

Our commitment to Global Goals

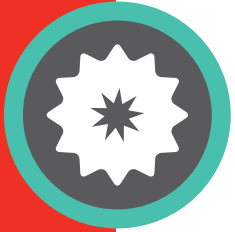




Ooredoo is committed to the United Nation's Sustainable Development Goals which aim to eradicate extreme poverty, improve the lives of people and create an all-round healthier world for tomorrow.



We believe in the power of mobile broadband to enrich people's lives.



We work hard to stimulate human growth and contribute to the sustainable development of the communities we operate in.



We will go above and beyond to respond to this ambitious post-2015 agenda, focusing our efforts on the following 3 areas:



GOAL 3: Good Health

Ensure healthy lives and promote well-being for all at all ages.



GOAL 5: Gender Equality

Achieve gender equality and empower all women and girls.



GOAL 9: Innovation & Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.



Goal 3

**Ensure
healthy lives
and promote
well-being for
all at all ages**



Our focus is on making a real difference to people's lives in 3 main areas:

DID YOU KNOW...



WOMEN'S HEALTH...

Myanmar has one of the worst maternal mortality rates in Southeast Asia.
200 women die for every 100,000 live births
70% of births take place outside of a medical facility.



CHILDREN'S HEALTH & WELL-BEING...

35.8% of Indonesia's total population is under 18 years old, that's 85 million children. Of that, 12% of children (10.2 million children) are seen as vulnerable to infectious diseases, because of diet and lack of access to healthcare and education.



DISASTER RESPONSE...

Over 3 million people have been internally displaced by violence across Iraq since January 2014. Many of these have been separated from families or loved ones, require medical attention and are in desperate need of basic essential supplies.

OUR SOLUTIONS

We offer an immediate response to some of the serious health issues being faced by people in underserved communities across our global footprint...



HEALTH & NUTRITION...

Ooredoo launched its Mobile Health Clinic initiative in association with the Leo Messi Foundation in May 2013.
The Mobile Clinics travel to rural and remote communities to provide free medical treatment, share nutritional advice and distribute vitamins. We aim to reach more than 2 million young people in Algeria, Indonesia, Myanmar and Tunisia by 2016.



DEVELOPING AWARENESS...

The clinics also play an educational role to teach parents and children of the importance of a healthy lifestyle and of disease prevention. These are lessons which will stay with them for the rest of their lives.



