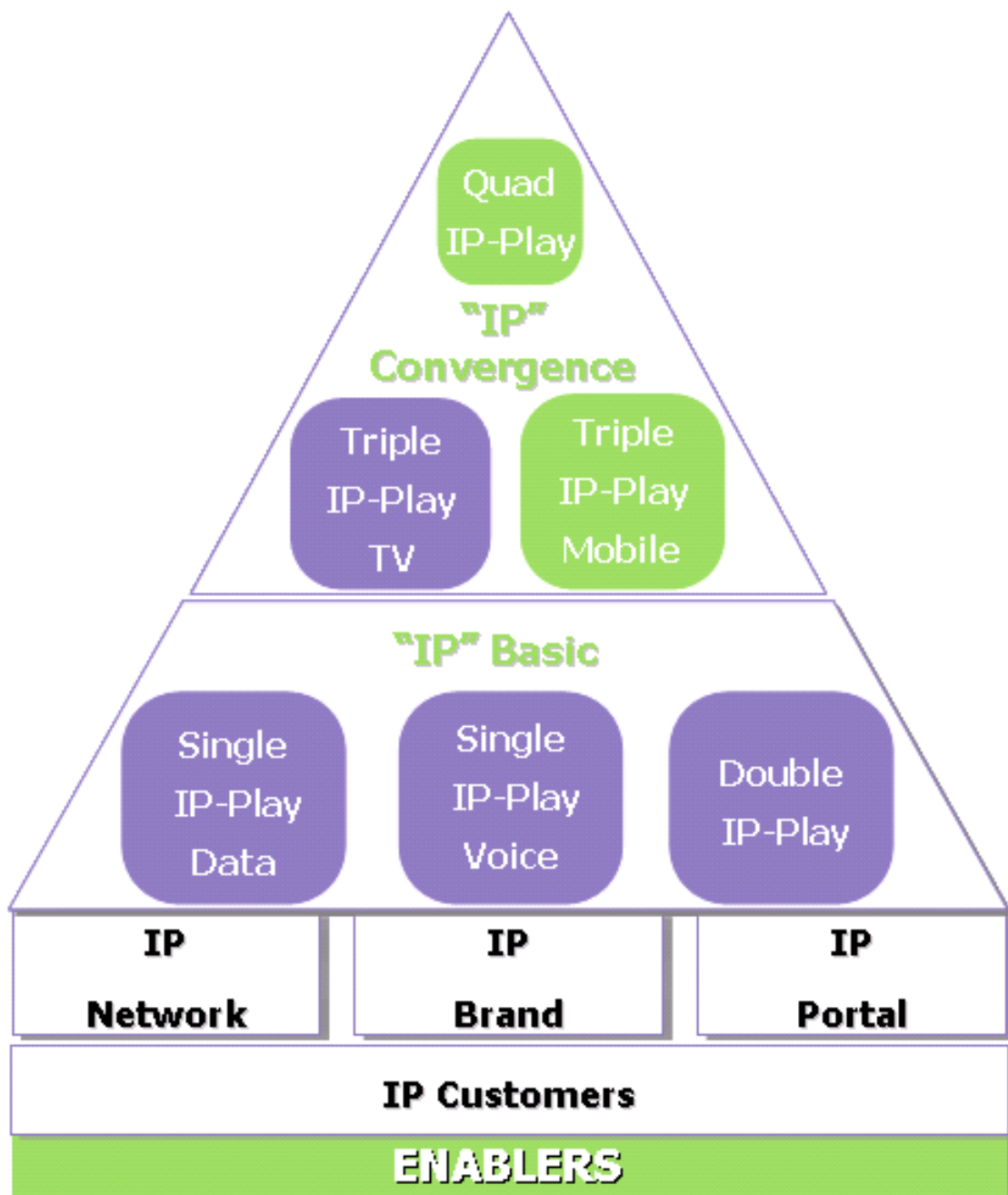
In March 1999 Tiscali launched the first free Internet access service, giving a new and significant boost to the growth of the whole market and establishing itself as an undisputed first mover. Through its innovative proposals, and by making use of the flexibility of its young organisation and the reliability of its network, Tiscali manages to exceed the existing monopolies, decisively contributing towards the change of market rules.

In October 1999, the company is floated on the Borsa Italiana, gathering the financial resources to carry out the expansion project that leads Tiscali to become a pan-European player. During 2000 and 2001, through a series of merges and acquisitions, the Group consolidates several European independent Internet Service Provider. Among the main deals, the acquisition of World Online International, Dutch-based operator with an important presence throughout Europe and South Africa, and Liberty Surf, one of the leading TLC operators in France.

Throughout the years, Tiscali's management has managed to deal with many challenges of a constantly changing market, developing a business model consistent with the evolution of technologies and the regulation of the industry. Thanks to this, today Tiscali is still one of the main telecommunication companies in Europe, focusing its business in two markets with the highest growth rate and the main value creating potential: Italy and UK.

A goal achieved thanks to a lean decisional structure and to the development of an integrated business mode, based on a prevalently fibre IP network spreading throughout several countries in the world. Thanks to a constantly deploying unbundling network, supplied with up-to-dated DSLAM, Tiscali can supply its customers with a wide range of innovative access (DSL 2 Plus up to 24 MB), voice (Voice over IP), media (Portal and IPTV) and B2B services.

The business model



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