

The Nawras Story

Nawras has quickly become one of Oman's most respected and innovative companies, winning prestigious awards and achieving a number of notable firsts since its formation in 2004.

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December
Company incorporation, Nawras began site acquisition and staff recruitment.

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February
Nawras awarded Oman's second mobile licence by Royal Decree.

March
Nawras network launched with more than 60 per cent of Oman's population covered.

Nawras secures \$220 million start-up funding from a consortium of banks.

April
Mobile coverage provided throughout Oman, from the northernmost region of Musandum to Dhofar in the far south.

November
Launch of Nawras Business Solutions.

December
Over 100 international roaming partners signed, covering more than 95 per cent of Omani travel destinations.

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April
Successful testing of Nawras' 3G+ network

July
Nawras Sales Training Academy inaugurated.

August
Launch of mobile number portability, enabling new customers to keep their existing number when transferring to Nawras.

December
Customer numbers reach 500,000.

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May
Nawras cuts internet and data prices by as much as 80 per cent.

September
Nawras named *Middle East Mobile Operator of the Year* in the CommsMEA Awards.

October
Launch of WebSMS, enabling customers to send SMS messages directly from computers.

November
Launch of third generation 3G+ services, a first from Nawras.
Nawras wins *Middle East Business Achievement Award* for Corporate Social Responsibility at the Leader Conference.

December
Nawras and Oman Arab Bank launch mobile banking services.



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January
Nawras signs up its millionth customer.

February
Agreement signed with UK-based AeroMobile enabling Nawras customers to make in-flight calls and check email.

April
International rates cut for customers calling Pakistan, India, Sri Lanka, Bangladesh, and The Philippines.

June
Nawras wins its first global award *Above And Beyond the Call of Duty* at the World Business Support Systems Awards in Amsterdam.
Nawras launches BlackBerry services.

July
Nawras launches Oman's then fastest mobile broadband internet service.

August
Launch of Nawras Rewards, Oman's first telecoms loyalty programme.

December
Nawras ranked Oman's most popular telecom brand
(Best Brands survey)

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June
Nawras named *Middle East Call Centre of the Year* at the INSIGHTS Awards in Dubai.

Nawras awarded Oman's second fixed-line licence by Royal Decree.

August
Introduction of self-service machines for quick and easy bill payment and recharge.

November
Nawras awarded *Superbrand* status by Oman's Superbrands Council.

December
CommsMEA honours Nawras with the *Customer Service Provider of the Year*, Middle East and Africa award.
Nawras named *Oman's Best Telecom Service Provider* for the third successive year.

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February

Agreement signed to land one of the world's most advanced and largest submarine cable networks in Oman.

May

Nawras receives the *Leader in Telecommunications* award at the Arab Investment Summit in Abu Dhabi.

Launch of fixed services for business customers, marking the start of a new era in broadband accessibility in Oman.

June

Launch of Nawras fixed services for residential customers, offering home broadband and voice services.



August

Two million mobile customers.

October

Nawras' Initial Public Offering (IPO) fully subscribed.

November

Nawras shares traded on the Muscat Securities Market for the first time.

December

Nawras named *Best Customer Service Provider of the Year* at the CommsMEA Awards in Dubai.

Nawras recognised for Omanisation achievements at the 26th GCC ceremony in Kuwait.

Nawras named *Superbrand of the Year, Oman*.



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January

Elite Points Program launched, bringing benefits for all customers enrolled in the programme.

March

Nawras receives *Strategic Leadership Award* at 2011 Global HR Excellence Awards.

Nawras listing named *Best IPO in the Middle East 2010* by EMEA Finance magazine.

ISO IEC 27001:2005 certification achieved for Nawras information security management system.

April

Nawras lands its first sea cable as part of the Tata Global Network-Gulf cable project.

May

Nawras CEO Ross Cormack named *2011 Outstanding Leader* at TMT Finance Middle East Awards.

June

Alam Al-Iktisaad Wal A'mal designates Nawras *Best Performing Company - Large Cap*.

New Nawras store opens in Salalah Lulu location.

July

Nawras wins Innovation in HR Strategy at Asia's Best Employer Brand Awards

October

Nawras trials fibre-to-the-home (FTTH) broadband with speeds of up to 100Mbps.

Nawras wins *Diamond Award Website of the Year* at Oman Web Awards.

November

Nawras wins *Corporate Finance Award* at the ACT ME Deals of the Year.

Nawras goes live with Tata Global Network-Gulf cable.

December

Nawras wins *Operational Expansion of the Year* at the CommsMEA Awards in Dubai.

Nawras achieves 87 per cent broadband coverage of Omani households.

New store opens in Al Khoud, taking the Nawras store portfolio to 27.



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January

Nawras voted Oman's most popular telecom choice.

February

Launched first mobile international credit transfer service in Oman.

March

Nawras first to demonstrate 4G LTE mobile broadband in Oman.

April

Nawras selects Huawei for network modernisation and managed services.

May

'Maktabi' office bundle launched to enhance communications for small and expanding enterprises.

June

Nawras starts Network Turbocharging to enhance customer experience.

July

Nawras family united by move to Nawras Campus.

August

Caring Nawras Goodwill Journey 8 completed.

September

Sheikh Saud bin Nasser bin Faleh Al-Thani appointed Vice Chairman. Launch of Fixed Number Portability for corporate customers.

Achieved ISO 27001 for entire IT department.

October

Nawras wins *Best Customer Strategy* at Telecoms World Middle East.

November

Signs exclusive marketing agreement with WhatsApp, the world's leading cross-platform messaging service.

Announces sponsorship of Kickworldwide programme to develop football career opportunities for young Omanis.

December

Wins 'Customer Service Provider of the Year' at CommsMEA Awards 2012.

Unveils new concept flagship store in Muscat Grand Mall.

