

Ooredoo Group

Capital Markets Day 2015

OpCo presentation: Qatar

25 May 2015



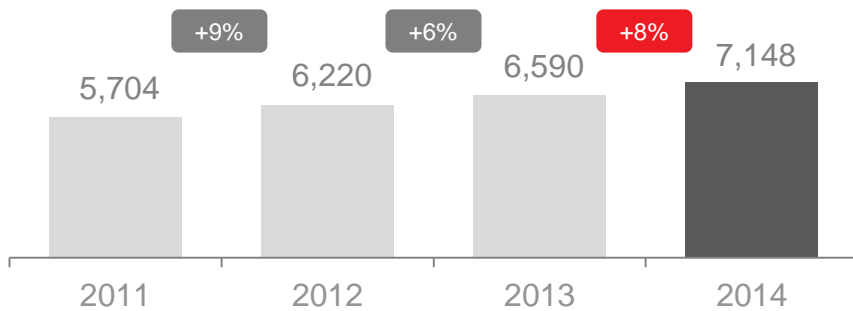
Agenda

- 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

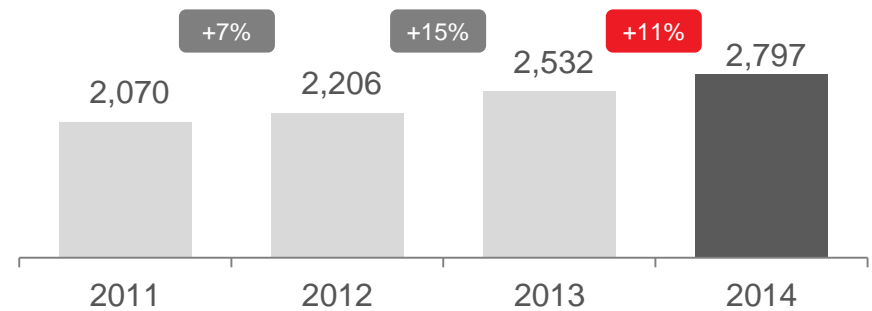


Key results from 2014

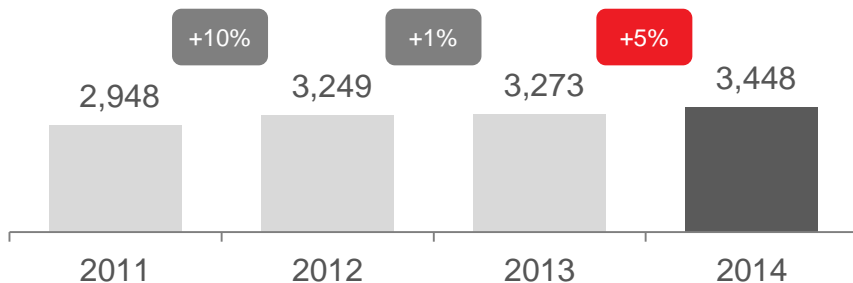
Revenue (QR m)



Mobile SIMs ('000)



EBITDA (QR m)

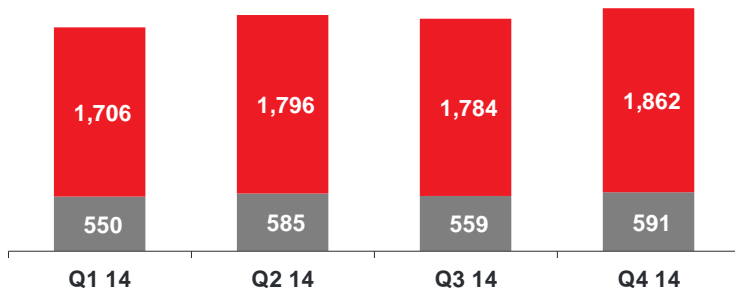


- Financial performance continues to exceed targets
- We continue to maintain market leadership

