

Ooredoo Group

Capital Markets Day 2016

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26 Sept 2016

Doha, Qatar



The new LEAD strategy provides the right ambition and a framework to focus on value creation

Market
Leader

- Leading network
- Better distribution
- Smart services

Performance
Culture

- People/Skills
- Organization
- Governance

Efficient
Models

- Asset light
- Optimized channels
- Group synergies

Results

Growth > Market

ROCE > WACC

Value Creation
(Free Cash Flow + ROCE)



Strategic priorities going forward

- **Total focus on business performance**

- 2016 Net profit
- Cost control
- Top line growth

- **Delivering value from Group HQ**

- Performance management
- Procurement
- Brand

- **Strategic discipline**

- Focus on core business
- Selective in-market developments
- Prudent approach to financial risk



Strengthening leverage of Group benefits



Performance Management

- Monthly performance reviews
- Management accountability
- Right people



Procurement

- Improved purchasing processes
- Senior team engagement
- Group scale



Brand

- Common identity
- Excellent execution
- Brand license fees



Optimizing portfolio and deleveraging

Sell down/exit



In-market development



Network sharing



Thank you

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