

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Ooredoo Kuwait

[REDACTED]
[REDACTED]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Ooredoo Kuwait | Shaping the Future of Digital Connectivity.

Category

Q01i. Company of the Year - Information Technology - Telecommunications

Company of the Year Submission Format

Written Answers

a. Briefly describe the nominated company's history and past performance (up to 200 words). Required

Ooredoo Kuwait | 25 Years of Pioneering Innovation and Digital Empowerment:

Founded in December 1999 as Wataniya Telecom and rebranded to Ooredoo Kuwait in 2014, the company has evolved from a pioneering wireless operator into Kuwait's foremost digital enabler. Over the past 25 years, Ooredoo has led the national and regional telecom landscape through bold innovation, customer-centric solutions, and transformative infrastructure development.

In 2019, Ooredoo became one of the first operators in the region to commercially launch 5G services, making history by placing the first 5G call in the Gulf. The company has since earned repeated accolades, including Speedtest's "Fastest Mobile Network in Kuwait", affirming its technical excellence and superior customer experience.

Guided by Kuwait Vision 2035, Ooredoo has expanded far beyond traditional connectivity to build a robust digital ecosystem—spanning mobile and broadband, enterprise ICT, AI-integrated core networks, OTT media platforms, and cloud innovation. The company's leadership in digital transformation is further demonstrated through early deployment of IPv6, widespread rollout of Fiber and Wi-Fi 6, and investment in AI-powered platforms that optimize customer engagement and network intelligence.

Ooredoo is equally committed to sustainability and inclusion, with comprehensive ESG frameworks and award-winning programs focused on digital equity, gender balance, and youth empowerment.

b. Outline the nominated company's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Ooredoo Kuwait | Redefining telecom through smart innovation and sustainable technology:

Ooredoo Kuwait has set a new benchmark for telecom excellence in the region by pioneering 5G Advanced technology—achieving peak speeds of 10.56 Gbps, ultra-low latency (4ms), and full commercial rollout across Kuwait. Its "Try Before You Buy" offer was the first in Kuwait, and AI-powered smart core networks ensure intelligent routing, predictive performance, and real-time optimization.

The company decommissioned its 3G network, migrated 99% of users, and deployed energy-efficient smart cells—enhancing sustainability and reducing emissions. Its gaming-grade Turbo and ProPing technologies elevated Kuwait's esports scene with jitter-free XR and multiplayer performance.

Ooredoo transformed national infrastructure by launching Kuwait's first AI-integrated digital entertainment platform, 51, in partnership with the Ministry of Information, reaching 22M+ hours of viewing globally. Other breakthroughs include Aura Mobile (with Alshaya Group), OTT integration with Kuwait Airways and Samsung Smart TVs, and strategic AI partnerships with NVIDIA and KOC.

Improvements cover digital onboarding, CX, user registration and regulatory compliance through integrating KYC solutions

In enterprise:

- * launched AI-powered fleet management (FleetPro+),
- * cloud-based IoT dashboards
- * eSIM roaming solutions
- * home internet solutions supporting WiFi 6, Fiber-To-The-Room (FTTR), and smart mesh
- * award-winning app upgrade

Ooredoo hosted AI and cybersecurity workshops with Shifra, Akamai, and Intellaworld to lead tech education in Kuwait. Loyalty innovation also soared with revamped Nojoom into a premium lifestyle platform through partnerships with Landmark, Chalhoub, and LuLu.

Backed by PCI DSS 4.0 certification, smart payment integrations (Apple Pay, Tabby), and sustainability-focused tech like solar boosters and smart poles.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required

Ooredoo Kuwait | Transformative achievements over the last three years

Ooredoo Kuwait's recent accomplishments represent more than technological milestones—they reflect a bold strategic evolution from traditional telecom to a fully integrated, intelligent digital enabler. Its 5G Advanced launch marks a national first and positions Kuwait among the earliest adopters of 5.5G mmWave globally. Offering 10.56 Gbps speeds and AI-powered routing, it directly supports Kuwait Vision 2035 by enabling smart cities, fintech, e-health, and immersive applications such as AR/VR and remote surgery.

Uniquely, Ooredoo combines this infrastructure evolution with customer-first initiatives, such as the "Try Before You Buy" 5G-A trial—redefining service transparency. The shutdown of the 3G network and 99% migration to greener networks not only modernized connectivity but also significantly reduced energy consumption, making digital transformation sustainable.

The company's innovation extends beyond networks. With 51, Ooredoo created the Arab world's first government-backed AI-integrated entertainment platform—reaching 190+ countries, preserving cultural heritage, and powering national soft power diplomacy. Its OTT partnerships with Kuwait Airways, Samsung, and Alshaya blur the lines between telecom, media, and lifestyle, transforming customer engagement.

Enterprise-wise, AI-driven fleet management, virtual workshops on cybersecurity and call centers, and eSIM roaming offerings have empowered business digitization at scale. Loyalty was reimagined through Nojoom, now integrated with fashion, luxury, and retail ecosystems.

Ooredoo's innovations go beyond incremental improvements—they are foundational shifts.

Each initiative is strategically designed to accelerate digital readiness, strengthen national infrastructure, and support economic diversification. The impact is tangible across customer experiences, government partnerships, and industry transformation.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

No

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I Agree