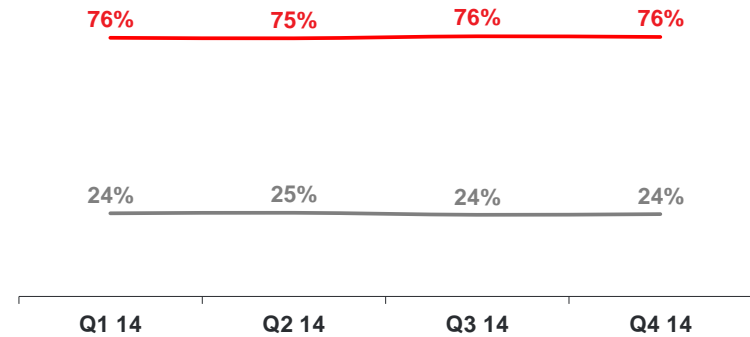


High level comparison with competition

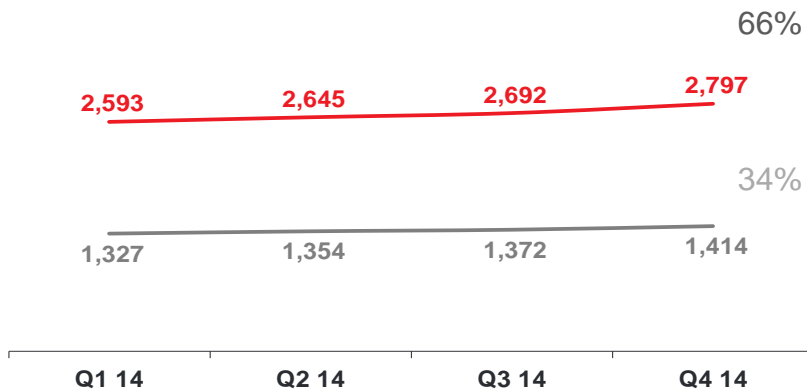
Revenue (QR m)



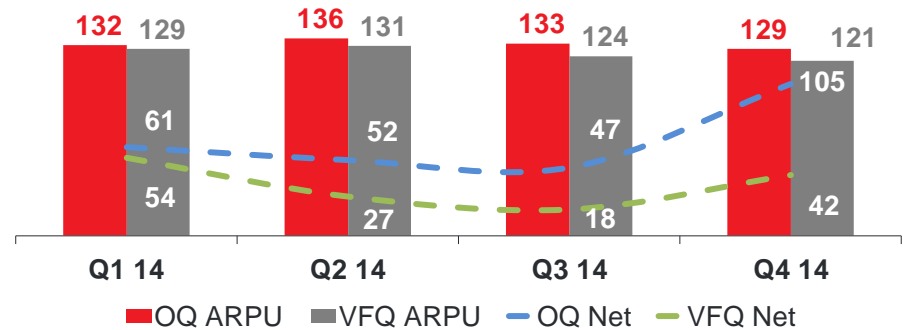
Revenue Share



Mobile SIMs ('000)



Net growth ('000) & ARPU (QR)

