



Annual Report



2009, the year of great challenges

2009 was not a typical year, not for Romtelecom, not for any operator on the Romanian market. With the economic crisis heating all industries, nothing of what used to be a rule in the past was valid anymore. New approaches, ideas and solutions had to be identified and implemented faster than ever.

In this new competitive landscape, Romtelecom performed quite well, having been prepared from 2008. We successfully faced the enormous challenges generated by the international economic situation, as well as by the local evolution of the business environment. On one hand we had to make sure that the company will not be destabilized under the influence of the crises, while on the other hand we had to manage to control the pressure coming from the market due to unemployment and the decreasing consumption level.

We went on executing our strategy to reposition the company as a multi-services Entertainer on the Romanian market. We concentrated on growing on the emerging market segments, such as data, broadband and television and we did a good job despite of the crisis. We also focused on safeguarding the traditional business of fixed voice and keep churn as low as possible. These are the two main directions which can protect the company's current level of profitability and liquidity.

With regard to the most important moves in the commercial area, these were un-doubtful two in 2009: in April we launched the mobile broadband based on the CDMA technology, to supplement our existing products portfolio, while in December we launched the trial version of the IPTV services.

All of our 2009 efforts helped the company manage all these matters at a satisfactory level by keeping the revenues loss at the same level as Romania's GDP decline of 7%, while in terms of profitability, Romtelecom recorded only a very slight decrease of approx 1.2%, EBITDA rate reaching 32.3% at the end of 2009. We've done all these by reducing as much as possible the costs, keeping the revenues as stable as possible and creating the fittest proposals for our customers during this strenuous period.

In 2010 broadband will remain a priority and we will focus on deploying optical fiber infrastructure at national level, via FTTB/H and GPON solutions. We will thus increase the speeds up to 100 Mbps and extend the availability of IPTV Dolce Interactiv, which we want to position as the best home entertainment proposition, at very accessible prices. In addition, the closer collaboration with COSMOTE Romania will certainly bring more advantageous propositions for our customers.

Yorgos Ioannidis, CEO

Romtelecom has launched intelligent television: Dolce Interactiv

2009 meant for Romtelecom the expansion towards innovative entertainment services. After three years of Dolce, Romtelecom has taken a step into the future by launching TV services based on IP under the name Dolce Interactiv. In terms of convergence, this represents an intelligent choice for those looking for the ultimate and greatest in new technology. The coverage, as well as the functionalities provided to the users will be gradually extended in the future.

Dolce Interactiv enables customers to select, record and watch their favorite programs whenever they want to, at a personal pace, thus having now more control over the functionality. Content on demand will also be available through a comprehensive library. Furthermore, the user can record multiple programs at the same time. Dolce Interactiv's benefits are further enhanced by one of the highest quality picture broadcasts and high quality sound encoding. Users have available a friendly interface via a web portal to manage their TV experience.

"A few years ago, Romtelecom understood that its role as a simple telecom operator was ending, therefore we chose to enter a generous field, that of home entertainment. The company's strategy now is to gradually become the number one home entertainer in this country. The first step was taken with Dolce and in this particular moment we are launching the IPTV service, a service which will add interactivity to our TV experience, which unites the world of internet and that of TV. Today, IPTV enables you to have more interaction with the service you want and customize it according to your needs", said Yorgos Ioannidis, CEO of Romtelecom.

Dolce Interactiv is supplied via traditional fixed telephony lines and is available in Bucharest, Iasi, Constanta, Timisoara, Cluj Napoca, Ploiesti, Braila, Bacău, Sibiu, and Piatra Neamt.

