

Ooredoo Group

Capital Markets Day 2015

B2B – A growth engine for Ooredoo,
Tom Craig, Senior Director B2B

25 May 2015

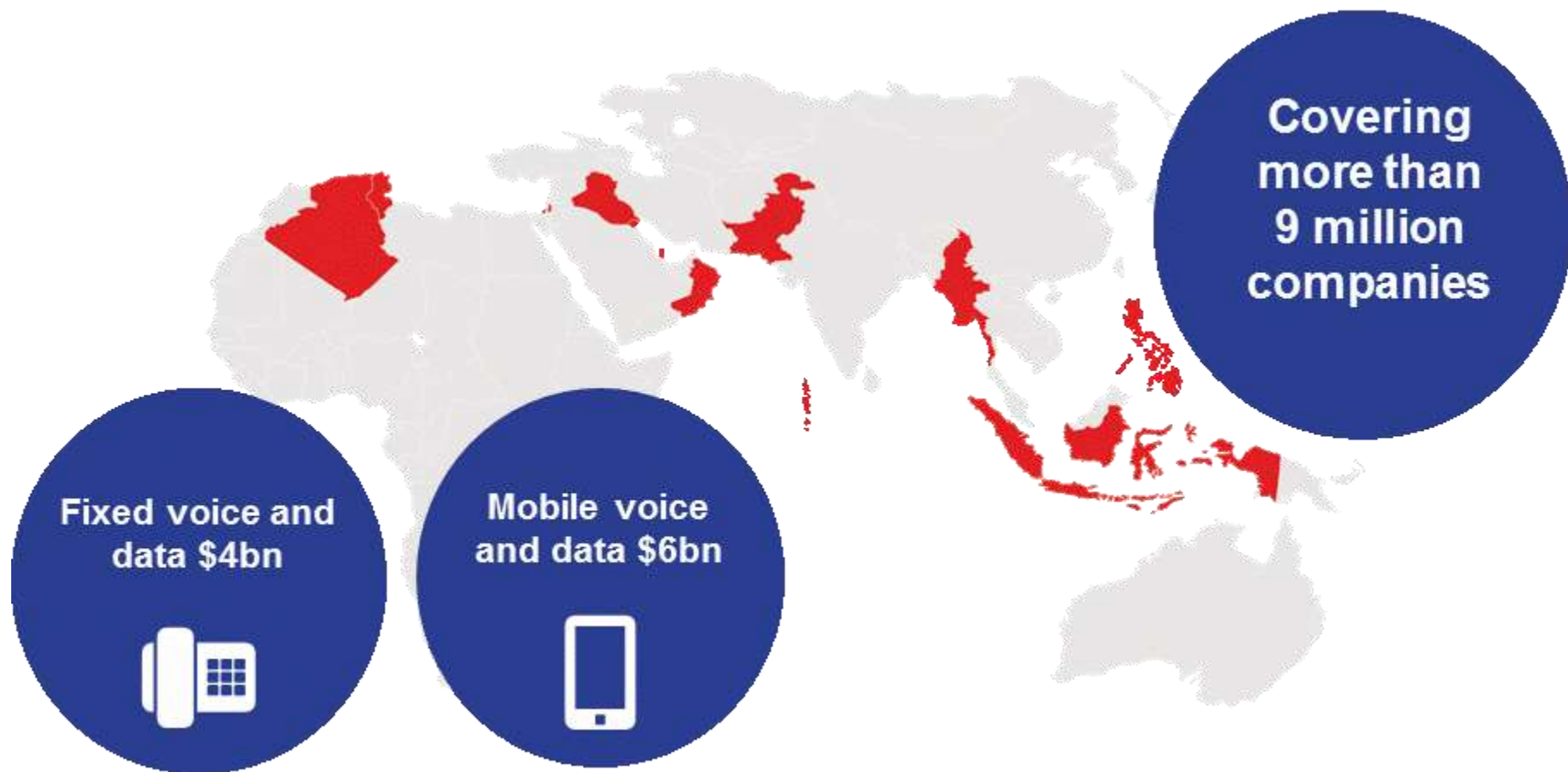


Agenda

- 10:00-10:05 Agenda Andreas Goldau – Ooredoo Group Investor Relations
- 10:05-10:20 Welcome, Dr. Nasser Marafih, OG CEO
- 10:20-10:40 Strategy Update, Jeremy Sell, OG CSO
- 10:40-11:00 Finance Update, Ajay Bahri, OG CFO
- 11:00-11:20, B2B – A growth engine for Ooredoo, Tom Craig, Senior Director B2B
- 11:20-11:40 Opco presentation: Qatar
- 11:40-12:00 Opco presentation: Algeria
- 12:00-12:45 Q&A
- 12:45-13:00 Meet the Ooredoo Group Team
- 13:00-14:00 Lunch



