



PRESS RELEASE

VODAFONE INNOVATION DAY 2018: VODAFONE CONTINUES TO LEAD THE WAY IN BRINGING THE LATEST INNOVATIONS TO QATAR

Annual tech showcase highlighting the very best of Vodafone globally

Doha, 24 March 2018: Large numbers of leading businesses and public sector organisations attended Vodafone Qatar's Innovation Day 2018, marking one of the country's key showcases of leading technology.

Now in its second year, the prestigious corporate event invites customers and partners to explore some of the latest and most exciting innovations that Vodafone is developing and to learn how the business is unlocking the benefits these will bring to Qatar.

By continuously monitoring local market trends and the demands of local businesses, Vodafone has proudly been the first to champion fair billing with Bill Manager, the first to bring worry free roaming with Global Data and the first to offer businesses the opportunity to promote their services to their callers with Business Ring-Back Tones.

In the space of the Internet of Things (IoT), Vodafone Qatar set the stage for the technologies of the future at the event by showcasing innovations for a range of industries and sectors – from security solutions, solar monitoring, smart metering, smart cooling, air quality monitoring, smart agriculture, remote healthcare monitoring and virtual & augmented education.

As well as product demos, interactive displays and technical presentations by Vodafone Qatar experts, guests were treated to two thought-provoking talks by leading figures from the worlds of digital technology.

Keynote speaker Erik Qualman, rated as the #1 speaker on digital leadership and is a #1 best-selling author and motivational speaker shared unique insights on topics ranging from Digital Leadership, Digital Reputation & Ratings to Disruptive Innovation. Whilst Spencer Kelly, a respected technology presenter and computer scientist introduced the audience to Blockchain technology that's behind crypto currencies.

The event's success is a testament to why Vodafone is increasingly the partner of choice for many of the country's leading enterprises and governmental institutions. It provided tangible proof for how the business is leveraging the expertise and experience of its people to successfully deploy

technology and enable customers to enhance their operations, deliver services more efficiently and achieve their strategic goals.



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Addressing the audience, Vodafone Qatar's CEO, HE Sheikh Hamad bin Abdullah Al Thani said: "We live in exciting times and the next decade is set to transform the way businesses and governments operate. At Vodafone Qatar, we understand that digital transformation holds the key to the success of much of Qatar's ambitious vision for the future. And we're committed to harnessing the power of technology to enable organisations of all shapes and sizes to optimise, automate and innovate. As a digital first operation, innovation runs through our DNA. From the Internet of Things, world-leading mobile infrastructure, fixed line investments, through to leading applications and services that put customers in control of their spending – its taking shape in every corner of our operation each and every day."

Using its thorough understanding of the local market and drawing on the resources and expertise of the Vodafone business globally, Vodafone Qatar is well positioned to lead digital transformation in Qatar. For more information about Vodafone Qatar's IoT solutions, please visit: <https://www.vodafone.qa/en/business/internet/machine-to-machine>.

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About Vodafone Qatar P.Q.S.C

Vodafone Qatar P.Q.S.C. ("Vodafone Qatar") provides a range of services including voice, messaging, data and fixed communications in the State of Qatar. Vodafone Qatar commenced commercial operations in Qatar on 1 March 2009 with around 1.4 million customers now actively using Vodafone's services supported by the Company's state of the art network. Having built a converged IP network, in October 2012 Vodafone Qatar launched a comprehensive range of fibre-based enterprise grade and residential fixed products and services. Through this fibre connectivity, Vodafone Qatar is set to become a total communications provider contributing to the country's digital agenda. Vodafone Qatar's mission and purpose is to help its customers and communities to adapt and prosper as new trends and technologies reshape the world. Please visit www.vodafone.qa for more details.

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