

APPENDIX

TWENTY FIVE COPIES OF MTN ADVERTISEMENTS

MTN **bizTIME**
BUNDLES

Subscribe and Win

From Oct. 24th - Dec. 9th
FREE
SIM BACK-UP KIT
PLUS
10% bonus on total spend after three months (redeemable in the 4th month)

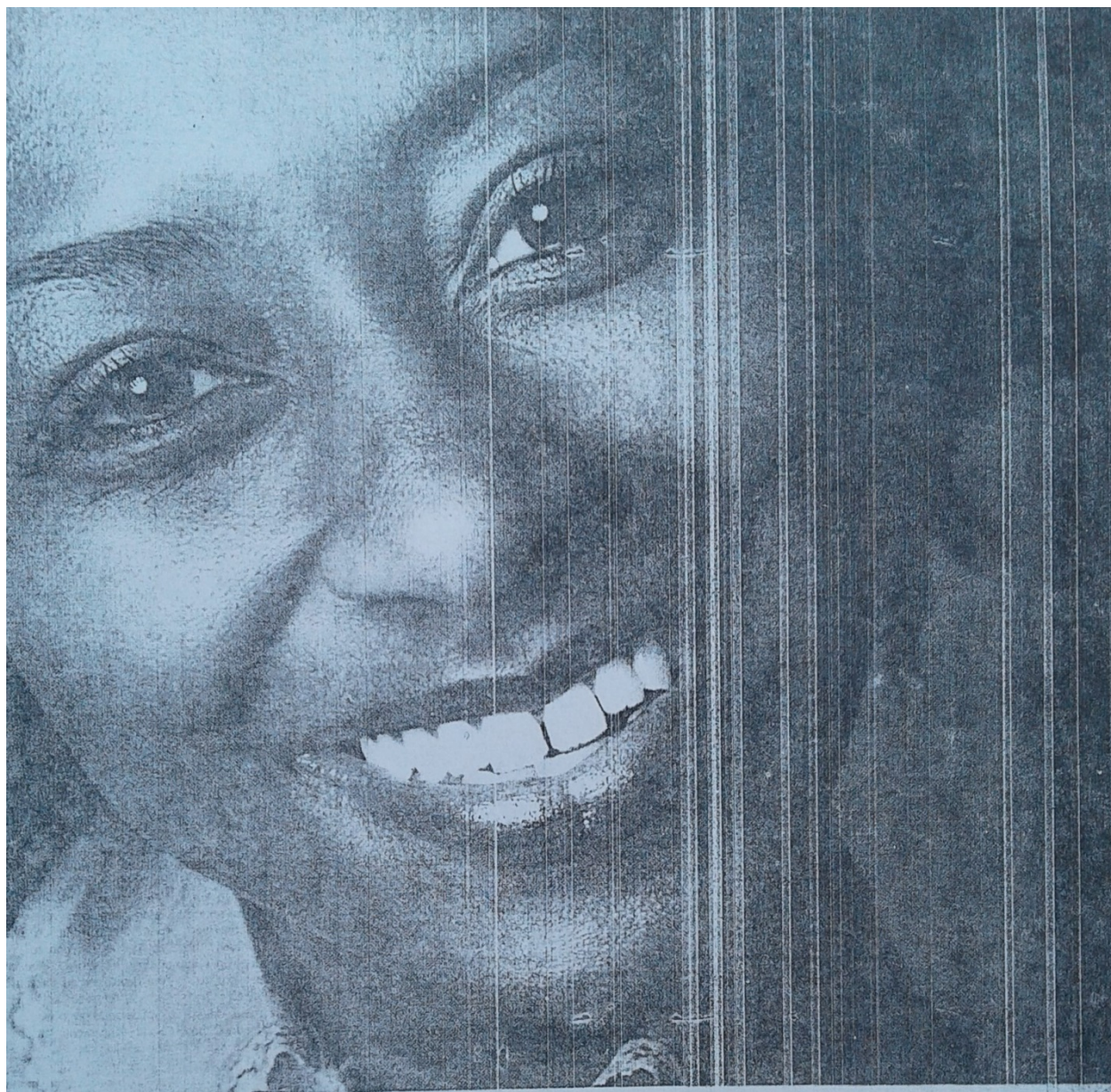
**Get free SIM Back up kit
+ 10% Bonus x 3 months**

- As low as N18 per min.
- No Access Fee
- Cost Control
- No IDD or Security Deposit
- Open to MTN **pay as you go** Customers too.

MTN **Bundles** is a part of MTN Enterprise Solutions.
SOLUTIONS -work smarter, faster & better.

MTN
everywhere you go

MTN: NEOLOGISM BASED ADVERT 1



***MyCustomer[®], your smile is worth a thousand
'Thank Yous'.***

Our celebration starts with you.