Ooredoo Footprint: B2B Addressable Market of \$10Bn

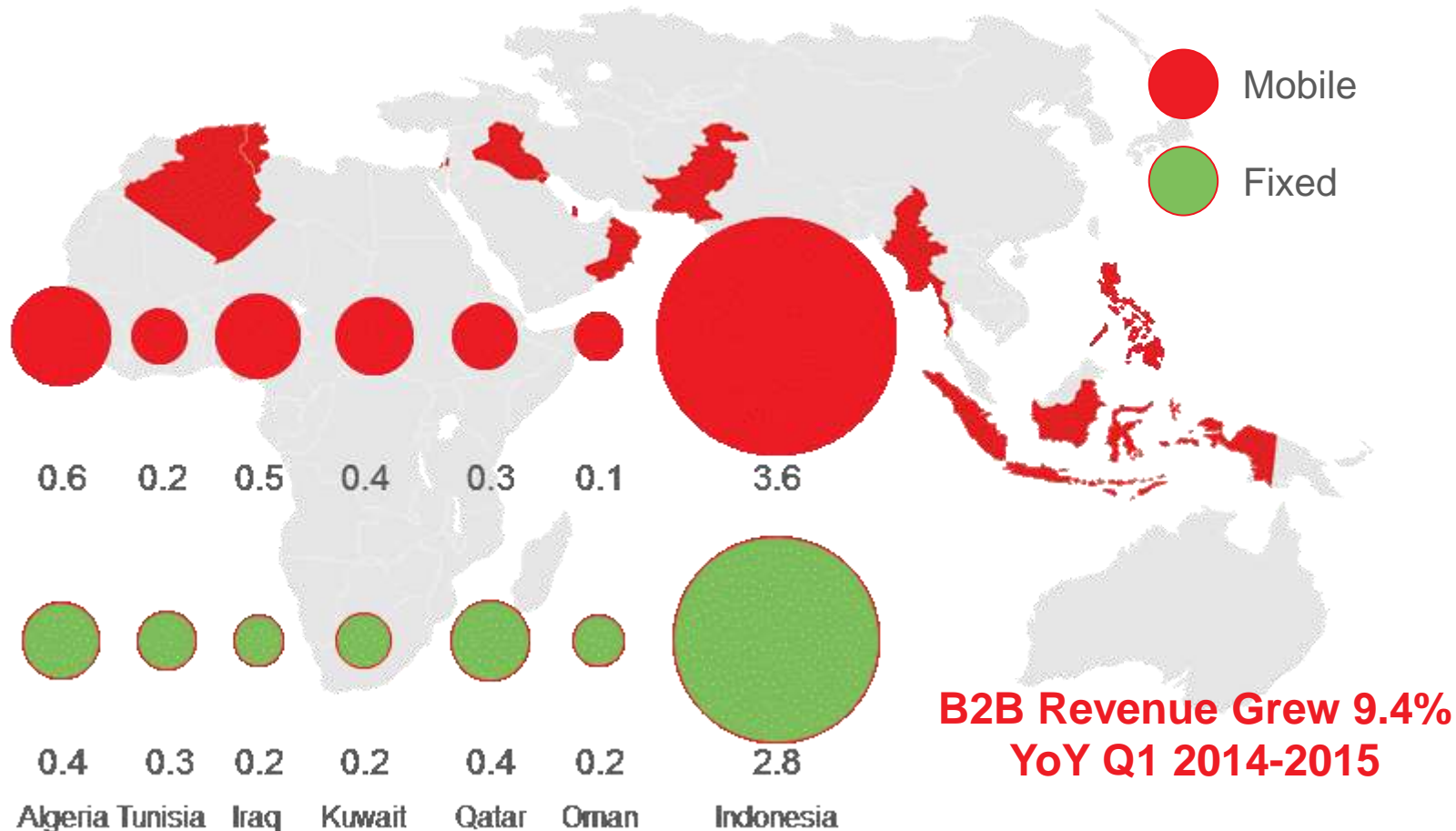


Addressable Market is calculated based on Ooredoo core countries which are: Algeria, Tunisia, Iraq, Kuwait, Qatar and Indonesia
Source: BCG



B2B Opportunity in Footprint

