



2018 was another landmark year in our digital transformation journey, with many key milestones achieved. These included the launch of new digital services and channels as well as a significant update to the award-winning Ooredoo app. In order to maximise the effectiveness of any digital interactions or services our network provides fantastic speed, reliability and coverage; stretching the length and breadth of the country. In particular in 2018, we continued to invest in coverage and can now not only boast 95% 4G network coverage across Oman, but also that the speed is consistently fast from end to end. The milestones laid out in the 2017 Tahaddi strategy framework; a strategic initiative which prepares Ooredoo for increased competition and longer-term growth, were also successfully reached. Ooredoo managed to grow revenues and net profits, despite the challenges of a year that saw the mobile market lose 6.0% of its subscribers.

The speed of our network did not go unnoticed by Ookla, the global leader in internet testing, data and analysis. Their product, Speedtest, is the trusted industry standard in measuring speed and quality of mobile and fixed broadband connections and Ooredoo was named the Fastest Mobile Network in Oman for Q1-Q2 2018. The results of the prolonged Ookla Speedtest analysis confirm that Ooredoo achieved the fastest overall mobile speeds in Oman during the time period; an achievement that has underlined our continued investment in the network.

The Ooredoo app underwent a major revamp to enhance our customers' digital experience and provide them with a gateway to a world of exclusive offers, services and experiences; everything they need to enjoy the internet. Customers can now subscribe to and even customise mobile plans, access account details, pay bills, subscribe to and enjoy our Nojoom rewards programme, get 24/7 support, and access a host of other features. The app approached 700,000 downloads and 350,000 active users by the end of 2018; which is testament to customers' changing digital needs as well as the superior user interface and functionality.

In 2018 customers also welcomed the launch of "Saeed", a Chatbot, which serves customers both through the app and on the Ooredoo website. Powered by the latest artificial intelligence (AI) technology, and a first of its kind in the Sultanate, "Saeed" serves customers 24-hours a day, 7-days a week and handles anything up to 3,500 of calls to the Contact Centre every day; more than 50% of the total. This is another innovative step for Ooredoo, being the first company in Oman to embrace AI technology and make it easily accessible for customer interactions. Saeed allows Ooredoo to tend to more customers, thus reducing waiting time through all channels. As a result of the developing AI technology, Saeed is an intuitive platform which simulates human behaviour and responds to a range of enquiries in a personable manner.



Ever a favourite of Ooredoo users, the Shababiah folio of products and services was also expanded in 2018. The launch of New Shababiah meant endless social data and even more flexibility in terms of subscribing or adding to plans, tracking usage, recharging balance and so much more. Accessed exclusively through the app, it's the perfect solution for the changing needs of users who want to mix, match, blend and build their plans. With over 100,000 subscribers as of the end of 2018, this exciting milestone was launched with the enticement of 50% extra free data for new sign-ups and, for those renewing their plans, 50% extra for free every month for three months.

The year also saw some major enhancements to our Home Internet services; both 'Fast' (plug-and-play) and 'Superfast' (fibre). The Company launched a suite of new Fast plans at the beginning of the year, giving customers a major upgrade on their data allowances. We also introduced data rollover, so that customers could carry forward their unused data to the next month for free and make the most of their allowances. Ooredoo introduced the facility for Fast and Superfast Home Internet customers on postpaid contracts to pay by instalments. This allows enables families and users to have the best in home WiFi experience, easily and affordably. Customers using our fibre also enjoyed a hugely successful triple speed promotion, giving them a taste of our lightning fast speeds for three months, for just a nominal fee.

Ooredoo TV, a home-based, plug-and-play entertainment product using technology available to anyone with an internet connection, was launched at the end of 2018. Offering a range of programming with English, Arabic and Asian content, the service is available as a TV-only, Home Bundle or ready set-up box and offers movies, drama, kids programming and documentaries on-demand.

On the business front, Ooredoo also launched an app specifically targeting B2B users in Oman. The app gave business users the ability to control, administer and monitor their company accounts; another innovative, first of its kind, service for Oman. Whilst this version of the app is designed to facilitate access at an individual level, it will be followed by an update that will offer even more advanced features on a company-wide level.

The rise of smartphones and the increasing number of devices connecting to a single network has raised businesses' vulnerability. Cyber threats can prove disastrous to companies that aren't adequately protected. With Ooredoo's state-of-the-art network cybersecurity protection, surveillance and security systems provide customers with the best in online security; allowing them to 'be digital', without worrying about hackers, viruses and more. From advanced persistent threats (APT), phishing, trojans, botnets, and ransomware; to distributed denial of service (DDoS), wiper attacks and intellectual property (IP) theft, digital disasters can be avoided.



To support the growing needs of business users in Oman, Ooredoo also launched cloud services for storage and computing. With local hosting, the virtual server is backed by world-class Service Level Agreements (SLAs) and offers cost-effective solutions.

D2C, Ooredoo's subsidiary company, provides an efficient backup strategy through a cloud solution service. The company, which appointed an Omani CEO from within, is a major step forward in providing digital facilities in Oman.

Another first for the GCC and Oman was Ooredoo Oman's launch of a LoRa network to leverage the Internet of Things (IoT). The latest generation of communication technologies within the network will start to lay the foundations of SMART city solutions and accelerate SMART government initiatives whilst also boosting efficiency in the public and private sector. Users will see an immediate difference in not only the coverage range and connection reliability, but also battery life and lower costs.

When it comes to our people, we are all about developing our family members. Empowering employees as the next generation of leaders, Ooredoo graduated its first wave of managers as part of the company's Qadaa Leadership Development Programme. This specially designed programme equips managers with consistent and proven techniques to streamline processes, provide agility, direct decision-making, and facilitate administration, thus achieving consistency across the organisation.

Through this programme and a number of other soft-skills training programmes and workshops, the company is not only supporting the growth of Ooredoo but also positioning itself as an employer of choice for budding local talent looking to establish successful careers and become future leaders.

CSR has remained a backbone of Ooredoo's commitment to enriching people's lives and at the centre is Springboard, gaining momentum every year, and a new programme, Spring Forward, added in 2018.

The Springboard programme to support Omani women who have digital aspirations by giving them the support and tools to develop their ideas and launch them into the public domain, continued to show a raft of success stories. It was joined in 2018 by a new programme, Spring Forward, an initiative open to both men and women who aspire to lead. Facilitating participants to prosper from the internet from the digital projects they embark on, the programme focuses on growing and developing their skills through targeted learning. Participants also benefit from the input of industry leaders and licensed trainers. 150



candidates from a range of sectors and ministries registered in 2018 and subsequently started their first sessions. Spring Forward joins Springboard as a key part of the company's strategy to support human growth and the economy, through digital entrepreneurship.

Another key CSR initiative is the annual Goodwill Journey. In this 14th edition, the Goodwill Journey volunteers visited the cyclone-affected areas of Dhofar as well as the northern governorates, visiting ten towns to establish community projects and support existing Ooredoo programmes. With the theme of 'sustainability', the Journey introduced a free app to give people of all ages access to learning resources. The Journey also collaborated with the Ministry of Social Development to work with less-fortunate families to improve their quality of life. Many other initiatives were also undertaken, including the opening of 4 new women's incubators, bringing the total number to 30. Offering vocational training to women in IT, cooking, beauty and sewing, the incubators equip more women with the skills to join the workforce or start their own businesses.

In summary, 2018 was a year in which Ooredoo delivered on its promises of 2017 and positioned itself to grow even stronger in 2019 and beyond.