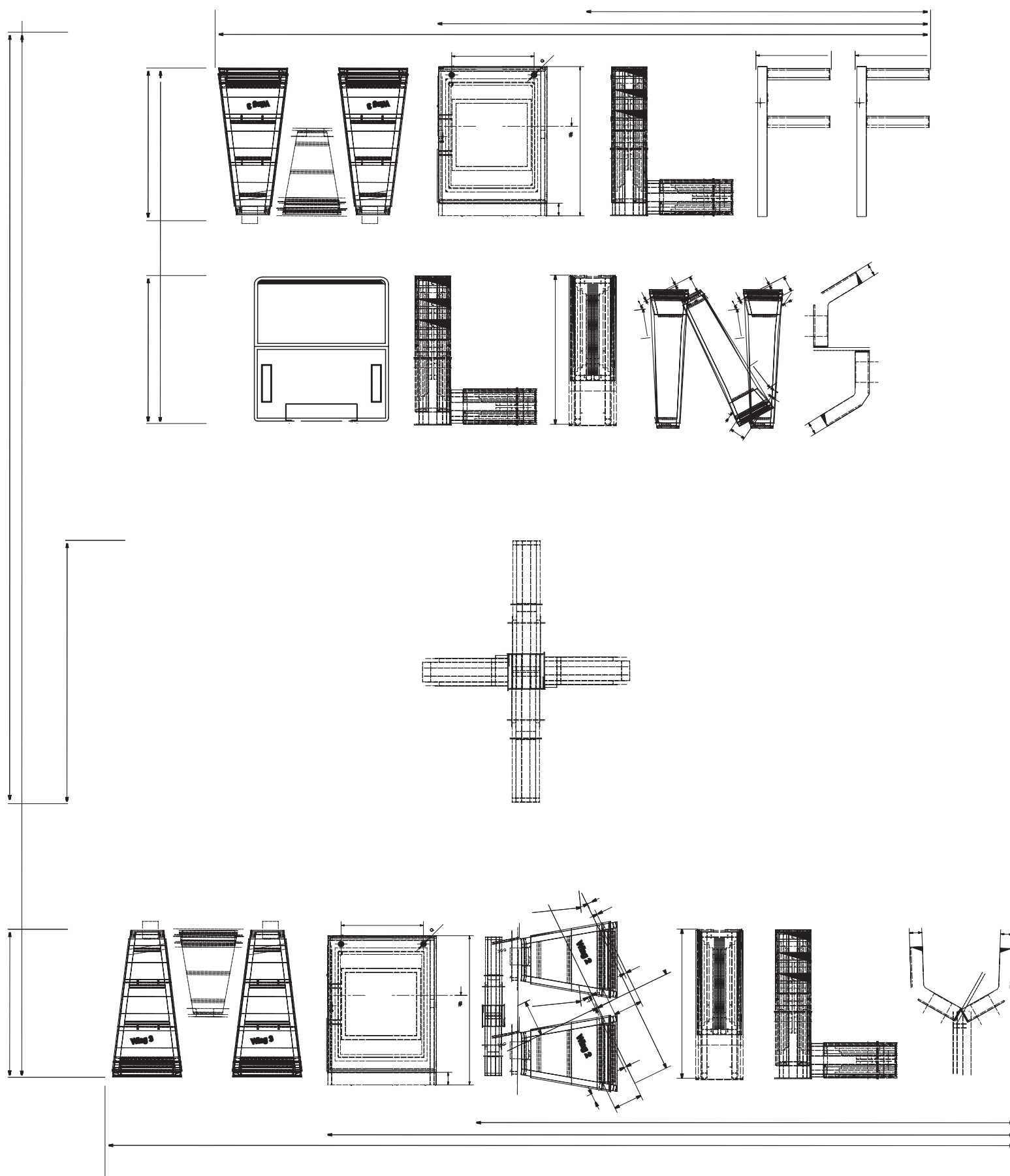




DUBAI LONDON NEW YORK

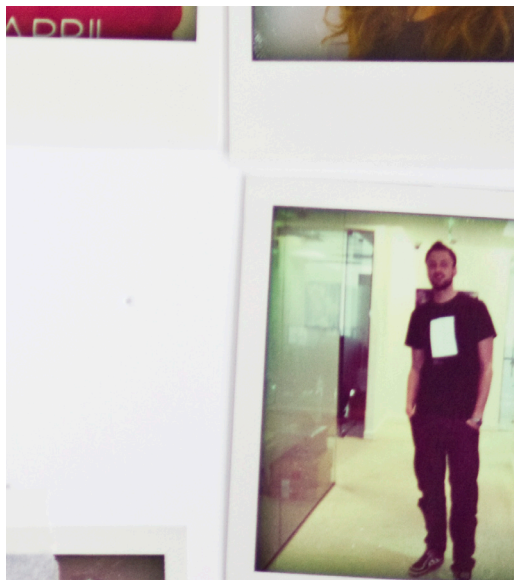
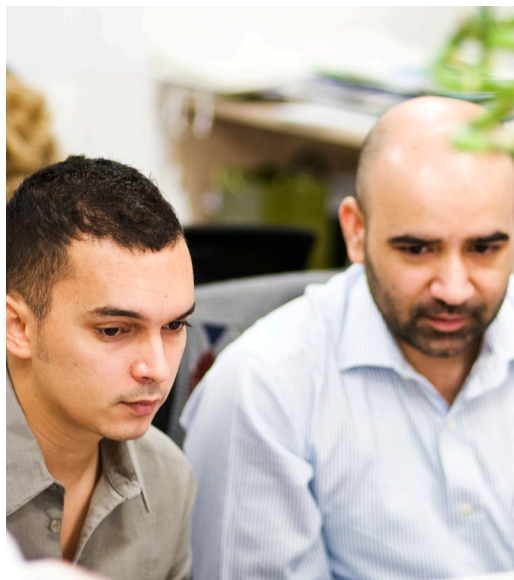
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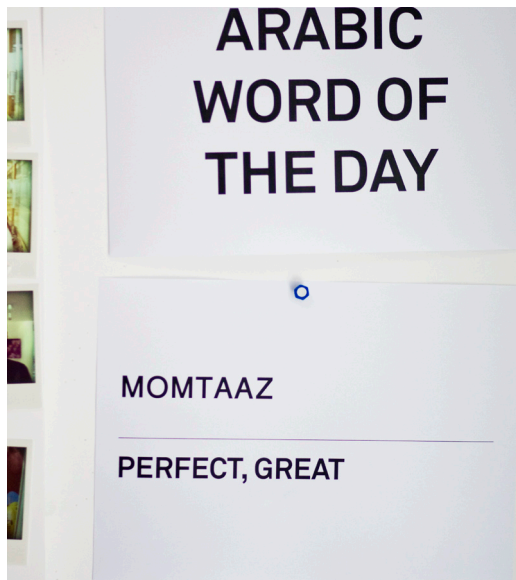
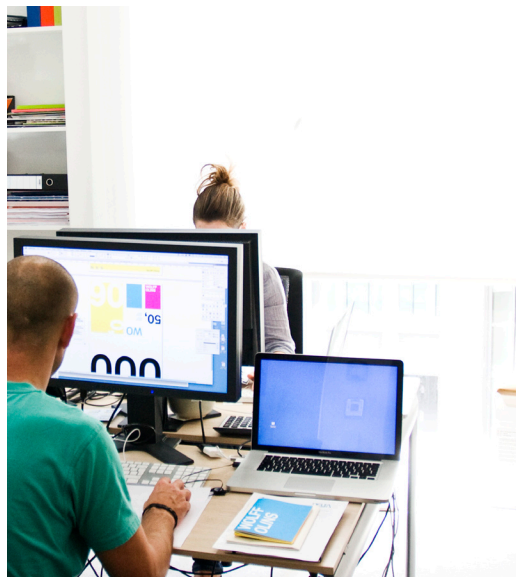
VERSION 3



18/03/2010









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THE OPPORT

You have a wonderful opportunity to consolidate your position as Saudi Arabia's top mobile phone brand. The KSA market is maturing quickly and is one of the most advanced in the Gulf region. High rates of penetration – quoted as over 100% from most resources – many young tech savvy consumers and a fight over the newest 3G and Internet capable technologies make this a highly competitive environment. The product in the market is evolving quickly and so must your retail experience. This is where we believe we can help you, by creating a winning partnership and solution.