For 10 amazing years you have offered us the opportunity to serve you like no other. This week as we celebrate a decade full of fond memories, we promise you that the best is yet to come with the continuous roll out of new look MTN Walk-in centres across Nigeria.

It is always a pleasure to serve you.





MTN F@stLink

Super fast internet on the go.

To start:

- Simply insert the modem into USB port
- Click the "set up" icon and follow installation prompts
- Load airtime, select preferred bundle then click on 'connect' to browse

Data Plan	Cost	Activation Code	Inclusive Data
Monthly Plan <small>30 days</small>	N10,000	101	3GB
Night plan <small>all days 10pm - 6am</small>	N2,500	102	3GB
Daily plan <small>24 hours</small>	N500	103	50MB
Pay-As-You-Use*	15 kobo per kilobyte default rate.		



3G service coverage is currently available in most parts of Lagos, Abuja, Enugu, Port Harcourt, Kano, Benin, Ibadan, Kaduna, Onitsha, Aba & Asaba.

For more information, call 180 or visit your nearest MTN Walk-in-Centre.

MTN Fastlink... the fastest and most reliable access to the internet.



www.mtnonline.com

MTN: NEOLOGISM BASED ADVERT 3

MTN Yellow Bounty

The Richer Life train is back with Big SurPrizes!

To win:

- Get an MTN SIM (if you don't have one).
- Migrate to HappyLink, FunLink, ProLink, BizLink or SmartLink basic plan. (Migration is free)
- Load and spend a minimum of N200 every two weeks and you qualify for the fortnightly draws where you stand a chance to be a winner of:

Prizes	SKVA generators	Internet ready laptops	DSTV Decoder + 3 Months subscription	Handsets	25kg Bags of Rice	Gallons of Groundnut Oil	Motorcycles
Quantity	300	500	300	1000	12,000	12,000	300

There are lots of MTN SurPrizes waiting for you. Remember, the more you spend, the higher your chances of winning. Offer lasts till 8th January 2011.

Terms and conditions apply. Visit www.mtnonline.com for more details.

MTN

aan0109

Friends are the reason we smile



Friends have a way of making everyday seem special.
So reach out and life will always bring you reasons to smile.
With MTN, life is fun... life is beautiful.

Visit us online @ www.mtnonline.com



everywhere you go

MTN: REGULAR BASED ADVERT 1



Are you in love?

Love is a feeling that brightens your day, brings a smile to your face and lifts your heart forever.
So make someone feel beautiful. Share the priceless gift of love.
Happy Valentine's Day.



MTN: REGULAR BASED ADVERT 2



**Seasons come and seasons go.
But y'ello days are forever.**

It's a new dawn, it's a new year. A year of new challenges and possibilities; of new friendships and relationships. Reach out and extend your boundaries. Rest assured that as sure as the sun would shine, MTN is with you all the way. Look on the y'ello side of life because life is beautiful.

Happy New Year, Nigeria. The future is y'ello!