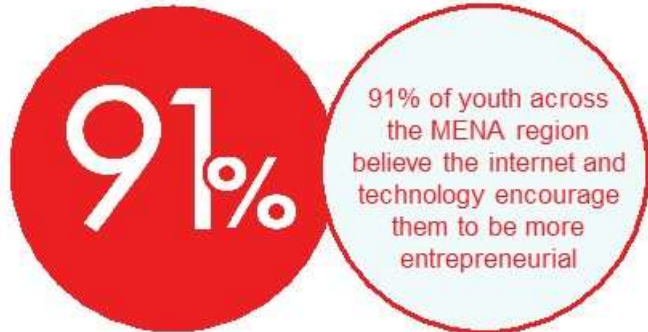
Market Opportunity in \$bn



Market Size Source: BCG

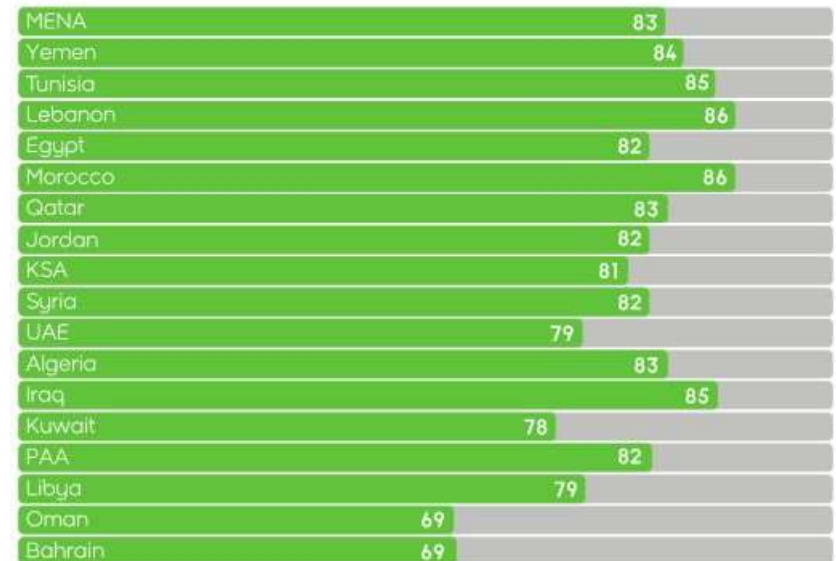


An Entrepreneurial Mindset – Digital Natives



The answer of MENA youth to the question of:
Would you like to have your own company?

