

Ooredoo Group

Capital Markets Day 2016

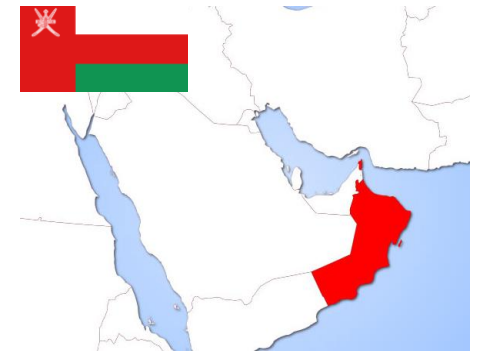
Ooredoo Oman update - Greg Young,
Ooredoo Oman CEO

26 Sept 2016
Doha, Qatar



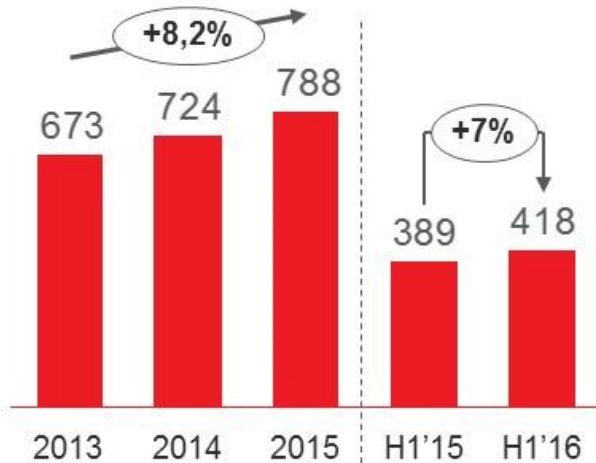
Oman: Young, growing population in a stable economy in process of diversification from oil

- 4.5m People and a historic YoY growth >5%
- 50% less than 30 years old and 45% expats mainly from south-east Asia
- >300k Km² surface and 15 people per Km²
- USD 40,539 GDP/Cap (PPP)
- Annual nominal GDP Growth Rate: 4.6%
- Oil & Gas contributes 51% of total GDP, Currently in the process of diversification mainly focus on Tourism, Logistics, Manufacturing, Agriculture & Fishing



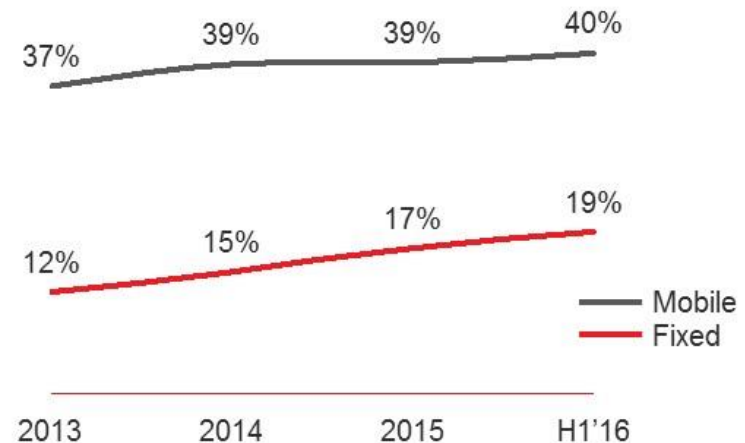
Ooredoo Oman: Consistently beating the competition in a growing market

Total Market Revenues (OMR m)



