

## **TENDER NOTICE**

**No. EA/02-47-2025**

### **RFP for the Provision of Mobile Digital App**

1. Etisalat Afghanistan invites bids from authorized and qualified providers for the Provision of Mobile Digital App, as detailed in the RFP Annexure.

The Bid Document is also available for download on the Etisalat Afghanistan website as well as at: [www.etisalat.af/en/about-us/doing-business-with-us/tenders](http://www.etisalat.af/en/about-us/doing-business-with-us/tenders)

2. RFP deadline is **13-October-2025 Afghanistan time**.

3. Bid received after the above deadline shall not be accepted.

4. Bidders can provide either a sealed Hardcopy of the Proposal or a Softcopy of the Proposal through email. A hard copy can be submitted to Etisalat's Main office, Reception Desk (Tender Box). The softcopy shall be submitted through email ([ashalizi@etisalat.af](mailto:ashalizi@etisalat.af)) and cc: ([Ihsanullah@etisalat.af](mailto:Ihsanullah@etisalat.af)) and marked clearly with the **RFP name, and number**.

5. The bidder shall submit the proposal with separate (Technical and Commercial) parts. The commercial part must be a password-protected document for a soft copy of the proposal, and we will request the password once the concerned committee opens bids (starts the bid's commercial evaluation). The bids shall be first evaluated technically. Technical evaluation will be based on the conformity to required technical specifications and compliance matrix specified in the Bidding Documents. Only technically compliant bids that meet all the mandatory service-effecting requirements will be evaluated commercially.

6. Etisalat Afghanistan reserves the right to accept or reject any or all bids and to annul the bidding process at any time, without thereby incurring any liability to the affected bidder(s) or any obligations to inform the affected bidder(s) of the grounds for Etisalat Afghanistan action.

**7. if you have any questions, you can share them with the below emails:**

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**(RFP)**

**For**

**Provision of Mobile Digital App**

## 1. DEFINITIONS

In this document, the following terms and meanings shall be interpreted as indicated:

### 1.1 Terms.

**“Acceptance Test(s)”** means the test(s) specified in the Technical Specifications to be carried out to ascertain whether the Goods, Equipment, System, Material, Items or a specified part thereof is able to attain the Performance Level specified in the Technical Specifications in accordance with the provisions of the Contract.

**“Acceptance Test Procedures”** means test procedures specified in the technical specifications and/or by the supplier and approved by EA as it is or with modifications.

**“Approved” or “approval”** means approved in writing.

**“BoQ ”** stands for Bill of Quantities of each job/work as mentioned in this contract and its annexes according to which the Supplier shall supply equipment & services and subject to change by agreement of both parties.

**“Bidding”** means a formal procurement procedure under which sealed bids are invited, received, opened, examined and evaluated for the purpose of awarding a contract.

**“Bid/Tender Document”** means the Bid/Tender documents issued by EA for invitation of Bids/Offer along with subsequent amendments and clarifications.

**“Competent Authority”** means the staff or functionary authorized by EA to deal finally with the matter in issue.

**“Completion Date”** means the date by which the Supplier is required to complete the Contract.

**“Country of Origin”** means the countries and territories eligible under the rules elaborated in the “Instruction to Bidders ”.

**“Contract”** means the Contract between Etisalat Afghanistan (EA) and the Supplier and comprising documents.

**“Supplier”** means the individual or firm(s) ultimately responsible for supplying all the Goods/Equipment/Systems/Material/Items on time and to cost under this contract to EA.

**“Supplier’s Representative”** means the person nominated by the Supplier and named as such in the contract and approved by EA in the manner provided in the contract.

**“Contract Documents”** means the documents listed in Article (Contract Documents) of the Form of Contract (including any amendments thereto) or in any other article in this contract.

**“Contract Price”** means the price payable to the Supplier under the Contract for the full and proper performance of its contractual obligations.

**“Day”** means calendar day of the Gregorian calendar.

**“Delivery charges”** means local transportation, handling, insurance and other charges incidental to the delivery of Goods to their final destination.

**“Effective Date”** means the date the Contract shall take effect as mentioned in the Contract.

**“Etisalat Afghanistan (EA)”** means the company registered under the Laws of Islamic Emirate of Afghanistan and having office at Ihsan Plaza Charahi Shaheed Kabul in person or any person dully authorised by it for the specific purpose for the specific task within the Contract and notified to Supplier in writing.

**“Final Acceptance Certificate”** means the certificate issued by EA after successful completion of warranty and removal of defects as intimated by EA.

**“Force Majeure”** means Acts of God, Government restrictions, financial hardships, war and hostilities, invasion, act of foreign enemies, rebellion, revolution, riot, industrial disputes, commotion, natural disasters and other similar risks that are outside of Supplier's and EA's control.

**“Liquidated Damages”** mean the monetary damages imposed upon the Supplier and the money payable to EA by the Supplier on account of late delivery of the whole or part of the Goods.

**“L.o.A”** means Letter of Award issued by EA to successful bidder with regard to the award of tender.

**“Month”** means calendar month of the Gregorian calendar.

**“Offer”** means the quotation/bid and all subsequent clarifications submitted by the Bidder and accepted by EA in response to and in relation with the Bid Documents.

**“Origin”** means the place where the Goods are mined, grown or produced from which the ancillary services are supplied. Goods are produced when, through manufacturing, processing or substantial and

major assembling of components, a commercially recognized product results that is substantially different in basic characteristics or in purpose or utility from its components.

**“EA's Representative”** shall mean the representative to be appointed by EA to act for and on behalf of EA with respect to this Contract.

**“Supplier/Vendor”** (used interchangeably) means the individual or firm ultimately responsible for supplying all the Goods on time and to cost under this Contract acting individually alone or as a “prime Supplier” for a consortium.

**“Supplier's Representative”** means the person nominated by the Supplier and named as such in the Contract and approved by EA in the manner provided in the Contract.

