

2024 EGM

Summary of Changes to the Company's Commercial Registration, Memorandum of Association & Articles of Association

Summary – Changes to the Company’s Commercial Registration, Memorandum of Association & Articles of Association



1. To change the company name from “Bahrain Telecommunications Company (Batelco) B.S.C” to “Beyon B.S.C. “;
2. To add the following activities in the Company's commercial registration and Memorandum and Articles of Association :

ISIC 4 Code	Activity Name	Purpose	Description
64991	Selling and buying shares and securities for company’s account only	Business Requirement	Includes activities of entities that buy and sell shares and securities for their own-account.
73101	Publicity and Advertising	Business Requirement	<p>This activity includes the provision of a full range of advertising services (i.e. through in-house capabilities or subcontracting), including advice, creative services, production of advertising material, media planning and buying.</p> <div> <div> <p>This activity includes:</p> <ul style="list-style-type: none"> . Creation and realization of advertising campaigns: - creating and placing advertising in newspapers, periodicals, radio, television, the Internet and other media - creating and placing of outdoor advertising, e.g. billboards, panels, bulletins and frames, window dressing, showroom design, car and bus carding etc. - Media representation, i.e. sale of time and space for various media soliciting advertising - Aerial advertising - Distribution or delivery of advertising material or samples - Provision of advertising space on billboards etc. - Creation of stands and other display structures and sites </div> <div> <p>Conducting marketing campaigns and other advertising services aimed at attracting and retaining customers:</p> <ul style="list-style-type: none"> - Promotion of products - Point-of-sale marketing - Direct mail advertising - marketing consulting </div> <div> <p>This activity excludes:</p> <ul style="list-style-type: none"> - publishing of advertising material - Production of commercial messages for radio, television and film - Public-relations activities - Market research - Graphic design activities - Advertising photography - Convention and trade show organizers - Mailing activities </div> </div>

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2. To add the following activities in the Company's commercial registration and Memorandum and Articles of Association: (Cont.)

ISIC 4 Code	Activity Name	Purpose	Description
70209	Public Relations	Business Requirement	This activity includes helping organizations or individuals build and gain exposure to their audiences as well as improve their public image. It also includes providing support services for organizing and managing conferences and events, etc.
74103	Graphic Design	Business Requirement	This activity includes graphic design activities
702	Management Consultancy Activities	Business Requirement	<p>This activity includes the provision of advice, guidance and operational assistance to businesses and other organizations on management issues, such as strategic and organizational planning; decision areas that are financial in nature; marketing objectives and policies; human resource policies, practices and planning; production scheduling and control planning.</p> <p><i>This provision of business services may <u>include</u> advice, guidance or operational assistance to businesses and the public service regarding:</i></p> <ul style="list-style-type: none"> - Public relations and communication - Design of accounting methods or procedures, cost accounting programs, budgetary control procedures - Advice and help to businesses and public services in planning, organization, efficiency and control, management information etc. - This also includes the issuance of studies and research in various fields <p><i>This activity <u>excludes</u>:</i></p> <ul style="list-style-type: none"> - Design of computer software for accounting systems - Legal advice and representation - Accounting, bookkeeping and auditing activities, tax consulting - Architectural, engineering and other technical advisory activities - Advertising activities - Executive placement or search consulting services - Educational consulting activities
9311	Operation Sports Facilities	Requirement to fulfil certain activities for Centraal	<p>- Operation of facilities for indoor or outdoor sports events (open, closed or covered, with or without spectator seating):</p> <ul style="list-style-type: none"> • Football, hockey, cricket, baseball, jai-alai stadiums • Racetracks for auto, dog, horse races • Swimming pools and stadiums • Track and field stadiums • Winter sports arenas and stadiums • Ice-hockey arenas • Boxing arenas • Golf courses • bowling lanes • Fitness centers <p>Organization and operation of outdoor or indoor sports events for professionals or amateurs by organizations with own facilities This activity includes managing and providing the staff to operate these facilities.</p> <p><i>This activity excludes:</i></p> <ul style="list-style-type: none"> - Renting of recreation and sports equipment - Operation of ski hills - Park and beach activities

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3. To remove the following activities from the Company's commercial registration and Memorandum and Articles of Association :

ISIC 4 Code	Activity Name	Purpose	Description
61-10	Telecommunication Activities - Individual license for public access mobile radio services	Telecommunication Regulatory Authorities (TRA) requested the Company to remove this activity as it is no longer active.	The licensee is authorized on a non-exclusive basis to provide public access mobile radio services in the licensed area. Nothing in the preceding sentence shall authorize the licensee to provide any telecommunications service that would require a mobile telecommunications license.

Thank You