Your retail environment is of huge importance. It is where your product and service offers are delivered, displayed and shown at their optimum, and where the brand comes to life through Mobily people and products. As mobile phone brands jostle for position on the world stage, greater importance is placed on how retail environments interact with consumer's and how crucial a sales touch point it is in a customer's overall purchase decision.

Brands in other sectors have created memorable and compelling experiences in their retail environments, brands like Apple have realised how a retail experience can define their brand and act as a beacon and symbol of all that they stand for. We believe that there is a huge opportunity in your market for an equally iconic and differentiating experience for customers in KSA. Something that is versatile and dynamic so that it can adapt to the pace of your industry, but also embrace consistency and impact across the network.

Competition is coming to KSA quickly and aggressively. STC have recently updated and refreshed their brand and overall retail experience. Appearing younger and more innovative in the process. Zain are seeking to dominate the whole region and have some key products and services that are aimed at appealing to mobile customers in KSA. These brands feel progressive, fresh and large-scale; this is demonstrated by their sponsorship of football and other youth properties. In the process appearing ever attractive to existing and potential customers.





UNITY

We firmly believe that now is the right time to move forward with a new retail concept. A refreshed, reinvigorated and relevant retail experience will enable you to do four key things:

- **MAINTAIN YOUR MARKET SHARE**
- **GROW SHARE OF WALLET**
- **ACQUIRE NEW CUSTOMERS**
- **STOP CHURN**
- **MAKE BRAND MORE IMPACTFUL**

We have set out over the next few pages how we can help you achieve your goals.

WOLFF OLINS



**YOUR RETAIL
ENVIROMENT
IS WHERE THE
MAJORITY OF YOUR
CUSTOMERS WILL
ENGAGE WITH YOUR
PRODUCTS AND
SERVICES.**

IT IS AN ACTIVE,
ENGAGING AND
EVER CHANGING
ENVIRONMENT
- IT IS THE
HUMAN FACE
OF YOUR
BUSINESS.

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**WE ARE
140 PEOPLE
30 COUNTRIES
21 LANGUAGES**

**STRATEGY
INNOVATION
TRANSFORMATION
EXPRESSION
IMPLEMENTATION**

**DUBAI
LONDON
NEW YORK**



**WE
DELIVER
IMPACT**

WOLFF OLINS



**WOLFF OLINS IS A BRAND
BUSINESS. WE WORK
STRATEGICALLY WITH
CLIENTS AROUND THE
WORLD USING BRAND TO
TRANSFORM, NOT JUST
THEIR IMAGE, BUT THEIR
REALITY – NOT JUST HOW
THEY'RE SEEN, BUT ALSO
WHAT THEY DO.**

WE HELP CLIENTS INVENT, NOT PREDICT, THE FUTURE. IN THIS WORLD, WE'RE AMBITIOUS FOR CLIENTS.

WE THINK THE FUTURE WILL BE BETTER THAN THE PAST. WE BELIEVE IN PROGRESS, IN GETTING GOOD THINGS TO AS MANY PEOPLE AS POSSIBLE. WE'RE OPTIMISTIC FOR THE WORLD.

WE DON'T BELIEVE THERE'S A FORMULA FOR BRANDING. INSTEAD, WE CREATE A TAILORED PROCESS FOR EACH CLIENT.

WE WORK WITH YOU, NOT FOR YOU. WE'LL BE INVENTIVE FROM DAY ONE – WITH YOU, WE'LL CO-CREATE POTENTIAL FUTURES, NOT JUST DRY WORDS.

AND WE'LL BE RIGOROUS, MAKING SURE THAT EVERYTHING WE DO ACHIEVES BUSINESS GOALS. IN ALL THESE WAYS, WE DELIVER IMPACT – REAL, POSITIVE, FUNDAMENTAL IMPACT.

THAT'S WHY CLIENTS CHOOSE US.

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**WE'VE WORKED
WITH MANY LARGE,
HIGHLY ESTABLISHED
ORGANISATIONS ALL
AROUND THE WORLD,
MANY OF WHICH HAVE A
STRONG SERVICE FOCUS.**





UNILEVER

achieved a sales growth of 6% by adding vitality to their business.

NYC

increased tourism by 5% and spending by 13%.

BOOZ & Co

launched a brand deemed a 'unambiguous success'.

MC DONALDS

consistency around the world.

LONDON 2012

secured £400 million of sponsorship in the first year.

DAIMLER

2 pilots and 1 business in 12 months.

ADIDAS

new 2012 range generates 20% of overall revenue of major flagship stores.

SONY ERICSSON

increased its income by 139% to €362 million.

Q8

moved the brand beyond Kuwait with a renewed purpose and impactful experience.

EMARAT

refreshed and rejuvenated a tired and directionless brand.

MACMILLAN

created a new force in cancer support.

TATE

changed how people see art, and how the world sees Britain.

ORANGE

made mobile phones something for everyone.

GE

made 85 new imagination breakthroughs.

PWC

became the fastest growing of the big four audit firms.

MANPOWER

increased revenue from £16 billion to £20 billion.

(RED)

created a new business model and raised \$130 million.

QATAR

became one of the financial centres of the Middle east. Societe generale from a french retailer to a global bank.

LLOYDS BANKING GROUP

a new groups brand for Britain's largest retail bank.

WE PRIDE OURSELVES IN OUR ABILITY TO BUILD LONG-TERM RELATIONSHIPS WITH OUR CLIENTS. BELOW ARE SOME EXAMPLES:

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TELENOR: 3 YEARS
ORANGE: 7 YEARS
OI: 4 YEARS
UNILEVER: 4 YEARS
PWC: 3 YEARS
TATE: 3 YEARS
Q8: 2 YEARS
EMARAT: 2 YEARS

PRINCIPLE GROUP

3 MOBILE: 10 YEARS AND CONTINUING
SONY ERICSSON: 3 YEARS AND CONTINUING
ROYAL BANK OF SCOTLAND: 20 YEARS AND CONTINUING
HOLIDAY INN: 15 YEARS AND CONTINUING
AT&T: 7 YEARS AND CONTINUING
BARCLAYS: 7 YEARS AND CONTINUING
GE: 10 YEARS AND CONTINUING

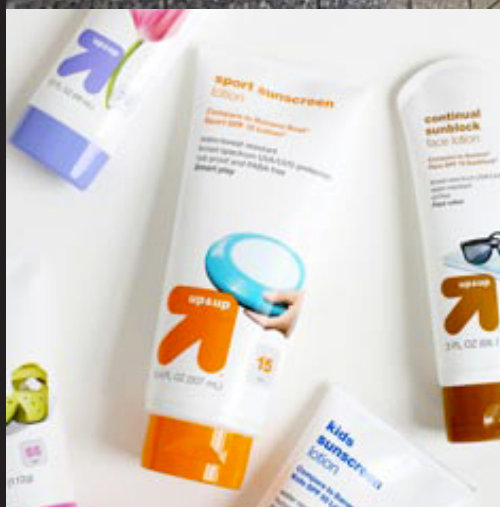
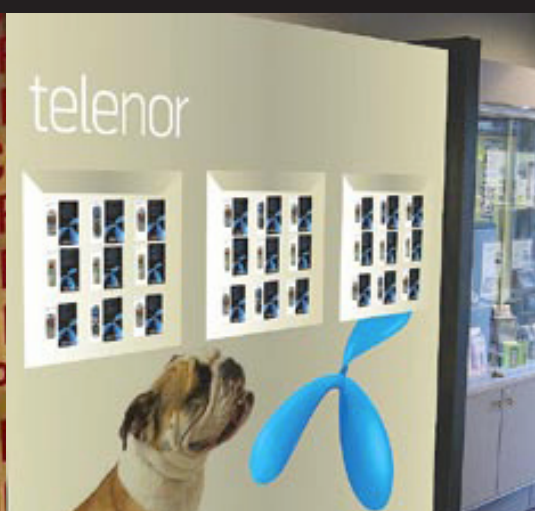
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WE KNOW RETAIL