**“Site”** means the land or locations, buildings and other places including containers shells wherein and upon which the Facilities are to be installed, and such other land or places as may be specified in the Contract as forming part of the site.

## **2. INTRODUCTION TO WORK.**

2.1 Bids are invited for the Provision of Mobile Digital App in accordance with the stated specifications of RFP documents.

2.2 The tender award will be based on the best technical and pricewise, lowest offer.

## **3. Validity of Offers**

The Tenders must be valid for a minimum of 90 days from the Tender closing date, or as may be specified by the Purchaser in the Tender documents.

## **4. Suppliers Responsibilities:**

4.1 Supplier shall provide project as described in the RFP scope of work.

4.2 Supplier shall have all licenses, permits, and permission required for the provision of this tender.

## **5. Payment Terms**

5.1 All payments shall be made via bank transfer upon receipt of the original hardcopy of the invoice.

5.2 No advance payments shall be made to the Supplier.

5.4 EA commits to making prompt payments within thirty (30) days of the submission of a valid invoice or payment claim by the Supplier. This is contingent upon the receipt of all required supporting documents as specified in the contract and any necessary deductions due to penalties, such as late delivery or the replacement of defective goods, confirmed by the Project Director.

5.5 All payments are subject to the applicable income tax deductions at the prevailing rates, in accordance with the relevant tax laws. These deductions will be remitted to the appropriate tax authorities unless the Supplier is explicitly exempted. EA shall provide a tax deduction certificate to the Supplier to facilitate tax return filings with the relevant authorities.

5.6 All prices and payments shall be made in Afghani (AFN) for local firms and international firms can provide in USD/AFN.

5.7 EA reserves the right to process Purchase Order (PO) or contract-related payments through the mHawala (mobile financial services) platform, directly to the Supplier's registered mHawala account.

## **6. Price:**

Payments against the entire contract will be made by EA based on the contractor's ability to meet payment milestones as defined in the Bid Documents in the following manner.

### **6.1 For Supply of Equipment (Hardware & Software);**

**5.1.1** EA will make payment equal to 50% of the amount of equipment on the arrival of Equipment at site of installation and certification by EA Project Director/Manager of their receipt in good condition.

**5.5.1.2** Balance 50% of the amount of equipment will be paid on issuance of RFS for the complete system area in individual city.

### **6.2 For Installation, Testing, Commissioning and Professional Services**

**6.2.1** EA will make payment equal to 75% of amount of Services cost when equipment is offered for Acceptance Testing in individual city.

**6.2.2** Balance 25% of the amount of Services cost will be made at the time of issuance of final PAC for complete system in individual city.

**6.3 For System Support and Maintenance Services (if available).**

**5.3.1** EA will make payment on quarterly/monthly basis at end of each quarter/month, after support/service is delivered.

**7. Local Taxes, Dues and Levies:**

**7.1** The Supplier shall be responsible for all government-related taxes, dues, and levies, including personal income tax, which may be payable in Afghanistan or elsewhere.

**7.2** Withholding tax (if applicable) shall be deducted on the local portion only as per prevailing rates as notified Islamic Emirate of Afghanistan. The amount of withholding Tax(s) is 2% of all project costs for local/registered companies who have Afghanistan Government Official Work License and 7% for International/ nonregistered companies.

**8. Construction of Contract:**

The Contract shall be deemed to have been concluded in the Islamic Emirate of Afghanistan and shall be governed by and construed in accordance with Islamic Emirate of Afghanistan Law.

**9. Termination of the Contract**

**9.1** If during the course of the Contract, the Supplier shall be in breach of the Contract and the Purchaser shall so inform the Supplier by notice in writing, and should the breach continue for more than seven days (or such longer period as may be specified by the Purchaser) after such notice then the Purchaser may immediately terminate the Contract by notice in writing to the Supplier.

**9.2** Upon termination of the Contract the Purchaser may at his option continue work either by himself or by sub-contracting to a third party. The Supplier shall if so required by the Purchaser within 14 days of the date of termination assign to the Purchaser without payment the benefit to any agreement for services and/or the execution of any work for the purposes of this Contract. In the event of the services/jobs being completed and ready for utilization by the

Purchaser or a third party and the total cost incurred by the Purchaser in so completing the required services/jobs being greater than which would have been incurred had the Contract not been terminated then the Supplier shall pay such excess to the Purchaser.

**9.3** Etisalat has the right to terminate this Contract without cause at any time by serving a 30-day prior written notice to the Supplier.

## **10. Amendment.**

No amendment or other variation of the Contract shall be effective unless it is in writing, is dated, expressly refers to the Contract, and is agreed in writing duly signed by authorized representative of each party.

## **11 AFFIRMATION.**

**11.1** No Staff or employee of EA shall be admitted to any share or part of this Contract or to any benefit that may arise there from.

**11.2** The Supplier declares and affirms that;

A. The Supplier and its shareholders, directors, officers, employees, and agents have not paid nor undertaken to pay, any bribe, pay-off, kick-back or unlawful commission. The Supplier and its shareholders, directors, officers, employees, and agents have not in any way or manner paid any sums, whether in Afghanis or a foreign currency and whether in Afghanistan or abroad, given or offered to give any such gifts and presents in Afghanistan or abroad, to any staff or employee of EA or any other person to procure this tender/contract. The Supplier undertakes not to engage in any of these or similar acts during the term of this Contract.

B. The contract shall be liable for cancellation during any time of execution if such an act is proved.

## **12. CONFIDENTIALITY OF INFORMATION**

**12.1** The Supplier shall not, without EA's prior written consent disclose the contract, or any provision thereof, or any specification, plan, drawing, pattern, sample or information furnished by or on behalf of EA in connection therewith, to any person other than a person employed by the Supplier in the performance of the contract. Disclosure to any such employed person shall be made in confidence and shall extend only as far as may be necessary for purposes of such performance.

**12.2** The Supplier shall not, without EA's prior written consent, make use of any documents or information except for purposes of performing the contract.