Ooredoo Oman has captured over 40% share of market growth since 2014

Mobile & Fixed RMS



Mobile RMS ~ 40%
Mobile prepaid market leadership

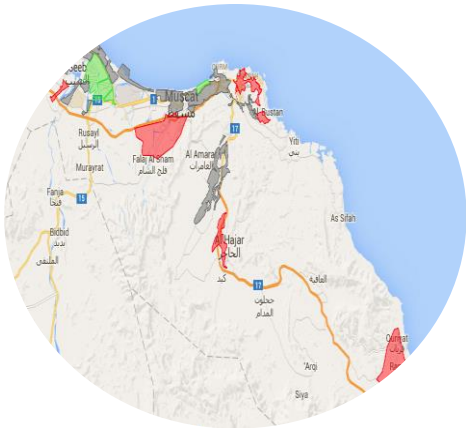


Fixed RMS close to 20%
Optimal portfolio with TD-LTE and Fiber



New regulatory framework and competitive landscape

**Awasr limited to Oman
Broadband Company
(OBC) infrastructure**



**Regulatory framework
more predictable &
transparent**

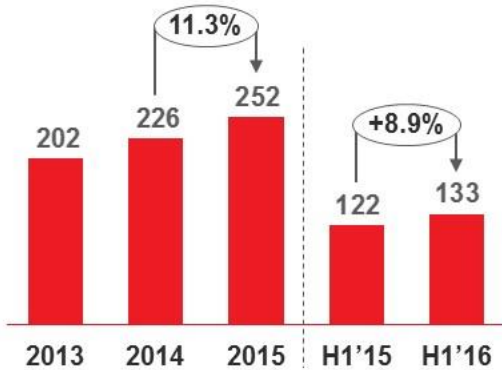


**Consolidation of existing
MVNOs**



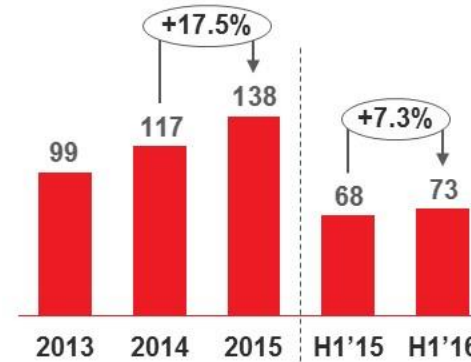
Robust financial and operational evolution

Revenues (OMR m)



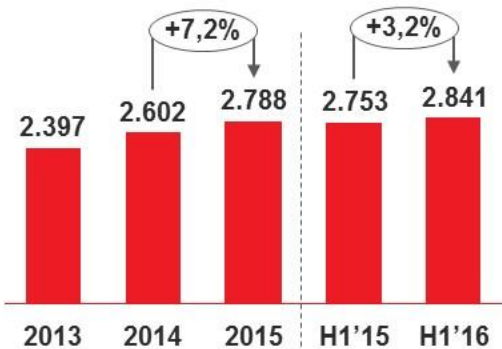
Steady profitable growth since 2013

EBITDA (OMR m)



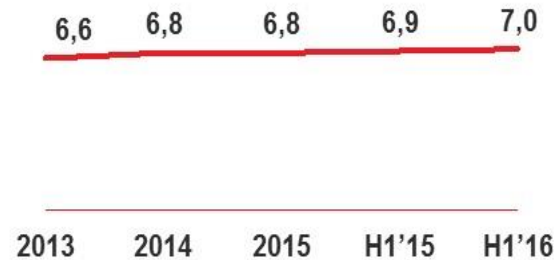
EBITDA margin improvement

Customers (000)



Healthy customer growth

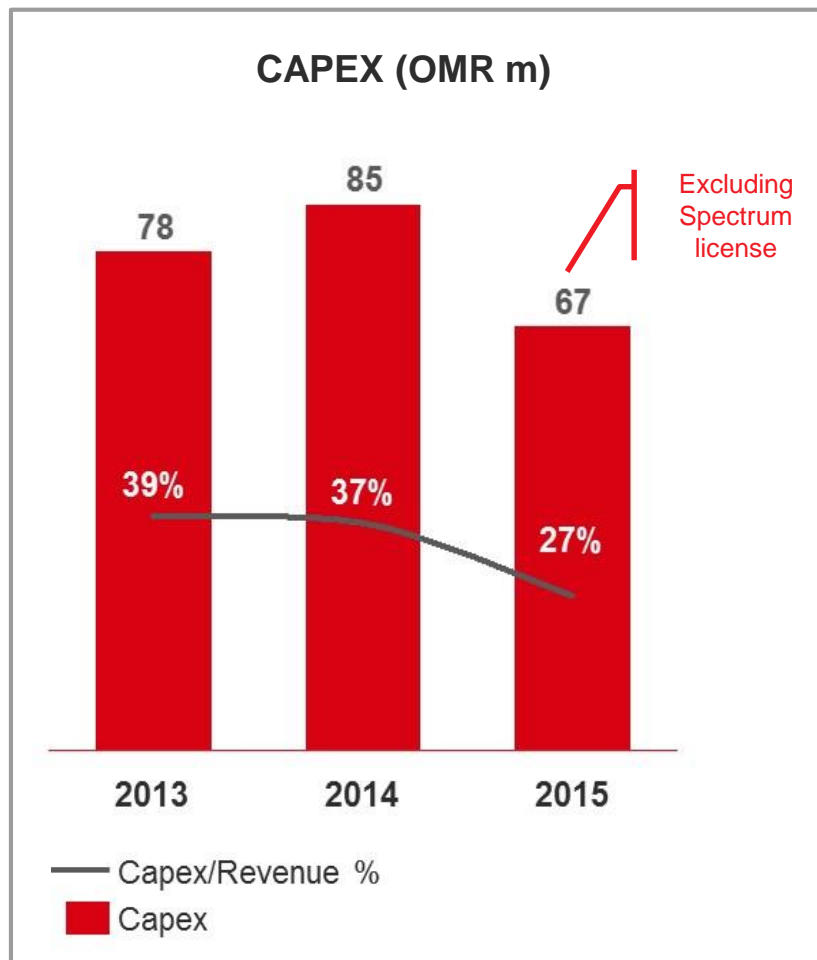
Mobile ARPU (OMR/month)



