

PRESS RELEASE

VODAFONE QATAR TAKES 'AJYAL YOUTH FILM FESTIVAL' TO NEXT LEVEL OF COMMUNITY ENGAGEMENT

Doha, 02 November 2015: In line with their commitment to support emerging local talent and nurture young creative voices, Vodafone Qatar has joined hands with the Doha Film Institute as a Signature Sponsor and Official Telecoms Partner for the third edition of the Ajyal Youth Film Festival.

Running from November 29th to December 5th at Katara Cultural Village, the Institute's annual celebration of cinema brings together the entire community for an unmissable event that inspires creative interaction through film in a fun and collaborative environment.,

In addition to extending financial support, Vodafone will also assist with community outreach and marketing initiatives to raise further awareness of the annual event through SMS offers, in-store promotional activities, exclusive access to Festival information for Vodafone customers and screenings of the 2015 Ajyal trailer at Villagio and City Center Cinemas.

Speaking about the partnership, Kyle Whitehill, Chief Executive Officer of Vodafone Qatar, said, "Vodafone Qatar is committed to supporting community development initiatives that contribute to the growth of Qatar's arts and creative industries. The 2015 Ajyal Youth Film Festival provides us with a unique opportunity to connect with the nation's youth, one of our key audiences, and their passions through the universal appeal of cinema. Ajyal helps unlock young people's creative potential and supports the development of creativity based on knowledge and learning. I would like to congratulate the Doha Film Institute team for all their efforts and thank them for making us a part of their success story."

Fatma Al Remaihi, CEO of Doha Film Institute, said, "Both Vodafone Qatar and the Doha Film Institute share a combined vision to promote our nation's young talent and offer them dedicated platforms for creative expression. The Ajyal Youth Film Festival, in a very short span of time has secured the allegiance of leading organisations in Qatar, who represent excellence in their respective industries. The support of our partners enables us to enhance the Festival experience and deliver a cultural event that we can all be proud of. We are delighted to have Vodafone Qatar on board for the 2015 Ajyal Youth Film Festival, and we look forward to working together as partners for many years to come."

The partnership enables Vodafone Qatar to give their customers special access to the festival, especially the young members of their Falla Club. Designed exclusively for audiences under 24 years of age, Falla club offers youth in Qatar benefits that include free data bonus, a buy-one get-one free cinema ticket and standard snack combo on every Vodafone Tuesday offer.

The third Ajyal Youth Film Festival consists of daily public screenings of local and international films; family days; special events and exhibitions; the Sandbox interactive digital playground; school screenings; and the Doha Film Experience – Ajyal's youth jury, where hundreds of young people

between the ages of 8 and 21 will watch and discuss shorts and features and decide on the winning films.

For more information on the movie timings and the Ajyal Youth Film Festival, log onto www.dohafilminstitute.com.

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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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