**12.3** Any documents, other than the contract itself, shall remain the property of EA and shall be returned (in all copies) to EA on completion of the Supplier's performance under the contract if so required by EA.

### **13 SUPPLIER'S DEFAULT**

**13.1** If the Supplier shall neglects to perform the contract with due diligence and expedition or shall refuse/or neglect to comply with any reasonable instructions given to him in writing by EA or any of its authorized representative in connection with the performance of the contract or shall contravene the provisions of the contract, EA may give notice in writing to the Supplier to make good the failure, neglect or contravention complained of.

**13.2** Should the Supplier fail to comply with the said notice, within 15 days from the date of issue of said notice thereof, it shall be lawful for EA forthwith to terminate the contract by notice in writing to the Supplier without prejudice to any rights which may have accrued under the contract to either party prior to such termination.

**13.3** If EA have to incur extra cost for procuring any part of Goods or any such similar Goods not delivered in accordance with the Contract on the date of such termination, the Supplier shall pay on demand within one month the amount of such extra costs incurred by EA.

### **14 FORCE MAJEURE.**

**14.1** The Supplier shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failure to perform its obligations under the contract is the result of an event of Force Majeure.

**14.2** If either party is temporarily rendered unable, wholly or in part by Force Majeure to perform its duties or accept performance by the other party under the Contract it is agreed that on such party, giving notice with full particulars in writing of such Force Majeure to the other party within 14 (fourteen) days after the occurrence Expansion such Force Majeure shall be suspended during the continuance of any inability so caused but for no longer & period and such cause shall as far as possible be removed with all reasonable speed. Neither party shall be responsible for delay caused by Force Majeure. The terms "Force Majeure" as used herein shall mean Acts of God, strikes, lockouts or other industrial disturbance, act of public, enemy, war, blockages, insurrections, riots, epidemics, landslides, earthquakes, fires, storms, lightning, flood, washouts, civil disturbances, explosion, Governmental Export/Import Restrictions (to be supported by a letter from the relevant Authority and verified by the Diplomatic Mission in Afghanistan), Government actions/restrictions due to economic and financial hardships, change of priorities and any other cause similar to the kind herein enumerated or of equivalent effect, not within the control of either party and which by the exercise of due care and diligence either party is unable to overcome. The term of this Contract shall be extended for such period of time as may be necessary to complete the work which might have been accomplished but for such suspension. If either party is permanently prevented wholly or in part by Force Majeure for period exceeding One (01) month from performing or accepting performance, the party concerned shall have the right to terminate this contract immediately giving notice with full particulars for such Force Majeure in writing to the other party, and in such event, the other party shall be entitled to compensation for an amount to be fixed by negotiations and mutual agreement.

If a Force Majeure situation arises, the Supplier shall promptly notify EA in writing of such conditions and the cause thereof. Unless otherwise directed by EA in writing, the supplier shall continue to perform its obligations under the contract as far as is reasonably practicable, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

## **15 INDEMNIFICATION.**

**15.1** Supplier shall indemnify and save harmless EA from and against all losses and all claims, demands, payments, suits, actions, recoveries and judgment of every nature and description made and related cost and expenses brought or recovered against the EA related to the work done under this Contract, by reasons of any act, omission to act or status of liability of Supplier or its agents or employees. Supplier agrees to give EA prompt notice of any possible liability.

**15.2** If the Supplier is in breach of any obligations under this Contract (or any part of it) to EA or if any other liability is arising (including liability for negligence or breach of statutory duty) then the maximum liability of the Supplier under this contract shall be limited to the Total Contract Price.

**15.3** The Supplier shall indemnify EA in respect of all injury or damage to any person or to any property and against all actions, suits, claims, demands, charges and expenses arising in connection herewith which shall be occasioned by the negligence or breach of statutory duty of the Supplier, any sub-Supplier before or after, the whole of the project has been finally accepted.

## **16 LIQUIDATED DAMAGES.**

**16.1** If the Supplier fails to deliver any or all of the Goods or perform the Services in accordance with the delivery milestones specified in the Contract, EA, without prejudice to its other remedies under the contract, shall have the right to terminate the contract forthwith or claim liquidated damages.

**16.2** The Supplier shall pay to EA as liquidated damages with respect to those delays in delivering milestones as defined in the Bid Documents. For each delayed milestone damages will be charged at one percent (1%) per week of the total value of the Contract up to a maximum of ten percent (10%). Once the maximum is reached, EA shall forthwith terminate the contract.

**16.3** The value of all Goods or part supply of Goods made which are incomplete and therefore not utilized by EA in its operations shall also be added for the purpose of liquidated damages. Any liquidated damages if not paid in cash by the Supplier shall be deducted from the invoice(s) submitted by the Supplier. The imposition of liquidated damages upon the Supplier and its payment shall not absolve the Supplier from its obligations to deliver or from any other liabilities or obligations under the contract.

## **17. GOVERNING LAW AND JURISDICTION**

**17.1** This Agreement and any Dispute or Claim arising out of or in connection with it or its subject matter or formation (including non-contractual Disputes or Claims) shall be governed by and construed in accordance with the laws of Afghanistan.

**17.2** The Parties irrevocably agree that the courts of Afghanistan shall have exclusive jurisdiction to settle any Dispute or Claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual Disputes or Claims).

## **18. ANNEXURES:**

This RFP has the following annexure as part of the RFP.