Stable ARPU



CAPEX: Major infrastructure projects accomplished; capital intensity already reducing



National Fiber Backbone
5,500km



2 Submarine cables
SEA-ME-WE 5 & AAE1



Network Modernization



IT Transformation



Successful market segmentation and commercial edge versus competition

Fiber offers with great value



Salalah Festival offer – tourism event



Special plan for youth segment



Loyalty points for High Value customers



Turn on roaming

Keep your business connected using Muzakr Business or Email Everywhere with 1GB data for as low as EO 15



Roaming offers for frequent travelers

Our app makes everything easier



Digital apps for better customer experience

The lifeline for your business

Fixed line services from Ooredoo call us on 9031 1985



B2B offers targeting all business segments

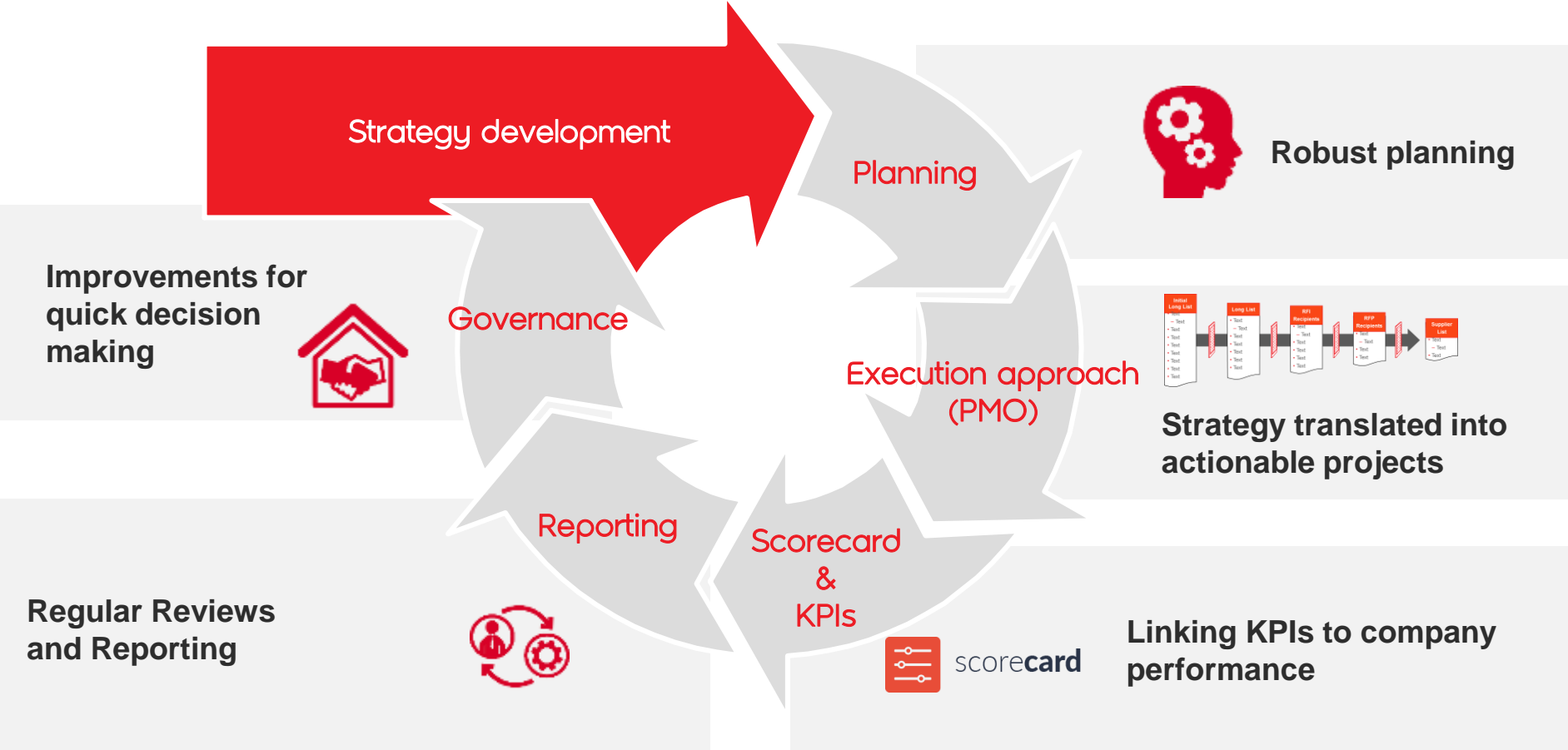
Get your Huawei today!



