



PurpleTeal launches diabetes tips services for Indosat Ooredoo subscribers

Jakarta, November 15, 2015: PurpleTeal launches Diabetes Prevention and Management health tips services for Indosat Ooredoo subscribers. The services include daily tips for subscribers who are interested in preventing or managing Diabetes. These services will be available in English and Bahasa for a nominal subscription fee of IDR 1300 per day.

This builds on the tremendous success with the initial launch of weight loss, stress management and general health tips services from PurpleTeal. Indonesia has a large population of more than 260 million people and diabetes is on the rise. These services will raise awareness about diabetes and how to prevent it, and also help those already diagnosed with the condition in doing a better job of managing it. While people with diabetes get medical advice and prescriptions from professionals, they do not get day-to-day hints and tips that they can act upon. PurpleTeal services fill this gap by providing virtual hand-holding on a daily basis and helps prevent or manage diabetes.

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.