

PRESS RELEASE

VODAFONE QATAR NAMES MINI COOPER WINNER FOLLOWING ITS VODAFONE RED ONLINE COMPETITION

Doha, 22 May 2014: Vodafone Qatar recently announced the name of the lucky winner of a brand new MINI Cooper 2014. The prize follows the social media competition, “Compete for a Seat”, the company ran when it launched its latest Postpaid plans, Red. Marc Norris, Chief Commercial Officer of Vodafone Qatar, welcomed the winner, Brian Mac Bobadillo in Vodafone’s Al-Safwa centre.

“Compete for a seat” ran for two and a half consecutive months, in celebration of the launch of Red Postpaid Plans, and aimed at engaging fans and followers. It comprised three big prizes including a Red MINI Cooper, a trip to UK to watch live the football match that brought together the Red Devils Vs. The Reds and a 7-day trip to visit the Red beach in Santorini, Greece.

The competition witnessed great interest and participation with more than 8,500 entries across Facebook, Twitter and Instagram with 30,000 new Fans and followers on Vodafone Qatar’s social media channels and over 100,000 Likes, shares and comments.

In addition to that, Vodafone Qatar ran special competitions on Instagram with prizes from Christian Louboutin, Gucci, Versace, Mont Blanc and other high-end brands.

Earlier this year, Vodafone Qatar launched its new Red Postpaid plans that come with exclusive privileges, best value and great family deals. Vodafone Red is composed of 4 plans: Red M, L, XL and a VIP Plan. So far, Red has recorded considerable demand. For the first time in Qatar, Vodafone, working closely with local and international partners, introduced some of the most exclusive experiences to their customers, many of which are first time in Qatar experiences.

Parking & Valet Privilege, at major malls & entertainment venues in Qatar: Vodafone has partnered with Wait Valet Parking to provide valet parking services to Red customers on the Red L plans and above, in major malls and key entertainment areas including Lagoona Mall, Landmark Mall, Katara, Dar Al Salam Mall and The Pearl-Qatar.

Airport VIP Lounge Access, at more than 600 airport lounges around the world: Vodafone and their partner, Priority Pass Limited, is making their Red customers’ trips much more pleasant with access to over 600 airport VIP lounges around the world including Doha International Airport and Hamad International Airport.

VIP Service, best in the world personalised concierge services: Vodafone has partnered with Quintessentially, the world leader in luxury lifestyle concierge, to fulfill any request Vodafone Red VIP customers have. Whether it’s a last minute restaurant reservation, getting the latest fashion product, or getting special access to events, Red VIP customers don’t need to worry; they can access the Red VIP service anytime and anywhere in the world.

Vodafone Red Team Privilege, call and Vodafone will be there: Vodafone Red Team will come to Red customers on the XL and VIP plan for whatever they might need- enquiries, payments or to join Vodafone.

Exclusive access to 3030 number range: Vodafone Red customers get exclusive access to the number range 3030 that contains a wide choice of unique numbers.

The best deal for your family, 30% discount on all family plans and Spend Limits: Vodafone is offering a 30% discount on any second connection on the same account. Vodafone also wanted to provide peace of mind by allowing the account owner to better manage the family spend. So, for the first time, Vodafone has introduced spend limits where the account owner can decide what is the spend limit for each connection on their account. This is flexible as Vodafone understands that a customer may need to increase or decrease a spend limit occasionally.

Additionally and regardless of the size of the Red plan that a customer signs up to, they will enjoy unlimited local calling and SMS to anyone in Qatar. Within each of the Red plans, customers can also enjoy hours of international calling to their favourite numbers. Moreover, a number of Red plans include roaming minutes and all the plans include mobile internet.

For further information visit www.vodafone.qa/Red

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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 Qatar launched fibre-based consumer and enterprise fixed-line services commercially in October 2012 and is expanding its fibre services in conjunction with Q.NBN 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 The Qatar National Vision 2030.

Please visit www.vodafone.qa for more details.

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