

Zain inaugurates new branch at Avenues Mall - Phase 4

Company introduces all-new Zain Smart Branch, first of its kind in Kuwait

KUWAIT: Zain, the leading telecommunications company in Kuwait, announced the inauguration of its all-new retail branch in the Avenues Mall - Phase 4. The opening came alongside the official inauguration of the fourth phase of the Avenues with the presence of His Highness the Prime Minister Sheikh Jaber Mubarak Al-Hamad Al-Sabah.

The opening of Zain's latest branch comes as part of the company's expansion strategy, through which it is committed to become closer to its customers - who make the largest family of subscribers in Kuwait - wherever they are. The opening also came to reinforce the company's keenness on maintaining its leadership position in the Kuwaiti market.

The new branch is strategically located in the latest phase of the Avenues mall, and features more employees to serve mall visitors all week long, especially on weekends when the mall witnesses high traffic of visitors. Zain is continuing the expansion of its branches network with a total of 79 branches distributed all around the country.

Zain's new branch revolutionizes the concept of the Smart Branch, which comes as part of the digital port-

folio of flexible services and solutions under its recently launched Zain Life brand. The smart branch, considered the first self-service machine of its kind launched by a telecom company in Kuwait, offers Zain customers new service options that were previously not available through a self-service machine, and works automatically through advanced technology without the need of the presence of an employee.

Self-service SIM card replacement feature



Equipped with a smart interface, the Smart Branch recognizes a customer's identity through the advanced face recognition feature, where the branch scans the customer's civil ID and matches their photo with their face on-the-spot. Of the many new services offered by Zain's Smart Branch, the most notable is the SIM card replacement feature,

which is the first service of its kind provided by a self-service machine. Customers can order a replacement for their lost or ineffective SIM cards and receive a new one immediately without the need of visiting a traditional branch. The Smart Branch also offers a variety of other services including recharging lines, bill payment, managing accounts, and purchasing devices from Zain's Online Store.



KUWAIT: Zain staff pose for a group photo in front of the company's newest branch in the Avenues Mall - Phase 4.

The new branch also features a dedicated section for Zain Life's innovative home security solutions, which include a smart camera, motion sensor, door/window sensors, and smart smoke detector. The branch also features Zain's latest solutions for digital entertainment through the PlayStation VR device for virtual reality gaming. Zain's new branch, the company's third in the Avenues mall, offers an exceptional concept of the retail experience. The branch features the latest smart devices, high-tech touchscreens, telecommunication

services, accessories, and more. The branch is equipped with the latest tech solutions that offer a rich customer experience and transform the idea of the traditional branch into a digital one. This concept comes as part of Zain's digital transformation journey into becoming an integrated digital services provider.

Zain constantly looks at ways to improve the retail experience for its customers, including providing them with the latest solutions to better serve their needs through the biggest network of branches in Kuwait.

Zain official partner of Alnowair initiative



KUWAIT: Zain, the leading telecommunications company in Kuwait, announced its Official Partnership of Alnowair, a non-profit initiative aimed at spreading positivity and enriching positive behavior within the Kuwaiti society.

Zain participated in Alnowair Carnival held next to Kuwait Towers with the presence of Shaikha Intsar Salem Al-Ali Al-Sabah, founder and president of Alnowair. The carnival, Alnowair's first event for this year, was held on the occasion of the International Day of Happiness, which is celebrated in March of every year.

Zain's partnership came under the umbrella of its Corporate Sustainability and Social Responsibility strategy, through which the company is keen on supporting similar distinguished initiatives that contribute to reflecting a positive image of the Kuwaiti society. Zain's partnership is a reflection of its slogan "A Wonderful World", which the company is keen on implementing within its own employees and the wider community.

The carnival witnessed the organization of the Yellow Parade, the longest parade of yellow cars in collaboration with the Ministry of Interior and the Ministry of Education entitled "smile". The parade witnessed huge participation of students, youth, and families, who all enjoyed the positive atmosphere together in front of Kuwait Towers. During the event, the #onemillionsmiles campaign was launched, aiming at collecting one million smiles in Kuwait throughout 2018.

Alnowair is an initiative driven to spread positive attitudes and happiness within all age groups and all sectors of the community through the organization of events, activities, and campaigns all year round. Alnowair's events are centered around encouraging a more positive lifestyle and creating positive environments that drive positive change, ultimately imprinting a positive impact.

Zain believes the development of the communities in which it operates is a very important part of the company's overall success. The company considers education as a core element in the community development process, and it will continue to support it to contribute to the further progress of the education sector in Kuwait.

zain LIFE

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A Wonderful World