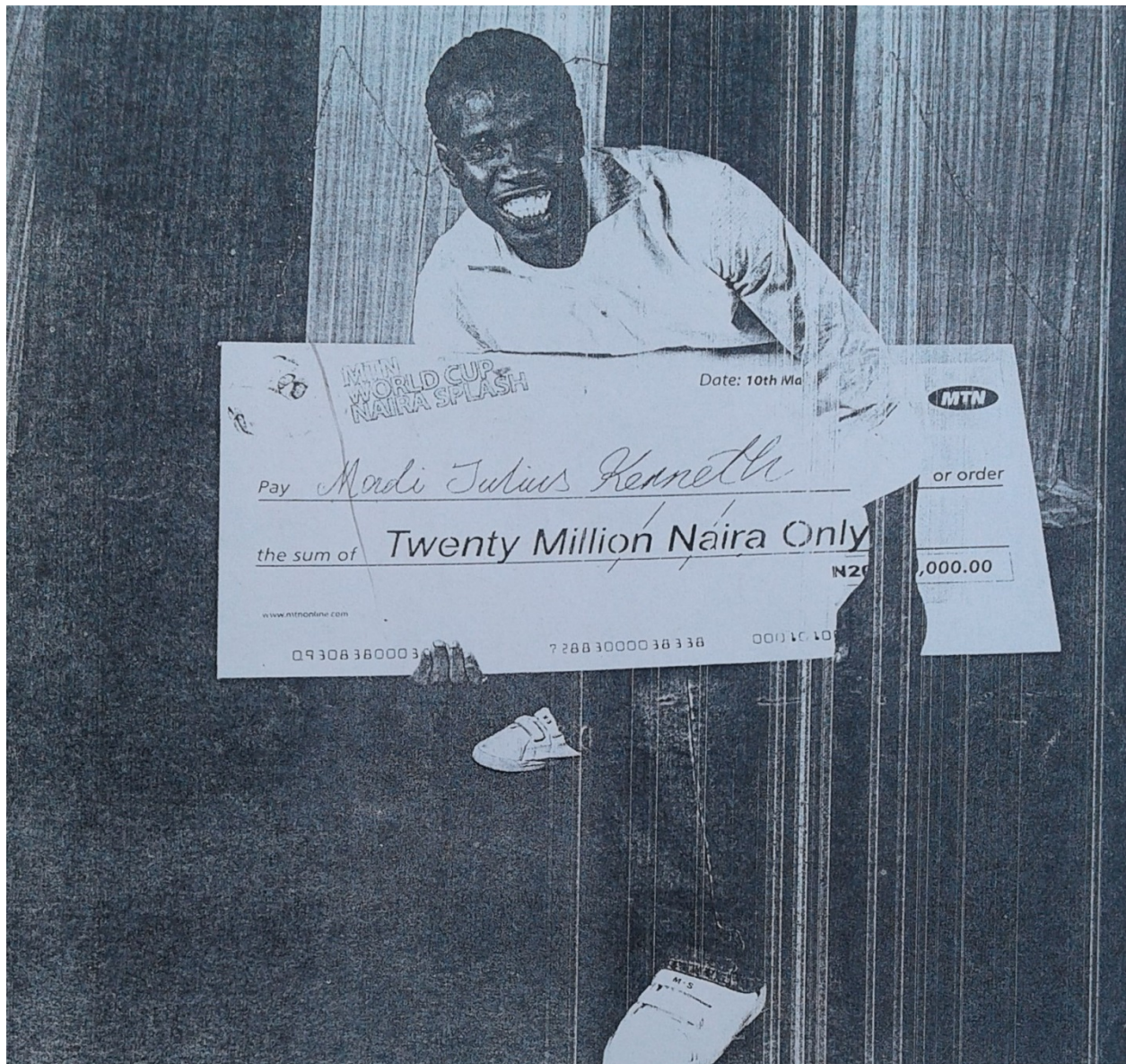
MTN: REGULAR BASED ADVERT 3

MTN CRASHES RATES AT



***Calls now as low as 17k/sec.
A celebration so complete.***

MTN: REGULAR BASED ADVERT 4



Julius is now N20 Million richer.
Text Go to 2010 and you could be next!

Yes, it's true! MTN is still giving away N20 million monthly, N2 million daily and N20,000 hourly to players in the MTN World Cup Naira Splash Competition. You could be the next winner. Simply text **Go to 2010** to join these lucky people!

N100 per SMS

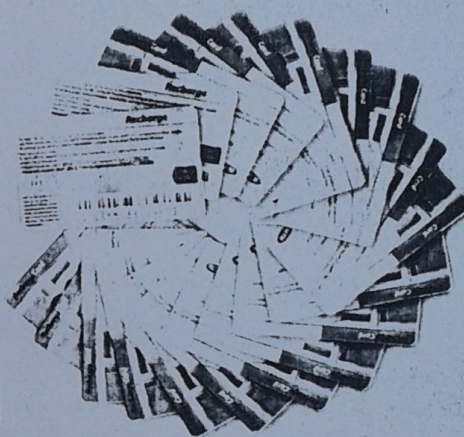
MTN
 SOUTH AFRICA 2010
 FIFA WORLD CUP
 OFFICIAL SPONSOR

MTN: PROMOTION BASED ADVERT 1

BUY A NEW SIM

GET

2



PERCENT BONUS CREDIT MONTHLY FOR 3 MONTHS

How to Enjoy:

- Buy a new MTN SIM, Register and Recharge.
- Bonus airtime is credited every 30 days and is valid for 5 days.
- The more you recharge the more bonus credit you receive at the end of the month.
- Bonus valid for MTN to MTN calls only.
- From 1st June and ends August 30th, 2012.

Terms and conditions apply

Life is richer with MTN

www.mtnonline.com



MTN: PROMOTION BASED ADVERT 2

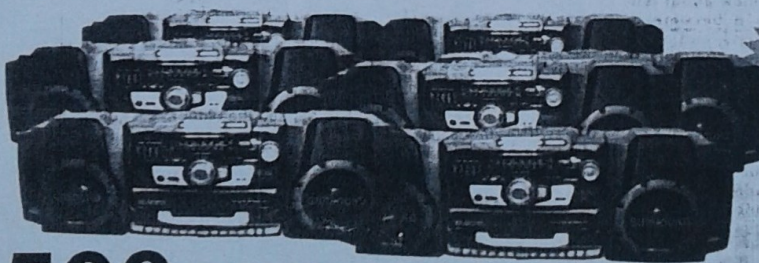
Up for grabs!