Before this major step in the strategy of Romtelecom, the company has studied the perception and attitude of Romanians

regarding TV consumption. Although perceived as a promoter of degraded values with low value content, television is still viewed as a necessary part of people's lives. According to a Daedalus research, younger persons see television as a source of relaxation and entertainment. 36-45 years old persons perceive television as a source of up-to-date

information. Thus, the conclusions are evident and lead to the fact that the consumers need to better control the quality of TV content and at the same time there is a visible tendency towards diversity and high standards of information. Moreover, Romanian consumers are most willing to keep up with new technologies and controlling the content is widely regarded as a benefit. These characteristics of TV consumption in Romania were key factors which encouraged Romtelecom to introduce IP based television services.



in brief

■ Year 2009 was one full of achievements and changes for Romtelecom. Our offers, both for residential and business customers, have transformed to meet the needs of an ever demanding market. Also our perpetual effort to continually improve has received both local and international acknowledgements. Follow all the major stories that helped us redefine through the year in pages 2 and 3.

■ Last year was one of great unease all over the business environment. Given the context Romtelecom has registered revenues of 807, 7 million Euros in 2009 with a number of 275 lines per employee. Follow the rest of the main financial figures in page 2.

■ For extended financial data please consult the attached CD that contains Independent Auditors' Data.

■ Ruxandra Rău, Victor Voicu and Ioan Botiș talk about the main challenges and achievements of 2009 in page 3.

■ Corporate social responsibility has been a constant concern for Romtelecom. In page 4 you can review some of the ways we tried to give something back to our community. Also you can read a review of 2009 Organizational Culture Survey and an overview of Romtelecom's human resources activity.

Year 2009

Board of Directors

- **Panagis Vourloumis** - appointed by OTE International Investments Ltd.
- **Yorgos Ioannidis** - appointed by OTE International Investments Ltd.
- **Iordanis Aivazis** - appointed by OTE International Investments Ltd.
- **Michail Tsamas** - appointed by OTE International Investments Ltd.
- **Nikolaos Stamboulis** - appointed by OTE International Investments Ltd.
- **Martin Maximilian Rainer Rathgeber** - appointed by OTE International Investments Ltd.
- **Romeo Medan** - appointed by MCSI
- **Florin Juncu** - appointed by MCSI
- **Marius-Raul Bostan** - appointed by MCSI

MCSI is the Ministry of Communications and Information Society

Management Team

- **Yorgos Ioannidis** - Chief Executive Officer
- **Anastasios Tzoulas** - Chief Financial Officer
- **Wolfgang Breuer** - Chief Technology and Operations Officer
- **Joerg Zeddi** - Chief Commercial Officer, Residential Segment
- **George Makowski** - Chief Commercial Officer, Business Segment
- **Harm Aben** - Chief Business Development & Transformation Officer
- **Fotis Karonis** - Chief Information Officer
- **Efthymios Papapostolou** - Chief Business Service Officer
- **Anca Georgescu Aladgem** - Chief Human Resources Officer
- **Cătălin Dima** - Chief Legal, Regulatory & Corporate Affairs Officer
- **Andreea Mirea** - Chief Internal Audit Officer
- **Ovidiu Ghiman** - Chief Strategy & Business Development Officer
- **Maria Maxim** - Chief Compliance Officer

January: Romtelecom guarantees broadband services for companies

Romtelecom has introduced the service level agreement (SLA) for Clicknet Internet, free in Standard version for all business customers, in addition to the one for voice services offered since 2008. Service level agreement guarantees a maximum reconnection time between 12 and 24 hours for Clicknet services and also a deduction from the monthly subscription depending on the time the service is not functioning.

February: First Central and Eastern European operator to receive Cisco Managed Services Channel certification

Romtelecom announced that it has become a member of the Cisco Managed Services Channel Program and has established the resources and procedures to deploy, manage and support Cisco Powered Managed VPN and Managed Internet services. Starting with February 2009, Romtelecom has the certification as Cisco Managed Services Channel Partner, proving once again its ability to offer high value-added services to its business clients. Romtelecom is the first such certified operator in Central and Eastern Europe. The Managed Services Channel Program is Cisco's premier partnering vehicle for solution providers who offer Cisco technologies as a part of their service offerings. This program sets the standard for recognizing a solution provider's investment in the tools and processes necessary to provide high-quality network-based managed services. The managed services offered by Romtelecom include highly secure data services, such as VPN and Premium Internet (IpFix and MetroNet). These services record one of the biggest dynamics in the company's portfolio, with two digits year-on-year growth rates.