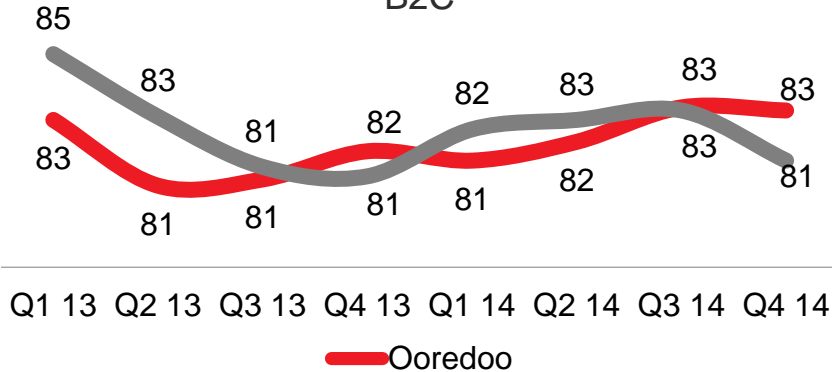


Source: VFQ Report 2014

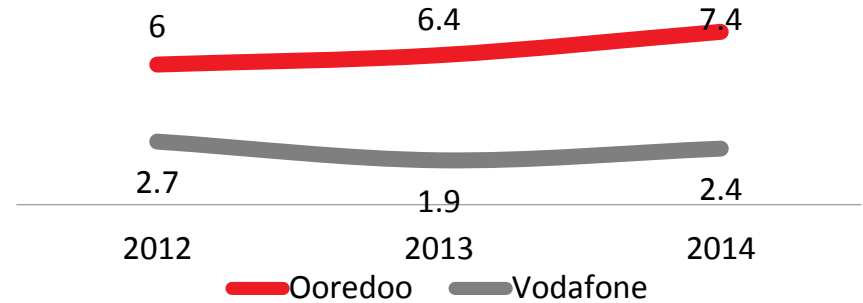


Customer's voice

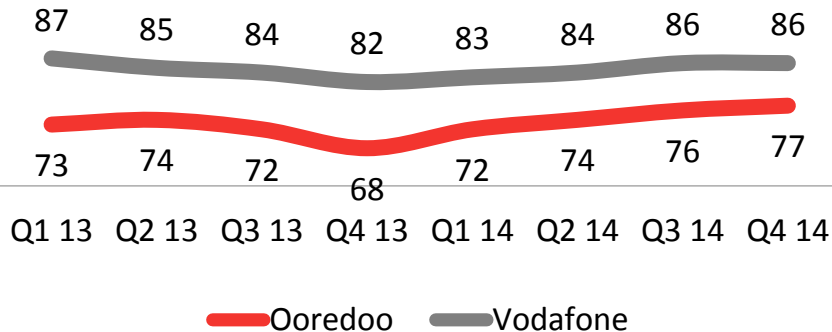
Customer Satisfaction Index B2C



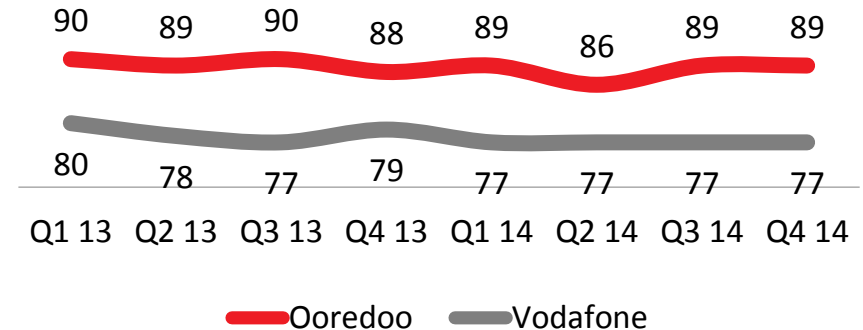
Brand Equity Index



Price Perception



Network Perception



Source: Nielsen



Bigger, Faster & Better

Key achievements in 2014

First LTE-A
in the GCC



World-class
ITU



Continuous Hala,
Shahry Promos



iPhone 6 Launch



Major new partners
for Nojoom



4G for
everyone



Fibre
Speed
Upgrade



Customer
Engagement



World Cup on Mozaic



India &
Nepal SIM
sales



Mobile Money
App, 100M
deposits



Hala Smart for business,
M2M, Smart Cloud and
more B2B propositions



Key achievements in 2014

Ooredoo Marathon and National Sport Day



Mozaic Go app



Ooredoo Community



First brand to advertise at HIA



Smart Home at The Pearl



Fibre at West Bay, Pearl



Ramadan Campaign



4G Roaming



Nepal, India and Philippine Celebrity events and more community activations



DDoS Sales Sprint

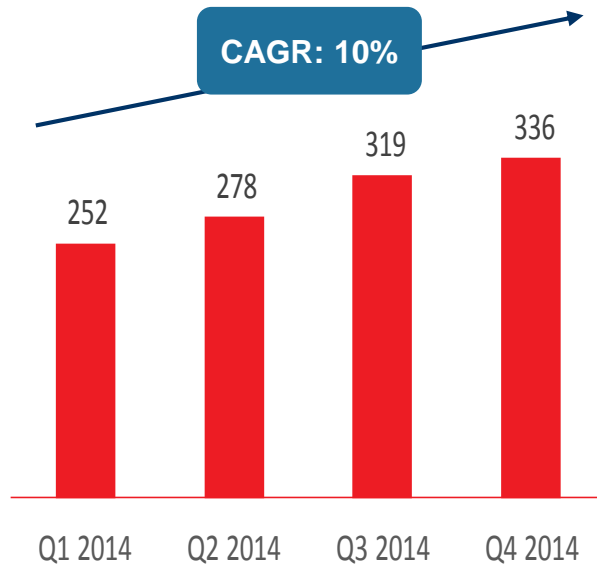


Data Scratch Cards

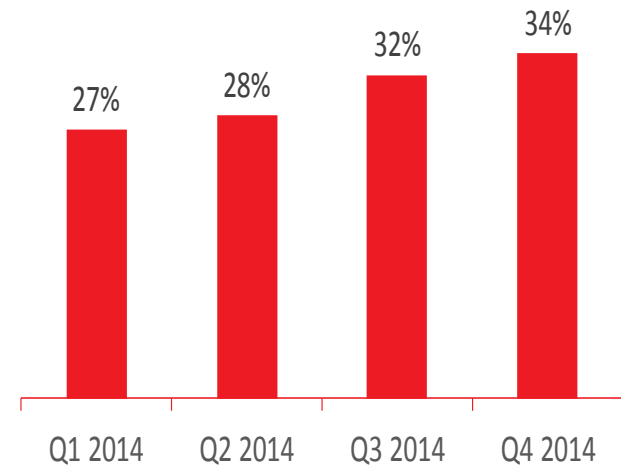


Data Monetization

Data Revenue (QR M)



Data Revenue to Total %



Increase data

- Convert non users-users
- Move 2G to 3G to 4G/4G+
- Get VFQ customers
- Internet of Everything

Drive usage and revenue

- Make data friendly
- Continuous stimulation

Align demand and capacity

