

PRESS RELEASE

VODAFONE COLLABORATES WITH NU-Q STUDENTS ON mEDUCATION STUDY

Doha, 1 March 2015: Vodafone has joined a Northwestern University in Qatar (NU-Q) classroom study that will explore the potential for mobile education tools in Qatar. Eight NU-Q students are researching the market for mobile tools in higher education, as well as how those tools are used in the learning process. The study, which will be carried out in collaboration with Vodafone, is part of a 14-week course designed by NU-Q lecturer Giovanni Bandi.

Dalya Al-Khalaf, Vodafone's Director of Strategy and Planning, noted: "As part of our commitment to improve education through technology, Vodafone Qatar is participating with Northwestern University in Qatar in a study to identify what are the best digital tools to improve the learning process as well as the students' engagement with their universities. We hope to learn which student needs can be satisfied with mobile technologies. We will use these results to drive future Vodafone Qatar investments in the field of mobile-based education solutions."

Everette E. Dennis, dean and CEO of NU-Q, noted that, "collaborations between academy and industry make an especially valuable contribution to the student's education. By drawing on knowledge gained in the classroom, students learn to produce creative solutions to real-world problems in the evolving media field."

Vodafone's senior management will provide an important resource for students as they analyse the current supply of digital tools, both locally and internationally. During the first session, Vodafone's Head of Strategic Projects and Innovation, Simone Eliantonio, shared a research Vodafone Qatar conducted on mEducation in the last few months. "Education is a social environment where students interact and collaborate with each other and with the professors. This social interaction, more than anything else can benefit from dedicated digital and mobile tools," he said.

As part of the classroom study, students will conduct a statistically valid survey of university students in Qatar. Consumer specialists at Vodafone will assist students to construct appropriate questions. The survey data will define the market demand in terms of current use, trends and expectations.

Ending in April 2015, this research will be an invaluable resource for Vodafone Qatar to develop tailor-made digital-based education solutions that cater to the specific needs of the local market and help to introduce innovative methods of learning to university students.

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About Vodafone Qatar Q.S.C.

Vodafone Qatar Q.S.C. ("Vodafone Qatar"), part of one of the world's largest telecommunications Group, the Vodafone Group, 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.

Vodafone's objective is to be one of the most admired brands in Qatar and the Company is committed to providing world class telecommunications infrastructure to support Qatar National Vision 2030. Effective January 2015, Vodafone Qatar has become fully compliant with Islamic Sharia practices throughout its business, including commercial and financial operations.

Please visit www.vodafone.qa for more details.

About Northwestern University in Qatar

Northwestern University in Qatar draws from its parent organization, Northwestern University (Evanston, Illinois), a distinguished history, famous world-renowned programs and an exceptional faculty. Founded in partnership with Qatar Foundation, NU-Q provides a framework through which students explore the world and learn to ultimately shape its future within the distinguished schools of communication, journalism and liberal arts.

For press enquiries, please contact:

Hala Kassab, Media Relations Manager, Vodafone Qatar

E-mail: hala.kassab@vodafone.com