

'Saving Lives by Empowering People through Zain Cash'

Zain Group publishes latest thought leadership report

BARCELONA, Feb 27: Zain Group, the leading mobile telecom innovator in eight markets across the Middle East and Africa, announces the publication of its annual thought leadership report, this year entitled, 'Saving Lives by Empowering People through Zain Cash'.

The report launched during the 2018 Mobile World Congress Barcelona, showcases how Zain Cash, a dynamic and life enhancing mobile banking service, impacts and transforms people's lives, particularly those of the most vulnerable in society. The report draws much of its primary data from examples found in Iraq, with NGOs and humanitarian aid agencies being key Zain Cash users.

It is estimated that 89% of Iraq's adult population does not possess a bank account, though the great majority of these unbanked adults own a mobile phone. Many adults have begun to use their phones beyond just voice and text messaging, to include activities such as sending and receiving payments and other transactions.



Left to right: Yazen Altimimi, CEO of Zain Cash Iraq; Jennifer Suleiman, Head of Corporate Sustainability and Bader Al-Kharafi, Zain Vice-Chairman & Group CEO.

The report highlights how shared value and value creation should drive a company's strategy when develop-

ing offerings for a market, as it helps sustain the business by creating new ways to achieve economic success.

'Saving Lives by Empowering People through Zain Cash' examines how this application is an example of the strong link that exists between Zain's core commercial activity and the transformational impact that this service has on people's lives.

Commenting on the publication of the company's latest report, Zain Group Vice-Chairman and CEO, Bader Al-Kharafi commented, "The global spread of mobile technology has elevated society's expectations and demands for an accessible, user-friendly, fast, and effective tool for conducting financial transactions. With its broad scope, rich portfolio and wide range of services, Zain Cash responds to these needs as it plays an instrumental role in empowering individuals by providing everyone with a smartphone access to safe and reliable mobile financial services."

Al Kharafi continued, "Iraq is a special and unique case given the instability it has endured for nearly a decade and a half now. Iraqis are proud and industrious people, and in many ways mobile communications has been one of their greatest tools of recovery in this period. We are immensely proud to operate in the country, and we are gratified to see the positive impact innovations such as Zain Cash have had on the lives of millions of regular citizens."

Jennifer Suleiman, Zain Group's Head of Corporate Sustainability said, "At Zain, we remain committed in addressing various developmental issues as we firmly believe in being an inclusive business that provides tangible value for the communities we serve and beyond. Our goal is to foster prosperity and truly align to the Sustainable Development Goals in the hope that we all live prosperous lives. This latest report speaks to the versatility of the Iraqi people, and

their ability to make more of their circumstances when offered an opportunity to Zain Cash has so many positive knock-on effects for society that we feel compelled to continue expanding its reach and applications so that a greater number of Iraqis may gain access to it and benefit from it."

Yazen Altimimi, CEO of Zain Cash Iraq said, "We understand the increasing importance of mobile phones and Zain Cash's unique value proposition consisting of a nationwide mobile coverage, an extensive agent's network that extends to camp areas, and ability to transfer instantly to suffered individuals made our efforts valuable for many communities across Iraq, especially in disaster relief. Our capabilities have led us to join forces with key NGOs to overcome a shared challenge, with humanitarian agencies hailing the model for its quick delivery, higher transparency and control, and cost effectiveness."

H&M, American Eagle, Cheesecake Factory win Service Hero awards

Alshaya brands' customer service recognised



Photos from the event.



Group photo (from left) Al-Essa, Al-Roudan, Al-Badran, Al-Duwaisan and Al-Haifi

'Our social responsibility drives us to support students'

VIVA main sponsor of NUKS UK annual conference

KUWAIT CITY, Feb 27: VIVA, Kuwait's fastest-growing and most developed telecom operator, announced its sponsorship of the annual conference of the National Union of Kuwaiti Students (NUKS) - United Kingdom branch. The event took place at the InterContinental London - The O2, from Feb 23-25, 2018, in the presence of the Minister of Commerce and Industry Minister of State for Youth Affairs Khaled Nasser Al-Roudan, VIVA's CEO, Eng Salman Bin Abdulaziz Al-Badran, Ambassador of Kuwait in London Khaled Abdulaziz Al-Duwaisan and NUKS - UK Branch's President Fahed Khalifa Al-Hayfi.

