

## **PRESS RELEASE**

### **VODAFONE QATAR REFURBISHES OVER A THOUSAND DEVICES**

- **INITIATIVE IS IN LINE WITH VODAFONE'S FOCUS ON SUSTAINABILITY**
- **INITIATIVE HELPS REDUCE WASTE AND PROLONG PRODUCT LIFECYCLE**

**Doha, 23 November 2014:** Vodafone Qatar announced that it has helped refurbish a total of 1,700 handsets over the last 5 months. The initiative falls strongly in line with the company's focus on sustainability and follows in the steps taken by Vodafone, globally, to reduce waste and prolong products' lifecycle. Between April and October 2014, Vodafone has refurbished a total of 137,713 handsets across 16 markets including Qatar.

The initiative kick-started in June 2014, shortly after the launch of Vodafone 4G in Doha, and allowed Vodafone customers to exchange their old handset with a 4G-enabled smartphone to enjoy the unmatched 4G experience over Qatar's newest 4G network, Vodafone 4G. Old handsets were then refurbished by HYL Mobile which also ensured 100 per cent data security for customers, by professionally wiping the phones, before refurbishing or reselling.

To run this initiative, Vodafone partnered with HYL Mobile, formerly known as eRecycling Corps, one of the world's leading providers of products and services that capture, extend and optimise the life and value of used mobile phones. The Trade-In scheme is a permanent offer from Vodafone through which any customer can trade in their phone at any Vodafone store in Qatar. Customers can check the value of their phone prior to the trade-in via <http://www.vodafone.qa/en/smartphones/special-deals/tradein>

Dana Haidan, Head of CSR & Sustainability at Vodafone Qatar, said: "At Vodafone, we aim to reduce the environmental impacts of our products and services, empowering our customers to make more sustainable choices. Mobile technology advances rapidly and many of our customers regularly replace their phones to stay up to date with the latest technology, especially in Qatar. Our research shows that the biggest environmental impact across the lifecycle of a mobile phone is from its production, partly because mobile phones are often only used by consumers for a relatively short period of time compared with other consumer electronics. For many years, we have encouraged customers to return their unwanted handsets and accessories to Vodafone for reuse, where possible, and for recycling. We do this by raising awareness about our recycling programmes through posters, leaflets, and in-store collection points. This year, we changed our approach to proactively ask customers what they are doing with their old handsets when they upgrade and through the new Trade In scheme we offer both consumers and business customers an attractive incentive to return used phones and tablets, which is store credit."

HYL Mobile said: "We're very happy to be partnering with Vodafone in Qatar to deliver such an initiative which has considerable economic, environmental and social benefits to the community it serves. Vodafone is an exemplar when it comes to sustainability owing to its significant track record in this space across the globe. At HYL Mobile, we are transforming the wireless ecosystem by helping

consumers realise and take advantage of the residual value of their used devices and are providing a reliable and responsible way of collecting, processing and distributing used mobile phones. Waste comes in many forms such as mobile phones being thrown in drawers or trash or economic assets that are not being utilised or even in the form of natural resources used to create even more mobile phones. Our approach helped to redirect millions of used mobile phones around the world into the hands of people who could use them to enhance their lives, supporting hence accessibility of technology to all and more importantly protect the environment.”

For more information, please visit: [www.vodafone.qa/tradein](http://www.vodafone.qa/tradein)

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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.

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](http://www.vodafone.qa) for more details.

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