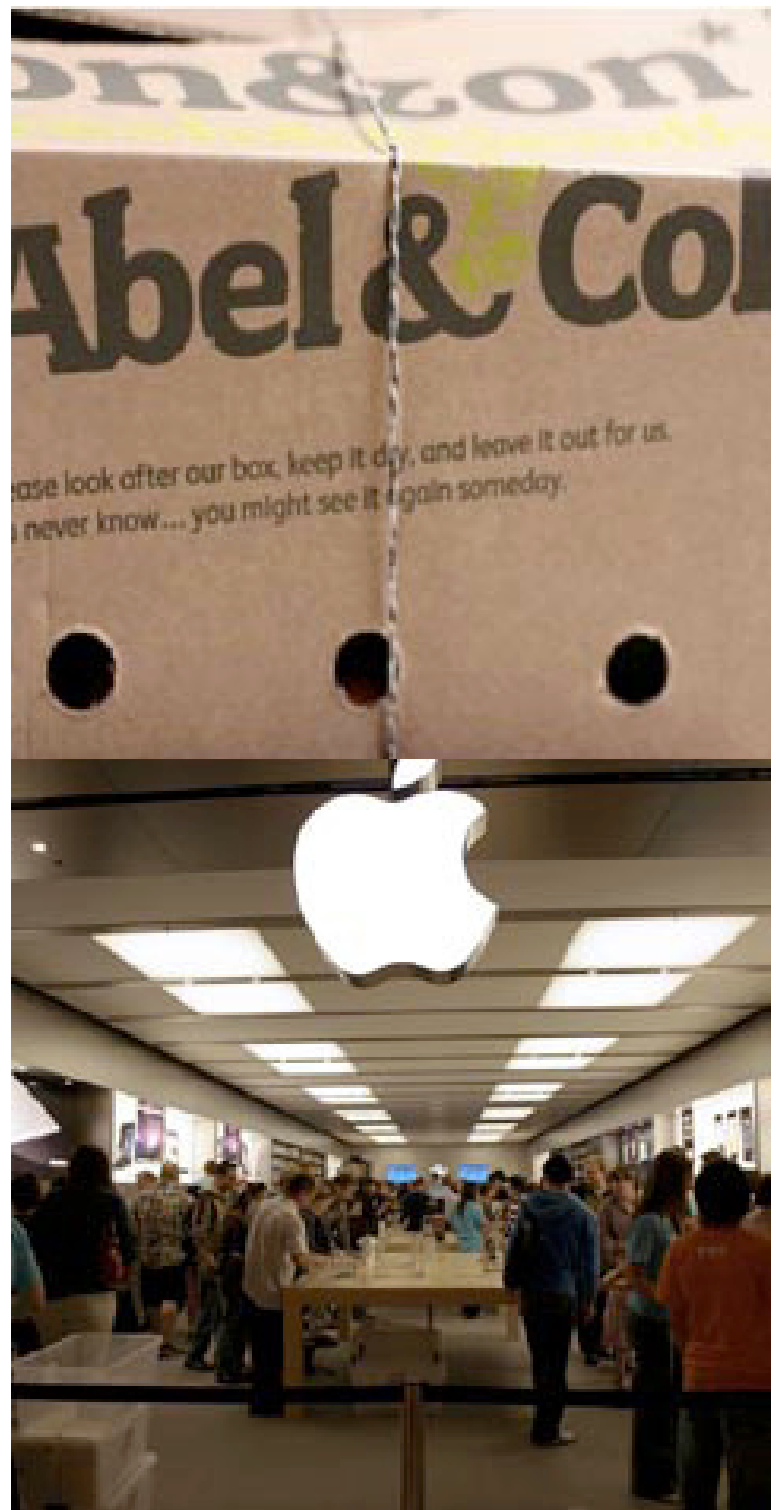


TRENDS IN THE WORLD ON RETAIL

At wolff olins we're always looking across the world to see what new and exciting things are happening in the world of retail.

We would like to share with you some of our observations on the most interesting and innovative trends in retail. Retailers today are making the following shifts in their approach to delivering a customer experience:

- SUPPLIER TO CURATOR
- STORE TO DESTINATION
- TRANSACTION TO MEANING



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SUPPLIER TO CURATOR

Too much choice has made buying complicated. Now, successful retailers are those that aid decision making by curating and editing choice.

Brands that help filter and navigate choice will win.

E.G. Amazon sends customers recommendations based on what they've recently ordered –delivering service that is personal and relevant and making shopping easier given the catalogue of thousands of products.

STORE TO DESTINATION

Increasingly the store is becoming more than a place to buy and sell products.

Destinations are multifaceted and provide consumers with the chance to do many things, from buying what they need to interacting with friends.

Brands that do more with their space will win.

E.G. The apple store is not just a place to buy an iPod or Macbook. The space is used in many different ways. It's a shop, a playroom, surgery and a lecture theatre.



TRANSACTION TO MEANING

Reasons to buy are multilayered; Today functionality alone no longer cuts it. Performance used to be the sales pitch bigger, brighter, faster, longer...

Now, people don't just want to buy stuff, they want to buy into unique processes, origins, philosophies...

Brands that build meaning by telling (true) stories will win.

E.G. American apparel is known for a number of progressive policies including promoting immigrant rights and labor policies the company dubs "sweatshop free". It is one of the few companies exporting 'made in the USA' goods and in 2007 sold about \$125 million dollars of domestically manufactured clothing outside of America.



WOLFF OLINS

HOW WE HAVE IMPLEMENTED RETAIL PROJECTS IN OTHER MARKETS

TO ENSURE WE ACHIEVE THE BEST RESULTS AND
MANAGE THE BALANCE OF QUALITY, CONTROL
AND COST WE HAVE DEVELOPED AN APPROACH
TO IMPLEMENTATION BASED ON INTERNATIONAL
AND LOCAL PARTNERSHIPS.

WE HAVE ESTABLISHED A NETWORK OF LOCAL AND INTERNATIONAL AGENCIES TO MANAGE FULL IMPLEMENTATION, INCLUDING AGENCIES WITH MANY YEARS OF HANDS-ON EXPERIENCE IN THE MIDDLE EAST.

THIS APPROACH ALLOWS US TO BENEFIT FROM BOTH LOCAL KNOWLEDGE, IN REGARDS TO PLANNING PROCEDURES AND ACCESS, AND INTERNATIONAL REACH, EXPERTISE AND CAPABILITY.

AS PART OF OUR PROGRAM WE WILL PUT TOGETHER A DEDICATED TEAM TO BE RESPONSIBLE FOR HANDS-ON DELIVERY AND IMPLEMENTATION WHOM WE WILL WORK CLOSELY WITH TO MAKE SURE THE FINAL RESULT IS FAITHFUL TO OUR VISION AND DESIGN. TYPICALLY, WE WOULD SET THIS TEAM UP EARLY IN THE PROGRAM AND GET THEM FULLY INVOLVED ONCE THE CREATIVE SOLUTIONS HAVE BEEN AGREED. DURING THE PILOT PHASE WOLFF OLINS WOULD MAINTAIN A STRONG INVOLVEMENT IN AN ADVISORY ROLE.



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EXAMPLES OF OUR





RETAIL WORK

TELENOR

143 MILLION CUSTOMERS

WAMU

SERVICE UP, COSTS DOWN

MANPOWER

CONTEMPORARY WORKING

ORANGE

US NOT THEM

OI

PHENOMENON

3G

SONY ERICSSON

MAKE.BELIEVE

SKY

SKY IS THE LIMIT

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TELENOR

143 MILLION CUSTOMERS

Agenda setter

Telenor is the largest provider of telecommunications services in Norway, and has ownership interests in 12 mobile operations in Europe and Asia. It is one of Europe's fastest growing telecommunications groups and is rapidly establishing itself as one of the definitive international leaders in mobile communications services.

Platform for growth

Wolff Olins developed an international brand platform for Telenor that could work in very diverse markets. The solution was to have a core which was international and aspirational in character with a lot of local adaptation to ensure relevance. Our work included brand strategy, positioning, identity, look and feel, culture and retail.

Retail environment

Wolff Olins designed a new store concept that transformed a place with piles of products into a true experience. A full size store prototype was built in the UK where we could ensure all the components were built to the quality the client was expecting. Once these were finalised, the new store concept was shipped over and rolled out in Norway before it was exported also to other markets, such as Hungary.