March: New business voice subscriptions with minutes included

In March 2009, Romtelecom stepped up its efforts to have more and more satisfied customers. New voice subscriptions included up to 1000 minutes that could be used with any national fixed network at any time. The 5 new subscriptions are designed for both existing and new clients of Romtelecom, especially from the small

and medium range of companies. The number of included minutes within the Voice Business subscriptions varies from 200 to 1,000.

April: Romtelecom obtained Cisco Silver certification in Romania

At the end of April 2009, Romtelecom was able to meet a higher level of rigorous standards regarding network



competency, service, support and customer satisfaction set forth by Cisco. It is both a reference point in the evolution of the company in the past years and a confirmation of the high level of expertise Romtelecom is providing on the Romanian market. This way the company meets the growing need for consultancy associated with the services provided for its clients.

April: The first Internet Exchange platform with countrywide coverage

Romtelecom launches Balcan-IX, the first Internet Exchange platform with countrywide coverage in Romania, providing easy and fast access to solutions for neutral interconnection and data transport services.

The solution is dedicated to Internet service providers and provides neutral interconnection for their networks, through Public Peering or Virtual Private Interconnection

Main Financial Figures - Romtelecom

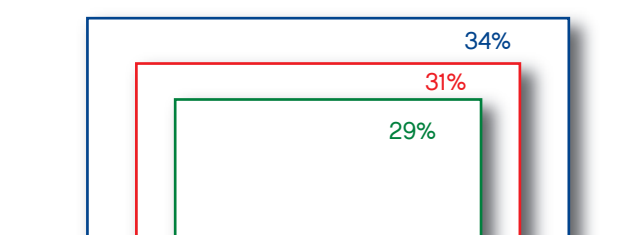
	2007	2008	2009
Revenues (thousand RON)	2.911.516	3.203.679	3.421.840
Revenues (million Euro)	871,9	869,9	807,7
EBITDA (thousand RON)	999.634	931.817	1.069.900
EBITDA (million Euro)	300,4	253,7	252,4
EBIT (thousand RON)	23.425	-137.996	-64.202
EBIT (million Euro)	8,1	-36,2	-15,3
Net Income/(Loss) (thousand RON)	-78.124	-179.227	-146.230
Net Income/Loss (million Euro)	-21,1	-47,2	-34,6
Number of Telephone Lines (year end)	3.035.000	2.978.739	2.757.266
Number of Employees (year end)	12.512	10.344	10.017
Number of Lines per Employee	243	288	275
Total Net Debt (thousand RON)	-253.066	-399.851	-603.877
Total Net Debt (million Euro)	-70,1	-100,3	-142,8

Macroeconomic indicators* - Romania

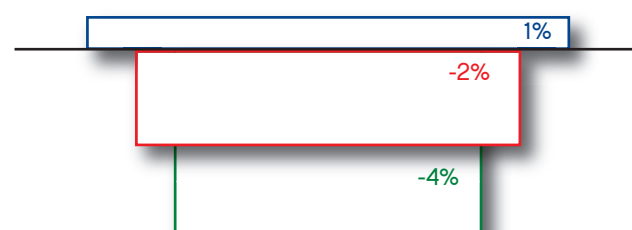
	2007	2008	2009
Population (in millions)	21,53	21,46	21,46
Inflation average	4,84%	7,70%	5,60%
Inflation (31 Dec)	6,57%	6,30%	4,74%
Unemployment (31 Dec)	4,10%	4,20%	7,80%
Exchange Rate RON/USD (31 Dec)	2,4247	2,8342	2,9361
Average Exchange Rate RON/USD	2,4485	2,5188	3,0493
Exchange Rate RON/EUR (31 Dec)	3,6102	3,9852	4,2282
Average Exchange Rate RON/EUR	3,3373	3,6827	4,2373