YES

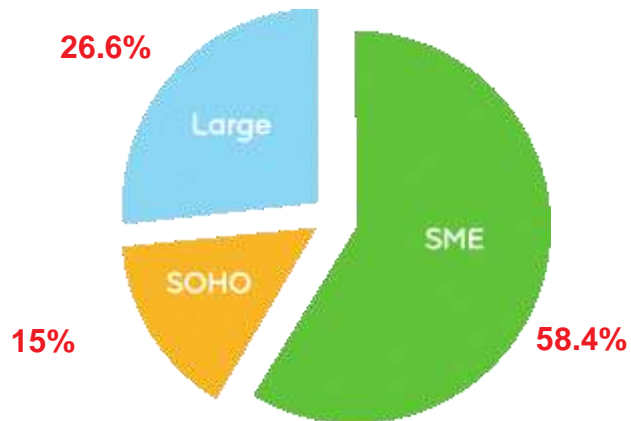


Source: New Horizon, Young Arab and Connected, Survey conducted on MENA Youth, Ooredoo

Rapid ICT Growth

Market Value/Segment

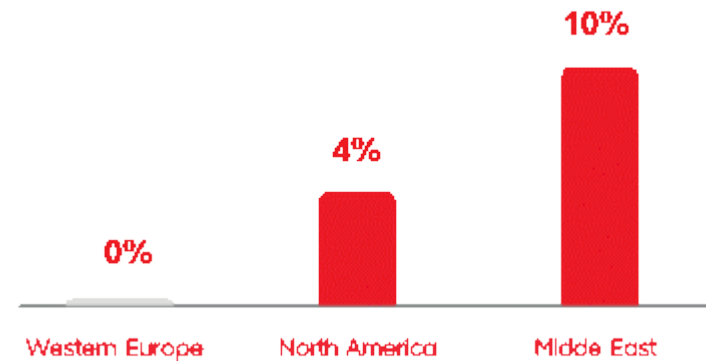
Huge growth potential across our different segments on our footprint, with value being concentrated in SME & SOHO



Source: BCG, Ooredoo B2B Market Sizing, 2010-16
As an example, the percentage of SME & SOHOs in Indonesia is around 99% of the total potential companies, contributing to 57% of the GDP

SME ICT Spend CAGR

SMEs in the Middle East are rapidly adopting ICT solutions, growing faster than Western Europe and North America



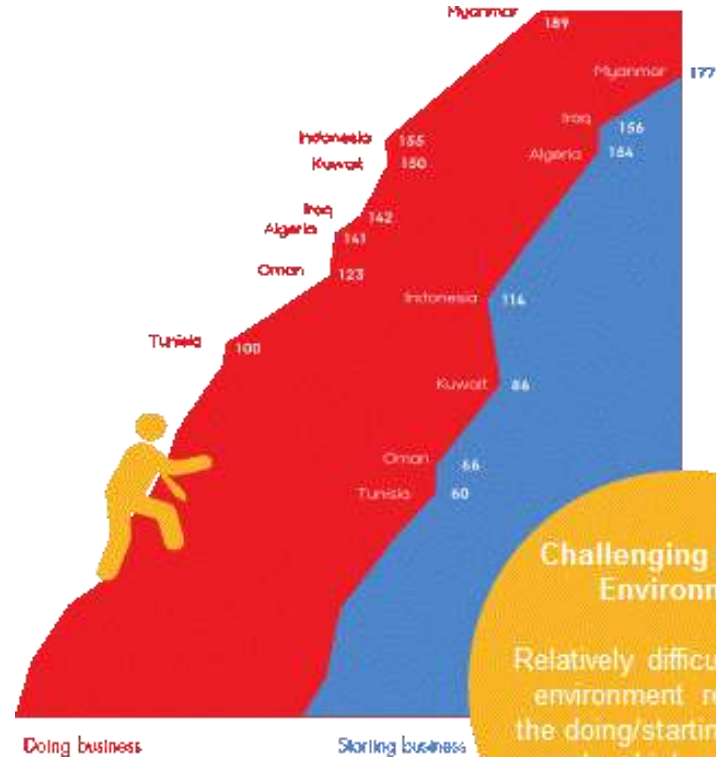
Source: Deloitte, Technology, Media and Telecommunication Prediction 2014



