



**Ooredoo Group**

**Capital Markets Day 2014**

**Marketing / Branding, Cynthia Gordon, OG CCO**

**May 12, 2014**

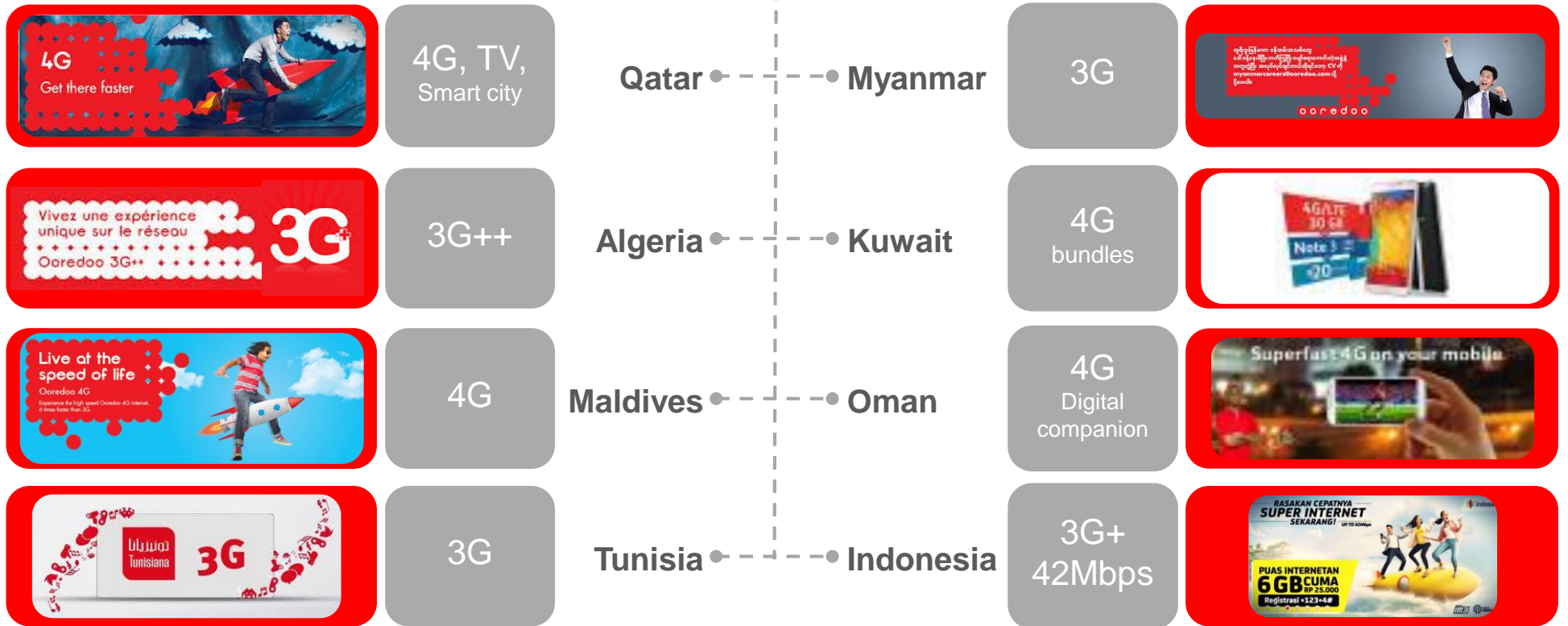
**ooredoo**



2020

# Re-positioning for data leadership

## Data leadership



# And special focus on business solutions

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- ❖ Brand descriptor to differentiate business offers
- ❖ Total ICT market: US\$15Bn
- ❖ New team
- ❖ Refreshed offers & USPs
- ❖ Multinational Corporations & M2M
- ❖ +10% in Q1'14 revenues vs. Q1'13 revenues



# Substantial savings, improved impact, quality and time-to-market via central brand assets

## Brand Guardianship



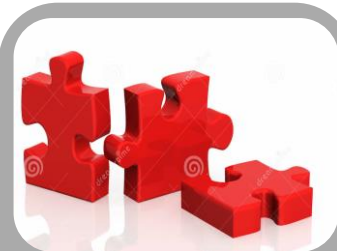
Ensuring coherence after rebranding in all communication