Recognition and scale

Telenor has continued to grow and was ranked as the fifth best performing technology firm in the Business Week 2007 annual study. Its shared brand platform allows for powerful local delivery and can be experienced in mature markets such as Denmark, Sweden, Norway and Hungary, as well as fast developing markets such as Pakistan and Bangladesh. With 30 million new subscriptions in 2007, Telenor is now ranked as the world's seventh largest mobile operator, with a total of 143 million subscriptions in its mobile operations.







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WAMU

SERVICE UP, COSTS DOWN

Beyond the plateau

As the sixth largest bank in the US with 2,200 retail stores and over 50,000 employees, WaMu had by 2006, reached a growth plateau.

Simpler banking and more smiles

Wolff Olins established a strategy and positioning by leveraging WaMu's existing internal research and adding our own business analysis to dig deep into its business model and profitability levers. From that insight, we created the brand idea of 'simpler banking & more smiles' which led to a number of strategic initiatives, including simplified brand architecture, a more consistent identity system, brand messaging based on simplicity, a redesigned retail experience and streamlined customer touch points.

Retail environment

We worked closely with WaMu to create the concept and the design phases of the project. Wolff Olins were involved in every channel of the new brands expression from the ATM surrounds and signs on the exterior of the branches through to the staff facilities behind the scenes. Every inch of the customer and staff experience had to deliver upon the principle of positive human interaction. We then worked with Callison architects in Seattle to build a full size warehouse prototype which was used to test out customer engagement methods, new merchandising strategies and new technology and equipment. The prototype was considered a success and was modified and value engineered for roll out.

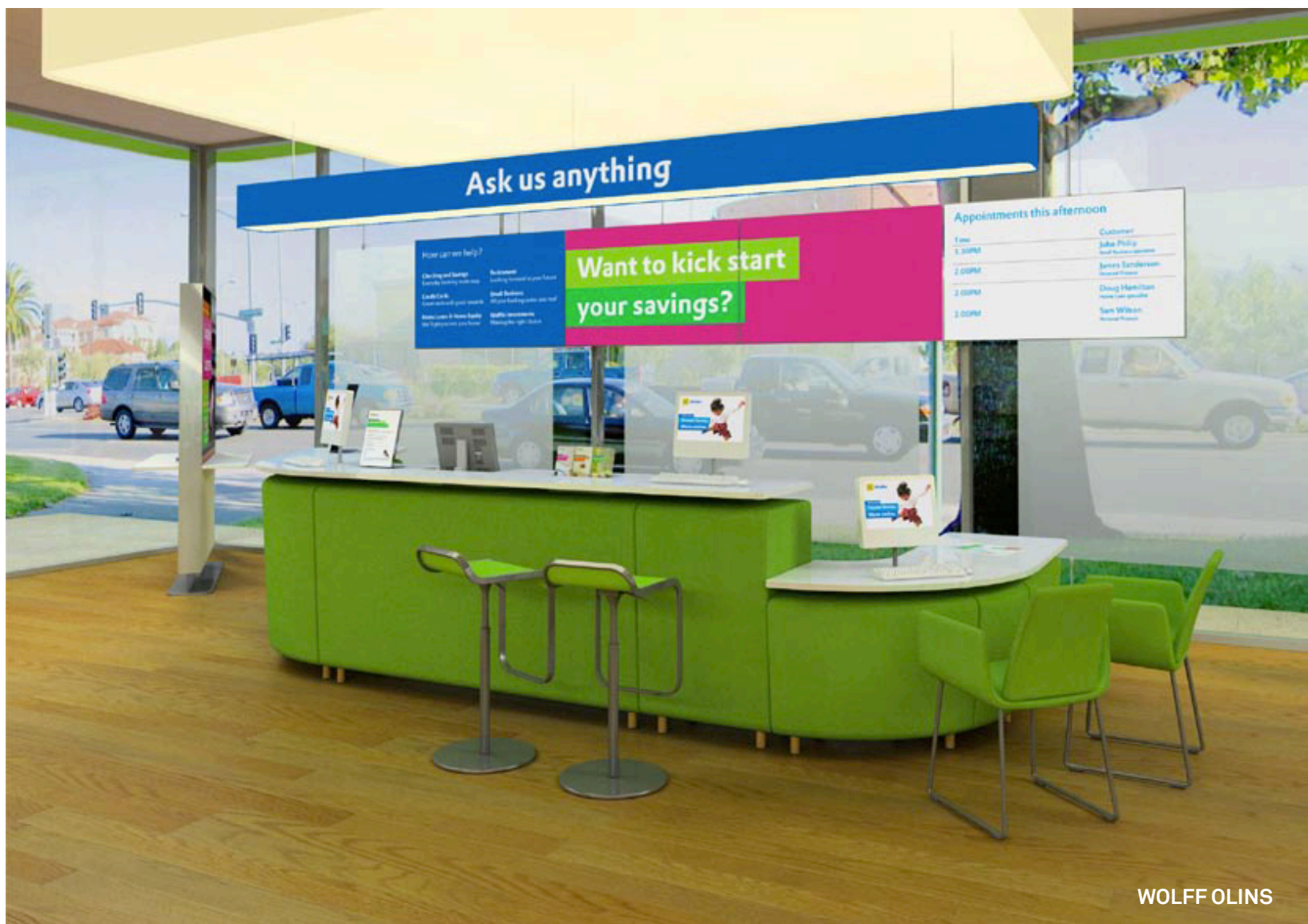
Big savings

WaMu has realized enormous cost savings. Sales brochures were reduced from 78 to 5, resulting in savings of over \$1 million annually. An innovative online strategy has generated 2700 new checking accounts per day, reducing the need for additional retail channels. And J.D. Power and Associates and Business Week have both recognized WaMu for superior customer service, increasing customer satisfaction scores and decreasing staff turnover. Sadly WaMu fell victim to the 2008 banking crisis, and is now part of JP Morgan Chase.



WaMu®





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MANPOWER

CONTEMPORARY WORKING

Broaden and unify

Manpower is a world leader in the employment services industry, serving 400,000 clients a year in 78 countries. But in the early 2000s, Manpower was competing in low-margin segments, and its decentralised approach – it had over 5000 websites for instance – impeded performance. CEO Jeff Joerres set out to broaden the offer, acquire specialist consultancies, expand into the higher-margin permanent staff business, and unify the business.

Tomorrow's workplace

Guided by Wolff Olins, Manpower shifted its territory from temporary work to contemporary work. Through recruitment, training, selection, outsourcing and consulting services, Manpower could help individuals and companies make sense of the forces shaping tomorrow's workplace.

Retail environment

Alongside this new brand idea, Wolff Olins created a new brand identity, and helped roll it out across Manpower's 4500 offices.

\$20 Billion business

Manpower's new, unified brand has helped fuel spectacular growth. In the year before the brand change, revenues stood at just under \$16 billion. Revenues rose 11% in 2006, and then another 17% in 2007, to pass the \$20 billion mark.



Manpower®





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ORANGE

US NOT THEM

Fourth to first

In the early 1990s, Hutchison Whampoa decided to set up Britain's fourth mobile phone network. But with three established rivals, and no special technological advantage, how would it attract customers? The answer was: reinvent the market. At that time, mobile phones were seen as flashy gadgets for bankers, estate agents and yuppies: for 'them', not 'us'. By transforming the market – making the mobile a natural part of everyone's life – huge growth could be opened up. Everyone could live wire-free lives.

The future's bright

Wolff Olins helped Hutchison make this leap, by creating a brand that had nothing to do with technology, and everything to do with simplicity, openness and optimism. We gave the network the name of a colour, not a techno speak name like Vodafone or Cellnet. We created a warm, human communication style that soon became universally recognisable.

Retail environment

Based on the new brand and brand expression, we designed an retail environment that brought Orange into the everyday world of the high Street. It helped manifest and differentiate the brand from its competitors, which until today is considered unique.

£25 billion

In its first five years, Orange attracted a huge and unusually loyal customer base of 7 million people. Year after year, Orange scored highest of the networks on customer satisfaction, and lowest (less than 15%) on churn. By 2000, when France Telecom bought the business, it was worth an astonishing £25 billion – more than double the value of its close rival One2One. Now France Telecom uses the Orange brand for all its internet, television and mobile businesses worldwide.