Device offers

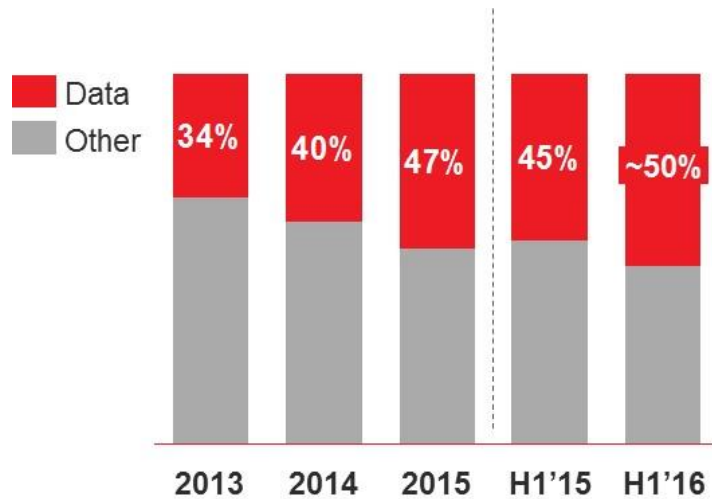


Focused organization to drive implementation



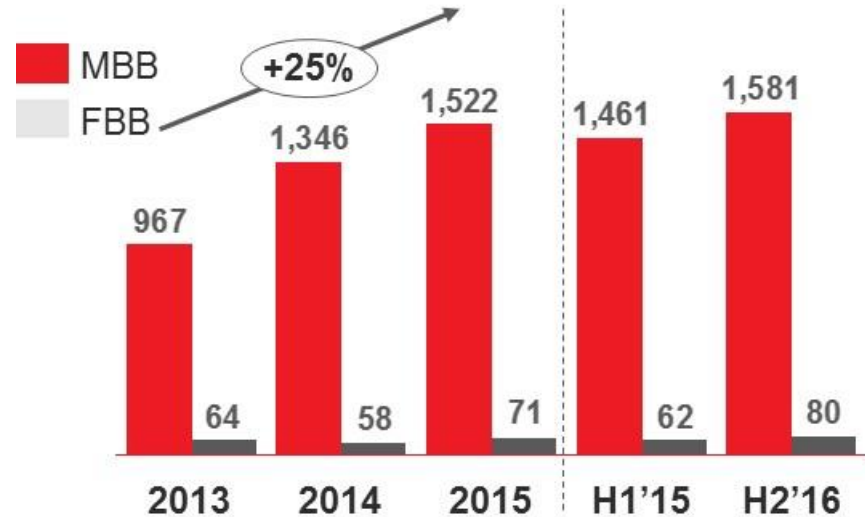
Successful voice to data migration

Data Revenue



50% of revenues already coming from data

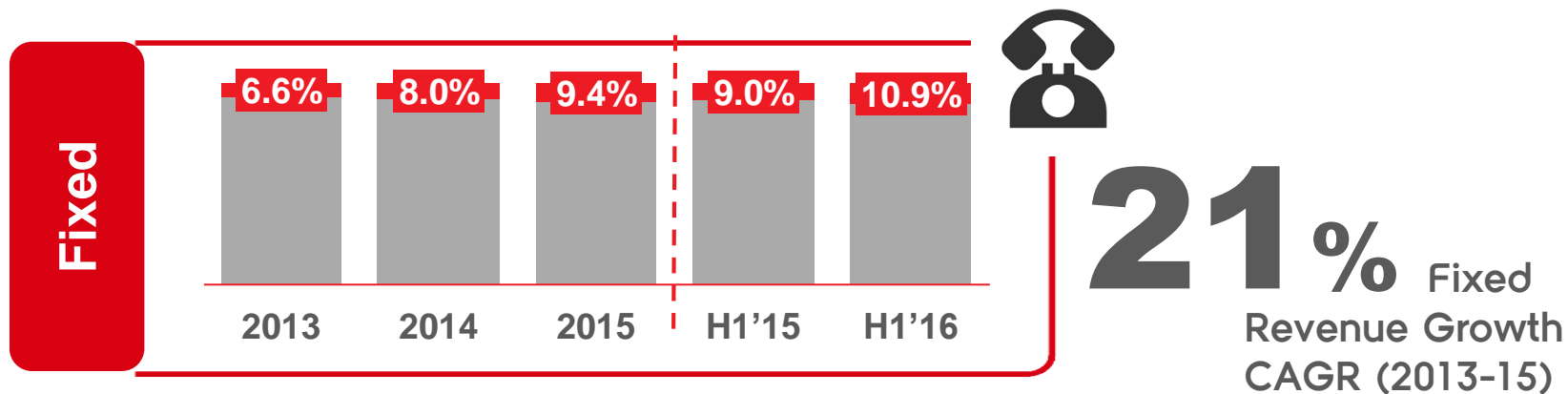
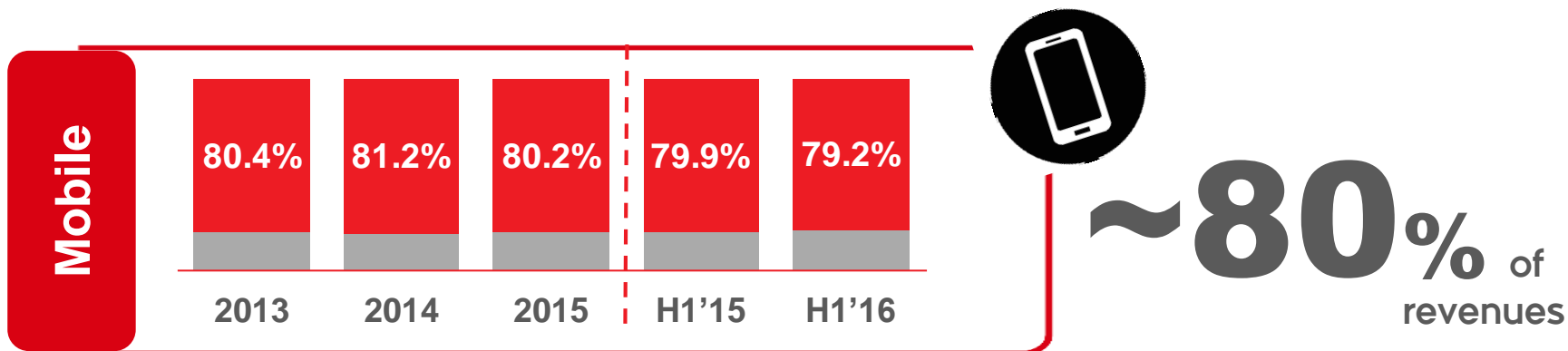
Broadband Customers



25% Annual Growth in MBB customers driven by high smartphone penetration and smart pricing



Revenue diversification: Healthier revenue composition



Looking forward: Strategic focus

Market
Leader

- Maintain our Mobile data leadership through a convergence approach
- Capture our fair share of new revenues streams

Performance
Culture

- Deliver unmatched and Omni-channel customer experience
- Develop a collaboration and transformation culture

Efficient
Models

- Overhaul operations leveraging on Big Data and increase automation
- IT transformation and network virtualization to gain agility and openness to third parties



Thank you

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ooredoo

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