DIGITAL INNOVATIONS

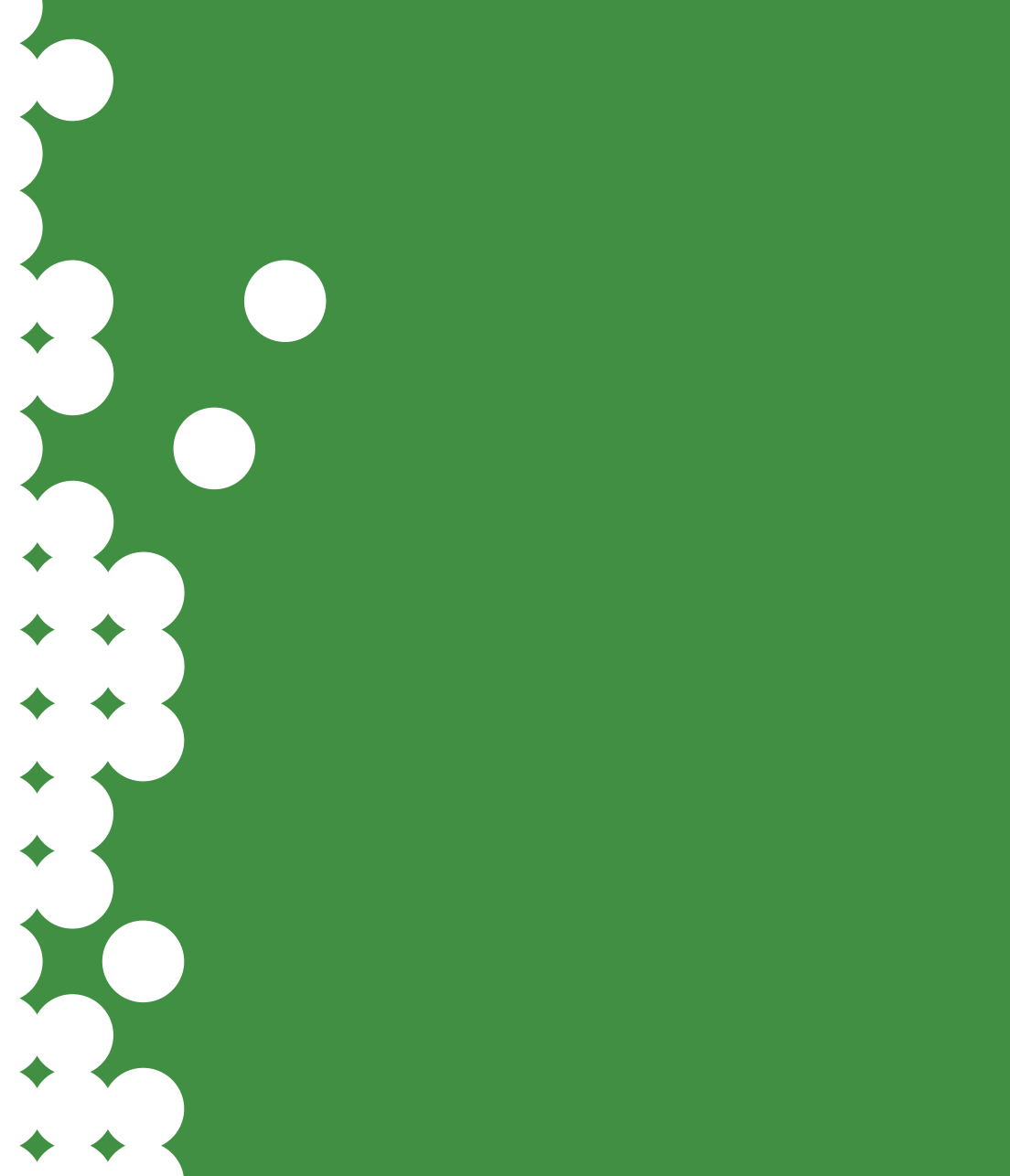
'MayMay' is a maternal healthcare app which bridges the mobile and health sectors to help ensure that a wealth of useful maternal, child health and wellness information is readily available to women across the country both during and after pregnancy. There is fast-growing demand for the service which is a great example of the benefits of having a mobile phone in today's digital world.



HUMANITARIAN & DISASTER RESPONSE

Ooredoo also provides immediate assistance, emergency aid and recovery efforts to those affected by flooding, earthquakes, volcanic eruptions and other natural disasters in our markets. We offer free access to our services for those affected and deploy the mobile clinics to provide much needed assistance.

- In Iraq our Smile for Peace campaign supports refugees and IDPs through caring initiatives and the donation of supplies as well as through unique means of connectivity such as our dedicated call centre or text service to reconnect separated families.
- Ooredoo actively supports the GSMA's Humanitarian Connectivity Charter as part of our commitment to support customers and first responders before and during humanitarian emergencies. The charter is supported by the United Nations Office for the Co-ordination of Humanitarian Affairs, UN Emergency Telecommunications Cluster and the International Federation of the Red Cross and Red Crescent Societies.





Goal 5

**Achieve gender
equality
and empower
all women
and girls**



The empowerment of women is a serious commitment for Ooredoo, one which sits at the heart of our corporate culture.

DID YOU KNOW...



BRINGING WOMEN ONLINE

Over 1.7 billion females don't own a mobile phone in low- and middle-income countries



BOOSTING NATIONAL GDP

It has been found that bringing 600 million additional women and girls online could boost global GDP by up to US\$13-18 billion.



FAIR AND EQUAL ACCESS

In low- and middle- income countries women are 14% less likely to own a mobile phone than men, which translates into 200 million fewer women owning mobile phones.

Ooredoo's companies are proud to take the lead in providing award-winning services for women in markets ranging from Iraq to Indonesia...



CHALLENGING WOMEN TO DO MORE

In 2013, Indosat initiated Indonesia Womenpreneur Competition along with the Ministry of Women Empowerment and Fimela Magz, an Indonesian lifestyle magazine, as a challenge to 'start-up womenpreneurs' to run their business and optimize the use of ICT.

Working with social enterprise Ruma Pulsa, Indosat and Ooredoo have also enabled 'womenpreneurs' to become sales agents for Indosat products, which empowers women living in rural areas by enabling them to become more financially independent.

In Myanmar Ooredoo is supporting women's entrepreneurship through a franchisee model which aims to enable tens of thousands of women in Myanmar to sell prepaid Ooredoo airtime to their communities.



