

Zain Business Reliable Partnership



BULK MESSAGING

Technical & Commercial Proposal for Mobily Taqnyat Co.



14th February 2024

Ref:20240214_2757_MobilyTaqnyat_SMS_TP_FP_v1

Valid for 30 days from submission date.

Dear Sir,

A strong and sustainable business requires a reliable communication system.

Zain is committed to provide the best **bulk SMS solution to meet the demanding needs of Large Corporations.**

Zain is working closer than ever with customers to create better value for them while achieving corporate objectives. For Bulk SMS business partners, we are delivering a **customized network priority**, a **higher Throughput** and making available a reporting and a **retry mechanism**.

Zain offers new powerful tools such as the **demographics targeting and the location-based SMS** which are cutting edge technologies empowering your business to reach the right target customers.

We are confident that our state-of-the-art facilities, products, and services, alongside our strong management partnerships allow us to meet **Mobily Taqnyat Co.** business objectives and communications requirements.

We have established strong footprints serving enterprise customers with our state-of-the-art products and services.

We are looking forward to receive your valuable order.

We ask you, therefore, in such a case to please contact concerned party mentioned hereunder:

Regards,

Nawwaf Manna AlAnazi
Senior Account Manager
T :+966592440961



About Zain Saudi Arabia

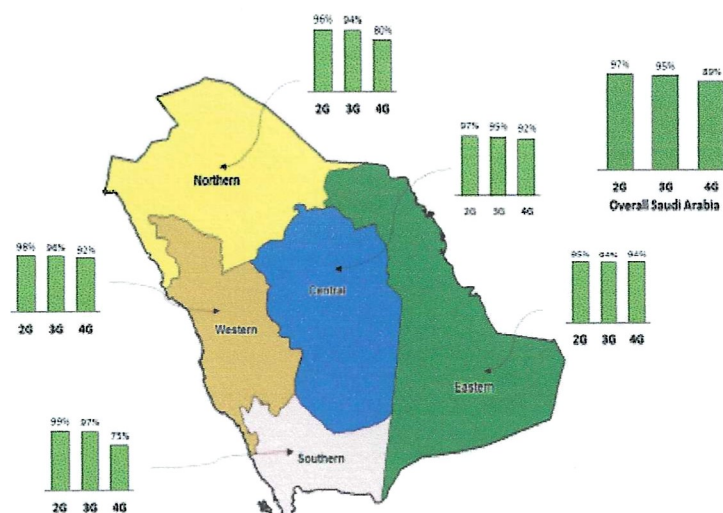
Mobile Telecommunication Company Saudi Arabia (Zain) is the third telecom mobile operator entrant in Saudi Arabia, having commenced commercial operations in August 2008, following an Initial Public Offering in February 2008. In September 2011 Zain Saudi Arabia was the first operator in the Middle East to commercially launch the 4G/LTE network.

Today, Zain Saudi Arabia serves more than 10.1 million customers and has extended its network coverage to 94% of the population via 8,093 cell sites as of March 2017. Through its state-of-the-art 4G LTE network, and its 300 shops, the ever-evolving operator is attracting thousands of new voice and data customers daily. Through constant development of the telecommunications infrastructure and proactive marketing initiatives, Zain Saudi Arabia is committed to offer the most innovative customer experience. Zain Saudi Arabia offers advanced wireless products and solutions to Government, Enterprise, SME and residential consumers across Saudi Arabia.