1. Annexure –A ..... Scope of Work and SLA.
2. Annexure- B..... Supplier Code of Ethical Conduct.
3. Annexure –C ..... Compliance Clauses.
4. Annexure-D ..... Cybersecurity Requirements

## Annexure-A (Scope of Work)

### High Level Summary:

The following table outlines the current features of the Mobile Digital App and additional features required for 2025. Please note that this list is not exhaustive and may be expanded based on user feedback, market trends, and evolving business needs.

| Current Features                | Additional Feature Required 2025        |
|---------------------------------|-----------------------------------------|
| E-learning                      | SIM Migration Through App               |
| Currency Exchange Rate          | Online Taxi                             |
| Etisalat and HPL Jobs           | Food & Restaurant                       |
| Marketplace integration         | Speed Test                              |
| Weather                         | Informative Videos                      |
| Azaan Timing                    | Afghan Food Cooking Recipes             |
| Digital Health                  | Broadcasting Scratched Card PIN via App |
| Afghanistan Calendar            | Grocery Shopping                        |
| Guest Login / Explore Mode      | Medical Services                        |
| User Login                      | Ticket Reservation                      |
| User Restriction                | Rebranding                              |
| Transfer Credit and Data        | Dr. yab Application integration         |
| Spin & Win                      | Holy Quran                              |
| Last 30Days Consumption         | Search option                           |
| SIM Verification implementation | App referral link (For sharing)         |
| Upcoming Deduction              |                                         |
| Golden Number Purchase          |                                         |
| mHawala integration             |                                         |
| Scratch card Recharge           |                                         |
| events live streaming via App   |                                         |
| Real Time Reports               |                                         |
| Deep Links                      |                                         |
| Gaming Club                     |                                         |
| Geolocation Coordination's      |                                         |
| Scan & pay                      |                                         |
| My Wallet (My Hawala Balance)   |                                         |
| Buil Your Own Bundle            |                                         |
| Voucher Redemption              |                                         |
| Internet service Activation     |                                         |

|                                             |
|---------------------------------------------|
| Upselling                                   |
| App down time Alert                         |
| App free browsing                           |
| App Users' Satisfaction Measurement         |
| Expire Pop-up                               |
| Consumption pop-up                          |
| Welcome screen based on balance range       |
| MoneyGram                                   |
| Recharge other MNOs                         |
| VIP tag                                     |
| Chatbot implementation                      |
| Daily incentive Rewards                     |
| Online Delivery                             |
| App adoption QR code                        |
| Gift Bundle                                 |
| Adding friend and family numbers to the app |
| Banners (sliding )                          |
| Sim package information                     |
| Live chat                                   |
| Vas services integration                    |
| Sales points address                        |
| Bundles integration                         |
| loan bundles configuration                  |
| Support section features                    |
| share app                                   |
| languages                                   |
| App notification                            |

**Details of the Features:** The following table details the list of features required on the Mobile Digital App.

| Topic                 | Capability          | Feature                 | Description                                                                                                                                                                                                                            |
|-----------------------|---------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| App Common Capability |                     |                         |                                                                                                                                                                                                                                        |
|                       | APP Setting         |                         | App settings enables users manage some personal App settings such as check App version, clear cache, night/day mode switch.                                                                                                            |
|                       |                     | About App               | An app user can check the current version info, including version number and release date.                                                                                                                                             |
|                       |                     | Language Setting        | An app user can select languages other than the default language.                                                                                                                                                                      |
|                       |                     | Clear Cache             | An app user can clear the app cache.                                                                                                                                                                                                   |
|                       | Account Management  |                         | Users can sign up or sign in on the Selfcare Platform                                                                                                                                                                                  |
|                       |                     | Sign Up                 | Users can sign up a selfcare account with his email or mobile number, after OTP verify and set password, then sign up successfully. <i>(for better customer experience we will keep disable this and in future we will enable it).</i> |
|                       |                     | Sign In                 | Users can choose many methods to sign in, such as Email with OTP/password, mobile number with OTP/password.                                                                                                                            |
|                       | Security Management |                         | users can manage Password in selfcare Platform such as forget password and change password.                                                                                                                                            |
|                       |                     | Forgot Password         | Users can reset password if they forget the sign-in password, reset password successful if verified by OTP and password rules. <i>(for better customer experience we will keep disable this and in future we will enable it).</i>      |
|                       |                     | Change Password         | Users can change passwords if they want to change the sign-in password, reset password successfully if verified by OTP and password rules.                                                                                             |
|                       | App Version Mgt.    |                         | System administrators can manage the app version in the backend and add new version with some information of new version. Users can update the version within App                                                                      |
|                       |                     | App Version Mgt.        | System administrators can manage the app version in the backend and can set new version number, iOS, android or HarmonyOS, version description, and contribution like force to update.                                                 |
|                       |                     | Update App              | Users can update the version within App when there is a new version or not.                                                                                                                                                            |
|                       | System Notification |                         | System provides multiple notification methods for different Channel include In-App messages, Push Notification, SMS and Email.                                                                                                         |
|                       |                     | In-app Notification app | System supports configuring in-app notification and collecting notification click rate, enhancing user interaction and experience.                                                                                                     |

|                  |                  |                            |                                                                                                                                                                                                                       |
|------------------|------------------|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                  |                  | Message Box Notification   | System supports message box notification, and the system maintained it separately for users to check repeatedly.                                                                                                      |
|                  |                  | Push Notification          | System supports editing and publishing push notification, which are mainly sent to users by firebase, and disappear after users click on them.                                                                        |
|                  |                  | Push Notification Switch   | Users can turn on or off the push messages switch, if turn off, users will not receive any push notification.                                                                                                         |
|                  | Copywriting      |                            | Copywriting enables system administrators to configure contents for terms & conditions and privacy policy.                                                                                                            |
|                  |                  | Terms & Conditions         | System administrator can configure the content for terms & conditions for games, or offer subscription and end users can view the content in App.                                                                     |
|                  |                  | Privacy Policy             | System administrators can configure the content for privacy policy for privacy policy and end users can view the content in App.                                                                                      |
| Selfcare Service |                  |                            |                                                                                                                                                                                                                       |
|                  | Top Up           |                            | Top Up provides users with multiple top up methods such as bank card, VC card and mobile wallet. In addition, it enables users to top up for friends and families, view top up history, and set auto reload function. |
|                  |                  | Top Up with 3rd e-wallet,  | An app user could top up for the telco account via 3rd e-wallet.                                                                                                                                                      |
|                  |                  | Top Up with VC Card        | Users could top up for the telco account via VC card.                                                                                                                                                                 |
|                  |                  | Top Up History             | Users can view the top up transaction within a period, and check the details including the top up amount, payment amount and method, transaction id, transaction time.                                                |
|                  | Balance Transfer |                            | Users can transfer telco balance to other users, and the transferred balance could be account balance, data balance, SMS balance and voice balance and query transfer history.                                        |
|                  |                  | Balance Transfer           | Subscribers can transfer account balance to others.                                                                                                                                                                   |
|                  |                  | Transfer History           | A subscriber can query his transfer history.                                                                                                                                                                          |
|                  | Loan Balance     |                            | System enables users to carry out loan-balance related operations if they are qualified, including operating loan balance, paying back loan and checking loan/repayment history.                                      |
|                  |                  | Loan Balance               | When a subscriber's balance is lower than a threshold, the subscriber can loan balance, including monetary balance, data, voice and SMS benefit, from CLP.                                                            |
|                  |                  | Loan Repayment             | A subscriber can initiate to pay back the loan balance.                                                                                                                                                               |
|                  |                  | Loan and Repayment History | A subscriber can query and view the loan and repay history.                                                                                                                                                           |