* Based on data from the Romanian Ministry of Finance, the Romanian National Bank and the National Institut of Statistics

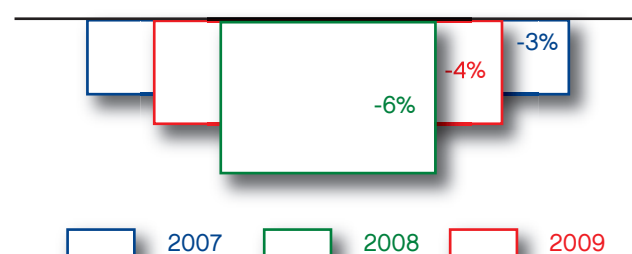
EBITDA / Revenues



EBIT / Revenues



Net Income / Revenues



2007 2008 2009

in brief

services. Customers can opt for local public peering services, allowing free traffic exchange between customers located in the same access point, or for national public peering, allowing free traffic exchange between customers located in different access points.

April: Romtelecom launched Mobile Internet services

Romtelecom has officially launched its CDMA based commercial offer in more than 20 major cities of Romania for both residential and business customers. Romtelecom customers have now extended choices to enjoy the Internet experience even on the move. Coverage will continuously expand to serve selected areas (urban and rural) of the country.

Romtelecom's strategy for CDMA is to extend the network coverage in order to offer basic and supplementary services and is also targeting areas where is difficult and not economical to be served by fixed infrastructure (by cable, fiber, etc), thus contributing to lowering the digital divide between the urban and rural population by offering both fixed voice and wireless broadband services.

May: Romtelecom launches Managed Desktop and Micropayment services

At the end of May, Romtelecom launched the Managed Desktop service, a product for managing companies' computers and peripheral equipments and introduced a new voice service, Micropayment, which allows its users to subscribe to different services or publications through a simple call to certain phone numbers as 0903 XXX XXX.

Managed Desktop offers maintenance or administration of computer systems (desktop or laptop) and office equipments, such as multifunctional printers, video projectors and other office equipments, through on-site or remote intervention and phone support (helpdesk). The service is available in 3 types of subscriptions, Silver, Gold and Platinum, which include, on monthly basis, 10, 25 or an unlimited number of remote interventions plus one on-site intervention for the Platinum subscription, for prices starting from €39.99, VAT excluded.

June: Romtelecom launches the first bundle on the market of Internet subscription – Nintendo game console

Romtelecom Clicknet introduced a new type of bundle in the first half of June, addressing the new residential clients, combining broadband Internet access with the Wii game console from Nintendo. Depending on the contractual period and the subscription type, the game console could have been obtained for free.



In order to emphasize the added entertainment value in this new offer, Romtelecom shops designed dedicated demo areas for testing both the connection and the game console.

July: Two new Internet subscriptions with speed of up to 30 Mbps

July brought two new subscriptions to Clicknet's portfolio, with speeds of up to 20 and 30, 50% more than the highest currently provided speeds, both for residential and business customers. In order to offer these new Internet subscriptions, the operator improved the network capacities by replacing copper cables with new fiber cables.

At the time they were launched, the new services were available in the following 10 cities: Bacău, Brăila,

București, Cluj Napoca, Constanța, Iași, Piatra Neamț, Ploiești, Sibiu and Timișoara. The technology on which the subscriptions are based is VDSL, a DSL technology providing faster data transmission over copper wires, used for the first time in Romania. The DSL technology is the most widely used high-speed Internet technology in the world.

October: Romtelecom won the "Best Directory Assisted Service" in Europe

Romtelecom has received in October an international prize for the best 118 service, recently launched by the company. 118 932 is the new number for the Directory Assistance Service, implemented by Romtelecom to be in line with the harmonized numbering plan for such services in the European market. The prize for the "Best Directory Assisted Service" in Europe was received at the recent international contest 118 awards, organized by 118tracker.com, Europe's leading provider of events for all aspects of the information industries, acknowledged by the Association for the Directory Information and Related Research Industry. In the event participated over 50 worldwide companies offering 118... type services.