## Common Assets



Investment in central assets

## Common Campaigns / Optimised media



Shared PR value and advertising campaigns

## Strategic Synergies

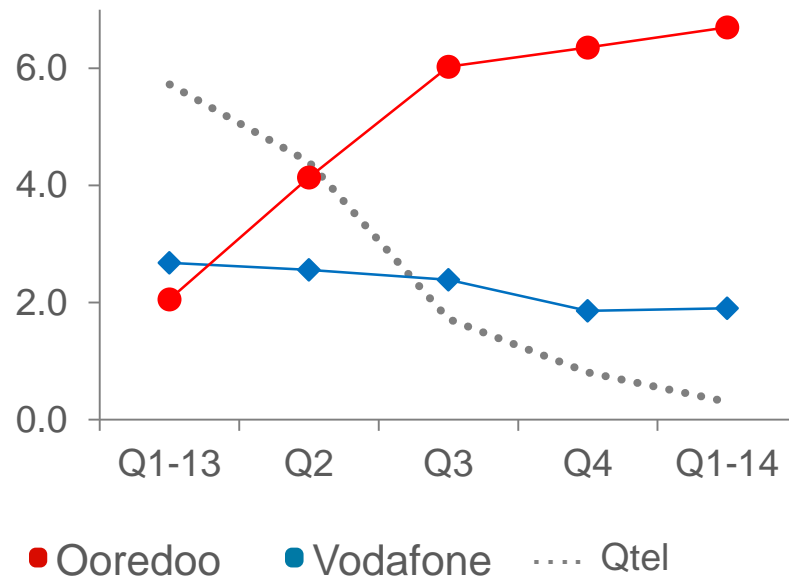


Group negotiations and frames for key partners and vendors

# Qatar: Rebranding accelerates

## Brand equity

Highest levels ever, the score would be one of the best in class within the Nielsen norms



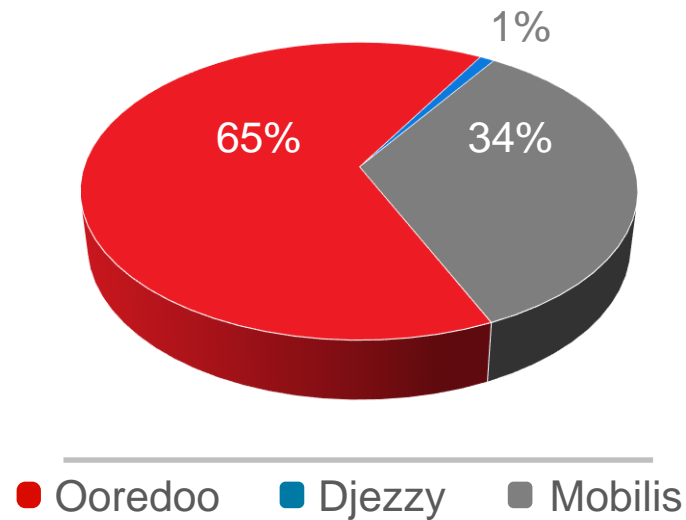
## New data products & innovation

- ❖ IPTV multiscreen launch
- ❖ Simplified data propositions
- ❖ Fiber roll-out
- ❖ First 4G network

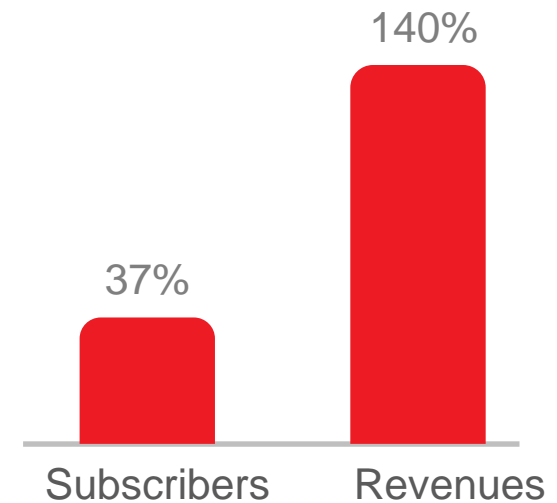
# Rebranding driven data dominance Algeria

