

PRESS RELEASE

VODAFONE QATAR REACHES OVER 10 MILLION YOUTUBE VIEWS

Doha, 12 July 2015: Vodafone Qatar is now one of the top ranked brands on YouTube in Qatar with over 29,000 subscribers making it one of the fastest growing YouTube channels in the country according to Social Bakers. In June 2015, Vodafone Qatar's YouTube channel passed a whopping 10.9 Million views and 13 Million minutes watched, that is over 20 years of video watched.

Additionally, the company registered over 265,000 views of its videos posted on Facebook and over 50 Million impressions with great engagement in both English and Arabic.

The company's two most recent Networks and Vodafone Qatari Red campaigns recorded 1.3 Million views on YouTube and Facebook, with 79% of users watching these videos on mobile, turning Vodafone's mobile tool increase to 8%.

Vodafone Qatar has today 473,000 fans on Facebook, 127,000 followers on Twitter, 13,000 fans on Instagram and 10.9 Million views on YouTube. Vodafone has also recently launched its Snapchat channel for higher engagement with the youth.

"The percentage of Internet use compared to the population in Qatar is growing and is currently much higher than other countries and as a result we are starting to see more end-to-end digital customers. These are customers who became interested in our products and services through our videos on social media, who have chosen the convenience of placing an online order, and who now pay their bill or recharge online." said Jonathan Donovan, Head of Digital at Vodafone Qatar.

Vodafone Qatar's website has also seen some considerable milestones with over 290,000 website visitors and over 50% of them are return visitors. Vodafone's web site, including online bill payment and online recharge is now fully mobile responsive making it even easier for customers to manage their plan anytime, anywhere.

"Every day we strive to make this end-to-end experience smoother for customers and so far customers have supported this with more orders through our digital channels." he continued.

Vodafone also saw a significant increase in online sales with a 143% increase in customers served through its eShop compared to the previous fiscal year. The sales were driven largely by exclusive offers on the latest devices, pre-order sales, and popular features like Cash payment on delivery and pick-up in retail stores.

"Over the last 2 years we have seen an interesting shift in customer purchase behaviour as more and more of our customers are choosing to order online. They like the convenience of home delivery and the worry free option of booking a phone online to ensure they get the model they want when they visit a shop" said Jonathan.

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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.

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