October: New voice portfolio with more benefits for Romtelecom residential customers

Starting with the end of October, Romtelecom introduced a new voice portfolio for its new residential customers, consisting in five subscriptions with up to 4000 minutes to any national fixed destination and up

Alege abonamentul care ti se potrivește!

- Voce Orange 2000** - Pe mobil, internațional sau fix, scutiți de taxe pe apel direct
- 2000 de minute incluse către toate rețelele naționale de telefonie fixă și către țările din UE*
- 200 de minute incluse către rețelele naționale de telefonie fixă și mobile internaționale din UE și țări din afara UE*
- minute nelimitate în rețeaua Romtelecom, în afara perioadelor de vârf
- 100 Euro TVA (24 Euro cu TVA, Preț 100 - 100 Euro TVA)

Voce Orange 4000 - Valoarea maximă în orice ora, indiferent de destinație

- 4000 de minute incluse, oricând, către toate rețelele naționale de telefonie fixă
- 400 de minute incluse, oricând, către toate rețelele naționale de telefonie fixă și mobile internaționale din UE și țări din afara UE*
- minute nelimitate, oricând, în rețeaua Romtelecom
- 100 Euro TVA (24 Euro cu TVA, Preț 100 - 100 Euro TVA)

Voce Fix Nelimitat - Valoarea maximă, oricând și unde de rețea, în orice rețea fixă

- minute nelimitate, oricând, în toate rețelele naționale de telefonie fixă
- 100 Euro TVA (24 Euro cu TVA, Preț 100 - 100 Euro TVA)

Voce Fix 1000 - Pentru a fi beneficiar al unor servicii speciale

- 1000 de minute incluse către toate rețelele naționale de telefonie fixă și către țările din UE*
- 100 de minute incluse, oricând, către toate rețelele naționale de telefonie fixă
- minute nelimitate în rețeaua Romtelecom, în afara perioadelor de vârf
- 100 Euro TVA (24 Euro cu TVA, Preț 100 - 100 Euro TVA)

Voce Fix 100 - Valoarea maximă și prioritar pe fix, oricând și unde de rețea!

- 100 de minute incluse, oricând, către toate rețelele naționale de telefonie fixă
- 100 Euro TVA (24 Euro cu TVA, Preț 100 - 100 Euro TVA)

to 400 minutes to any national mobile, fixed national and international network. Collecting feedback from customers is a part of Romtelecom's Customer 1st policy, thus researches showed that customers want more free minutes and lower monthly tariffs, even lower if they take also the broadband internet connection, so Romtelecom defined new subscriptions to meet these expectations. While keeping equivalent list prices for the new subscriptions, the operator added discounts of up to 30% for the monthly fee and even hundreds of free minutes to mobile and international destinations.

November: Romtelecom offered unemployment insurance for its clients

In November 2009 Romtelecom offered the first unemployment insurance service in the local communications market for its residential clients. This offer is meant to provide Romtelecom clients with additional financial comfort and safety in the ever threatening context of the financial crisis. When activating a new Romtelecom service, either its Voice, Clicknet or Dolce clients got a free unemployment insurance, which meant that subscriptions to Romtelecom services would be subsidized for a six month period in case clients are left jobless.

December: Romtelecom partnered with Ericsson for an outsourcing project

Romtelecom and Ericsson announced in December a 5-year Managed Services agreement for outsourcing of part of its field operations. With the agreement, about 400 Romtelecom employees, working in Romtelecom Switching and Power units, joined Ericsson from January 11, 2010. Ericsson remains responsible for corrective and preventive field maintenance for switching and power activities.

