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**For Immediate Release**



## **Roshan Signs a Three Year Extension as Title Sponsor of RAPL**

### **Afghanistan's Largest Sporting Event**

**July 09<sup>th</sup> 2015** - The Afghanistan Football Federation (AFF), Roshan, Afghanistan's leading total communications provider, and MOBY GROUP, Afghanistan's largest media conglomerate are proud to announce that Roshan will remain the title sponsor of the Roshan Afghan Premier League (RAPL).

The 2014 RAPL season saw millions of Afghans cheer on young footballers from across the country as they competed for pride, love of football, and the prestigious RAPL trophy. At least 52.6% (13.5 million viewers) of the population watched Shaheen Asmayee win their second straight title (AMMC – 2014 survey).



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"As the leading communications company of Afghanistan, we are proud that our sponsorship of the Roshan Afghan Premier League (RAPL) has brought together Afghans of various backgrounds to cheer for national pride and unity. And as a social enterprise, we take immense pride in the fact that Roshan's sponsorship has helped RAPL become the main recruitment venue for young Afghans across the nation to compete for the love of football and for representing Afghanistan with pride at home and beyond," said **Karim Khoja, CEO of Roshan**. "Extending Roshan's sponsorship for another three years highlights our sustained commitment to the development of Afghanistan, to creating more opportunities for Afghan youth who make up the majority of the population, and to keeping this beautiful nation moving forward as a force in the world of sports and beyond."

"The AFF is extremely excited about Roshan remaining the title sponsor of the RAPL. Roshan Telecommunication company showed that they are not only focusing on serving the community through networking services, they are also connecting people in different aspects, and supporting the biggest form of entertainment in Afghanistan. Together we will continue to foster unity for all Afghan people through Football in our beloved country," said **Keramuddin Karim, President of AFF**.

"The continuation of our strong partnership with Roshan is key to the ongoing success and development of the RAPL, and once again demonstrates the enthusiasm for football and sport in Afghanistan. We are grateful to Roshan for their unwavering support, and through it we will continue to spread the messages of peace, unity, and the promotion of a healthy lifestyle through football," said **Shafic Gawhari, CEO of MOBY GROUP Afghanistan and RAPL Commissioner**.





## **ABOUT THE ROSHAN AFGHAN PREMIER LEAGUE (RAPL)**

The 2015 RAPL Nawroz Tournament marks the start of season four of Afghanistan's first and only professional football league. The league is fully supported by FIFA and the Asian Football Confederation. All playing rules and regulations are in accordance with those set forth by FIFA and the AFC. All RAPL matches are broadcast LIVE on TOLO TV and Lemar TV, as well as on radio stations Arman FM and Arakozia FM. The matches are also available via cable TV, and online. Follow the competition on [www.AfghanPremierLeague.com](http://www.AfghanPremierLeague.com)

## **ABOUT ROSHAN**

Roshan has been the exclusive official Title sponsor of the Roshan Afghan Premier League (RAPL) since its creation four years ago. Roshan (Telecom Development Company Afghanistan Ltd) is Afghanistan's leading total communications provider with over 6.5 million active subscribers and a network that covers over 287 districts and cities in all of the country's 34 provinces. Roshan is a true Afghanistan success story, serving as a catalyst for economic growth and actively contributing to the country's long-term development. Since its inception in 2003, Roshan has invested over \$600 million in Afghanistan and is the country's single largest investor and taxpayer, contributing approximately 5% of the Afghan government's overall domestic revenue. Roshan directly employs more than 1,100 people, 19% of whom are women, and provides indirect employment to more than 35,000 people. Roshan is deeply committed to Afghanistan's reconstruction and development. The Aga Khan Fund for Economic Development (AKFED), part of the Aga Khan Development Network (AKDN), is a major shareholder of Roshan and promotes private initiatives and building economically sound enterprises in the developing world. Also owned in part by Monaco Telecom International (MTI) and Telia Sonera, Roshan brings international expertise to the country and is committed to the highest standards of network quality and coverage for the people of Afghanistan.

## **ABOUT THE AFGHAN FOOTBALL FEDERATION (AFF)**

Roshan Afghan Premier League is owned by the Afghan Football Federation ("AFF").

The AFF is the controlling body for the sport in the country, and was admitted to FIFA in 1948.

The Afghanistan Football Federation is a Non-Governmental Association which began serving football activities for Afghanistan in 1922. The federation is nonprofit body who wanted to establish an environment in which people who are interested in football could join and be a part of the wider football community. The federation continues to organize all types of football (Soccer, Beach Soccer, Mini Soccer, Street Soccer, etc) within Afghanistan through various tournaments, leagues, championships and courses. The Afghanistan Football Federation is recognized by the Federation of International Football Association (FIFA) and their staff (AFF) are professionally qualified by them.

## **ABOUT MOBY GROUP**

MOBY GROUP was launched in 2002 by the Mohseni family with the establishment of the first private radio station, Arman FM, in post-conflict Afghanistan. Since then, the group has evolved into a leading media and entertainment company employing over 1,000 employees spanning across a diversified portfolio of 17 businesses and seven markets. Headquartered in Dubai Studio City, the group's operations serve over 300 million people from Central Asia to North Africa. Since its inception, MOBY GROUP has developed unique skills and expertise in launching and building media businesses in high-growth, emerging, and frontier markets. The group's strategy is to build on its successes in its existing markets and identify new opportunities and markets that have historically been neglected, underdeveloped or inefficiently managed. The group also seeks to expand its reach regionally and globally through new initiatives via online and digital platforms.





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