



### General Tariff information

|                                     |                        |
|-------------------------------------|------------------------|
| <b>Service Provider Name</b>        | Vodafone Qatar P.Q.S.C |
| <b>Tariff Number</b>                | B14                    |
| <b>Marketing Name of the Retail</b> | SMS Advertising Packs  |
| <b>Tariff Type</b>                  | Permanent              |
| <b>Duration</b>                     | Permanent              |
| <b>Customer Group</b>               | Business               |
| <b>Notification Date</b>            | 9 September 2019       |
| <b>Tariff Version Number</b>        | 1                      |

## 1. Service Description

Vodafone's new SMS Advertising packs ("**Service**") are specially designed for businesses to give their customers the ability to engage with them in an easy and cost efficient way. The Service benefit includes the following:

- a) **Web2SMS** - Chat and communicate with your customers through your desktop, laptop or any device.
- b) **Brand Registration** - Create your unique sender ID (the name which appears as the sender of the message) for free.
- c) **Multi Language 2-way Communication** - Send and receive SMS in any language.
- d) **Cost Efficiency** - Reach and communicate with customers or stakeholders at low prices and get a high return on investment.
- e) **Fast Business Growth** - increase brand exposure and communicate with all your customers in a fast and reliable way.
- f) **Effective Communication** - integrates users, web, desktop and business environments thereby boosting messaging and two-way interaction.
- g) **24/7 Support** - round the clock support and consultations about the service with quick response times.

## 2. Tariff terms and conditions

- Customer can get the Service by contacting their designated Account Manager or by called business care at 110.
- The service is available in two options. Pay As You Go and Subscription as below:

### 2.1 Pay-as-you-go Model

| <b>Outgoing (Push) Local<sup>1</sup></b> | <b>Rate (QR/SMS)</b> |
|--|----------------------|
| 0 - 1,000 SMS                            | 0.1                  |
| 1,001 - 2,000 SMS                        | 0.095                |
| 2,001 - 3,000 SMS                        | 0.09                 |
| +3,001 SMS                               | 0.85                 |

<sup>1</sup> Numbers in Qatar



## 2.2 Subscription Model

| Pack | SMS Limit (Messages) | Monthly Subscription (QR) | Out of Bundle Rate (QR/SMS) |
|------|----------------------|---------------------------|-----------------------------|
| 800  | 800                  | 80                        | 0.1                         |
| 1000 | 1,000                | 95                        | 0.095                       |
| 1500 | 1,500                | 135                       | 0.09                        |
| 2000 | 2,000                | 170                       | 0.085                       |
| 3000 | 3,000                | 240                       | 0.08                        |

### Tariff Modification Version Control

| Tariff Modification Version Number | Effective Date | Description of Change |
|------------------------------------|----------------|-----------------------|
| 1                                  | 20/07/2020     | Tariff number revised |