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## MTC AWEH ALTERATIONS TAILOR-MADE TO CUSTOMERS' TASTE

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**Windhoek – 23 April 2024** – Owing to an inherent shifting landscape of MTC's products; and responding to the changing market demands, MTC Namibia has introduced to the market three new offerings, namely Aweh YoVoice, Aweh YoData and Aweh Ultra that offers more value and flexibility.

The new offerings do, however, come at the expense of former beloved MTC products, that is Aweh Go, Aweh Gig and the Happy Hour function on Super Aweh. These packages have reached their lifespan and are set to be discontinued as of the 09<sup>th</sup> of May 2024.

Addressing the public's concern re the discontinuation, MTC's Acting Chief Commercial Officer, Elton Katangolo expressed "We understand that our customers loved and enjoyed the products facing the slash, however, the new offerings are specifically tailored to be cost effective while giving more value. They are accommodating price points to cater to a wide range of clients' needs, and these varying price points gives customers flexibility in terms of product duration and resource provision. We have listened to market's demand; hence the features of the new products are informed by market research."

Katangolo added that "although MTC realises the apprehension that some customers may feel considering the recent changes to our product range, MTC aims to offer better services for all. We hear the concern about the Happy Hour function on Super Aweh, but nothing is going anywhere. Super Aweh is still here. Happy Hour is still around. It's only that Happy Hour will now exist as a function of Aweh YoData L, Aweh YoData 30 and Aweh Ultra 30. The products we are offering are providing a larger quantity of SMSs, data, and minutes. We are not changing aspiration of remaining the premier digital service provider of Namibia. We are the company we have always been."

MTC is proudly existing as the premier digital service provider because of the consistent support from dedicated users nationwide. The changes in services provided are done for the best interest of all stakeholders. The discontinuation of Aweh Go, Aweh Gig and the Happy Hour function on Super Aweh is but a mere adjustment.

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