



## PurpleTeal expands the suite of health tips services for Indosat Ooredoo subscribers

**Jakarta, April 15, 2016:** PurpleTeal expands the suite of health tips services for Indosat Ooredoo subscribers. These new services will be promoted to all Indosat subscribers and include daily tips on smoking cessation (QuitSmoke©), Women's Health (WellWoman©), Prevent Cancer Tips, Healthy Heart Tips, LookGood© Tips, and FeelGood© Tips.

These services will be available in English and Bahasa for a nominal subscription fee of IDR 1300 per day.

The initial launch of selected health tips services were tremendously successful and more than 50K subscribers were registered within a short time frame. This expansion builds on the momentum and offers a large selection of topics for subscribers to choose from. Indonesia's large population of more than 260 million people is becoming more and more health-conscious and the demand for health tips and related services is growing rapidly.

Subscribers will learn about these services through promotional SMS messages which will also provide instructions to avail of these services. In addition, banner ads will be placed on selected wap sites.

### **About Indosat Ooredoo:**

Indosat Ooredoo is Indonesia's leading digital telco, enabling access and greater connectivity for everybody and every business. Focusing on human growth, Indosat Ooredoo aspires to enrich the lives of Indonesians in the digital world and proactively offer solutions to fulfill their needs. The company has about 70 million mobile customers. Indosat Ooredoo was recognized in the Most Innovative Company of the Year category in the 2015 Asia Pacific Stevie Awards.