The contract supports Romtelecom's strategy to increase its efficiency and offer its customers a high-quality portfolio of advanced and innovative services in fixed voice, data and broadband Internet and TV services.

focus 2009

Marketing Communication Residential Challenges & Achievements 2009

Year 2009 represented a turning point in telecom, due to the financial impact of the crisis, reflected in the decrease of revenues and advertising budgets and due to the strategic changes that our competitors went through, aggressively changing their portfolios and adopting new brand positioning and communication strategies.

Romtelecom product strategy was supported by a new communication strategy, totally memorable and unexpected, meant to offer originality and novelty to our brand, by choosing the cinematographic style as basis for development of the creative concepts for our TV executions.

And our strategy paid off: the spontaneous brand awareness increased with 24% for Dolce, 11% for Clicknet and staid stable for Voce, while the top of mind increased with 19% for Dolce, 15% for Clicknet and 3% for Voce. Moreover, Romtelecom got 27% power of communication (prompted advertising awareness), while having just 12% TV media spent share of total four biggest telco spending.

Ruxandra Rău, General Manager Marketing Communication Residential Segment

Redesigning products

Biggest challenge in 2009 was to design and enhance products in such a way that balance is maintained between customer's need to reduce TCO (Total Cost of Ownership) driven by the economical context and Romtelecom's need to maintain and grow revenues.

Our approach was successful, as at the end of 2009 Romtelecom registered a revenues decrease of only 7% vs. 2008, while the top players on the Romanian telecom market registered a revenues decrease higher than 20%.

For 2009, the biggest achievement is by far leader position on MPLS VPN, the last market left to be conquered for Romtelecom Business in fix telecommunication services.

Victor Voicu, Product Management Director

Operations challenges in 2009

Regarding Operations, our biggest challenge in 2009 was to reduce operational costs, by improving work force productivity and by strictly keeping under control the other budget lines. The biggest achievement is that we over-achieved the OPEX targets while keeping or even improving the quality indicators.

Ioan Botiș, Chief Operation Officer Business Unit Group

CSR & People

Less is more

"The Earth's regenerative capacity can no longer keep up with demand – people are turning resources into waste faster than nature can turn waste back into resources", warned WWF (World Wildlife Fund). The accelerating human consumption of natural resources lies at the origins of many of our environmental problems. The global financial crisis and the ecological crisis make us re-think our everyday life style. This was the starting point for Save for Yourself! Save for Tomorrow.



The campaign developed by the "Romtelecom for Romanians" Foundation was conceived as a strong call to encourage responsible use of resources and to remind people that, by using them justly, we are actually investing in the quality of tomorrow's resources and efficiently managing daily expenses at the same time. Saving resources means in fact a personal process where everyone must operate minor changes in attitude, behavior or habits. In this way, the campaign invited to a personal reconsideration of the way we use daily resources, which we often treat as if they were endless, due to lack of attention, haste or routine.

Save for yourself. Save for tomorrow has been transformed in a natural guide with practical advice for Romanians on protecting natural resources. Also, the campaign had an online component, which targeted all those who wished to be informed about how they could save and win more at the same time. The website (www.economisestepentrutine.ro)

contained details about the campaign, useful information about this subject in particular and about environmental protection in general.

The "Romtelecom for Romanians" Foundation is under the patronage of Romtelecom and it has developed projects through which it supports social causes that need a strong voice in order to be heard and solved.

Because we care

Through the partnership with Renasterea Foundation that began in 2001 in order to develop the Programs of "Discovering and Preventing Breast Cancer" and "Breast and Cervix Cancer Mobil Diagnosis", Romtelecom helped 21,506 women to benefit of consultations, mammography tests and ultrasounds.

In 2009, the Renasterea Foundation registered a number of 4,176 patients and 300 cases of breast cancer, compared with 2008 when registered a number of 2,824 patients and 340 cases of breast cancer. On the other hand, in 2009 a number of 6,110 women used the Mobil Diagnosis for making the PAP test, compared with 2008 when it was registered a number of 1,711 women that made PAP test.

