

Etisalat Group reveals its 50th Anniversary Identity

Abu Dhabi, United Arab Emirates, 06 October 2026

Emirates Telecommunications Group Company PJSC (Etisalat Group) revealed the identity of the company's 50th anniversary. "etisalat" is the name we are taking forward—a name that reflects our heritage, our strategy and our ambition for the AI era.

Our strategy is built on that foundation: connecting people, enabling businesses and developing the infrastructure that makes intelligent systems possible.

Etisalat means connection. For fifty years, that purpose has guided what we build and the role we play. Today, it carries even greater significance as we bring connectivity, digital capabilities and infrastructure together to enable new opportunities.

We will use the below "etisalat" identity in the Group's communications:



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A blue ink signature of Karim Bennis, consisting of a series of loops and a long horizontal stroke.

Karim Bennis
Group Chief Financial Officer