PROVIDING FINANCIAL, EDUCATIONAL AND OTHER, SUPPORT

Nearly two-thirds of Indonesia's entrepreneurs are women. Indosat's Inspira initiative focuses on these 'womenpreneurs', especially in traditional industries, offering functional training through the use of mobile technology while providing guidance for how to become more independent and resourceful.

Dompetku, Indosat's mobile money service, provides working capital to female micro-entrepreneurs who have limited access to affordable resources.



WOMEN IN THE WORKFORCE

In Qatar, Ooredoo has partnered with “How Women Work”, a national community of practitioners that aims to provide information and networking opportunities to empower women, with a particular focus on female entrepreneurs, executives, employees and jobseekers.

To kick-start female participation in Myanmar’s tech scene Ooredoo helped to launch Geek Girls Myanmar in October 2014. This community group of female technology professionals, students and enthusiasts was the first designed-for-women initiative in Myanmar’s technology industry.

Ooredoo is a key member of the “She Works” partnership with the World Bank Group. The “She Works” partnership was launched in 2014 and looks to promote female inclusion in the workplace by implementing measures proven to enhance women’s employment opportunities. Its target is to improve opportunities for more than 300,000 women within two years.



UNDERSTANDING CULTURAL NORMS AND WORKING TO BREAK BARRIERS DOWN

In a first for Iraq Asiacell’s Almas line targeted those barriers that had been limiting female mobile use such as pricing, cultural norms, technological illiteracy and the potential for harassment. Asiacell also placed particular emphasis on enhancing the customer experience, providing women-only call centre services and outlets. As a direct consequence the proportion of Asiacell’s female customers doubled from 20% to 40%.

To recognize the cultural and social paradigm of women often accessing digital services through the husband’s phone, Ooredoo also launched “PhayPhay” (Father) in Myanmar, which provides a similar service as MayMay but is contextualized for the Father. This has shown how by designing for men we can reach more women across Myanmar, while still delivering good health information.



ADVANCING THE ROLE OF WOMEN AND BUILDING AWARENESS ON A GLOBAL STAGE

Ooredoo is a member of the World Bank Group Advisory Council on Gender and Development, a major global body dedicated to promoting gender equality around the world. It has called for every business to engage women as both customers and key partners for success today.

Ooredoo’s chairman is on the Advisory Board of the World Economic Forum’s Gender Parity Programme. The Gender Parity Programme is committed to promoting women’s leadership and gender parity across the globe.



DEEPENING OUR UNDERSTANDING

To enhance mobile/internet access for millions of women, most of whom have never benefitted from access to mobile/internet before, Ooredoo recently joined with the GSMA and other partners to study the socioeconomic benefits of greater inclusion of women. The study is ongoing and will lead to the creation of tailored products and services which speak to their real, everyday needs.

In Iraq, Asiacell researched women’s needs extensively to design its breakthrough service offering Almas line with features matching the needs of Iraqi women for mobile services.



Goal 9

Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation



We are working to close the digital divide, help everyone stay connected, all of the time, and power local innovation in each of our markets

DID YOU KNOW...



GROWING THE GLOBAL DIGITAL ECONOMY

Mobile broadband connections will account for almost 70% of the global base by 2020 and global cellular M2M connections are expected to reach almost 1 billion.



DRIVING ECONOMIC PROGRESS

A GSMA study has found that for every 10% increase in a country's mobile broadband use there was an accompanying GDP growth of approximately 2%.



SUPPORTING INNOVATION

Indonesia has one of the fastest growing app markets in the world yet it ranks only 85th of 144 countries in terms of digital infrastructure.



MOBILE INTERNET AS A TOOL FOR SOCIAL & FINANCIAL INCLUSION



Mobile Education

- Ooredoo Tunisia's "Najjahni" service, which in Arabic means 'Make me Succeed' offers a range of mobile education and youth employment services to a population affected by a poor formal education system. The service's mobile learning and employment platforms have over 400,000 users.
- Ooredoo companies have played a pioneering role in the provision of mobile education, with Ooredoo's Wataniya Mobile in Palestine launched "Learn English" services for mobiles that enable young people to develop key language skills.
- Our Mobile Academy service offers more than 50 courses on a wide variety of subjects and has over 350,000 customers.



