



OOREDOO CONCLUDES RAMADAN INITIATIVES

Ooredoo Kuwait, a member of the international Ooredoo Group, concluded its Ramadan program, which focused on community-based activities and initiatives. This year's Ramadan initiatives reiterated Ooredoo's strong belief in encouraging volunteerism, charity, and community-conscience activities within society.

Ooredoo's TV commercial for the month of Ramadan was received positively, claiming two trophies at Tasaweeq and Momayyazoon annual awards. For this year's television commercial, Ooredoo opted to celebrate Ramadan's modern culture, highlighting

the merger between past and present in a unique twist that focuses on the 70's, 80's and 90's television series and cultural scene in Kuwait.

Ooredoo has set up a tent designated for giving out Iftar meals for workers in Kuwait City. The tent is located across Ooredoo's head office in Soor Street, Kuwait City. Meals were served in the tent daily, and the distribution was operated by the volunteer groups affiliated with the Ooredoo volunteer program.

Moreover, volunteer groups distributed meals to specific areas near accommodation of workers on Fridays and Saturdays. Ooredoo staff and manage-

ment also participated in these activities with the volunteers.

The company highlighted its goal to encourage giving back to the community, and to raise people's awareness about the importance of philanthropy and charity. Ooredoo believes that through this experiences, it will contribute to shaping a better generation of youth, who believe in giving unconditionally and volunteering to create change.

Ooredoo also launched a special Ramadan offer to all its customers who are smartphone users, both with pre-paid and postpaid subscriptions. The

offer is tailored specifically to meet the needs of customers especially during the month of Ramadan, giving them unlimited internet throughout the entire month of Ramadan for KD 5 only.

Additionally, a number of the company's key staff visited several places to distribute gergi'an treats on locations, like Kharafi Activity Kids Centre for kids with special needs. Gergi'an distribution events included several entertainment segments and competitions. Ooredoo will continue its events during Eid with special visits to care centres, and a special Eid carnival in Avenues Mall, with a focus on national unity.



EQUATE SPONSORS RIJEEMY WALKATHON 2015 FOR SECOND CONSECUTIVE YEAR

EQUATE Petrochemical Company, Kuwait's first international joint venture in this industry, sponsored a walkathon organized by Rijeemy Center at 360 Mall during the holy month of Ramadan.

EQUATE Senior Executive for Corporate Communications & Government Affairs Abeer Al-Omar said, "With health and community awareness issues being two main elements in EQUATE Sustainability Program, we have continued our partnership with Rijeemy Center for the second consecutive year. This is part of supporting all relevant sustainability-

based efforts throughout Kuwait for all segments of the society, including citizens and expats of both genders."

Al-Omar, who also heads EQUATE Sustainability Committee, noted, "EQUATE believes that raising awareness about health related issues has a critical role in supporting overall sustainability in Kuwait. For that, throughout the years, EQUATE has launched a number of health and community awareness initiatives for a healthy lifestyle that includes regular athletic exercise, healthy nutrition, as well as relevant advice and guidelines."

As part of EQUATE Sustainability Program, EQUATE has launched the Breast Cancer Awareness Program (Keep Your Life Rosy), EQUATE Initiative for a Healthy Society (Khaffif), EQUATE Awareness Campaign for Hypertension (Stay Normal) and EQUATE Awareness Campaign for Diabetes (Stay Normal 2). All initiatives were executed in cooperation with relevant organizations, public and others, as part of EQUATE's tagline "Partners in Success" as it is also currently being applied with Rijeemy Center. Established in 1995, EQUATE

Petrochemical Company is an international joint venture between Petrochemical Industries Company (PIC), The Dow Chemical Company (Dow), Boubayan Petrochemical Company (BPC) and Qurain Petrochemical Industries Company (QPIC). Commencing production in 1997, EQUATE is the single operator of a fully integrated world-scale manufacturing facility producing over 5 million tons annually of high-quality petrochemical products which are marketed throughout the Middle East, Asia, Africa and Europe. www.equate.com.