Growing Economies – Triggers & Barriers

Fast-growing

2015 GDP YOY Growth shows that countries on Ooredoo Business footprint are growing faster than the rest of the world's growth



Challenging Business Environment

Relatively difficult business environment reflected in the doing/starting business rank, which adds more challenges to our customers

Source: IMF, Global Economy Forecast, Oct 2014

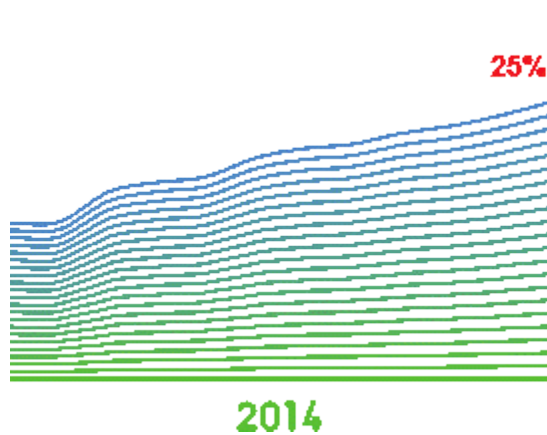
Source: Doing Business Report, World Bank, 2015



Growing with our Customers – Building Trust

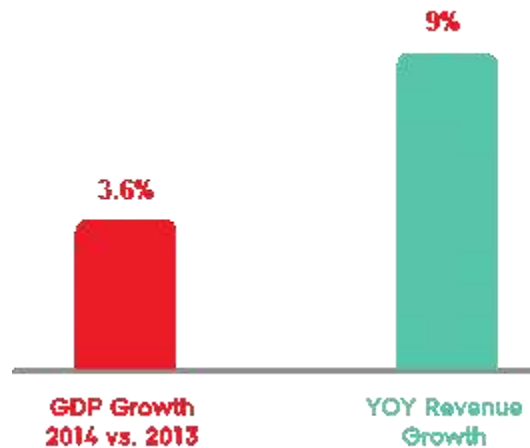
Customer Base Growth

More than 25% customer base growth in the course of last year, reflecting how Ooredoo became the operator of choice



2014 Actual YOY Growth

Ooredoo Business growth - which is faster than the average GDP growth of countries on our footprint