Human Resources

In 2009, the organization culture change project - one of the most important initiatives – started in June with the Organizational Culture Survey. Over 1000 employees were selected to answer the survey. The results were further analyzed and discussed with the Top Management team with the aim of defining a desired culture which sustains the strategic intents of the company and to set the first priorities and levers for the change process. Also, the values of the organization were re-visited and enriched in order to align with the new shareholder guiding principles.

In 2009 a dedicated department for non-technical training was created aiming to increase the capabilities for delivering internally soft skills and leadership training and team development programs. In total, over 6700 participants received over 100.000 hours of technical and non-technical training (only 25% with external providers). The managerial curricula continued to be implemented and programs like Situational Leadership II and Effective communication were delivered in 2009.

One important achievement of 2009 in the area of training was the launch in October of the eLearning platform. In only three months, the platform was enriched with five different contents developed internally and almost 7000 persons were enrolled and finalized the training.

The Performance Management System was consolidated in 2009 by introducing the process for managers in an electronic platform, with a friendly user interface and more real time reporting capabilities.

In the process of Talent Management - based on the agreed company competency model and defined Talent Matrix, HR finalized the first two phases of process: talent demand (SO) and mapping of the first layers (KNOW). In order to implement the development action plans, a training curriculum was defined and special programs like Business Simulations, Finance for non-finance and Advanced Presentation Skills were started.

In order to implement some of the most important business initiatives for 2009, new reorganization processes were identified or continued from 2008. Communication was transparent and focused on the necessity of continuing the review and the change of our processes and way of working. At the end of the reorganizations, almost 400 employees agreed to leave through mutual agreement and received compensations.

Consequently, headcount evolved in the last 3 years as follows:

31 December 2009	10016
31 December 2008	10346
31 December 2007	12540

In addition to these reorganizations, the company decided to outsource the activities of power supply, clima and switching field operations to Ericsson, meaning a transfer of an entire business unit

(equipment, activities, cars, personnel etc) to this company.

During 2009, the industrial relations were constructive and positive and focused on agreement related to different aspects of working life and cost containment. Moreover, a new Collective Labor Agreement was concluded for the next 2 years.

Despite the financial crisis and the behavioral changes in the work force market, in 2009 we hired around 400 new employees, mainly in the commercial areas, mostly to cover fluctuation but also to accommodate the needs of new products and technologies.

At the same time, special recruitment projects were developed in order to attract new talents to Romtelecom and promote our employer brand:

- Internship project – July – October 2009. In this time, more than 30 students had the opportunities to experience working inside Romtelecom.
- Job Fairs – April and October 2009. As one of the top employers in Romania, Romtelecom participated in these events and presented to the students the commercial strategy and actions towards fulfilling all customers needs and introducing new technologies.

In order to improve the delivery of services for the internal clients, in 2009, HR defined and implemented its Operational Level Agreements and Service Level Agreements with all functions.

300 children celebrated Christmas with Romtelecom



Romtelecom took 300 children from daycare centers to the theatre to offer them as Christmas gift a theater play (The enchanted seed), in December 2009. This initiative continued the campaign "At Romtelecom it is Children's Christmas", through which the company tried to offer also to the children in foster care units unforgettable moments, to make them feel loved and cared for. Also, the campaign has included another component: Good Thoughts - a dedicated page for those who want to send a greeting or a good thought for the children.

116 111 - The European line for children assistance

Romtelecom and Child Helpline have launched in 2009 the awareness campaign "Discover a better world for you!" addressed mainly to children. The awareness campaign aimed to familiarize the children with the European harmonized number 116 111, free of charge in Romtelecom's network, where they can call whenever in need of protection. Romtelecom supported Child Helpline Association over the last 8 years, "Discover a better world for you" being among the latest campaigns deployed by the two partners, at national level, during the last years. Comparing with 2008, in 2009 the cases reported to 116 111 had a 74.8% increase mainly due to the economic crises which created many more social issues. Thus, the Child Helpline Association registered only in 2009 a number of 5297 cases.

