

## Press Release

### **Oman Avenues Mall and Omantel sign for smart WiFi service**

April 24, 2019

MUSCAT: As part of the extensive transformation course it has embarked on to deliver a superlative customer experience, Oman Avenues Mall, the largest mall in the Sultanate of Oman, has announced Omantel, the leading provider of integrated telecommunications services in the Sultanate, as its new WiFi service provider.

The partnership was announced at an agreement signing ceremony held at Oman Avenues Mall recently which was attended by officials from both the organisations.

Oman Avenues Mall is committed to enhancing its offering to create an elevated visitor experience by providing 200 mbps backbone speed from Omantel. This further enables a high-speed connectivity of 8 mbps download speed and 1 mbps upload speed to the end users supported by latest technology.

Mr. Derick Michael, General Manager, Oman Avenues Mall said, "We are honoured to be partnering with Oman's leading telecom provider on this exciting initiative. By affiliating with Omantel, we are thrilled to provide optimum connectivity and accessibility to mall visitors. We are committed to creating a superior shopping experience for our visitors and the introduction of augmented WiFi services from Omantel in the mall is another way we are achieving this."

"Being Oman's most prominent leisure destination, we feel it is important to transform the overall experience of the mall to best reflect its magnificence and attractions. We are pleased to announce this enhanced service and want to continue delivering an excellent impression. Oman Avenues Mall is committed to enhancing our offering to create an elevated visitor experience," he added.

A spokesperson for Omantel said, "We are honoured to have been chosen by Oman Avenues Mall, Oman's leading lifestyle destination, as their WiFi service provider as a part of its major transformation journey. As a trendsetter and pioneer of new technology in the Sultanate, at Omantel we affirm to deliver the best services possible to our partner. Our customer-centric strategy is focused on ensuring the most agile, effective way of providing value-driven services and ensuring quality experience by exceeding customer expectations at all times."

Committed to setting the highest standards of excellence in every facet of a leisure destination, Oman Avenues Mall is undergoing an extensive transformation to deliver a superlative experience to its esteemed customers. The transformation plan which will be carried out in four phases will result in a completely reimagined Oman Avenues Mall.

All WiFi enabled devices will be able to connect to the Omantel WiFi network and benefit from a limited daily free internet access at Oman Avenues Mall.

### **About Oman Avenues Mall**

Oman Avenues Mall, a division of the renowned LuLu Group International, based at Abu Dhabi, is one of the largest and finest malls in the Sultanate of Oman. Oman Avenues Mall boasts an impressive line-up of prestigious retailing brands, fine dining options, and fun, entertaining experiences for the discerning shopper; while being envisioned as a dynamic new retail-led mixed-use destination. The genesis of the concept is the creation of a true multi-use development that assimilates venues for retail, entertainment, hospitality, and high end commercial use. Oman Avenues Mall, with its striking architecture, is an eclectic ensemble of retail offerings spread across 72,000 square-metres of built-up space in 145,000 square-metres. This ultimate shopping destination has an impressive line-up of retailers unrivalled by any other shopping centre in Oman. Located in the heart of the city with a host of unparalleled amenities and services, Oman Avenues Mall will provide the most refreshing experience that you have ever had.

### **ATTENTION: EDITORS/JOURNALISTS:**

**OMAN AVENUES MALL:** Due to branding and marketing-related concerns in the Middle East retail sector, Oman Avenues Mall is obliged and mandated to ensure that the name 'Oman Avenues Mall' is used only in such form and never in the shortened form 'Avenues Mall'. We therefore kindly request your co-operation in making absolutely sure that in any and all editorial content featured in your publications, the name – Oman Avenues Mall – is always used as such, in full, and never shortened to – Avenues Mall.

Therefore:

- Oman Avenues Mall (correct)
- Avenues Mall (incorrect)