Over

N30,000,000

in the MTN

Friendship is Beautiful Promotion



500 Hi-fi music systems

From 11th July - 14th August, when you load up to N1,500, you will qualify for the MTN Friendship is Beautiful Promotion draw, where 30 customers will win N1million each and 500 customers will win a Hi-fi music system each.

There's only one thing to do to be a part of this promotion, keep loading and you could be a winner.

**Offer open to both 0803 & 0806 customers*

No one covers Nigeria better than MTN.

Visit www.mtnonline.com

Buy MTN
0806 Starter Pack
for N480 and enjoy
N480 free airtime
at your first
recharge.



everywhere you go

MTN: PROMOTION BASED ADVERT 3



It's showtime in Port Harcourt!

Join the MTN friendship train as Yellofest hits the University of Port Harcourt live!
Featuring some of the hottest performers on the continent:

Styl-Plus - African China - Dare Art Alade - Olisa Adibua - I Go Die - DJ Kunle Smith

It's party time on a whole new level with lots of super giveaways!

You and your friends have got to be there - because with MTN, friendship is beautiful!

Friday July 22, 2005 7:00 p.m.

Next stops is Jos. Watch out!



everywhere you go



We can't wait.
Let's go 2010.

Only MTN can bring you the enriching excitement of the first World Cup on African soil.

www.mtnonline.com



OFFICIAL SPONSOR

MTN: PROJECT ORIENTED ADVERT 1



MTN Lagos Polo Tournament 2010. Swing and network with the best.

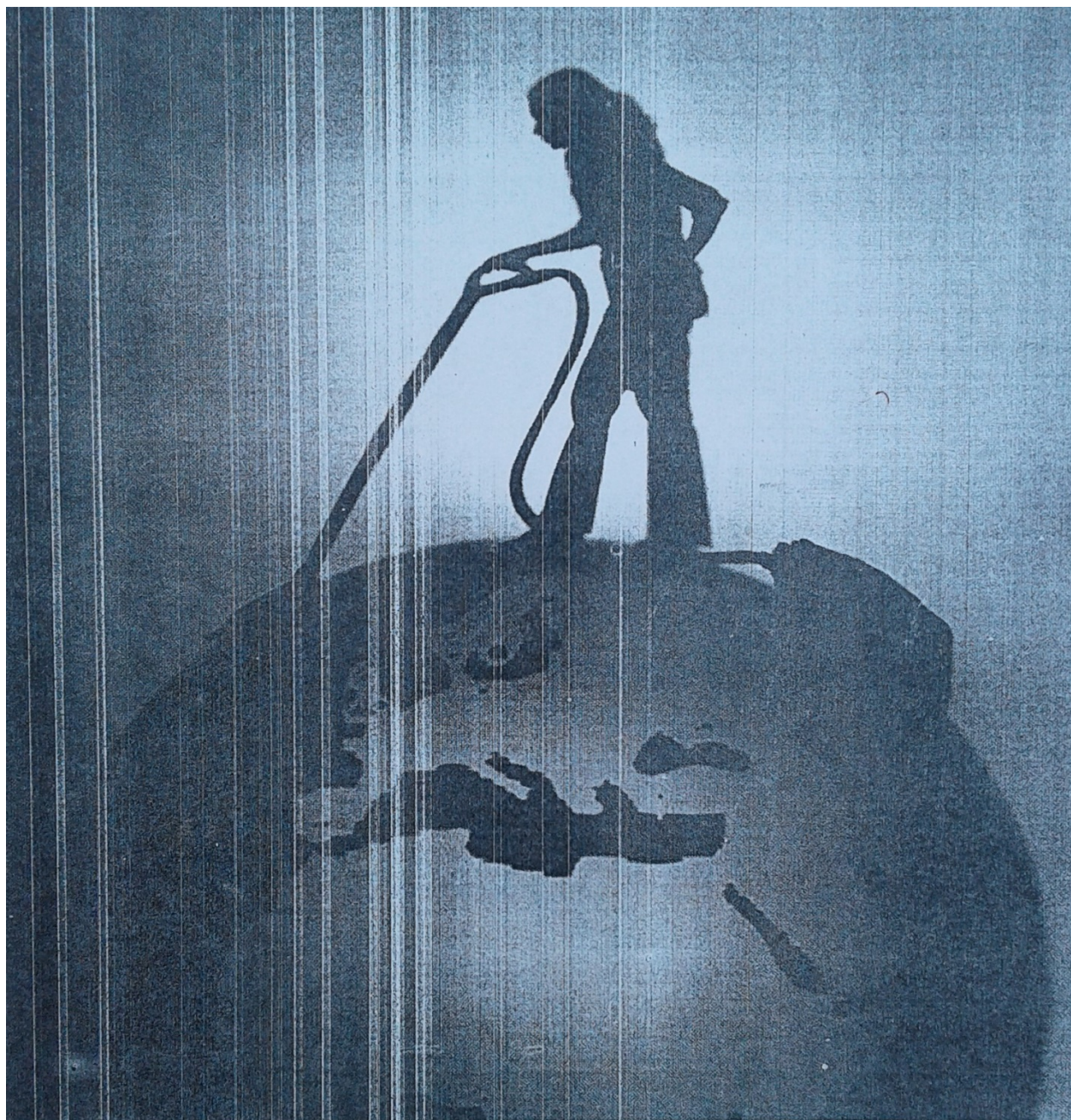
Catch all the action packed chukkas, swings and shots at the Lagos Polo Tournament brought to you by MTN, your leading network. Mingle with people from across Nigeria, be entertained and interact with top notch products and services like **MTN Backup**, **Blackberry Storm** and **Blackberry Bold** from MTN that enable you stay on top of your game.