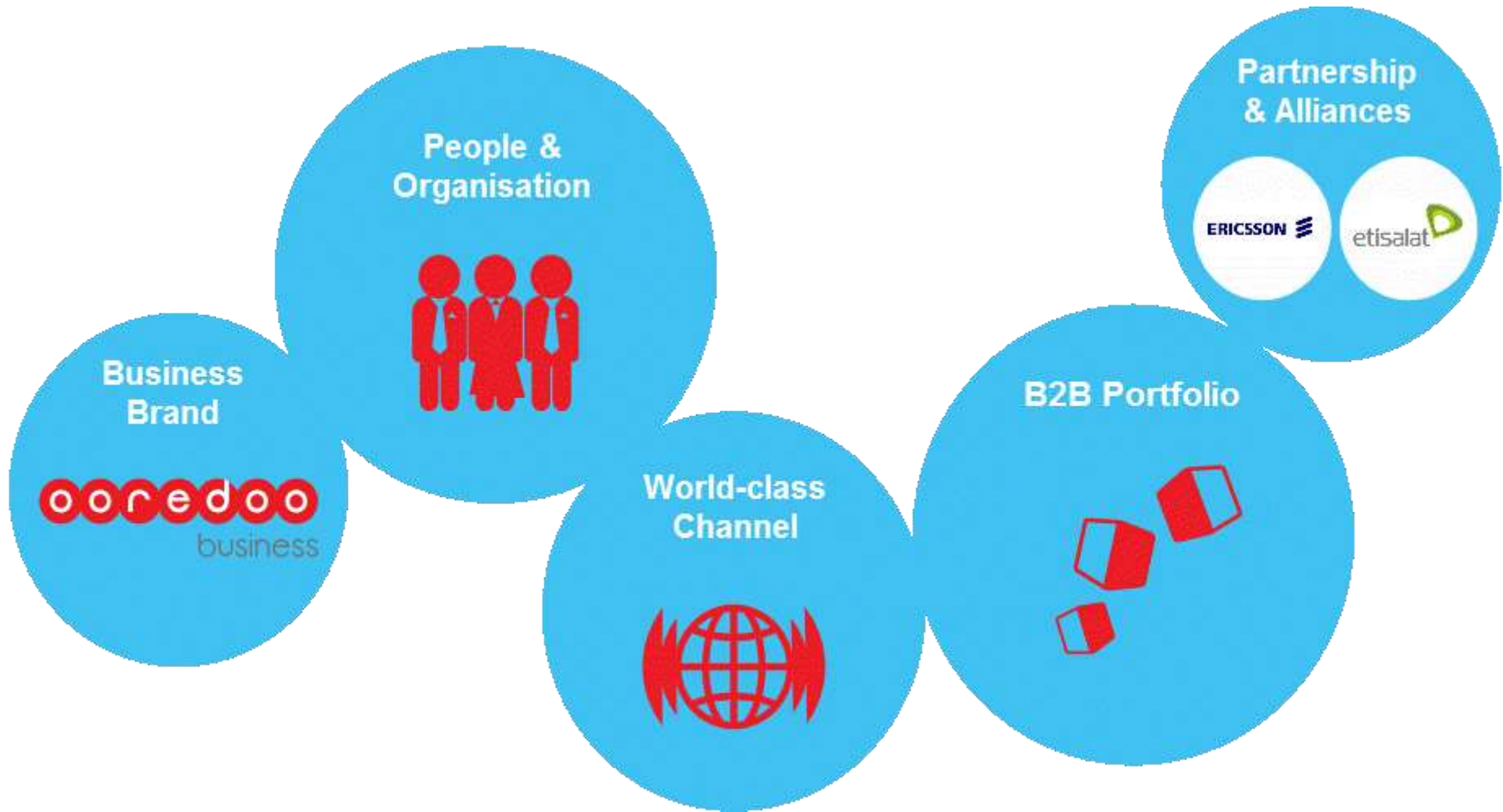


Major Wins

Ooredoo Business is the trusted partner of major businesses worldwide



Our Transformation Agenda



B2B Brand – Engage & Inspire



Our Promise

Supporting businesses to achieve more by delivering always-on and secure communications



Our Vision

Empowering businesses to succeed through unleashing the limitless opportunities of the new connected economies



