enriching people's digital lives

to achieve our objective,

we must first define a comprehensive

communication platform.

a methodology of expression:
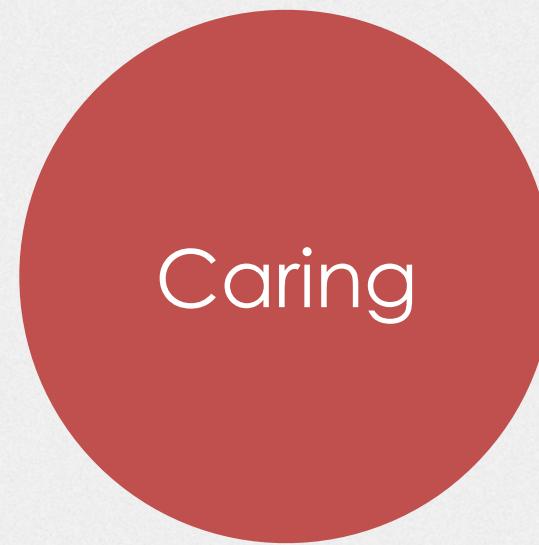
a methodology of "Threes"

objective:

enriching people's digital lives

Three fundamental communication tones of Ooredoo derived from the company values:

Connecting

Caring

Challenging

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Every topic must fall under a tone within the **three** aspects of Ooredoo's communication:

1 topic

Ericsson provides the platform that supports Ooredoo Business M2M/IoT products

Challenging low mobile penetration among women in Iraq

Palestine "Learn English" services

2 tone

Connecting

Caring

Challenging

3 action

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objective:

enriching people's digital lives

Ooredoo Group **topics** are presented in a specific **tone**, driven by a particular **action**.

Connecting
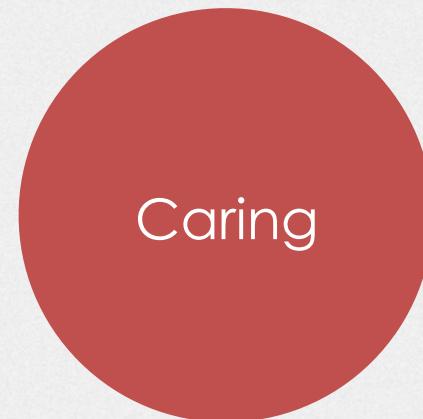
Connections enable many actions, these **three** especially:

tone
> action

- Create
- Meet
- Succeed

Caring

how:
subtle details are stronger
what:
stories that touch you
why:
emotions are lasting

tone
> action

- Develop
- Empower
- Sustain

Challenging

To challenge is to inspire & improve. There are many ways to do it, we choose **three:**

tone
> action

- Innovate
- Think
- Upgrade

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The **methodology of Threes** completes once the **action** is chosen, giving the topic a driving force:

1 topic

| Ericsson provides the platform that supports Ooredoo Business M2M/IoT products | Challenging low mobile penetration among women in Iraq | Palestine "Learn English" services |

2 tone

| Connecting | Caring | Challenging |

3 action

| meet | empower | upgrade |

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samples for tone & style

All posts follow **the methodology of threes**, working to tell a story of substance.

Ericsson Supports Ooredoo Business
Connecting > Meet

content type: Article
caption:
With Ericsson, we successfully conducted the first-ever eSim trial between two different operators working from different M2M platforms on different continents. An excellent, forward-thinking partnership.

---

note/concept:
Whether the technology is a learning experience or uniquely for Ooredoo, informing our audience helps them feel connected to us and what we do.

It also helps them understand the industry, the market, and maybe discover something new.

tone:
technology, smart, adaptive, simple

Women in Iraq
Caring > Empower

content type: Video
caption:
Socially limited by culture and low mobile penetration, Asiacell, (Ooredoo Iraq) gave women an alternative:

The Almas line focuses on features important to women: a free "bye-bye" service blocking harassment, discounted rates, and enabling better connections.

---

note/concept:
Any situation, whether it's about empowering women, assisting the youth, creating mobile health clinics to improve our well-being: it's about the activity, and how it filled a need within its community, it's about caring, it's about them.

Keeping an expression of support creates an emotional connection with the incident being reported.

tone:
active, thoughtful, resourceful, community-based

Palestinians learning English
Challenging > Upgrade

content type: Case Study
caption:
They made it into an app, turned it into a game and a competition.

Wataniya Mobile, part of Ooredoo Group, in Palestine partnered with Souktel and the British Council to help teach Palestinian youth English. Here's the scoop:

---

note/concept:
From Palestine to Myanmar, Ooredoo is working hard to give young people more opportunities, and to let them shine. But who really knows this is happening? How much more exposure can these kids have if Ooredoo's platforms actually reached out and gave them more exposure.

These posts are not about CSR, they are about the youth, and should appeal to that in their substance and how their approach.

tone:
competitive, encouraging, educational, supportive

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January 2019

Always ensure to keep a fair balance between the three tones and their three actions when creating the month's calendar.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 **Financials** Connecting > Succeed	2	3	4 **Awards** Challenging > Innovate	5
6	7 **Infrastructure** Caring > Develop	8	9	10 **Cases studies** Challenging > Think	11	12
13 **ICT partners** Connecting > Meet	14	15	16 **Women** Caring > Empower	17	18	19
20	21 **Enterprise** Connecting > Succeed	22	23	24	25 **Youth** Challenging > Upgrade	26
27	28	29 **Community** Caring > Sustain	30	31		

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