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Oi

PHENOMENON

New network

In 2001, Telemar, the Brazilian telecoms giant, decided to launch a new mobile phone service. In a market dominated by formal and formulaic brands, Telemar wanted to be very different.

Cut the crap

Wolff Olins started by defining a brand idea that captured this ambition: cut the crap. We created a name for the new brand (Oi means 'hi'), and its visual identity, brand language, communication style, packaging and many other brand applications. More than 2.2m people signed up in the first year – almost 20% of the Brazilian market and four times more than the target. Oi successfully took customers away from other networks: 75% of Oi's customers left other providers to join Oi. The launch was so successful that in 2007 Oi became the brand for all of Telemar's fixed-line, broadband and mobile services.

Retail environment

Wolff Olins created a network of ground breaking new stores from the ground up for Oi. We removed the heavy bureaucratic counters, the closed merchandising displays and the uninspiring waiting areas and replaced them with a fun and dynamic space where customers could interact with the technology, ask questions and learn about the bold new services that Oi had to offer.

Our team spent 4 months on the ground in Brazil and did the project from the client's office. From initial research through to the final build out of the pilot store in Rio we ensured the project was both on time and on budget as well as staying faithful to the initial brand idea. As well as the store design we also help the client create new sales channels including a range of freestanding kiosks which could be inserted into busy public spaces such as malls, outdoor piazzas and transport terminals.





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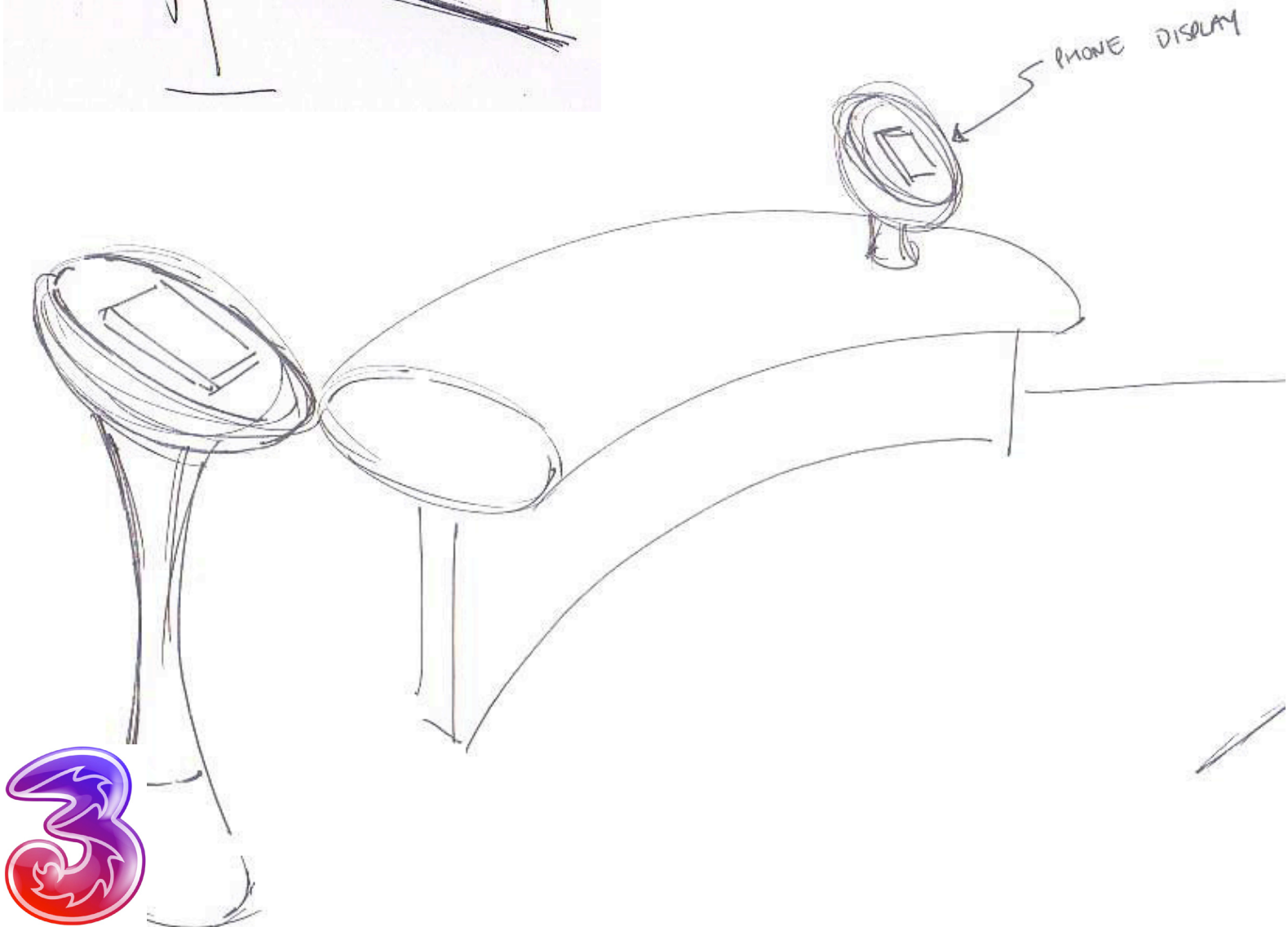
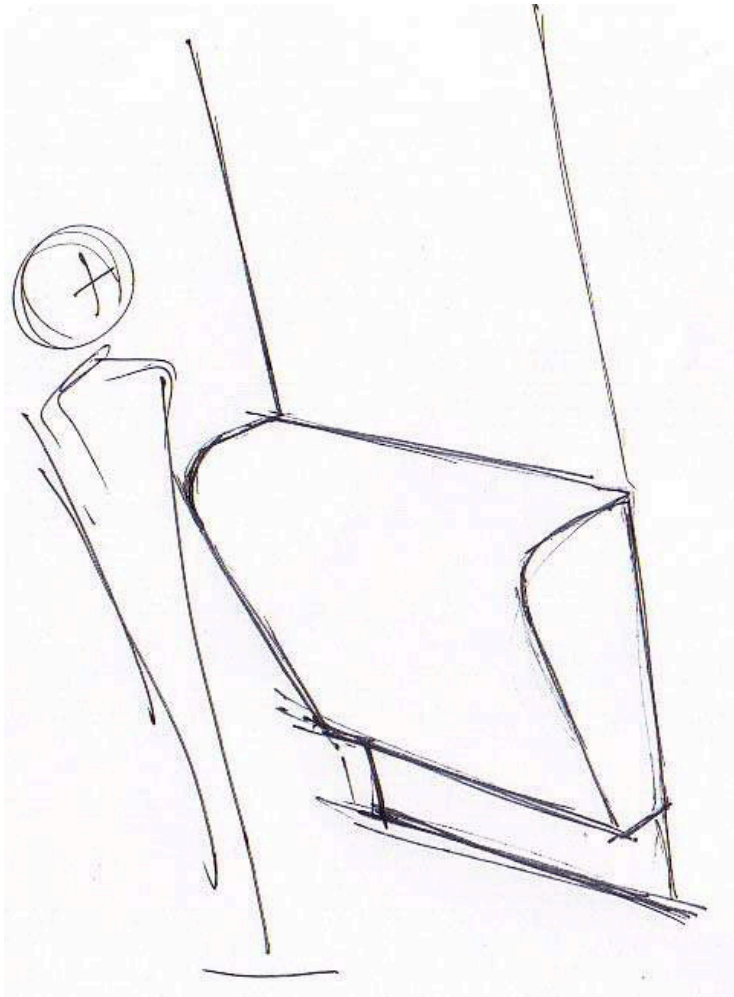