|  |                  |                           |                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--|------------------|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Package Purchase |                           | Package Purchase enables users to purchase packages with various forms and options. Users can purchase packages, gift packages, roaming package and even DIY package according to personal demands.                                                                                                                                                                                                                 |
|  |                  | Purchase Package          | Users can view multiple catalogs such as Data, Voice, SMS, Special, etc. on the package purchase page. Package purchase page can display additional package information such as name, price, description, picture, etc.<br>When ordering additional packages, Prepaid users can choose to pay by balance or online payment such as bank card. Postpaid users can choose to pay in current bill.                     |
|  |                  | Roaming Package           | An app user can buy roaming packages on the app.                                                                                                                                                                                                                                                                                                                                                                    |
|  |                  | DIY Package               | When purchasing packages, users can DIY the package according to their needs. Users can choose from Data, Voice, SMS and other types at the same time and define the volume of each type. When users define different packages, the cost display is also different.                                                                                                                                                 |
|  |                  | Function Product Purchase | Users can activate functional products by purchase these in Package Purchase. The information of functional products includes, for example, name, price, description, and pictures. If a fee is required to activate a functional product, the user can choose to pay through the balance or online payment such as a bank card. Function Products includes Call Forwarding, Call Wait, Miss Call Alert, Call Hold. |
|  |                  | Auto renew                | If the user chooses to activate Auto renew when purchasing an optional package, the system will automatically renew the package in the next billing cycle.                                                                                                                                                                                                                                                          |
|  | Contact US       |                           | Contact US can be built by Page Builder, providing corresponding images and redirect URLs. The components built by Page Builder support redirecting to native pages, H5 pages, or third-party apps                                                                                                                                                                                                                  |
|  |                  | Contact US In WhatsApp    | Provide images and WhatsApp URL, and configure the URL to the image, click on the image to jump out of the browser or open WhatsApp.                                                                                                                                                                                                                                                                                |
|  |                  | Submit Ticket             | Users can submit tickets to provide feedback on current issues encountered.                                                                                                                                                                                                                                                                                                                                         |
|  |                  | Service Center            | Customers can view all current service center information, which is obtained by CLP from the DRM system.                                                                                                                                                                                                                                                                                                            |
|  | Query Service    |                           | Users can query many kinds of information such as my orders, my subscription, my profile and other.                                                                                                                                                                                                                                                                                                                 |
|  |                  | Order Tracking            | Users can manage their telco orders, point burning orders and eShop orders in a timely and easy way including querying and checking orders, cancelling overtime orders automatically, initiating returns and exchanges.                                                                                                                                                                                             |

|           |                            |                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----------|----------------------------|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|           |                            | Order List           | <p>An app user can view order details, check all the order status and history, and operate on orders including telco orders, point burning order, and eShop orders.</p> <p>The newest order will be displayed first in the order list. The order information in the order list will display product name, product price, order status, and order operation buttons, etc.</p> <p>Users can filter orders by order status, such as waiting payment, waiting delivery, completed, canceled, etc.</p> <p>When selecting All, all orders will be displayed in the order list.</p> <p>Users can also choose to view orders within a week, 1 month, 3 months etc. When a user clicks an order, will enter the order details page.</p> |
|           |                            | Order Detail         | Users can view order details on the order details page, view product details, delivery method, order status and cost, as well as basic information such as order number, creation time, update time, payment method, and completion time, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|           |                            | My Profile           | My Profile allows an app user to view and update his or her profile information, including the billing address, delivery address, avatar, and alias.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|           |                            | Usage Details        | An app user can query the consumption details of voice, data, SMS balance for a specified time period.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|           |                            | My Balance           | Users can query account balances such as Data, Voice and SMS.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|           |                            | My Subscription      | Users can check their subscriptions and operate subscription and cancel autorenewal through My Subscription.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|           |                            | My Ticket            | End users can view tickets history in the My Ticket and submit new tickets when they have questions for services.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Marketing |                            |                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|           |                            | Recommendation Offer | When configuring offers in the backend system, user groups can be selected, and this offer will be recommended to the corresponding users.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|           |                            | App Exclusive Offer  | When configuring offers in the backend system, publish channel can be selected, and this offer will be only publish in the app.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|           | Reporting of points events |                      | The points acquisition/burned rules are defined by the CRM system, and CLP will report the corresponding events to CRM. CRM will calculate the points based on the points acquisition/consumption rules                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|           |                            | Activation           | Users can accumulate points by activating their SIM cards.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|           |                            | Recharge             | Users can accumulate points by recharging,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|           |                            | Purchase Offer       | Users can accumulate points by purchasing packages.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|           |                            | Play Game            | Users can accumulate points by participating in different games and winning games.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