The Return of King Sunny Ade	Friday 5th Mar 2010	8pm	Lagos Polo Club
Live Comedy & Music	Sat 6th Mar 2010	7:30pm	Lagos Polo Club
Jazz Night with God Bless & Ebony Band	Sun 7th Mar 2010	6:30pm	Lagos Polo Club
A night with the Homeboys	Sat 13th Mar 2010	8pm	Lagos Polo Club

www.mtnonline.com



MTN: PROJECT ORIENTED ADVERT 2



World Environment Day.
Let's all play our role.

Today is the World Environment Day. At MTN Foundation, we are constantly working to ensure improved waste management practices are carried out through our **Project C.L.E.A.N.** (Cleaning the Local Environment Around Nigeria) recycling centres in Aleshinloye Market, Ibadan, Oyo State and Ose Market, Onitsha, Anambra State.

www.mtnonline.com

MTN
OFFICIAL SPONSOR

SOUTH AFRICA 2010
FIFA
WORLD CUP

MTN: PROJECT ORIENTED ADVERT 3



Fame strikes again

Monica Ogah has emerged winner of MTN Project Fame Season 4. Watch out for her as she takes the entertainment world by storm... get ready!

Visit www.projectfamewestafrica.com



12 month
Be Original
Buy Original

ONE MONTH
FREE DATA

Nokia

Nokia ASHA 201

Nokia ASHA 303

Nokia Asha from MTN

Unlimited chat, everywhere you go

Now you can enjoy the best of instant messaging, social networking, preloaded gaming, faster Internet browsing and longer lasting music playback everywhere you go.

