



4.4 million



Arabic

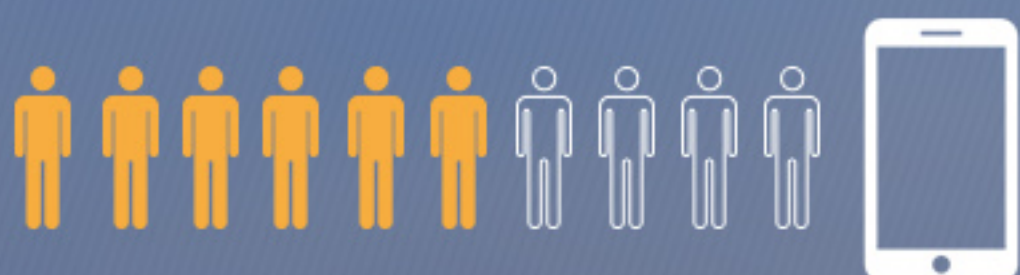


Muscat



Omani rial (OMR)

SMARTPHONE PENETRATION



145%

SIM PENETRATION

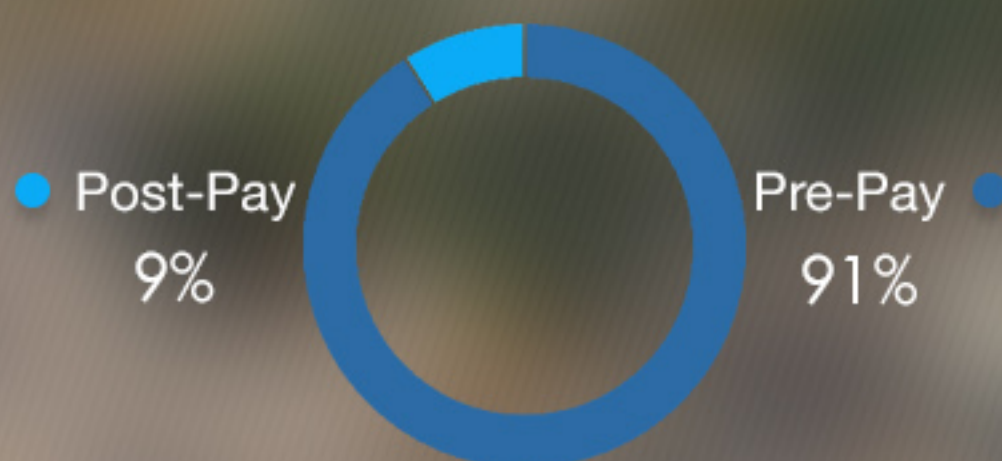
CREDIT CARD PENETRATION



TRANSACTION TYPES

- ✓ Premium
- ✓ In-app purchases
- ✓ Subscriptions

PRE PAY VS POST PAY



PRICE POINTS



From 1 OMR to 100 OMR



0% Local tax

MARKET SHARE



Omantel (50%)



Ooredoo (40%)

Regulator: Telecommunications Regulatory Authority (TRA)