❖ 1.1 million active mobile broadband users as of March 2014

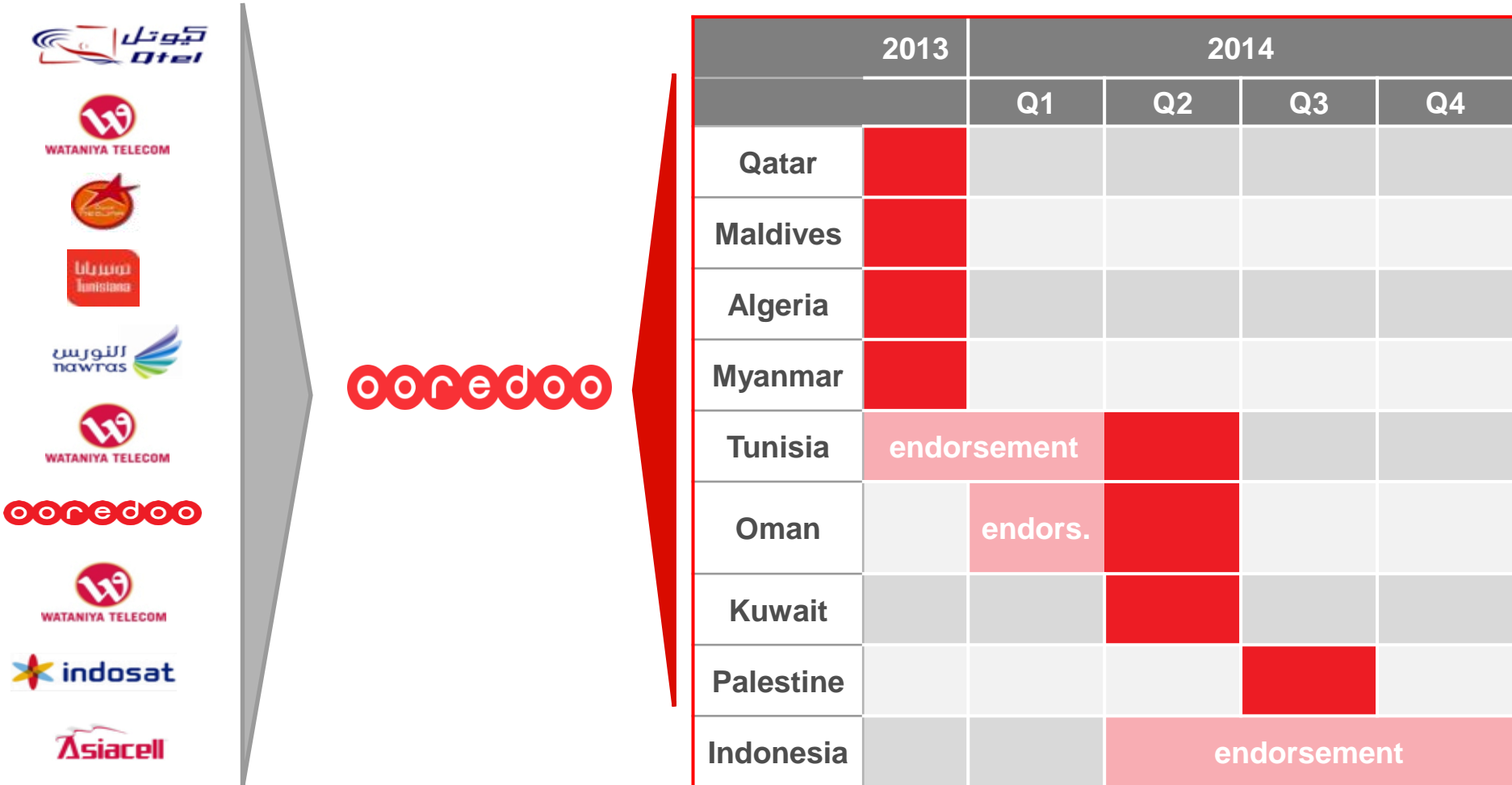
Mobile Broadband subscribers in Q1'14



Mobile Broadband Growth between launch and Q1'14



# Migration to Ooredoo brand is on track and well underway...



... in 2014, Ooredoo will have its first global campaign

- ❖ Major football event!
- ❖ Cross Footprint



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  - Future sales growth
  - Market acceptance of our product and service offerings
  - Our ability to secure adequate financing or equity capital to fund our operations
  - Network expansion
  - Performance of our network and equipment
  - Our ability to enter into strategic alliances or transactions
  - Cooperation of incumbent local exchange carriers in provisioning lines and interconnecting our equipment
  - Regulatory approval processes
  - Changes in technology
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Upcoming  
events

2014 1H Results – August 2014 *TBD*