Available at MTN Shops and Nokia Partner Retailers nationwide

To activate free bundle, text Nokia to 131

Terms and conditions apply

Connect with us on

You Tube
www.youtube.com/MTNNG

Facebook
www.facebook.com/MTNLoaded

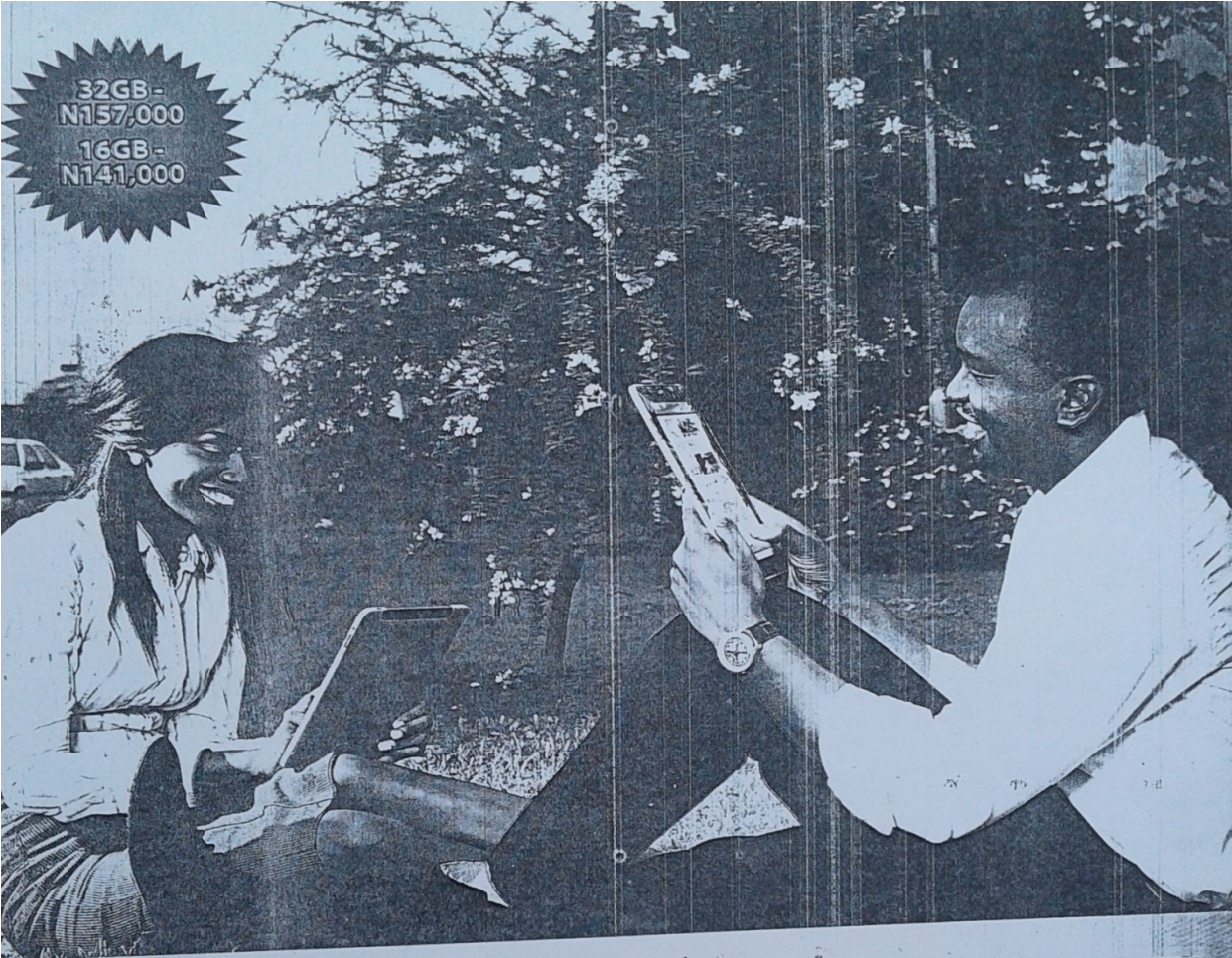
MTN

Life is richer with MTN
www.mtnonline.com

MTN: COMPLEMENTARY BASED ADVERT 1

**32GB -
N157,000**

**16GB -
N141,000**

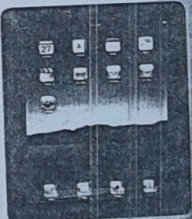


Enjoy the full strength of the iPad

Uniquely powered by MTN 3.5G

Enjoy the perfect blend of business and pleasure on the widest 3.5G network in Nigeria.


iPad (3G, WiFi edition)	Exclusive MTN Bundle
<ul style="list-style-type: none"> • Great for viewing the web, email, photos and videos • A new way to read and buy books and magazines • Access to thousands of games, education, productivity and other life enriching apps 	<ul style="list-style-type: none"> • Free MTN Micro SIM • 6GB data allowance (valid for one year)




To activate data bundle, go to *SIM Applications* on your iPad.
Available at MTN Walk-in Centres and Authorised Partner Retailers.

It's an iPad experience with a difference... another taste of true value.




Life is Richer with MTN





MTN & Oando
Refuel. Reconnect. Recharge.

Bringing world class customer service closer to you.
With MTN and Oando, the best of world class customer services is always within reach.
So just refuel and recharge for a richer life.




MTN: COMPLEMENTARY BASED ADVERT 3



17k
per/sec
calls


Life is richer with MTN
www.mtnonline.com






*Truth is, it's a woman's world.
Happy International Women's day.*

Today, women are rising, breaking the barriers of gender and leading the way to a better world. It's the reason we take them to heart in all we do. They make up 30 percent of our staff, contributing immensely to our commitment to enriching lives. Here's our salute to them. They keep our world going.





**MTN
Kulturefest
Lisabi**

Lisabi Cultural Festival. Let's go rock Egbaland.


It's going to be a Y'ello Celebration as all of Egbaland honours Lisabi the Great. From March 1st to 8th, you too can be part of the Lisabi Festival and experience Egba culture as well as innovative MTN products and services on full display. It's an experience that will surely enrich your life.