The conference featured various cultural and entertainment activities, a religious seminar, a sports section, Al-Hamli play show, a political seminar, a

national opera, including poetry competitions, drawing, photography and essay writing to motivate the participating students and develop their talents. In addition to VIVA contest presented by Mohammed Al-Sadani, where prizes and gifts were presented to participants who exceeded 1,000 students.

On this Occasion, Al-Badran said: "VIVA is sponsoring the annual conference of the National Union of Kuwaiti Students, the UK branch, which brings together Kuwaiti students throughout the UK in an academic, cultural, social and entertaining atmosphere". He added: "We at VIVA always strive to foster and nurture activities, events and initiatives that enrich the experience of Kuwaiti students inside and outside Kuwait and our social responsibility at VIVA drives us to support them."

The National Union of Kuwaiti Students is considered to be the lone representative for the Kuwaiti students studying in the United Kingdom, as it is well known to be the oldest branch of the Union, established in London 1950. The students union aims to serve its members by demanding of protecting their rights, ensuring the successful encouragement of students in getting their scientific procurement.

VIVA is keen to continue its ongoing socially responsible role in the community in education, health, sport, environment and entrepreneurship, by spreading the spirit of goodness amongst Kuwaiti society. We believe at VIVA in taking a holistic approach to our CSR activities, one that engages our employees, and creates goodwill in our communities with a focus on helping to grow and develop the State of Kuwait.

KUWAIT CITY, Feb 27: Retail and food brands operated by M.H. Alshaya in the UAE and Kuwait have been recognised for their commitment to great customer service and experiences by Service Hero, the region's only consumer-powered customer satisfaction index.

Alshaya brands won three Service Hero awards, including Best Service Provider in the Dining category for The Cheesecake Factory in UAE and Kuwait. In the Clothes and Accessories category, H&M won in the UAE and American Eagle in Kuwait.

"Winning Service Hero awards is special, because they are voted for by our customers. These awards recognise our commitment to ensuring the most memorable customer service experiences for our customers when they shop and dine at our stores, restaurants and cafes," said Mona Dabbah, Director of Group Customer Services at Alshaya. "They are also a testimony to the dedication and achievement of our people who strive to win our customers' satisfaction."

The Service Hero Index gathered views from more than 24,000 respondents across 15 categories in the UAE and Kuwait: cafés, casual dining, fast food, new car sale, car service, clothes, electronics, home furniture, retail banks, Islamic Banks, ISP, mobile operators, private hospitals, regional Arab airlines, and supermarkets. Each industry category was measured on a ten-point scale across eight service dimensions: reliability, speed, product quality, staff quality, value for money, location, call center and website quality.

Faten Abu-Ghazaleh, Service Hero President said: "These awards celebrate top performing companies that have succeeded in understanding their consumer's needs, but more importantly, were able to reflect that understanding by delivering a customer focused, unique and differentiated service."

Alshaya's Group Customer Services team operate a range of programmes to understand customers' needs, enhance service levels and continuously improve the in-store experience. The team operates a range of customer feedback channels to listen and respond to customer enquiries and concerns.

'Happiness booth'

Landmark spreads happiness message

DUBAI, UAE, Feb 27: Landmark Group, the Middle East-based retail and hospitality conglomerate, was the Exclusive Retail Partner at the 'Global Dialogue for Happiness' as a precursor to the World Government Summit for the second consecutive year.

The Group took this opportunity to invite residents to share their happy stories across the UAE through 'Happiness Booths' and social media. The booths were installed at popular shopping destinations including Oasis Mall, Mall of the Emirates and City Centre Mirdif.

The 'Happiness Booth' provided insight into what makes UAE residents happy, in alignment with the message on happiness that was a highlight of several discussions during the World Government Summit at which Landmark was the Retail Partner. Unsurprisingly, the major source of happiness for the 1000 plus respondents were their family and friends.