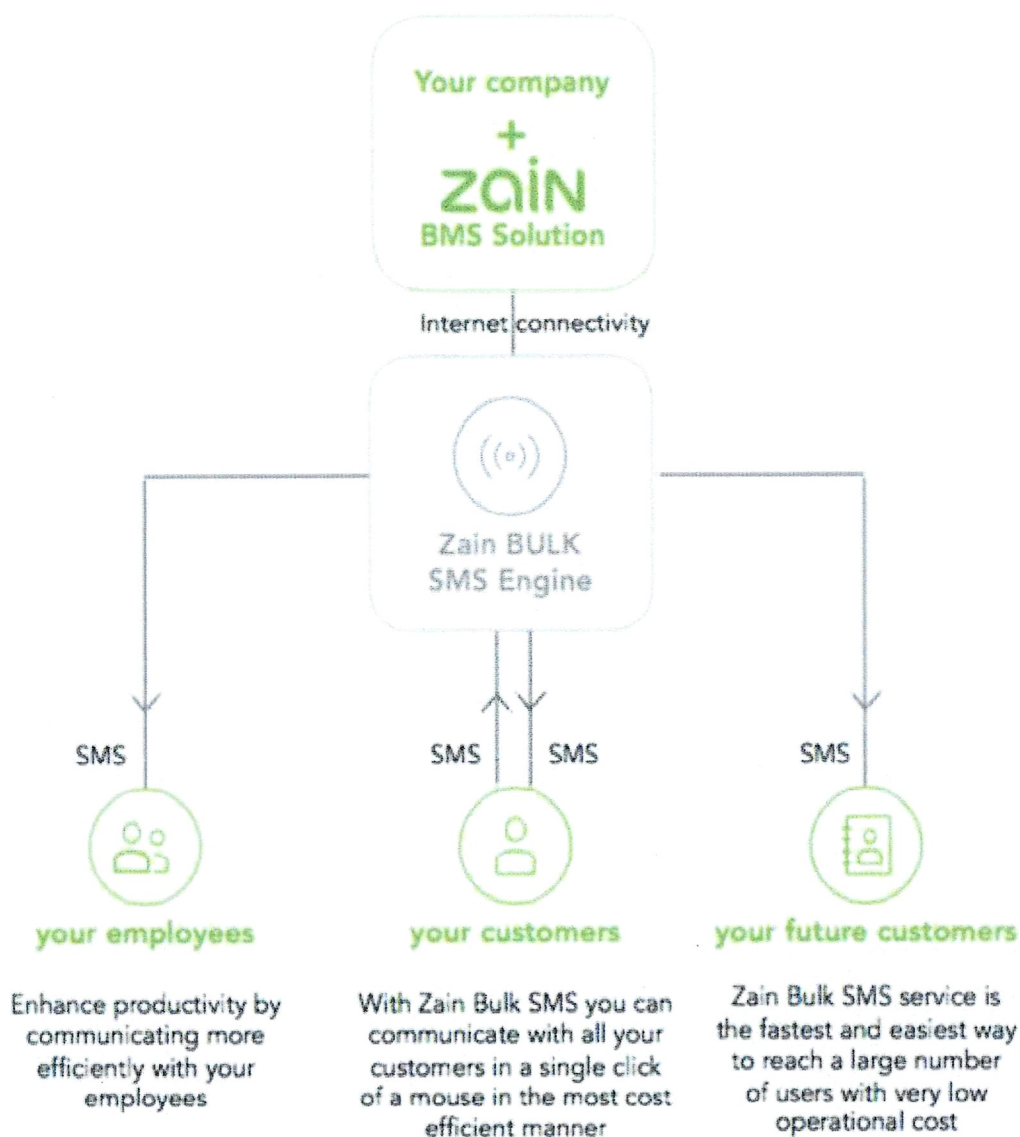
For more on Zain Saudi Arabia please visit: www.sa.zain.com

Vision To be the customer-centric Saudi telecom operator providing reliable services through a caring approach.

ZAIN NETWORK COVERED POPULATION



Zain Bulk Messaging Solutions (BMS) adapt to your requirements. You can use them through a web interface or through an API connection.





Priority



Transaction and OTP messages to have a delivery priority over customers SMSs



White-listing



Zain will send the SMS to the customers who is accept to receive advertising SMS



Fast sending



Throughput up to 200 SMS /Sec



Retry



Zain will keep the message for 72 hours and keep retrying to reach the customer for you



Reporting



Gt in-depth reports for your business

Available features per package

			Available Features by default	Paid Add ons
	Priority			
	White-listing			
	Fast sending			
	Retry			
	Reporting			



Commercial Proposal

Based on a commitment of 50,000,000 bulk SMS On-Net, the prices are described **below**.

Number of On-Net SMS	Rate/On-Net SMS	Total without VAT (SAR)	VAT 15%	Total with VAT (SAR)
50,000,000	0.03 SAR	1,500,000 SAR	225,000 SAR	<u>1,725,000 SAR</u>

Important Notes:

1. Contract period is one year.
2. Rate /Off-Net is 8 Halala per SMS.
3. All prices are in Saudi Riyals.
4. The VAT is included.



Terms and Conditions

- Prepaid Package with Fixed quantity and validity (1 year).
- Yearly contractual commitment.
- Payment in advance for the first invoice to activate the service.
- Payment should be done within 30 days after invoice submission except the first invoice.
- If the package consumed before the end of the contract, the service will be stopped till the customer recharge the Package again while the minimum recharge amount is 15 million SMS.
- If the customer ask to terminate the contract before the agreed duration , the customer shall pay for the remaining Amounts based on the quantity and price.
- No transfer between accounts.
- The offer is basic offer and extra charges will be applicable for Value added services (additional accounts, extra session, high throughput).

This document contains Zain KSA proprietary information and is supplied to **Mobily Taqnyat Co.** for evaluating the details concerning Zain KSA products and services offered.

This document is not to be disclosed or transferred outside your organization without prior written consent of a duly authorized representative of Zain KSA and may not be copied or reproduced in any form or by any means except internally within your organization in order to enable such evaluation.

Any subsequent amendments to this document, requirements or information, may result in changes to Zain KSA's response being made. Such changes may include but are not limited to technical design, specification, services, timeline, and pricing.

Whilst every effort has been made in preparing these documents, some statements and information contained within them might not be accurate and complete.

In the event that the **Mobily Taqnyat Co.** has found any apparent errors or omissions in this documents that may be reasonably identified, **Mobily Taqnyat Co.** is requested to contact Zain KSA'S Account Manager for correction or clarification of such identified errors or omissions.

Acknowledgment

I have received, read and understand the Bulk SMS commercial proposal and by signing below I am agreeing to the terms and conditions mentioned above.

Name: Saud Al-Sulami

Date: 20/2/2024

A handwritten signature in blue ink, appearing to be 'Saud Al-Sulami', written over the date.

Signature:



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