

### MTN UGANDA



- a) 1GB daily data bundle for ugx.2,000
- b) Offer valid from 9.00am to 5:00pm
- c) Exclusively Purchased through MyMTN app,USSD-150,160,165,185
- d) Multiple activations and eligible to activate for another
- e) Data can't be shared

**Launch Date** 

17<sup>th</sup> March 2020

End Date 16<sup>th</sup> June 2020 Covid-19 Stay at Home data bundle offer



- a) On net minutes from 10pm to 8am upon subscription of Ugx.100
- b) Accessible through short codes \*160\*19#, \*160# and \*165#
- c) Subscription through Airtime and Momo

Launch Date 10<sup>th</sup> April, 2020

End Date 24<sup>th</sup> April, 2020 MTN Night calls promotion

Promotion discontinued on 19<sup>th</sup> April 2020



- a) Offering 60 on net minutes from midnight to 6 am
- b) Bundle purchase and Airtime load of Ugx 500 and more to qualify

Launch Date 24<sup>th</sup> April, 2020

> End Date 23<sup>rd</sup> May, 2020

Ramadhan promotion



- a) Daily voice bundles with on-net and off net minutes embedded
- b) subscription through Airtime and momo
- c) Accessible through short code \*160\*21#

Launch Date 6<sup>th</sup> Nov , 2019

End Date 5<sup>th</sup> May, 2020 MTN Suppu Promotion concluded



### MTN UGANDA



- a) MTN Partners with YOTV for Mobile TV and radio channels
- b) Subscription is by own preference after 30 days free trial period
- c) YOTV app accessible on android or iOS app store

Launch Date 6<sup>th</sup> Nov , 2019

End Date 5<sup>th</sup> May, 2020 Local channel stations including NBS,NTV,
Bukedde TV, UBC TV, BBS can be accessed

Subscription offer range from 1hr, 1day and 1 month.



Zero Mobile Money Transaction fees for Person to person, wallet to bank and Bank to wallet transactions Launch Date 20<sup>th</sup> March, 2020

**Special Offer** 

Intended to enable customers make transactions during Covid-19 lockdown



Free access to 17 select educational websites.
Zero rated access to e-learning platforms for Makerere
University

Launch Date 26<sup>th</sup> March 2020

**Special Offer** 

offer intended to enable learners access education materials online during Covid-19 lockdown



#### Airtel UGANDA



- a) 100% bonus on data purchased after smartphone acquisition
- b) For only select-weekly and monthly data bundle purchases
- c) Applicable for only new IMEIs

Launch Date 20<sup>th</sup> Feb 2020

Permanent offer

Smartphone Acquisition campaign 100% data Bonus

Free 5 GB LTE welcome offer for growing markets

- a) Free 5GB upon LTE
  Simcard acquisition and
- b) 5GB validity is 7 days
- c) Offer applicable for Airtel growing markets (West1, West2, East2, WestNile and Northern Uganda)

Launch Date 26<sup>th</sup> Feb, 2020

Permanent offer

Free 5GB offer upon LTE Simcard acquisition

Free on net SMS Campaign for growing markets

- a) Free on net SMS for Airtel growing markets (West1, West2, East2, WestNile and Northern Uganda)
- b) Offer available for new and existing customers
- c) Promotion to run for 3 months

Launch Date 28<sup>th</sup> Feb, 2020

End Date 27th May, 2020 On net free SMS offer for Airtel growing markets



a) Airtel's intention to remove qualification of Ugx.330 airtime for customers to be eligible for airtime credit service.

Launch Date 14<sup>th</sup> Feb, 2020

Permanent offer

Airtime/ data credit service restrictions revised enabling all customers to access the service.



### Airtel UGANDA



- a) Offer for prepaid customers buying airtime for other prepaid customers
- b) 3% bonus airtime of the value recharged for another customer
- c) Exclusively purchased via Airtel USSD, Airtel money app and VISA

Launch Date 15<sup>th</sup> April 2020

> End Date 14<sup>th</sup> May 2020

Me 2U recharge bonus promotion

**New WiFi Bundles** 

a) 35GB and 81GB monthly data bundles at Ugx.75,000 and Ugx. 150,000 respectively

b) Booster 5GB price drop from Ugx. 30,000 to Ugx. 20,000

Launch Date 30th April, 2020

Permanent offer

35GB and 81 GB new wifi bundles for Airtel customers

Calling DRC or South
Sudan is now a lot cheaper

We have reduced our International Calling rates to South Sudan and DRC

Country
Code
Destination
Previous Rate
(UGX per second)

 a) Reduction of call rates for postpaid and prepaid customers for DRC and South Sudan Launch Date 4<sup>th</sup> March 2020

Permanent offer

Airtel Change of ILD for DRC and South Sudan



a) Zero rated transaction fees to control Covid-19 spread through promoting electronic transactions for Airtel Customers

Launch Date 19<sup>th</sup> March 2020

Special offer

Free transactions categories include; Persons to persons, merchant payments, Bank to wallet payments and wallet to bank payments in response to Covid-19



### Airtel UGANDA



2GB and 5GB night bundle offer at Ugx. 2,000 and Ugx. 4,000 Validity is from midnight to 10am Subscription through airtime,

Airtel money app and Airtel

USSD \*175#

Launch Date 18<sup>th</sup> March 2020

Permanent offer

Night bundles for customers to utilize with up to 10 am

Google scholar is now free to access

Access a range of scholarly literature for your child's homeschooling with no data bundle.