Huawei booth in MWC 2018

Huawei & Partners stride towards fully connected, intelligent world

KUWAIT CITY, Feb 27: At the Mobile World Congress (MWC) 2018, Huawei is presenting technologies and solutions for 5G, All-Cloud network, video, and IoT. Huawei will be engaging with industry leaders, sharing its experience and successes, and showcasing leading products and scenario-specific solutions. In particular, it will focus on the three key issues of better connections, better business growth, and better experience. With its carrier customers and partners, the company is helping to build a fully connected, intelligent world.

The intelligent world is here. As they go beyond current boundaries in terms of capabilities, connections, business models, experience, and partnerships, carriers are set to become the cornerstone of a digital transformation market worth US\$23 trillion. Huawei delivers ICT infrastructure and smart devices, and will act as a "rich soil" of information, automation, and intelligence technologies. Within this "soil", partners can grow their content, applications, and even clouds. Together, they can bring digital to every person, home and organization for a fully connected, intelligent world.

Better connections: By building more connections and expanding data pipes, Huawei is enabling industry-wide digitization and helping carriers fully leverage the power of 5G and cloud-network synergy.

Better business growth: Huawei helps carriers dig deeper into their installed base to maximize network value. It also helps carriers develop video and IoT services to enable new business growth.

Better experience: Huawei's digital operation & maintenance solutions enable agile business and intelligent and efficient operations. This helps carriers deliver a Real-time, On-demand, All-online, DIY, and Social (ROADS) experience.

At MWC 2018, Huawei will launch over 20 new products, showcase the results of its work with over 300 partners, host five forums, and share its experience and ideas with the industry. The aim is to jointly

CBK announces AI Najma winners

KUWAIT CITY, Feb 27: Commercial Bank of Kuwait held the daily draw on "AI Najma Account" on Tuesday, Feb 27, 2018 at the Bank's Head Office to select 5 winners to win a cash prize of KD 7,000 for each. The draw was held in the presence of Ms Latifa Al Jiaan, representative of the Ministry of Commerce & Industry. The following names were announced as winners of the prizes:

1. Ali Mahmoud Awadh;
2. Zainab Fadhil Abbas Hussain;
3. Jack Al-Armani;
4. Faisal Ali Khan;
5. Gerald Luis Francis Rodrigues.

AI-Najma Account allows its customers to win a daily prize of KD 7,000 which is the highest daily prize in Kuwait. In addition, the Account offers quarterly draws that provide customers with opportunity to get their dreams turned to reality by winning great prizes starting from KD 100,000 for the first quarter escalating thereafter by KD 50 thousand for each quarter to reach KD 250,000 in the last quarter. Customers can enjoy additional benefits including obtaining ATM card and a credit card against the customer's account along with enjoying all other banking services.

The Bank congratulates all the lucky winners and draws their attention that the cash prizes will be credited into their accounts with the Bank. Further, the Bank appreciates the Ministry of Commerce & Industry's significant role & its continuous cooperation and effective supervision on the draw that was smoothly & transparently organized.

embark on the ROADS to a fully-connected, intelligent world.

MWC 2018 runs from Feb 26 to March 1 in Barcelona, Spain. Huawei is showcasing its products and solutions at booth IJ50 in Fira Gran Via Hall 1, booth 3130 in Hall 3, and the Innovation City zone in Hall 4. For more information, please visit <http://carrier.huawei.com/en/events/mwc2018>.



A photo from the event.

TSC hosts Kids Castle students

KUWAIT CITY, Feb 27: As part of TSC's educational program and ongoing commitment to support today's youth TSC recently hosted students from Kids Castle School at TSC Wholesale Center-Shuwaikh. During the visit, students toured the store led by Store Manager Ahmed Abbas, who provided students with tips on how to select healthy snacks, stopping at the produce section to look at the different

colors shapes and varieties of produce available.

Following the tour students were given the opportunity to select a snack and pay for the item at the cashier, so they could engage in a real life shopping trip.

As the field trip came to a close, TSC staff provided the children with goodie bags filled with healthy snacks.