



Ooredoo opens up the world of mobile health with comprehensive set of services...

with PurpleTeal, the worldwide leader in mhealth services

Kuwait, 11 November, 2015: Ooredoo introduces a comprehensive set of novel health tip services for: Healthy Living (LiveWell©), Weight Loss (LoseWeight©), Smoking Cessation (QuitSmoke©), Stress Management (BeCALM©), Heart Health (Health Heart©), Women's Health (Healthy Woman©), Diabetes Prevention (Prevent Diabetes©), Diabetes Management (Manage Diabetes©), Pregnancy (Pregnancy Tips©) and Cancer Prevention (Prevent Cancer©). Subscribers can access these services by dialling *1736# and selecting from the menu. Subscription charges are range from a nominal 50 Fils per day to 250 Fils for a week.

Powered by PurpleTeal, these services serve more than a million people in 15 countries, and well over a Billion tips have been served in ten different languages. In Kuwait, these tips will be offered in English and selected tips will be offered in Arabic.

Ooredoo believes that the mobile phone is the open door to improved health. Most people are rather unaware about their health matters and don't realize that many common health conditions can be prevented by becoming more active, adopting better diets and screening for various illnesses. Ooredoo's partnership with PurpleTeal will help Kuwaitis do a better job of staying abreast of health issues and maintaining good health and wellness.

"PurpleTeal is excited to go live with Ooredoo." says Narayanan Ram, CEO of PurpleTeal, "They are pioneering the use of technology to improve the health of their mobile phone customers, and we are pleased to enable their efforts."

About Ooredoo:

Ooredoo is a leading international communications company delivering mobile, fixed, broadband internet and corporate managed services tailored to the needs of consumers and businesses across markets in the Middle East, North Africa and South-East Asia. As a community-focused company, Ooredoo is guided by its vision of enriching people's lives and its belief that it can stimulate human growth by leveraging communications to help people achieve their full potential. Ooredoo has a presence in markets such as Qatar, Kuwait, Oman, Algeria, Tunisia, Iraq, Palestine, the Maldives and Indonesia. The company was named "Best Mobile Operator of the Year" at the World Communication Awards 2013. The company reported revenues of US\$9.3 billion in 2013 and had a consolidated global customer base of more than 95 million people as of 31 December 2013.