|  |                  |                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--|------------------|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |                  | Referral                                      | Users can earn points by participating in the invite friends activity.                                                                                                                                                                                                                                                                                                                                                                                                              |
|  | Point Redemption |                                               | The points redemption feature allows users to exchange their accumulated points for various rewards and benefits. Users can browse a catalog of available rewards and choose the items they want to redeem with their points.                                                                                                                                                                                                                                                       |
|  |                  | Redeem Telecom Package                        | Operator can configure different telecom packages, including voice, data, and SMS packages. Users can redeem with their accumulated points. Users can browse and select the desired package from the available options, and then proceed with the redemption process. The system will deduct the corresponding points from the user's account and activate the selected package for their use.                                                                                      |
|  |                  | Configure point products and redemption rules | The offers that can be redeemed in the Point Mall need to be configured with in the CLP backend, including pictures, description information, and redemption prices.                                                                                                                                                                                                                                                                                                                |
|  |                  | Redeem Voucher                                | Operators can configure different vouchers for users to redeem with their points. User can browse and select from a variety of available vouchers, such as gift cards, travel vouchers, or entertainment vouchers. Once the redemption is successful, the user will receive the voucher code, which can be used for specific services or products.                                                                                                                                  |
|  | Point Mall       |                                               | Point club enables users to purchase products with points. Users can search desired products, redeem products and manage point redemption orders.                                                                                                                                                                                                                                                                                                                                   |
|  |                  | Product Catalog                               | The operator can configure the product catalog for the points redemption store. This feature allows the operator to add, remove, and modify the list of products available for users to redeem using their points. Users can browse the catalog and select the desired items for redemption.                                                                                                                                                                                        |
|  |                  | Product Query                                 | Users can enter the product name to search, and after the search is completed, a list of related products will be displayed.                                                                                                                                                                                                                                                                                                                                                        |
|  |                  | Product Redeem                                | Sales Order provides users with a variety of options for telco purchase including recharge package purchase, package purchase, prepaid SIM purchase, prepaid eSIM purchase, postpaid SIM purchase, postpaid eSIM purchase, contract phone purchase, goods purchase, broadband service purchase, telephone service purchase, IPTV service purchase. Additionally, purchases above can be made either on app or HTML5 page, and online payment and installment payment are supported. |

|                   |              |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------|--------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   |              | Redeem Order                 | User can view order details, check all the order status and history, and operate on orders including telco orders, point burning order, and eShop orders. The newest order will be displayed first in the order list. The order information in the order list will display product name, order status etc.                                                                                                                                            |
|                   |              | Point Transaction History    | Users can access the transaction history of points earned or redeemed. The transaction history includes details such as the date and time of the transaction, the type of transaction (earn or redeem), the amount of points involved, and any additional notes or comments related to the transaction.                                                                                                                                               |
| Operation Support |              |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                   | Page Builder |                              | Page builders provide an app page component library and canvas for the administrators to build a new app page in a drag-n-drop style. By editing the content, style and effective period of each page component, the administrators can design, preview and publish a new app page quickly. After publishing the page, the page can take effect immediately without the need for software upgrade. The end users can re-login to access the new page. |
|                   |              | App Native Components        | System provides some Components for App native page.                                                                                                                                                                                                                                                                                                                                                                                                  |
|                   |              | Image Editor (App Native)    | An image editor is embedded into Page Builder, allowing the administrator to edit the image that looks best in the corresponding slots, for example, resize, crop, add filter, text, sticker.                                                                                                                                                                                                                                                         |
|                   |              | Toolbar (App Native)         | The Toolbar component mainly shows the mobile phone number of app users, and it also contains the entries to quick QR Code scanning, Message Box, and Live Agent. Administrators can set the toolbar attributes and background color.                                                                                                                                                                                                                 |
|                   |              | Carousel Banner (App Native) | The Carousel Banner component provides slots for multiple banner images. The administrator can manage the banner images, swipe direction, speed and redirected URL for each banner image.                                                                                                                                                                                                                                                             |
|                   |              | Single Banner (App Native)   | The Single Banner component provides a single slot for just one banner image. The administrator can upload the image and set redirected URL for each banner image.                                                                                                                                                                                                                                                                                    |
|                   |              | Graphic Article (App Native) | The Graphic Article component presets multiple layout options for articles consisting of poster and textual description. The administrators can upload the graphic image, edit the textual description, and specify the redirected URL for each article.                                                                                                                                                                                              |

|  |  |                                      |                                                                                                                                                                                                                                                                                                                                |
|--|--|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | Balance Dashboard (App Native)       | The Balance Dashboard component shows the telco account balance, including the main balance, data, voice, SMS and loyalty point balance. The administrator can set a variety of different styles, including font color, background image, etc.                                                                                 |
|  |  | Multi Balance Dashboard (App Native) | The Multi balance dashboard component displays telco account balance, usage, points, quick access to recharge and payment bills, supporting both prepaid and postpaid scenarios. Administrators can configure various styles, including font colors, images, and preview the collapsed, expanded, and sticky component styles. |
|  |  | Quick Access (App Native)            | The Quick Access component provides entries to the specified services within the app. The quick access area can have multiple layout options, such as one row of menus, two rows of menus, 4 menu slots or 8 menu slots. The administrators can upload the icons for each menu, set the redirected URL and effective period.   |
|  |  | Image Floor (App Native)             | The Image Floor component preset multiple image layout options, such as three images in one row, up to six images in one row, one image in the left and two images in the right. The administrators can upload the images, set the redirected URLs, background color and effective period.                                     |
|  |  | Hot News (App Native)                | The Hot News component allows the administrators to configure hot news or latest message for the end users to read.                                                                                                                                                                                                            |
|  |  | Countdown (App Native)               | The Countdown component allows the administrators to set a countdown bar at the corner of a floor, which usually applies to flash sales campaigns. The administrators can upload the image, redirected URLs, countdown start time.                                                                                             |
|  |  | Top Up (App Native)                  | The Top Up component provides a quick entry to the telco recharge / top up services. The users can input their mobile phone number quickly on this component and jump to the Topup page to Topup.                                                                                                                              |
|  |  | Ads Slot Mgmt.                       | Ads slot management enables operators to configure ads flexibly, facilitating ads promotion and revenue generation.                                                                                                                                                                                                            |
|  |  | Ads Configuration                    | The native app provides multiple types of ads slot, including the following:<br>Splash screen Ads<br>Prompt window Ads<br>Float Ads<br>System administrator can configure the following items for Ads:<br>Ads type<br>Image / Video<br>Correlated URL, which could be a native app page or HTML5                               |

