

THEN, NOW and TOMORROW

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You need just one link, one thread, in to something to become a master of it. It is this thinking 'see it, jump on it, do it' that has captured the spirit of the Moby Group since its inception in 2002. Moby Group's first businesses have redeveloped the media and technology industries in Afghanistan, and the connection? Afghanistan was the land of birth for the four Mohseni siblings who left behind established lives in Australia as lawyers, financial managers, marketers and brokers with their return in 2002 to 'do their bit' towards the nation's redevelopment.

Fast forward five years, and Moby Group is now a thriving organisation, employing over 400 Afghans and expatriates across 11 vertically and horizontally integrated businesses. Moby Group's broadcast media brands, TOLO TV, LEMAR (TV) and ARMAN FM are some of the most recognised in Afghanistan, and command 80% of in-country audience. Moby Group's technology brands are keeping the lights on and wheels turning for Government and industry as the lead supplier of critical UPS (uninterrupted power supply) units, plus it is also supplying computing and event hardware and IVR networks.

Moby Group works by being market oriented. Moby Group works by not listening to those who say it can not be done. Moby Group will continue to explore opportunities which present themselves as ripe for substantial growth in new, developing or restructuring markets. Moby Group knows all they need is just one connection in these arenas to move forward to future success.

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