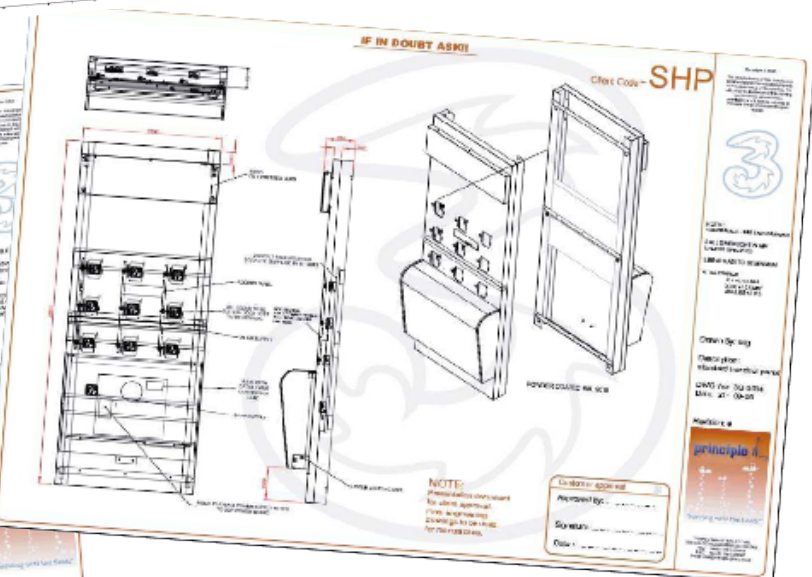
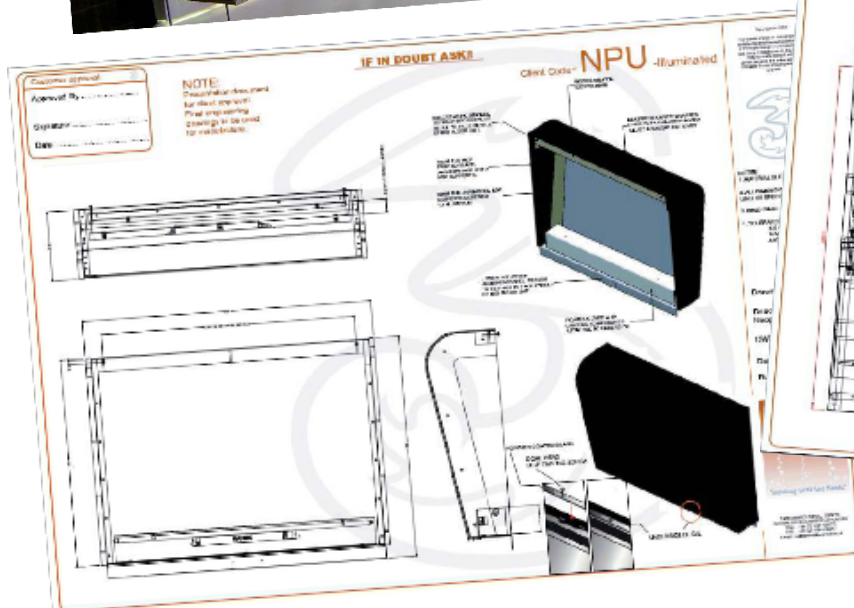
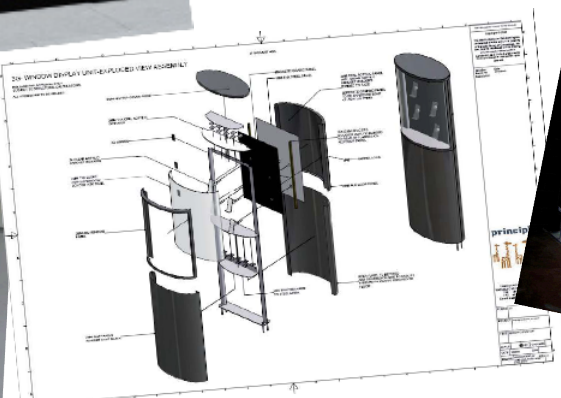
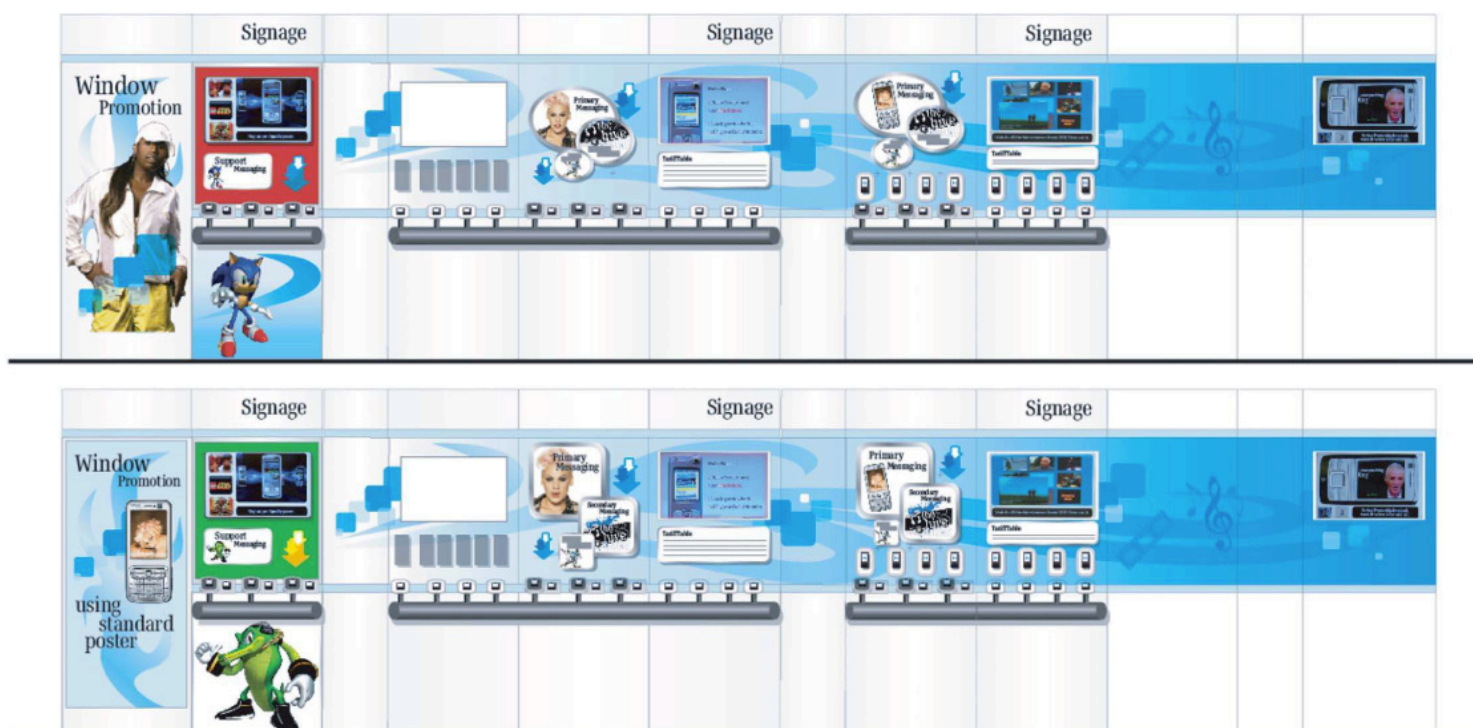


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3 MOBILE

PRINCIPLE GROUP





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SONY ERICSSON

MAKE.BELIEVE



Sony Ericsson





SKY

SKY IS THE LIMIT



sky

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PROPOSED





APPROACH



WHAT YOU'VE ASKED FOR

- IMPROVE/EVOLVE EXISTING RETAIL CONCEPT
- DEVELOP AND BUILD ON EXISTING BRAND GUIDELINES
- DEVELOP EQUIPMENT AND IMPLEMENTATION GUIDELINES
- DEVELOP MERCHANDISING GUIDELINES
- EXTEND MOBILY'S ADOPTION OF TECHNOLOGY TO CONSIDER AREAS SUCH AS INTERIOR WINDOW BRANDING IN ORDER TO REDUCE THE RELIANCE ON EMPLOYED MERCHANDISERS
- PROVIDE DAY RATES FOR:
 - ASSISTING WITH THE TENDERING OF THE MANUFACTURING PACKAGE
 - ASSISTING WITH THE MANAGEMENT OF THE SUPPLIERS TO ENSURE QUALITY STANDARDS ARE MAINTAINED
 - UNDERTAKING SITE SURVEYS, SITE SUPERVISION AND STORE PLANNING
 - DEVELOPING NEW CONCEPTS WHICH MAY BE REQUIRED FOR NEW AREAS, MOVEABLE OUTLETS, KIOSKS, ETC.
 - ASSISTING WITH THE DEVELOPMENT OF EXTERNAL ARCHITECTURAL CONCEPTS



METHODOLOGY

There are 5 key stages to a project of this type:

Stage 1: Set-up

Stage 2: Detailed design

Stage 3: Construction documentation

Stage 4: Site review and modification

Stage 5: Support and supervision

OUR APPROACH TO IMPLEMENTATION

To ensure we achieve the best result and manage the balance of quality, control and cost we have developed an approach to implementation together with our partner of 15 years, Principle Group.

