

Marketing Fact Sheet

Home Broadband
Makasib

Facts and information

Marketing – Home Broadband

Updated in July 2023



To lay a solid digital foundation for the future broadband approach and meet the aspirations of Oman 2040 Vision and the needs of digital transformation in the Sultanate, Omantel is always ahead to create a high-quality broadband experience that is fast, reliable, and seamless to help our customers always stay connected.

Home Internet 'Baiti' Plans:

Omantel aims to cover the Sultanate to serve every customer with home internet and always stay connected. Our main home internet services are Baiti Fiber & Baiti 5G, mainly offering unlimited data and high internet speeds to ensure the best experience for our customers. In addition, we also offer Fiber-To-The-Room (FTTR) solution and WiFi Mesh devices for extended coverage and faster internet connection.

Entertainment Services:

As Omantel focuses a lot on the youth and their interests, our home internet plans are always complemented/bundled with entertainment from streaming services (such as OSN+, Shahid, Jawwy TV, and StarzPlay) and from gaming services (such as GeForce NOW cloud gaming solutions).

When was HBB released/created?

- ADSL – before 2008
- Fiber – 2010
- 5G – 2019

Contractors with HBB?

Our main internet provider (Fiber) in the Sultanate is Oman Broadband.

What are the packages we offer?

Our main packages are Fiber & 5G packages. You can find the Fiber plans here <https://www.omantel.om/Personal/AtHome/basic/ultra-fast>

For the 5G plans here <https://www.omantel.om/Personal/AtHome/5G-Home-offer>

There's so much to offer in our plans, so perhaps you can direct the visitors to the webpages.

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Marketing – Mobile

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Makasib loyalty program is Oman's Omantel Mobility's offerings reflect an unwavering commitment to innovation and customer-centric solutions, solidifying Omantel position as a frontrunner in the industry. Omantel's strategic vision embraces an ambitious goal: the substantial expansion of 5G coverage, provides affordable high-speed network access coupled with telecom core offering throughout Oman. This commitment is exemplified by the launch of our New Baqati (postpaid) and New Hayyak (prepaid) portfolios, with featuring 5G Data-only plans in the respective segments. This underscores the assurance that cutting-edge premium technology, compelling offerings, and uninterrupted connectivity remain accessible to all, while maintaining affordability as a principle.

Baqati – A trusted name:

Our Postpaid plans sets itself apart with its exceptional competence in delivering essential telecom services, custom-tailored to cater to a wide spectrum of customer needs. Our all-encompassing portfolio of plans guarantees the provision of solutions for every unique requirement, whether it's unlimited voice calls, high-speed data access, or widest roaming connectivity. We take pride in being the trusted choice and the favored telecom service provider for both Omani residents and expatriates.

Omantel is always committed to enriching the experience of its customers by introducing services that can impact their day-to-day lives. Going beyond our core telecom services, Baqati Postpaid carries an exciting offering of a wide array of non-telecom services. These services are seamlessly integrated into our plans, collectively known as 'Giftbox,' enhancing the overall customer experience with an extra layer of delight. This includes complimentary or discounted OTT subscriptions for elevated entertainment, free dining vouchers to be enjoyed with family and friends, an exclusive access to app store content and among other offerings that we are continuously expanding. Baqati Postpaid isn't just about telecom; it's about enriching lifestyle.

Non-Telcom Offering includes :

- YouTube Premium
- Shahid + OTT
- Direct Carry billing for App Store
- Omantel Entertainer
- Gift Cards (Gaming)
- Talabat
- Tm Done
- And more in the pipeline...

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Hayyak – Empower yourself:

In our ongoing commitment to meet the diverse needs of prepaid customers, we've carefully personalized Hayyak services. With the new Hayyak portfolio, prepaid customers gain access to a variety of services, including competitive voice and data offers and all complemented by our latest plans. Excitingly, we haven't just met the needs of our local market, but we've also gone above and beyond to delight our visitor roamers with our most affordable yet attractive Tourist plans, ensuring seamless and hassle-free communication to our visitors. Recognizing the importance of personalization, the new Hayyak plans introduce the innovative Digital Passes along with new plans, each designed to meet the unique requirements of every segment.

Digital Pass includes:

- Communication Pass
- Gaming Pass
- Music Pass
- Entertainment Pass
- Social Pass
- Roaming Pas

Excited to explore Baqati or Hayyak?

To discover Omantel's Mobility plans, visit our website at

- www.omantel.om/Personal/mobile/New-Baqati for Postpaid Baqati
- www.omantel.om/Personal/mobile/prepaid#New-Hayyak-Plans for Prepaid Hayyak.

Explore a world of tailored telecom solutions designed just for you.

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Marketing – Value Added Services (VAS)

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1. VAS is the value added services, which are the other extra services which are provided by telecom other than voice or data.
2. Services like Gaming , Parking , Ministry of health, Credit transfer , bill payment , Promo service where in user plays and win the prizes , TV voting etc falls under VAS
3. VAS service customers based on their need for example SMS parking in Muscat
4. It is related to Marketing consumer since it is add on service which is provided on top of Core telecom service(Voice +Data)

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Marketing – Makasib

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Makasib loyalty program is Oman's leading point-based loyalty program designed to enrich customer experience by offering wide range of benefit from a diverse range of rewards by earning points when using any of Omantel mobile, fixed line or internet services. Makasib was created in 2013.

The program is divided into **four tiers** which are **(Al Ufuq, Platinum, Gold and silver)**. The program has partnered with several leading brands and merchants from different categories such as restaurants, hotels, cafes, and other point-based programs such as Shukran, Oman Oil, Sindbad (Oman air) and Booking.com. Merchants partnered with Makasib are required to provide different types offers such as discount offers, Wednesday offers (buy one and get one free) and pay with Makasib points offers, as in return Omantel (Makasib) will market for the brand of its partners through Omantel marketing channels which includes:

Bulk SMS

App push notification

The offer of the merchant along with their logo and other details will be displayed on Makasib page on Omantel website as well as Omantel APP.

Makasib loyalty program is currently partnered with over 40 merchants from different regions in Oman and under different categories. Furthermore, Makasib prioritize the satisfaction of its members therefore partners of Makasib are selected through a rigorous process of analyzing:

- Partner Outlet Footprint
- Offer Types
- Lifestyle Relevance

Makasib is partnered with 48 discount partners, and 4 non-telecom redemption partners as a matter of fact the number keeps increasing as more and more partners sign contracts with Makasib every month. Furthermore, Makasib provides a wide range of offers and rewards, for instance; discounts, free vouchers, etc.. Moreover, customers can benefit from the points that they have collected or earned to get discounts on their bills or get free on net minutes and free data usage.

Oman Air (Sindbad): you can convert your points into miles.

Oman Oil: converting your points into cash for refuel your oil.

Shukran

Booking.com