

PRESS RELEASE

VODAFONE QATAR RECOGNISED FOR BEST SOCIAL MEDIA STRATEGY FOR TELECOMMUNICATIONS IN REGION

Doha, 03 November 2013: Vodafone Qatar was awarded the Best Social Media Strategy for Telecommunications at the Marketing Awards Middle East which was recently held in Dubai, UAE on the side-lines of The Marketing Show 2013 which brought together scores of Marketing, Loyalty and CRM professionals from across the region to hear from and debate the latest trends and insights with industry leaders. The Marketing Awards Middle East recognizes and celebrates companies leading the region in Social Media, Customer Engagement and Loyalty.

Nominees in Social Media categories were judged on how they were creating real conversations with followers, how active fans and followers are on its social media platforms, how social media creates a positive sentiment within its organization, and what features differentiate its strategy from competitors.

Hamad Al Hammadi, Government Relations Manager, at Vodafone Qatar said: "Vodafone Qatar is leading the region in social media and is devoted and committed to serving customers and engaging via social media. Vodafone Qatar creates unique and relevant content specific to this medium and we put primary importance on the relationship with our customers. We earn the right to follow our audience by delivering our likable brand personality through the voices of real people on our social media team, authentic content and by ensuring responsiveness and transparency in all interactions."

Vodafone communicates with fans and followers on social media with a focus on three key areas: authenticity in all social communications, Customer care from in-house teams based on Vodafone's award winning customer support, and engaging content delivered by real people in ways that are relevant and interesting to the local community in Qatar.

Vodafone Qatar was also recently recognized as the Number One socially devoted Facebook brand in Qatar according to Socialbakers, the most popular provider of social media analytics tools, statistics and metrics. A socially devoted brand is defined as a brand that creates and opens line of communication with fans, responds to fan requests at least 65% of the time, and responds in a timely fashion.

To connect with Vodafone Qatar, please visit its Facebook page www.facebook.com/vodafoneqatar, or Twitter @VodafoneQatar, or Instagram page <http://instagram.com/VodafoneQatar>.

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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 launched fibre-based consumer and enterprise fixed-line services commercially in October 2012 and will further expand 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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