

Vodafone Oman signs Agreement with Digital Virgo at MWC Barcelona to Bring Innovative Digital Services to Customers

Making waves at this year's [MWC Barcelona](#), Vodafone Oman signed a strategic partnership with Digital Virgo that will revolutionise the company's digital services, paving the way for Vodafone Oman to offer even more exclusive content tailored for the lifestyle and needs of today's young customer.

Capitalizing on Digital Virgo global expertise, Vodafone will unlock a myriad of instant trendy, premium content from video streaming and gaming to entertainment and education, all available through its award-winning My Vodafone App.

At the signing ceremony in Barcelona, Bader Al Zidi, CEO, Vodafone Oman, said: "We have gained valuable insight from our customers during our first year of operations. Most importantly is that the value-add of yesterday is the basic of today and we need to bring a new dimension to the table. Catering to a digital savvy young population, our agreement with Digital Virgo is key to allowing us to offer enhanced, cutting-edge digital services, beyond voice and data and we look forward to seeing the fruit of this agreement come to life in the next few months."

Guillaume Briche, CEO, Digital Virgo, said: "We are very excited to be partnering with Vodafone, which is one of the most innovative telco operators in the Middle East. Through this agreement, we are keen to deploy our expertise in supporting the company further enhance its digital services in Oman."

At MWC Barcelona, Vodafone's delegation will also be attending key sessions and meetings, exploring new technologies and partnerships with industry leaders. Since its launch, Vodafone has been committed to building a digital business model, from its fully digital onboarding and eStores; to highly customised digital solutions, fully integrated IT and networks and subscription-based services. Today, Vodafone in Oman is 100% digital with a network that was constructed as one of the only fully cloud-based networks in the region.

About DIGITAL VIRGO

Digital Virgo enables worldwide access to mobile content, entertainment, and commerce – all payable on a phone bill using carrier billing solutions, or alternative payment methods. Offering a global hub that connects merchants with telecom operators, Digital Virgo facilitates the deployment, integration, and optimization of mobile payment and distribution solutions to give end users a secure and frictionless experience. Operating in 40+ countries, Digital Virgo's global network of local offices allows the company to roll out scalable and sustainable mobile experiences worldwide.

30+ offices worldwide | €426 Million of revenue in 2022 |

860 people

+13 billion transactional hits managed every year

140 partnerships with Carriers | 300 merchants connected

More information on digitalvirgo.com

About Vodafone in the Sultanate Oman

Vodafone Oman was established through a strategic partnership between the Oman Future Telecommunication Company and Vodafone Group, one of the largest providers of mobile, fixed, broadband and digital TV services.

In 2021, the Company obtained a Class I License to establish and operate public mobile telecommunications services in the Sultanate, becoming the third telecom operator in the local market.

Vodafone seeks to employ the latest technologies and digital solutions in the world of telecommunications, aligning its efforts to contribute towards the achievement of the Oman Vision 2040 objectives. This is made possible by giving individuals, companies, and small and medium enterprises (SMEs) the opportunity to foster innovation.

The Omanisation percentage within the Vodafone team exceeds 90%, showcasing the company's significant interest in developing local talent, knowledge exchange and localizing technology. These are further enhanced through the provision of a sophisticated work environment that stimulates self-development and creativity.

Vodafone firmly believes that talented individuals, together with cutting-edge technologies, can lead the way towards building a bright future that is sought-after by everyone. The company's belief is reflected in its chosen slogan, 'Together, we can'. <https://www.vodafone.om>

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