

## **Vodafone Partner Market backgrounder**

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Vodafone has an operational presence in more than 30 countries and agreements with partner networks in over 50 more. These alliances with mobile network operators which Vodafone does not own are known as Partner Market agreements.

First established in 2002, the Partner Market programme has grown rapidly and allows Vodafone to expand its international presence through mobile operator relationships across the widest possible geographic footprint.

Partner Market agreements recently established or renewed by Vodafone include:

- Zain Group in Saudi Arabia, Bahrain, Kuwait, Jordan and Iraq
- [SFR](#) in France (following the sale of Vodafone's 44% stake in SFR to Vivendi)
- Members of the [Conexus Mobile Alliance](#) in the Asia-Pacific region

The benefits of Partner Market agreements include:

- Vodafone customers can enjoy seamless roaming and competitive rates while travelling in partner markets
- Partners can leverage Vodafone's global brand, products and services for the benefit of their customers
- Multi-national customers of both companies have their demands for sophisticated voice and data communications solutions as well as advanced roaming services met

Partner Market agreements vary from country to country and can range from full Vodafone branding agreements through to product branding, roaming and service resale agreements. For further information on Vodafone's presence around the globe please visit:

[http://www.vodafone.com/content/index/about/about\\_us/where.html](http://www.vodafone.com/content/index/about/about_us/where.html)

## **About Vodafone in the Middle East**

Vodafone has an operational presence in Qatar called Vodafone Qatar.

Vodafone has had a Partner Market Agreement with Zain Bahrain, which is part of Zain Group, since 2003. Zain Bahrain provides mobile services to over 500,000 customers.