

# Greg young, CEO, Ooredoo

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2015 was a very important year for Ooredoo on two accounts: Firstly this is Ooredoo Oman's tenth year of operations and secondly this is the first full year as a member of the Ooredoo group since rebranding itself from Nawras.

The telco comes at 15 in the top 20 by revenue growth and 14th in the top 20 by net profit growth. It is at 11 in the return on equity ranking while it comes at 15th in earnings per share ranking.

Last year the telco crossed a number of significant milestones, in particular, the completion of their independent nationwide fibre backbone. The telco also continued its heavy investment in network modernisation programme, acquired more broadband spectrum and achieved another record financial and operational performance, including a seven per cent increase in customer base.

Another significant milestone is the emergence of data services which the company believes will drive growth in the future.

"Perhaps most dramatic of all was the explosion in the use of data services, which now accounts for 44 per cent of our revenues. This trend is set to continue on the back of the growing appetite for smartphones and tablets, in a country where three out of four people already use one of these devices. We expect further growth in data use as our customers benefit from innovative products and services," says Greg Young in the company's annual report..

The company also achieved 18 per cent market share in fixed services and 99 per cent mobile service coverage of

the population, and saw a healthy upswing in fixed service customers – up 13 per cent between June and September alone – driven by a large take-up of home broadband services.

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