Principle Group are specialists in international brand implementation, from exterior signage and brand architecture through to all aspects of interior modular furniture and graphics, including POS and display products. A recent project completed by them was the Barclays Premier site in Cairo and Saudi Arabia.

Principle group has extensive knowledge of mobile phone retailing and currently work for international Telco Retailers such as Sony Ericsson, “3” and Vodafone. They work in over 50 countries through a network of Local Partners whereby they are able to provide a mixture of local and central manufacture, site survey and site implementation.

The main benefit this unique relationship brings to Mobily is that we can jointly deliver the whole process from concept development through to and including roll-out implementation on the retail sites. By working together from the outset you can be certain that what is designed is capable of being manufactured and successfully implemented into your retail stores.

At the same time, this relationship allows for new manufacturing ideas to be explored and for the latest retailing technology to be introduced into the design concept, ensuring that what is developed takes advantage of the latest international creativity and retailing thinking.



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THE PROCESS IN MORE





DETAIL

WOLFF OLINS





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STAGE 1: SET-UP

What we will do:

- Kick-off meeting
- Review the existing concept
- Understand the business objectives you need to achieve with the design
- Understand what the new and existing products and services are
- Determine role of the retail outlet – in terms of sales, advisory, administration functions – and what it could become
- Visit 6-8 existing retail outlets to analyze and review current formats and to determine how to roll out the concept and if any features can be improved
- Visit flagship competitor retail outlets and map customer journeys. Visit best practice retailers
- Set up working team and define roles and responsibilities
- Establish a cost model and a time line for the ambition and task

What you will get:

- Team that is fully briefed
- Revised proposal and accurate scope of work (as necessary)
- Further clarification on roles and responsibilities (WO & Mobily)
- Detailed project plan/scheduling and timeline
- Analysis of retail format and functional requirements
- Report on how the customer interacts with your stores and an overview of how your stores are currently performing
- Summary report of the concept, any weaknesses to correct and areas for differentiation from competition

HOW LONG IT WILL TAKE: 2-3 WEEKS





STAGE 2: DETAILED DESIGN

What we will do:

- Improve/evolve existing retail concept
- Develop and build on existing brand guidelines
- Extend Mobily's adoption of Technology to consider areas such as interior window branding in order to reduce the reliance on employed merchandisers
- Review existing communication and messaging strategy in order to ensure it is in line with the existing brand ambition
- Review the design, layout and elements within the K Zone in order to ultimately reduce the cost of refurbishing and managing this space
- Develop final detailed design package to ensure that all components are adaptable and can be used within a modular roll-out family in order to avoid site specific build.

What you will get:

- Improved/evolved retail concept
- Further developed brand guidelines
- Advise on whether comms and messaging strategy needs to be further developed (further development would be additional to the current scope of work)

Drawing pack including:

- Detailed plans, sections and elevations of the branch concept
- Design specification document for furniture, fixtures, fittings, lighting, materials and finishes
- Detailed 3D rendered images to show final look and feel
- Rendered images of any new areas (e.g. family area, ladies area, etc.)
- Visuals showing retrofit solution on existing stores, if required
- Create artwork templates for all branch graphic elements
- Demonstration of how the concept design addresses different branch format requirements
- Discussion and briefing with architect of record

HOW LONG IT WILL TAKE: 6-8 WEEKS



STAGE 3: CONSTRUCTION DOCUMENTATION

What we will do:

Work with the manufacturer to develop final detailed design package to ensure that all components are adaptable and can be used within a modular roll-out family to avoid site specific build.

Work with you to set clear and concise KPI's to measure the primary considerations for the roll out – based on Quality Cost and Delivery (QCD).

- Quality of product
- Quality of communication
- Quality of service
- Quality of planning
- Cost of development
- Cost of product
- Cost of freight
- Cost of import
- Cost of packaging
- Cost of installation
- Cost of maintenance
- Delivery on time
- Delivery to plan
- Delivery to budget
- Delivery to specification

We will examine with you the primary determinants of the roll out:

- The product: what must it do, how must it feel, how it should perform, how long should it last, what should it cost (target prices), what should it look like (dimensions, gloss levels, colour references), the environment in which it will be used
- The programme: what is the scope of work, what is the timeframe, what are the real 'drop dead dates', what are the volumes per region / per time phase
- The expected quality standards

We will develop the primary project Gantt Chart which defines all the key milestones and agreed dates for the programme – this should be the primary control sheet for everything that happens during the project.

We will commence production of the Manufacturing and Logistics Plan. The key considerations are:

1. What are the key manufacturing specialisms that will make the roll out cost effective
2. Where are the preferred locations of manufacturing centres
3. Is the product to be delivered to local hubs for onward distribution and installation
4. What key eco-considerations must be designed into the products
5. What key maintenance considerations must be designed into the products

Establish key design freeze dates (including colour references, dimensions, finishes, artwork and functionality) when all graphic and design work will be completed.

Establish a series of manufacturing drawing submission dates so that engineering shop drawings are submitted for client approval before manufacture.

Establish a series of prototype review dates to iterate product designs through to ready for manufacture.

Undertake drawing and mock up process to achieve a full set of signed off items. These items to be retained as library examples of brand critical components used to test size and scale, etc.

Undertake representative sample site surveys of existing locations to establish the on site challenges, limitations, requirements and the full suite of variables that that may not have been considered in the initial stages of the development programme. The key task is to make sure that the product is 'manufactureable, deliverable, installable and maintainable'.

Create a new skin for our online management web portal so that:

- Survey information can be uploaded
- Manufacturing and scheme drawings can be uploaded for client approval
- Client access to online reporting is established for real time data on progress to date (no. of stores etc), commitment to date, expenditure to date, outstanding actions, snagging etc
- Completion certificates and delivery notes (signed by the site contact) can be uploaded to support invoicing
- Completion photos can be uploaded for client inspection and to create an ongoing site library of as is drawings and photographs

We will develop with you a full implementation protocol so that installation or delivery manuals can be created to define what must and must not occur on site – alongside how variants and issues are to be dealt with.

We will develop with you the standards for manufacturing proposals or scheme drawings packages to be produced for each product and/or site.

HOW LONG IT WILL TAKE: 6 - 8 WEEKS





STAGE 4: SITE REVIEW & MODIFICATION

What we will do:

Following approval and sign off to manufacture, we will commence with the roll out phase of the project. We will commence full surveys of pilot sites to build a library of componentry and variants. We will upload these surveys to our web portal. Surveys will be reproduced into scheme drawing packages to provide you with a visual proposal of the implementation on those site.

- We will use locally based and architecturally qualified people under our supervision to work with your retailing team to ensure that the best possible use is made of the retailing space at each pilot site
- As drawings and scheme drawing packages are uploaded to the portal, you can access and approve/red line
- As each scheme is agreed, a final quotation will be submitted for your approval
- You will be able to confirm each Instruction/order to proceed
- We will commence Manufacture based on a calculated bulk manufacturing expectation, which we will sophisticate with real time data from surveys as they are completed

What you will get:

A properly managed roll out programme with the key milestones clearly understood and monitored to ensure proper opportunity for review and optimisation.

**HOW LONG IT WILL TAKE:
4 - 6 WEEKS**

STAGE 5: SUPPORT & SUPERVISION

What we will do:

In this stage, we will take the output from the previous stage and start to roll out the concept starting with the flagship stores and then continue with the rest of the stores. During this period, we will have a full time Site Manager working with the Mobily team for as long as needed.

