



VIVA Bahrain – Corporate Profile

VIVA Bahrain is a fully owned subsidiary of the Saudi Telecommunications Company (STC) and launched its commercial services in March 2010 with the aim of transforming the telecommunications landscape in the Kingdom of Bahrain. Backed by unrivalled experience, knowledge and vision, VIVA has experienced phenomenal growth in its four years of operations and continues to perform exceptionally well.

Since entering Bahrain telecom market as the 3rd entrant, VIVA has become the market leader in mobile broadband and voice. VIVA has also positively impacted the telecommunications market by changing the way it does business and has been at the forefront of innovation by launching the latest high-tech devices first, along with having introduced a comprehensive Wholesale and Enterprise portfolio with national and international services. Through its HSPA+ network upgrade in 2011, VIVA became the first operator in Bahrain to provide speeds of up to 42 Mbps to its broadband subscribers and to test successfully and showcase its 4G/LTE network in early 2012, officially launching 4G/LTE services to customers in January 2014.

VIVA also boasts one of the largest and most diversified sales and payment networks of customer touch points in Bahrain. This includes a comprehensive retail network, a user-friendly web portal, 19 retail outlets and over 400 payment channels in addition to its products and services through a distribution channel with over 3,400 outlets spread across the country. The company has been recognised for its customer-centric approach and awarded the prestigious “Best in Customer Satisfaction” Award at the 2013 Middle East Call Centre Awards.

The company’s success can be attributed to the trust and support of the local community and in line with its mission to ‘Make a positive difference to the local community’ by promoting a knowledge based society and participating in community development programs’, VIVA Bahrain created VIVA Jusoor. This Corporate Social Responsibility (CSR) programme is dedicated to the development and execution of sustainable projects to benefit the local community by connecting people and facilitating a free exchange of experiences, ideas and information. For its work performed under VIVA Jusoor, VIVA Bahrain was awarded the Golden Order of Merit in the field of social responsibility in the Arab world for 2013 by the Arab Organization for Social Responsibility in conjunction with the Tatweej Academy for Excellence Awards in the Arab region.

In line with VIVA’s commitment to support the wider community, the company entered into a first of-its-kind partnership with the Labour Market Regulatory Authority (LMRA) to work jointly in a community uplift program involving foreign workers. Through this partnership, VIVA will be assisting the LMRA in easing foreign workers communication and support the government in its protection of overseas migrants’ rights and duties.

The company has been recognized regionally for its Graduate Development Program involving talented Bahraini nationals and has been awarded in 2014 the ‘National Society for Support of



Education and Training' (NSSET) Award and has been recognized as the "Best Graduate Trainee Program across Middle East" at the annual Training & Development Awards in 2013.

VIVA Bahrain has been recognized for its outstanding achievements with awards such as 'Best LTE Deployment' and 'Best National Wholesale Carrier' at the 1st International Telecom Carrier Conference 2014 Awards. It has also been recognized for 'Best Brand' and 'Best Growth Strategy' at the Telecoms World Middle East (TWME) Awards 2013, earning the company regional recognition for its unparalleled growth and exceptional brand leadership in Bahrain. VIVA was also awarded the 'Growth Story of the Year' at the TMT Finance Middle East 2012 Awards and is the first telecommunications provider to join the 'SAMENA Council CMO Committee', a tri-lingual industry association of leading telecommunications organizations. VIVA has also been recognized with the "Best Innovative Customer Services" accolade at the prestigious SAMENA annual 'Convergence' conference for its customer-centric approach and best-in-class service, its positive impact, ease of use and innovation.

VIVA Bahrain has also joined hands with one of the greatest football clubs in the world, Manchester United Football Club, to enable its customers to benefit from a host of unique and exclusive services and bring international football expertise to the Kingdom. Locally, VIVA Bahrain has entered into strategic partnerships with the Bahrain Football Association and the Royal Golf Club. All of these partnerships aim at promoting sports at grass roots level and to assist the youth of Bahrain to enhance their skills and elevate the level of sporting talent across the Kingdom.

Going forward, VIVA Bahrain will continue to drive multiple initiatives to consolidate its leading position in the consumer, business and wholesale sectors, whilst focusing in a strategic approach to enhance customer experience and satisfaction through its diverse capabilities to continue offering the best-in-class customer service.

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