Visit https://scholar.google.com/

Special offer to enable learners access education materials online for free

Launch date 28<sup>th</sup> March 2020

Special offer

Covid-19 Zero rated education sites include; https://www.examuganda.com https://scholar.google.com among others



Free access to World Health Organisation portal and all Covid-19 information related sites Launch date 28<sup>th</sup> March 2020

Special Offer

Covid-19 Zero rated health portals to be accessed during lockdown include; https://health.go.ug www.unicef.org www.coronavirus.com among others



- a) Video on Demand service for both local and international content
- b) No subscription fees required.
- c) Only accessible through Airtel TV app.
- d) A valid data bundle and or internet connection is required

Launch Date 28<sup>th</sup> March 2020

Special Offer

Airtel TV Local stations include NTV, NBS, UBC, Bukedde TV, Salt TV, BBS among others.



### Tangerine/LYCA mobile



a) National Voice rates,
 SMS rates, mobile data
 bundles and
 international call rates

Launch date 20<sup>th</sup> Feb, 2020

Permanent Rates Voice, data, sms and international call rates

### Smile Telecom



adjustments for kyookyawiki night bundles

- a) 100% and 50% bonus data for 20GB and 50 GB monthly bundles respectively
- b) Bonus data valid for 30 days
- c) Paid-for data is used before bonus data

Launch Date 25<sup>th</sup> April 2020

End date 25<sup>th</sup> April 2020 Work from home bonus promotion

- A. Kyookyawiki bundles split GB offers accessible during day and at night by 50%
- B. Night bundle Time adjustment from 10pm to 6pm.

Launch Date 25<sup>th</sup> April 2020

End date 25<sup>th</sup> April 2020 Time adjustments for kyookyawiki night bundles accessed during day and night



### **Uganda Telecom Limited**



- a) Zero mobile moneyTransaction fees forPerson to person
- b) Zero fees on Msente transactions on utility bills

Launch date 30<sup>th</sup> march, 2020

Special offer

Offer available to customers during Covid-19 lockdown

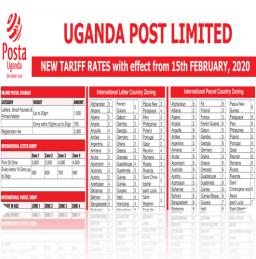


- a) Adjustment of Endobo package to offer Unlimited UTL on net calls at Ugx. 500
- b) Subscriptions through USSD \*165#
- c) Validity is 24hrs after recharge

Launch date 28<sup>th</sup> April 2020

Special offer

Special Offer to enable customers communicate during Covid-19 lockdown



A 10% Mark-up over cost was proposed

Incoming postal mail to be delivered as a factor of domestic rates

Launch date 15<sup>th</sup> Feb 2020.

Permanent Tariffs UPL's domestic and international mail services reviewed



### Africell Uganda



a) 100% bonus data on select weekly and monthly W3 bundles

- b) Weekly bundles include; 500Mbs, 1Gb &1.8GB
- c) Monthly W3 bundles include; 350Mbs, 1GB & 2.5 GB

Launch Date 20th March 2020

**End Date** 30<sup>th</sup> June, 2020

Covid-19 Home data bonus promotion



a) 50% bonus on calls, SMS and Data

- b) calls on net and off net bonus minutes
- c) Daily, weekly and monthly combos

Launch date 24<sup>th</sup> April 2020

End date 30<sup>th</sup> June 2020 Dakku Specio Ramadhan promotion



- a) 200% bonus on net minutes and SMS.
- b) 100% bonus on off net calls and sms

Launch date 30<sup>th</sup> March 2020

End date 14<sup>th</sup> May 2020 Stay at Home campaign discontinued



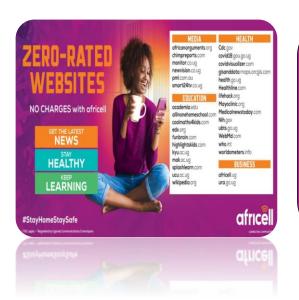
a) 100% data bonus on 4GB activation at ugx. 20,000

Launch date 30<sup>th</sup> March 2020

End date 30<sup>th</sup> June 2020 4GB Covid-19 Home bonus data offer



Africell Uganda



Zero rated websites for consumers to access during Covid-19 lockdown.

Launch date 10<sup>th</sup> April 2020

Special offer

Free access for select Media, Health, Education and business websites



- a) Offering 20 on net minutes and 20MBs free for customers
- b) accessible even when data is depleted
- c) subscription through Africell USSD \*160#

Launch date 10<sup>th</sup> April 2020

Special offer

National wide offer to enable customers communicate during Covid-19 lockdown



Zero charges to send money to another Africell customer using *Afrimoney*.

Offer intended to control Covid-19 spread through promoting electronic transactions.

Launch date 27<sup>th</sup> March 2020

Special offer

Offer intended to control the spread of Covid-19 through promoting electronic transactions