|  |                 |                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--|-----------------|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Menu Management |                      | System administrator can manage side menu, hot menu and tab menu, including setting menu name, menu icon, menu access-eligible users or App versions, etc.                                                                                                                                                                                                                                                                                                                                                                                                                           |
|  |                 | App Side Menu Mgt.   | System administrator can manage the App side menus on the app, including the following:<br>Menu name<br>Menu icon<br>URL correlated to the menu, which could be a native app page or html page<br>Menu display sequence<br>Eligible users who have access to this menu, which could be prepaid, postpaid or all<br>Eligible app version, that is the app versions (including iOS and Android apps) with access to this menu<br>Also can delete this menu by clicking the delete button                                                                                               |
|  |                 | App Bottom Menu Mgt. | System administrator can manage the App bottom menus on the app, including the following:<br>Menu name<br>Menu icon<br>Menu amount,<br>URL correlated to the menu, which could be a native app page or html page<br>Menu display sequence<br>Eligible users who have access to this menu, which could be prepaid, postpaid or all<br>Eligible app version, that is the app versions (including iOS and Android apps) with access to this menu<br>Whether this menu is displayed as a primary menu in the central tab page<br>Also can delete this menu by clicking the delete button |
|  |                 | Web Top Menu         | System administrator can manage the Web top menus, including the following:<br>Menu name<br>Menu icon<br>URL correlated to the menu,<br>Menu display sequence<br>Eligible users who have access to this menu, which could be prepaid, postpaid or all<br>Also can delete this menu by clicking the delete button                                                                                                                                                                                                                                                                     |

|  |                           |                                                                                                                                                                                                                                                                                                                                      |
|--|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Web Side Menu             | System administrator can manage the Web side menus on the web, including the following:<br>Menu name<br>Menu icon<br>URL correlated to the menu,<br>Menu display sequence<br>Eligible users who have access to this menu, which could be prepaid, postpaid or all<br>Also can delete this menu by clicking the delete button         |
|  | Web Bottom Menu           | System administrator can manage the Web bottom menus on the web, including the following:<br>Menu name<br>Menu icon<br>URL correlated to the menu,<br>Menu display sequence<br>Eligible users who have access to this menu, which could be prepaid, postpaid or all<br>Also can delete this menu by clicking the delete button       |
|  | Web Quick Access Menu     | System administrator can manage the Web quick access menus on the web, including the following:<br>Menu name<br>Menu icon<br>URL correlated to the menu,<br>Menu display sequence<br>Eligible users who have access to this menu, which could be prepaid, postpaid or all<br>Also can delete this menu by clicking the delete button |
|  | Nudges                    | Nudges serve as subtle prompts to guide user behavior and enhance the overall user experience within an app.                                                                                                                                                                                                                         |
|  | Device Management         | Only authorized devices in system can be used to design Nudges.                                                                                                                                                                                                                                                                      |
|  | Nudge Priority Management | Nudge Priority Management allows for the strategic prioritization and customization of nudges to effectively guide user behavior within an app.                                                                                                                                                                                      |
|  | Tooltips                  | Tooltip is a kind of nudges. It supports elements configuration such as position, background, mask, title, content, image, button, and so on.                                                                                                                                                                                        |
|  | Beacon                    | A Mark for Desired Features<br>Beacons are simple colored dots placed next to a desired feature, especially when there is an update in the feature. Influence user behavior in the app by subtly guiding their attention to such features.                                                                                           |

|                 |               |                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------|---------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                 |               | Spotlight          | Influence Users towards Conversion<br>Spot Lights represent multiple help call-outs that appear on a transparent overlay. By using text and often arrows and images, they point to and explain the functionality of the user interface. Spot Lights call attention to new or unique features, nudge users in the right direction, or guide users during onboarding. A well placed contextual Spot Lights can strongly influence your users towards conversion. |
|                 |               | FOMO Tags          | Timely reminder for fear of missing the news. For example, the stocking out reminder, gamification starting reminder.                                                                                                                                                                                                                                                                                                                                          |
|                 |               | Floating Action    | Primary, or most common, action on a screen<br>Floating action is a button like guide that can invoke native actions. It is showing at the place where the marketers have predicted is better given their situation to customers.                                                                                                                                                                                                                              |
|                 |               | Announcement       | Same with tooltips nudges with announcement features.                                                                                                                                                                                                                                                                                                                                                                                                          |
|                 |               | NPS                | Capture qualitative feedback<br>Contextual Micro-Surveys are in-the-moment user feedback gathering tools. You can get NPS ratings from your users, or capture actionable user sentiment by launching them contextually.                                                                                                                                                                                                                                        |
|                 |               | Rate               | An short Message for a Specified Element on App<br>Rate is another kind of survey that can be used to capture customers' experience.                                                                                                                                                                                                                                                                                                                           |
|                 |               | Multi-Choice       | Allow the customer feedback by choice from nudges                                                                                                                                                                                                                                                                                                                                                                                                              |
|                 |               | Form               | Allow the customer feedback by fulfilling the form from nudge.                                                                                                                                                                                                                                                                                                                                                                                                 |
| Game Management |               |                    | The game management supports the management, viewing, publishing, and removal of game activities.                                                                                                                                                                                                                                                                                                                                                              |
|                 | Lottery Games |                    | Operator can configure lottery rules, including the number of prizes, winning probability, and redemption rewards. Users can participate in the lottery by spending points and have a chance to win prizes.                                                                                                                                                                                                                                                    |
|                 |               | Lucky Draw (Wheel) | Operator can configure prize pools (normally 4 to 8 pools), chance rate for each prize pool, lucky draw background, wheel picture, background music. System can be integrated with other platforms, enabling all kinds of event triggers of lucky draw chance. Customers can take part in lucky draw and get according prize if they win.                                                                                                                      |
|                 |               | Lucky Draw (Grid)  | Operator can configure prize pools (fixed 8 prize pools), chance rate, lucky draw background, grid picture, background music. System can be integrated with other platforms, enabling all kinds of event triggers of lucky draw chance. Customers can take part in lucky draw and get according prize if they win.                                                                                                                                             |

