



Ooredoo

Augmenting Communication

Erstwhile known as Qatar Telecom, Ooredoo Qatar is a bellwether brand under one of the largest telecommunications companies in the world called Ooredoo



Ooredoo's Qatar division has a history that goes as old as 1949, when the first 50-line telephone exchange came into existence in Doha. The brand came into limelight with the advent of IP telephone, high-speed mobile data roaming (GPRS), mobile Internet, and 3G multimedia services.

The brand has kept innovation as a key area, and 2010 saw the enhancement of its services with the launch of its mobile money banking services and an upgrade in its network to 3G. The zeal of unveiling new product and services did not stop here, as Ooredoo Qatar extended its roll-out of an across the nation fibre network which was later on expanded as the new ultrafast 4G LTE broadband packages with a download speed of 100 Mbps, as well as HDTV, Time Shift TV, and Video-on-Demand. The brand has strengthened its consistent growth during confronting economic conditions.

HIGH-MINDEDNESS

Ooredoo Qatar's growth graph has been steep in depicting the persistent expansion over the last six years, taking the brand from a single market mobile operator in Qatar to an International communications company with its customer base exceeding 89.2mn with unified revenues of \$6.8bn for the first nine months of fiscal year 2012.

The brand believes in delivering the promise of quality in varied segments like mobile, fixed, broadband Internet and corporate managed services tailored as per the need of consumers and businesses in emerging markets. For the last decade Ooredoo is listed as the fastest-growing telecommunications company in the world with its enterprise value being tripled.

As an ongoing innovative phenomenon, Ooredoo is operating

on a number of initiatives which are built keeping the diverse customer experience in account. An extensive revamp programme is being carried on in the company to ensure that they are keeping pace with the future with a view to deliver high speed broadband as new frequencies and new technologies open up.

COMMUNITY ENGAGEMENT

Ooredoo is actively involved with many organizations that work for the social causes in and around Qatar. These setups are from different walks of life like education, healthcare, environment, social welfare and sports. The brand has tie ups with many school events and educational projects inclusive of original scientific and technical research at Carnegie Mellon University in Qatar.

Ooredoo is flagged as the first company in Qatar to initiate an e-waste recycling programme. It has moved its database to e-billing in order to cut down on paper waste and to be a part of the Earth Hour celebration with many companies which means turning off lights and nonessential systems at its headquarters.

Ooredoo Data Centre has also received the esteemed ISO 22301 certification – Business Continuity Management Systems (BCMS) certificate at QITCOM. Ooredoo Qatar has also backed three awards at the prestigious CMO Asia Awards. The brand has been internationally acknowledged with awards like 'Best Brand Excellence in the Telecom Sector', 'Best Loyalty Programme' for Nojoom and 'Best Mobile Payment Service Provider' for its excellence at work.



CERTITUDES

- A global telecommunication brand with a total customer base of more than 96 million
- Accomplishing mobile telecom networks across 15 countries in the MENA and Asia Pacific regions
- Stable market position in all the leading regions of operation

BEACON OF TOMORROW

- High financial growth with continued growth in revenues, EBITDA margin and net profit
- Positive debt and liquidity management
- Debt leverage (net debt / EBITDA) underpinned by a conservative credit policy