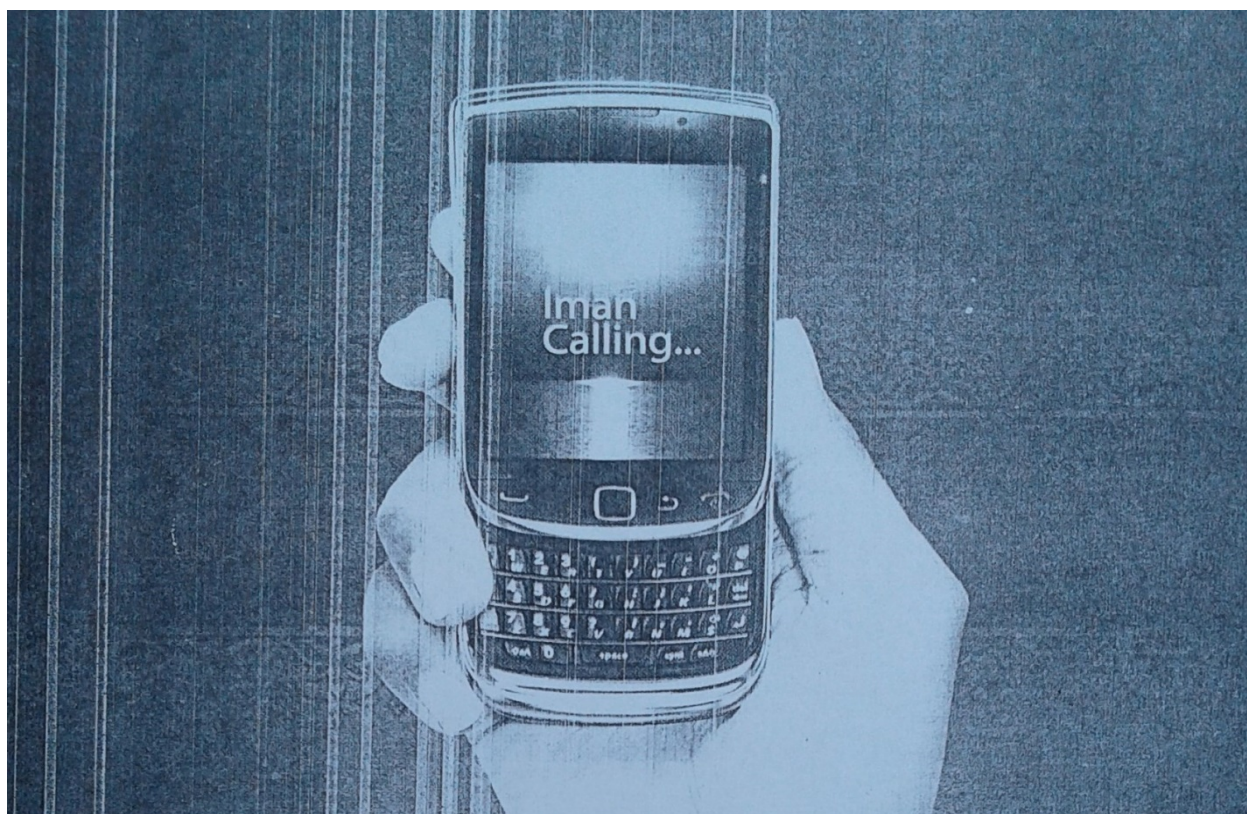
Featuring:
Cultural Dance ■ Carnival Float ■ Musical Concert ■ Royal Reception ■ Football Competition.

*To download the Egba Anthem text 011334 to 4100 or 011335 to 4100 - SMS costs N50 only**

MTN Kulturefest - enriching lives by celebrating our rich cultural heritage.

www.mtnonline.com





Keep the Faith this Ramadan with MTN Callertunez.

The joy of the call to holiness is yours to share this season with MTN Islamic Callertunez. You can also send Callertunez as gifts to loved ones.

Tune Code	Title	Description
011013	Adhaan Masjid Al Haram	Adhaan Masjid Al Haram
011030	Dua Sudais Part 1	Prayer by Sheik Sudais
011031	Dua Sudais Part 2	Laylatul Qadri Prayer by Sheikh Sudais
011032	Dua Sudais Part 3	Prayer for Muslims by Sheik Sudais
011034	Dua Sudais Part 5	Prayer for Blessings by Sheik Sudais
011036	Dua Sudais Part 7	Shahada recited by Sheik Sudais
011038	Dua Sudais Part 9	Night of Power Prayer by Sheik Sudais
011044	Dua Sudais Part 15	Prayer for acceptance of fasting by Sheik Sudais
011074	Labbayk Allahumma	Labbayk Allahumma
011028	Dua Leaving the Home	Prayer for Safety

Text the code of your preferred tune to 4100.
Each download costs N50. Monthly subscription of N50 also applies.

