

Du and Telefónica sign strategic partnership agreement



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du, the leading telecom and digital services provider, and Telefónica, one of the largest telecommunications companies in the world, today announced the signing of a Strategic Partnership Agreement to work together and benefit from their joint scale, combined expertise and market presence. By signing this Strategic Agreement, du becomes a member of Telefónica Partners Program, an initiative launched in 2011, which includes other leading telecom operators covering over 65 markets in Europe, Latin America and the Middle East and Africa.

Through this strategic partnership, du will work together with Telefónica to explore potential joint business opportunities in areas such as B2B & B2C, Digital Services, Technology, Innovation, Procurement, and other strategic areas to promote growth and joint business development. On the other hand, du will get access to a comprehensive approach to knowledge sharing & experience on a wide variety of subjects.

Fahad Al Hassawi, Chief Executive Officer at du, said:

The strategic partnership between du and Telefónica brings together the strengths and capabilities of both organizations to better serve the needs of customers. With this partnership, Telefónica Business customers can benefit from du's extensive experience, reach and leverage du's resources and expertise to support their business ambitions effectively. The collaboration aims to deliver relevant and innovative offerings that cater to the evolving needs of customers and drive growth for both organizations.

Mark Evans, Chief Strategy & Development Officer of Telefónica, emphasized that:

The signing of this Strategic Partnership Agreement with du marks an important milestone in our ongoing efforts to pursue growth and foster industry collaboration. Working together, we

have the opportunity to explore potential joint business opportunities in various strategic areas, including B2B, B2C, innovation, procurement, and digital services. We are confident that this partnership will create significant value for both our organizations and customers, and we look forward to a fruitful collaboration with du in the years ahead

Furthermore, du is joining Alaian, a unique alliance consisting of eleven major global telecommunications companies, with the mission of reinventing the sector by identifying highly disruptive startups with the potential to reach a network of 1.5 billion customers. This telecommunications alliance has a presence in over 70 markets and has access to a global ecosystem of technology, infrastructure, and investment. With this new partnership, du expands its reach and integrates into a collaborative environment to drive innovation and development in the telecommunications sector.

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