

PRESS RELEASE

VODAFONE FALLA-FLAGSHIP STORE OPENS AT QATAR FOUNDATION

Doha, 18 May 2014: Vodafone Qatar has announced the opening of its new store at Qatar Foundation for Education, Science and Community Development's Recreation Centre. The Vodafone Falla-flagship store follows the launch of the company's latest Postpaid and Prepaid plans appealing to the youth in Qatar.

Attending the launch on Wednesday were Mr Ibrahim Al Obaidli, Director of Community Affairs at Qatar Foundation; Mr Mohammed Al Naimi, Recreation Services Manager at Qatar Foundation; Mr Marc Norris, Vodafone Qatar's Chief Commercial Officer and Ms Dalya Al-Khalaf, Vodafone Qatar's Director of Strategy.

Taking the company's retail footprint to 24, Vodafone's store at Qatar Foundation introduces a totally innovative approach to customer care and service featuring entertaining facilities such as a dedicated Play Station booth for Vodafone's customers to play individually and online during their leisure time.

The store also features an Anghami music app station where youngsters can listen to their favourite artists with the latest Dr. Beats headphones. Students, staff members and the wider community of Qatar Foundation will also get the chance to check and try the latest gadgets, accessories and smart phones with a new twist including, for example, a "calories fork" which tells students how many calories they have consumed per meal

Qatar Foundation's Vodafone Falla-flagship store will be manned by Hi Tech Care Advisors under the age of 25, underlining Falla's focus on relating to the youth in Qatar.

Dalya Al-Khalaf, Director of Strategy at Vodafone Qatar, said: "We're very happy to expand our presence in Qatar and in particular at such a prestigious location. We're very privileged to have Qatar Foundation as a partner in the country and following the launch of Qatar's very first telecom plan for the youth, Vodafone Falla, and our company's strategic focus on the youth, this store cannot be a more perfect fit. We're confident that the creative concepts introduced at this store will strongly underpin Vodafone's drive to lead in innovation and customer experiences."

Ali Al-Muftah, Executive Director of Qatar Foundation's Support Services, said: "We are delighted to welcome Vodafone Qatar's new Falla-flagship store to Qatar Foundation. Our staff and students are extremely important to us, being key pillars of the QF community. As a result, we develop and enhance the lives of those studying and working on campus so there is real synergy between what we offer within Education City and what Vodafone Qatar will in turn offer our community through its tailored plans.

"No doubt many people working and studying at Qatar Foundation will visit the Vodafone Falla-flagship store and participate in the many activities on offer."

Vodafone Falla is Qatar's first telecom plan appealing to the youth. 'Falla' is a Qatari expression that means enjoying the moment and this is the feeling Vodafone wants to create with young people in Qatar.

Falla offers youth great mobile deals, exciting activities and direct youth engagement. With the new Vodafone Falla Prepaid and Postpaid plans, customers can talk for hours, access endless music and enjoy fantastic internet offers:

- 1- **Hours of calling to friends** with 1000 minutes of calls to Vodafone numbers.
- 2- **Endless music with Anghami+ mobile music application** and 1GB of internet for mobile streaming and downloads. Anghami is the number 1 music service in the gulf, offering the largest catalogue of regional and international music.
- 3- **Fantastic internet offers** with 100MB free on every Prepaid recharge and a Postpaid Falla plan with 1GB included.

Vodafone Falla also delivers entertainment to youth such as **Video Gaming** at The Gaming Lounge. Located in Al Sadd area, this is the only 24-hour gaming location in Qatar. Every Wednesday from midday to midnight, Vodafone Falla is sponsoring free gaming for anyone in Qatar.

Additionally, Vodafone Falla reaches out to youth in places wherever they may be and in ways that make sense for their lifestyle.

- 1- **Campus activities** at Qatar University
- 2- **Vodafone support using WhatsApp on 70550111** which for the first time in the region, is an innovative support channel that has been designed to meet the needs of the youth.
- 3- **Dedicated digital platforms** at
 - Instagram @vodafonefalla
 - Twitter @vodafonefalla
 - Facebook www.facebook.com/VodafoneFalla
 - YouTube www.youtube.com/VodafoneFalla
 - Website www.vodafone.qa/Falla

For further information and terms & conditions, please visit [www.vodafone.qa/ Falla](http://www.vodafone.qa/Falla)

-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 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. Please visit www.vodafone.qa for more details.

Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Emir, QF is chaired by Her Highness Sheikha Moza bint Nasser. QF's work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercializing solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community.

For a complete list of QF's initiatives and projects, visit: <http://www.qf.org.qa>

For press enquiries, please contact:

Hala Kassab, Media Relations Manager, Vodafone Qatar

M: +974 77775701

E-mail: hala.kassab@vodafone.com

Or

Qatar Foundation Press Office

Office: +974 4454 1729