

PRESS RELEASE

Building customer trust key to FRiENDi mobile's success.

Muscat: Feb 17, 2012 –FRiENDi mobile, the Sultanate's preferred mobile service provider recently concluded a Customer Focus Group event with an objective to provide a general forum to its customers to exchange feedback that helps FRiENDi to further improve its customer service. The event, attended by around 50 selected customers / selected group of customers, was held at the FRiENDi mobile head offices in Al Khuwair, Muscat on 12th Feb, 2012.

The event started with a welcome note by the CEO of FRiENDi mobile, Mr. Antti Arponen, where he emphasized on the importance of customer feedback at every stage of FRiENDi mobile's evolution. This was followed by an in-depth and interactive session between the staff and the customers whereby feedback was exchanged, development opportunities were reviewed and a range of insights and issues were discussed. A series of fun-filled activities like pool and PlayStation were also organized to engage the customers and ensure they had a good time.

"We have always held the view that the most important opinion to our business is that of our customers, and over the last 2 years, we have developed and improved our feedback systems. The Annual Customer Focus Group is a step in that direction as the forum provided the perfect learning platform for FRiENDi to further improve its customer service and products. It is indeed heartening to know that the customers value their FRiENDi mobile experience and we thank each one of them for their support that in turn helps us to constantly improve our offerings to serve them better,' according to Ahmed Al Mahrizi , Customer Services Director, FRiENDi mobile

Since its launch FRiENDi mobile has been offering great value to its customers and its success is a result of its full range of mobile services like low call rates, excellent call quality, fantastic network coverage, and friendly six-language customer service staff. FRiENDi mobile has introduced many features that are completely new to Oman, such as recharging directly from www.friendimobile.om or having recharge cards available at every Carrefour cash counter. FRiENDi mobile is an international telecommunications group, headquartered in UAE, with presence in Oman, Jordan and Saudi Arabia, with more countries opening soon.