

PRESS RELEASE

HUNDREDS JOINED VODAFONE'S IPHONE 6 AND IPHONE 6 PLUS OFFICIAL AND EXCLUSIVE LAUNCH EVENT AT VILLAGGIO

- An exclusive midnight event was held at Qatar's most popular mall, Villaggio Mall
- Hundreds lined up to be part of the moment
- 10 winners got the chance to have their bill covered for a year
- Fantastic data offer to both Postpaid & Prepaid Customers

Doha, Qatar, 27 September 2014: Vodafone Qatar has officially launched the world's most awaited smartphones, the iPhone 6 and iPhone 6 Plus, in the country. An exclusive midnight event which saw hundreds of people showing up at the company's store located at Villaggio Mall, the most popular mall in Qatar, has marked the moment everyone was eagerly waiting for. Those who have pre-ordered online and wanted to be some of the firsts to pick up their favourite handset, in addition to others who wished to purchase an iPhone 6 or an iPhone 6 Plus on the spot, joined the Vodafone team for the chance to be part of a memorable event.

Timed with the launch, Vodafone launched great data offers to both Postpaid and Prepaid customers who are purchasing an iPhone 6 or iPhone 6 Plus allowing them to enjoy Qatar's newest 4G network, Vodafone 4G. Additionally, ten lucky customers won their mobile phone bill paid for an entire year.

At the event, Vodafone announced that all new and existing Vodafone Red Postpaid customers will get to enjoy unlimited local data for 12 months with their new iPhone. The 12 months of unlimited data with the iPhone 6 is available on all Red plans, M, L, XL and VIP.

Postpaid customers, who are not on a Red plan, would also receive 15GB of local data per month for a period of 3 months, for free.

Furthermore, Vodafone Prepaid customers will receive 6GB of local data for free for three months while those who are moving their existing non-Vodafone number to Vodafone Prepaid will get unlimited local data for 90 days, for free.

Marc Norris, Chief Commercial Officer at Vodafone Qatar, said: "We are very proud to have launched the iPhone 6 and iPhone 6 Plus in Qatar and we were extremely happy to see a great number of people joining us in celebrating this event, held exclusively at Qatar's most popular mall, Villaggio Mall. We have timed the launch with a fantastic data offer to both our new and existing Postpaid and Prepaid customers in order to guarantee a most enjoyable experience, on Vodafone 4G, as soon as they activate their handset."

Terms & conditions apply. For more information, please visit: www.vodafone.qa/iPhone-6

-ENDS-

About Vodafone Qatar Q.S.C.

Vodafone Qatar Q.S.C. ("Vodafone Qatar") is the holder of the Second Public Mobile and Fixed Telecommunications Networks and Services License in the State of Qatar.

Vodafone Qatar switched on its mobile network on 1 March 2009 and shortly after started delivering great value to its customers with a range of exciting products and services. Having built a world class converged IP network, Vodafone launched fibre-based consumer and enterprise fixed-line services commercially in October 2012 and is expanding its fibre services in conjunction with Qnbn deployment of Fibre to Homes and Corporates.

Vodafone's objective is to be the most admired brand in Qatar and the Company is committed to providing world class telecommunications infrastructure to support Qatar National Vision 2030.

Please visit www.vodafone.qa for more details.

For press enquiries, please contact:

Hala Kassab

Media Relations Manager, Vodafone Qatar

E-mail: hala.kassab@vodafone.com