Mobile Financial Services

Our mobile financial services serve more than 3,5 million transactions a month in Qatar, Indonesia and Tunisia, with plans in place to launch soon in Iraq.

In support of the World Bank Group's goal to achieve universal financial access, we have committed to providing 17million people across our global footprint with mobile financial services by 2020.



mAgri Solutions

For Myanmar's largely agricultural communities Ooredoo's mAgri service, The Farmer, will (when launched) help farmers across the nation increase productivity, easily obtain the latest agricultural information, share proven farming practices with others across the country and ultimately make the best decisions for their business.



SUPPORTING CUSTOMERS' INCREASINGLY DIGITAL LIFESTYLES

Through the introduction of affordable smartphone devices, and by continuing to create and nurture partnerships with major technology and content players, we are making mobile services an integrated part of our customers' everyday activities.



Over 1 million people in Indonesia have accessed the internet using Internet.Org, a mobile broadband service launched exclusively in partnership with Facebook.



Google Play™ Store Carrier Billing in Indonesia helps the ~96% of Indonesians who do not have a credit card access digital content by enabling them to pay for digital content from the store with their phone-credit in just one-click.



We are also aware of the importance of helping our customers to protect their digital identity and were the first operator to trial Mobile Connect, the GSMA standard for mobile identity services with the GSMA and Ericsson in Indonesia. Mobile Connect provides secure access to mobile and digital services as well as greater privacy and robust data protection for the growing number of Indonesian consumers accessing these services from their mobile phone.



SMARTER INFRASTRUCTURE

Ooredoo's smart solutions offer the potential for us to reduce energy usage, enable greater automation and provide more people with faster access to a world of information and educational material.

Our next-gen smart solutions include:



Smart City services – smart metering, smart banking services, smart transport solutions, gated community access control, CCTV surveillance services, smart public services.



Smart Learning – Mobile learning, Mobile Device Management & end-to-end solutions that connect students and teachers.



M2M technologies – Ooredoo is taking a leadership role in M2M technologies to enable “Internet of Things” solutions. Across its footprint it has implemented cutting-edge solutions, including new innovations for the energy, transport and financial sectors.



Smart Stadium technology – With Qatar becoming a global hub for international sporting events Ooredoo's range of intelligent network solutions provide fans inside the ground and viewers around the world with up-to-the-moment information and results at sporting events.



POWERING INNOVATION

Across our footprint we are passionate about powering innovation and supporting entrepreneurs in all stages of growth and development:

Algeria

- tStart has supported 20 start-ups and enabled Ooredoo Algeria's Training Institute to provide training to 6,000 students at 15 universities and business schools.
- iStart supports a range of initiatives, including Algeria's first mobile app store, "The GeekFtour" developer summit, and developer training.
- "Oobarmijoo" (which in Arabic means "I develop"), which supports mobile app development under the label "Made in Algeria" has had more than 5,000 participants.

Indonesia

- Indosat runs one of Indonesia's most prominent and oldest tech competitions and hackathons, IWIC, which has produced more than 2,000 apps over the years.
- Ideabox, an incubator for early stage digital companies, now in its third year of operation has seen two of its graduates valued at over US\$1million.
- In partnership with Softbank, Indosat and Ooredoo operate the SB ISAT Fund which invests to help startups progress through growth stage to mature stage development.

Myanmar

- IdeaBox has created a community which draws together those interested in driving the development of Myanmar's technology ecosystem.
- Ooredoo supported the country's first-ever series of "hackathons", a coding marathon in which members of the technology community work together to use technology to solve special problems.

Tunisia

- Ooredoo's Start-up Factory, is an end-to-end incubator and support program for young developers looking to create ICT-related start-ups.
- In 2014, in partnership with the Qatar Friendship Fund and Microsoft, the program evolved to launch Tunisia's first-ever Innovation and Business Hub. Intilaq has since transformed the local ICT ecosystem and inspired more young people to become entrepreneurs.

Qatar

- Ooredoo and the Applied Innovation Institute launched the Arab Mobile App Challenge in 2013 to encourage young people across the region to develop their own Apps. In 2014 the initiative welcomed nearly 700 regional teams from 5 Arab countries.

The Global Goals set an ambitious agenda, yet they are heavily reliant on the private sector's pledged commitment to achieve their targets.

Above we have outlined some of the ways in which we are already working to transform these mission statements into a reality.

Our commitment is that we will build on these, further their reach and continue to innovate as we work to create a better tomorrow for all.

Sources

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