- Traffic management
- Unclog congestion

Create dependency & loyalty

- Add-ons with sticky data intense interaction



Digital Universe



Website

15 million Visitors
6 million Unique Visitors



Online Payments

400 million QR in payments
30% from mobile devices



Ooredoo Community

Launched on May 27th 2014
17,000 registered users
160,000 unique visits



Ooredoo App

340,000 downloads
4/5 average rating



Mozaic Go

25,000 downloads
4/5 average rating



Mobile Money

Launched in November 2014
10,000 downloads
3.8/5 average rating



Success stories

Fibre Project

315k Homes passed

205k Connections

91% Completed Phase 1 & 2

54% On Mozaic TV 3.0

4G Project

920 Base stations

485k Customers

95% Coverage

4G+ Launched 1st in Qatar



B2B: Major deals in 2014



State Security Bureau

Emphasis on B2B

- Incentivize the right sales behavior
- Account Management
- Recruiting skilled specialists

Key drivers in 2014



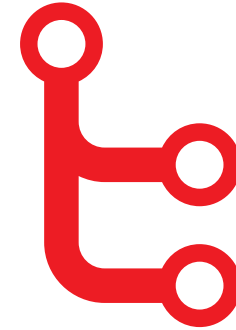
Shahry Smart

19% increase in customers YoY
12% increased value YoY



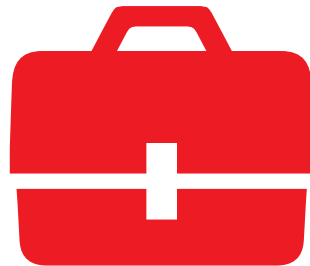
Mobile Broadband

4% increase in customers YoY
18% increased value YoY



Fibre drives Mozaic TV growth

19% increase in customers YoY
36% increased value YoY



Business Connectivity

12% increased value YoY

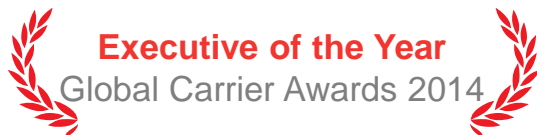
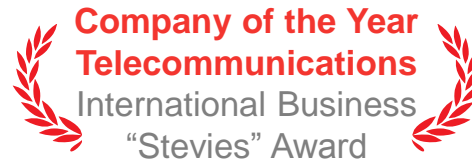
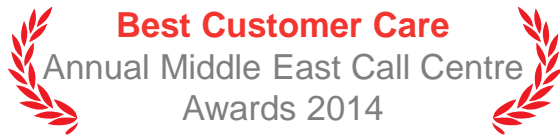