To present a tune to a friend, text **present+code+recipient's number** to 4100.
e.g. Present 011028 08030001234

Life is richer with MTN.
www.mtnonline.com



NIGERIA'S
INDEPENDENCE
ANNIVERSARY 1960-2010
A Time to Celebrate and Reflect



From today, we can weave a beautiful tomorrow.

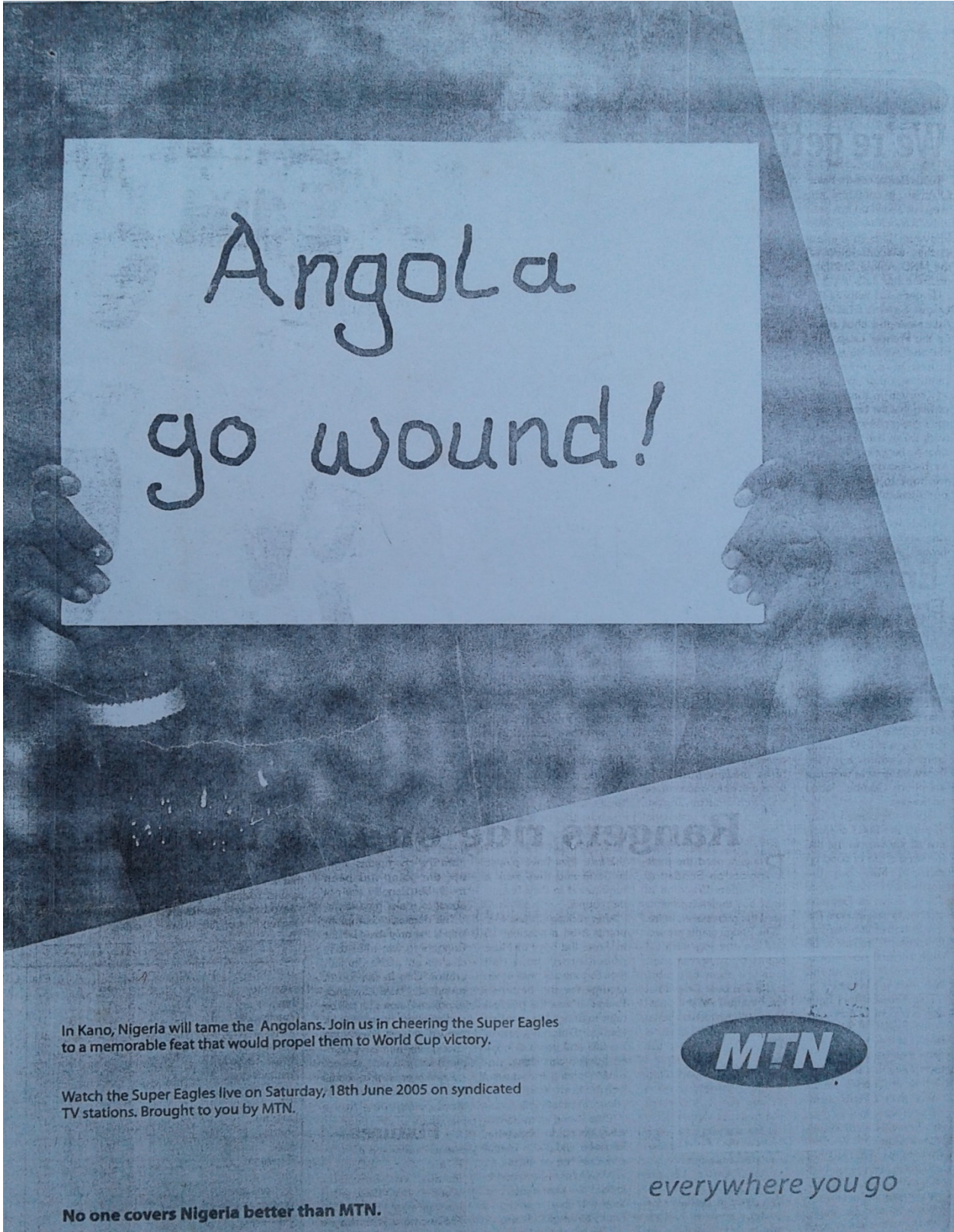
*As Nigerians, we only need to look within, inspired by the thread of our green white gene,
and make things happen.*

Our Nation is in our hands and we can make our dream a reality.

Happy Independence Day, Nigeria.



MTN: FESTIVAL BASED ADVERT 4



Angola
go wound!

In Kano, Nigeria will tame the Angolans. Join us in cheering the Super Eagles to a memorable feat that would propel them to World Cup victory.

Watch the Super Eagles live on Saturday, 18th June 2005 on syndicated TV stations. Brought to you by MTN.



No one covers Nigeria better than MTN.

everywhere you go

MTN: PIDGIN INCLINED ADVERT