Building Customer Conversations

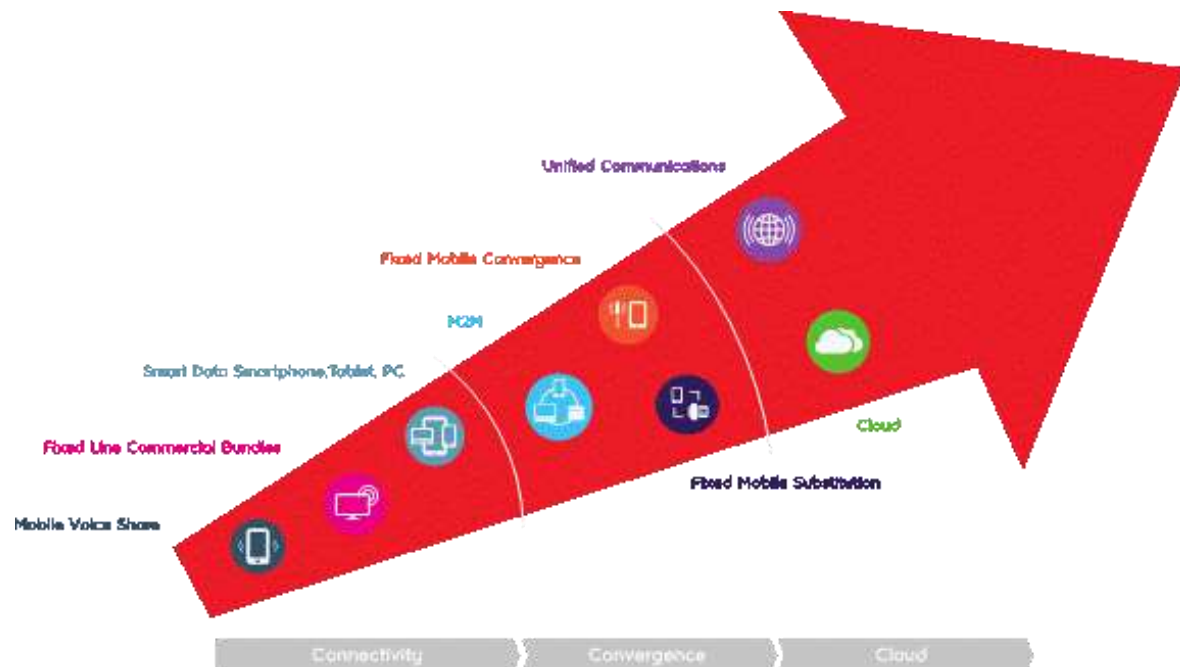


Products – Equipped to Deliver



Learning from previous experiences

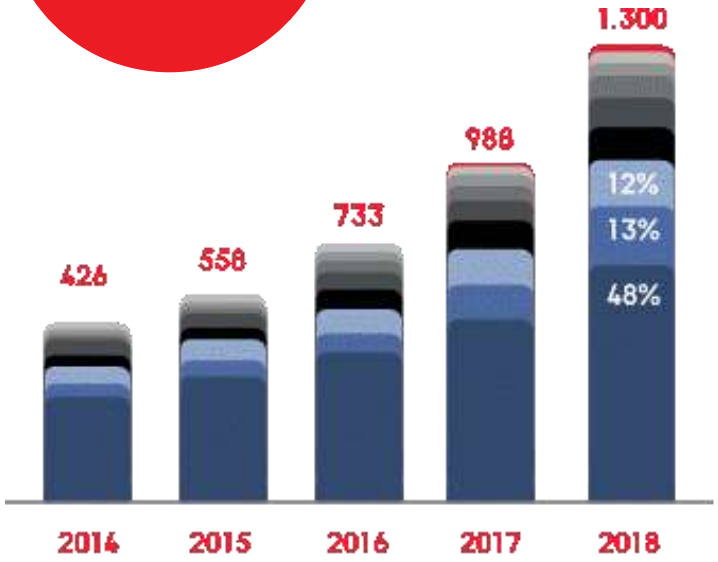
| Previous Experience | The Ooredoo Way |
|--|---|
| Build locally then harmonize different platforms | Develop once-roll out many times on a single platform |
| CAPEX intensive | First generation cloud architecture approach |
| Inconsistent customer experience | Unified customer promise |
| Built in-house | Lean group organisation with propensity to smart source |



M2M – The First Group Product Launch



**Ooredoo
addressable
market**



- Healthcare
 - Public
 - Retail & Finance
 - Energy & Utilities
 - Industrial Automation
 - Building & Security
 - Transport & Logistics
 - Consumer Electronics
 - Automotive
- 70% [Automotive, Consumer Electronics, Transport & Logistics]

**Key elements
to success**



**Demand driven
segmentation**

**Dedicated
M2M unit**

**1st Pan-regional
platform in MENA
& S.E Asia**

**One for all
cloud-based
architecture**



To Summarize

Launch of Ooredoo Business serving the Communication needs of over 9M companies across our footprint.

Serving high growth entrepreneurial customers, with rapid adoption of ICT.

\$1.3bn business in 2014, expected to grow at double digits for next three years.

First pan regional launch of cloud based M2M platform.

An industry leading team of world-class B2B talent.





Thank you

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Website: ooredoo.com

Email: IR@ooredoo.com

Twitter: [@OoredooIR](https://twitter.com/OoredooIR)

Upcoming
events

2015 1H Results – August 2015 *TBD*