Mobile Data

34% increased value YoY



Awards

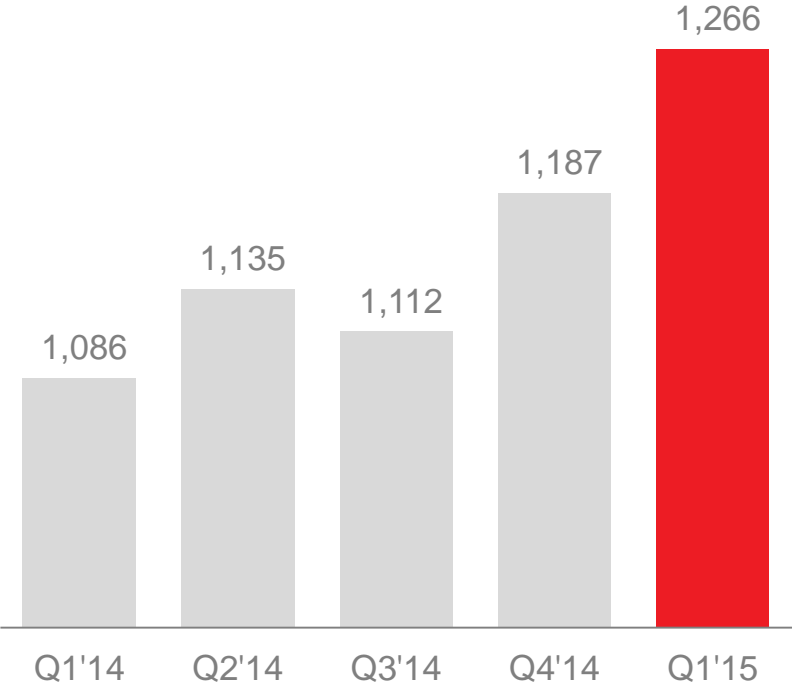


Q1 2015

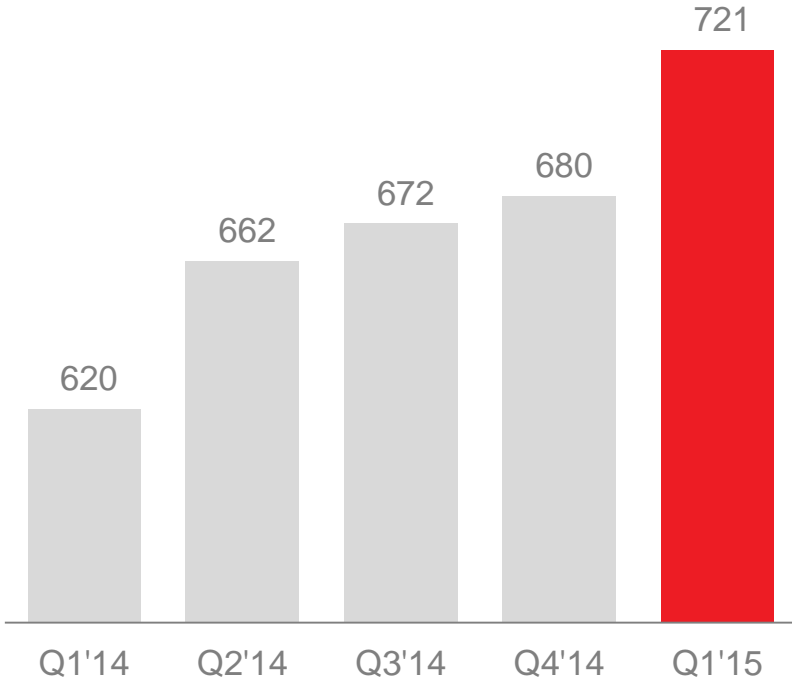


Mobile and Fixed Revenue

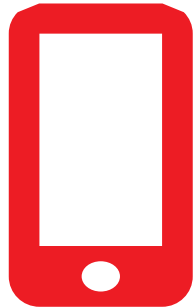
Mobile revenue (QRm)



Fixed revenue (QRm)



Key drivers in Q1 2015



Consumer Mobile Services

5% increase in customers QoQ
6% increased value QoQ



Continuous Fibre rollout

3% increase in Mozaic customers QoQ
4% increased value QoQ



Business Connectivity

10% increase in value QoQ



Mobile Data

27% increased value QoQ





Thank you

Follow us

ooredoo

Website: ooredoo.com

Email: IR@ooredoo.com

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

Upcoming
events

2015 1H Results – August 2015 *TBD*