- We will contact your Site Manager or Hub Manager to agree implementation plan and delivery / access instructions
- We will confirm implementation plan and back fill the Gantt Chartt to ensure key milestones are understood
- We will pre-inspect product before shipment
- We will transport product to hub or site (consideration will always be given to grouping shipments to reduce costs)
- Offloading and installation will be supervised by our on-site Manager
- Installations will be planned to reduce disruption to client and customers
- Our crew size and skill base will be designed to accommodate site specifics and client requirement
- Our Site Manager will supervise installations and manage the quality of installations
- All Initial sites to be visited by Senior Management to ensure calibration of quality
- Completion of site will be confirmed by sign off of completion certificate by the Site Manager.
- We will upload completion photos on our web portal for viewing and final approvals.
- Support and supervise the implementation process
- Verify that the installation is in accordance with the prototypes approved and is up to expectations in terms of quality
- Visit key sites to ensure calibration of quality

What you will get:

- Roll out of the concept throughout the Mobily stores.
- Support and supervision throughout the remaining months of the project to ensure the final results are true to the brand concept.

**HOW LONG IT WILL TAKE:
AS LONG AS REQUIRED**

Please read BUDGET section for more details on this point



MOBILY +
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THE





TEAM

WOLFF OLINS





AN INTRODUCTION TO OUR CORE TEAM

BASED ON OUR SENSE IN TERMS OF WHAT THE JOB MIGHT BE, WE THOUGHT IT MIGHT BE HELPFUL TO SHOW THE KIND OF TEAM WE WOULD PUT FORWARD TO WORK WITH YOU. HERE YOU WILL SEE THEIR ROLE ON THE TEAM AND THE KIND OF EXPERIENCE THEY HAVE.



ABED BIBI
Director

Abed is a partner in our Dubai office. He would lead the project.

Clients include: MBC, Dubai Holding, Dubai Properties, Arab Media Group, Sama Dubai, The Lagoons, DU, Majid Al Futtaim



STEFANO FERRO
Account Director

Stefano is based in Dubai. He will be visiting Saudi Arabia periodically to follow up and direct the team. He will resolve any critical issues that may arise.

Clients include: Telenor, Sony, Tata Group and Tata cars, Sunglass Hut, Italcementi Group, Holcim Group, Lufthansa Aviation Group, Emcredit, Kyivstar, BT, Campari, Mannesmann ipulsys, Panasonic, E-ON, Suez, VELUX, AMD and Unilever Ice Cream.



RANDA MODAD
Account Manager

Randa is based in Dubai. As an account manager she will handle the day to day operation of the project.

Clients include: Sama Dubai, The Lagoons, Dubai Duty Free, Biersdorf AG, BMW Group ME, TATA DOCOMO, SOLIDERE





LUCAS SURTIE
Senior Designer

Lucas joined Wolff Olins 2009 having been in the region for a few years. He is a talented designer with an extensive knowledge of design and brand creation.

Clients include: Sistema, Telenor, Dj Juice Mubadala, TECOM, Noor Takaful, Noor Islamic Bank



ANGELO BELLANDI
Design Director

Angelo is also based in Dubai and would help lead the creative side of the project. He would work closely with our retail specialist department and creative team.

Clients include: Welsh & British Governments, UAE Government, Mubadala, TECOM, Noor Takaful, Noor Islamic Bank



STEVE GREEN
Associate Senior Development Designer

Steve has 14 years industry experience that covers external signage, interior retail design, exhibition design, POS and POP. Steve has a 1st class honours degree in Industrial product design from Sheffield Hallam University.

Clients include: Shell, Three, Vodafone, Sony, Sony Ericsson, BP, Holiday Inn, Abbey, Manpower, Booze&Co.



RICHARD BUTTERFIELD
Implementation Specialist
Principle Group

Richard works at Principle Group, a company specialized in international brand implementation. He has extensive knowledge of mobile phone retailing.

Clients include: Barclays Premier, Sony Ericsson, Vodafone, and has recently completed Barclays Premier site in Saudi Arabia and Cairo.



NIGEL ROBINSON
3D Technical Design Manager
Principle Group

Nigel also works at Principle Group. His experience includes Emarat, Fresh Plus, Café Arabica, Good Company, ADNOC, Oula, Woqod, and Mercedes Benz.

In addition, we will appoint the following:

- A full time **Account Manager** based in Riyadh to manage and report what is happening in terms of the progress of the project.
- A full time **Site Manager** for the implementation stage for site surveys, store planning, speaking with suppliers and prototyping.

Additional resources will be added to the team such as designers, design and production specialists, consultants and administrators when needed.

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SCHEDULE OF VISITS

The schedule BELOW is based on starting our kick-off meeting first week of April, and then followed by the board meeting 3 weeks later as requested. Phase 2 will commence throughout May. The first visit is to share ideas on what we plan to improve. The second is to share those designs with you. Once approved, we move to Phase 3 where we spend time in your offices working on the construction documents. Once this is done, we move to Phase 4 for site reviews and modification. For Phase 5, we have not included the number of visits as it depends on how long the full time Site Manager will be needed in Riyadh.

	Phase 1 - Set-up		Phase 2 - Detailed Design		Phase 3 - Const Doc.		Phase 4
Purpose	Kick-off	Board Meeting	Meeting	Share designs	Working	Presenting	Site Review
Date	Apr-05	Apr Week 4	May Week 1	May Week 3	Jun Week 1	Jul Week 2	Aug Week 2
Abed Bibi	2 days	1 day					
Stefano Ferro	2 days	1 day		1 day	1 day		
Angelo Bellandi	2-3 days	1 day	8 days	2 days	1 day		
Lucas Surtie			2 days				
Randa Modad	2 days	1 day					
Steve Green	2-3 days	1 day	8 days	2 days	15 days	3 days	15 days
Richard Butterfield	2-3 days	1 day				3 days	2 days
Daniel Broadhead	2-3 days	1 day		1 day	15 days	3 days	15 days

DAILY RATE

For all new projects not covered in this proposal, such as:

- assisting with the tendering of the manufacturing package
- assisting with the management of the suppliers to ensure quality standards are maintained
- undertaking site surveys, site supervision and store planning

Those would be covered at a daily rate of SAR 2,880 for a Site Manager or Project Manager
The cost of hotel (SAR 1000) and subsistence (SAR 300) would be additional
Hence, the total daily rate would be **SAR 4,180**

Developing Concepts

For developing new concepts which may be required for new areas, moveable outlets, kiosks, etc. or assisting with the development of External Visual Architectural Concepts, we will need to have a brief first to check how many hours of work it needs and which resources will be working on it.

The daily rate is SAR 4,800
The cost of hotel (SAR 1000) and subsistence (SAR 300) would be additional
Hence, the total daily rate would be **SAR 6,100**



INDICATIVE BUDGET

THE FEES BELOW ARE INDICATIVE ONLY OF THE BUDGET TYPICALLY REQUIRED FOR SUCH A PROGRAMME. THEY REFLECT THE NATURE OF THE TASK, THE APPROACH, DELIVERABLES AND ACTIVITIES OUTLINED IN THIS PROCESS AS WELL AS THE TEAM PUT FORWARD AND THE DURATION OF THE PROJECT.

STAGE 1	Set-up	2-3 weeks	Fees SAR 185,000 Costs SAR 80,000
STAGE 2	Detailed Design	4-6 weeks	Fees SAR 350,000 Costs SAR 80,000
STAGE 3	Construction Documentation	6-8 weeks	Fees SAR 450,000 Costs SAR 80,000
STAGE 4	Site Review & Modifications	4-6 weeks	Fees SAR 117,000 Costs SAR 78,000
	Total Budget	16-23 weeks	SAR 1,420,000

Stage 5: Support and Supervision

The fees and costs for this phase have not been included as it would depend on how long this stage will last. The daily rate is SAR 2,880 and an additional SAR 1300 for hotel and subsistence. Cost of tickets is not included. TOTAL estimated Daily Rate for this phase is: **SAR 4,230** including hotel and subsistence.

Costs:

These figures are based upon a best estimate of likely fees and costs, including travel costs, hotel accommodation, subsistence, presentation materials, colour copies, conference call costs, and smaller expenses.

Major expenses such as photography, illustrations, professional printing and translation services will be quoted separately. We will closely monitor our fees and costs so you will be forewarned, if we are likely to exceed the suggested budget.

All figures are quoted before any applicable taxes.

Budget for project : SAR 1,420,000
=> Per month : SAR 284,000
(for 5 months)



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