|                      |                |                            |                                                                                                                                                                                                                                                                                                                            |
|----------------------|----------------|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      |                | Grand Raffle Game          | Operator can configure prize pools, chance rate, lucky draw background, grand raffle picture, background music. System can be integrated with other platforms, enabling all kinds of event triggers of lucky draw chance. Customers can take part in lucky draw and get according prize if they win.                       |
|                      | Task Games     |                            | Operator can create various tasks with different levels of difficulty and rewards. Users can choose and complete tasks to earn points or rewards. Operators can also set time limits for task completion and provide hints or tips to help users. Users can track their progress and receive rewards upon task completion. |
|                      |                | Referral Program           | Operator can configure referral program effective time period, and the designated sharing social media. Users receive sharing can get according bonus once they finish the task.                                                                                                                                           |
|                      |                | Daily Check in             | Operator can configure daily check in effective time period, check in bonus, whether to allow make-up sign in, and points needed for make-up sign in. Users can sign in after login, and make up sign in by points redemption, and get bonus when their check in has met the requirements.                                 |
|                      |                | Challenge Reward           | Operator can configure challenge effective time period, challenge content, bonus after overcoming challenge. Users can get according bonus once they finish the challenge.                                                                                                                                                 |
| Insight and Analysis |                |                            |                                                                                                                                                                                                                                                                                                                            |
|                      | Reports & KPIs |                            | The system can report user operation events according to the event tracking, mainly for various click and exposure events, to help the business analyze the user behavior path and revenue status. And according to the customer's own needs, custom calculation indicators, observation website data                      |
|                      |                | Viewing Event Report       | The system will report the event of users browsing the high-frequency service page, such as top up page, buy passes page etc. and the back-end can count the number of users browsing the page, browsing times, and distribution data etc. for analysis.                                                                   |
|                      |                | Clicking Event Report      | The system will report the event of users clicking the high-frequency service page, such as top up button, buy passes button etc. and the back-end can count the number of users clicking the page, clicking times, and the conversion rate can be calculated to evaluate the current revenue situation                    |
|                      |                | User Payment Amount Report | The system can report all the payment amounts of users on the website, and customers can count the total amount generated by the website in any period of time in the operating system to evaluate the income situation.                                                                                                   |

|  |  |                          |                                                                                                                                                                                                                                                                                                                                                 |
|--|--|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | Preset KPI Report        | Customers can configure different KPIs according to their needs. At the same time, three data reports are preset in the system, covering DAU, PV, UV, Conversion Rate, Revenue and other KPIs, as well as funnel analysis, frequency analysis and other analysis forms, to help customers intuitively understand the performance of the website |
|  |  | APP User Source Analysis | APP user source analysis, differentiate user traffic sources from external channels using UTM parameters for user metric drill-down                                                                                                                                                                                                             |
|  |  | Funnel Analysis          | Funnel diagrams of various processes can be provided, such as recharging and purchasing packages. Through funnel diagrams, nodes in the process can be optimized                                                                                                                                                                                |

### Reporting and Management:

The Reporting and Management portal serves as a comprehensive tool for administrators to efficiently monitor, analyze, and manage user interactions and app performance. The functionalities provided within this portal include

| Portal             |         | functionality                           | Details                                                                                                                                                                                                                                                                                                       |
|--------------------|---------|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Super Admin portal | Reports | App Adoption Reports (Registered Users) | Enable admin users to extract the list of registered users from start up to present, including: MSISDN, registration date, re-registration date, SIM Package, users birthday, email, handset (Android and iOS users.) ..there should be custom range selection to extract the list based on admin requirement |
|                    |         |                                         | Enable admin users to extract the list of users who ,deactivated their accounts                                                                                                                                                                                                                               |
|                    |         |                                         | Enable admin users to extract the list of users who uninstalled my Etisalat App                                                                                                                                                                                                                               |

|  |                           |                                                                                                                                                                                                                                                                                   |
|--|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | App adoption Count report | show the Count of app adoption metrics, including registered user counts ,android users and IOS users on a daily, weekly, monthly, with custom range                                                                                                                              |
|  | Engagement Report         | counts of engagements across all app components, and separately count of engagements for welcome screen, banners, sections , expanded services and ....on a daily, weekly, monthly, custom range, including live streaming engagements. In order to manage the traffic of users . |
|  | 1GB Free /Registration    | Enable us to generate the list of users who considered as eligible ,the voucher codes and the list of the users who received 1GB free /first time registration to the EA App                                                                                                      |
|  | Daily reward reports      | include all necessary details about Spin & win (chances ,plays ,wins ,loses ,played date .... Date win ,date expire ... ....                                                                                                                                                      |
|  | Gamification Reports      | include all necessary details about Spin & win (chances ,plays ,wins ,loses ,played date .... Date win ,date expire ... ....                                                                                                                                                      |
|  | SIM Purchase report       | Allow the admin user to upload a list of golden numbers to the app's golden section for sale.                                                                                                                                                                                     |

|  |         |                                        |                                                                                                                                                                                                                                                        |
|--|---------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Setting |                                        | Generate reports detailing user records of bookings, payment amounts, and the details of the Etisalat agents who submitted the numbers to customers.                                                                                                   |
|  |         | Silent users Report                    | enable the admin user to extract the list of silent users (not active users) with necessary details msisdn + preferred language ..... on a daily, weekly, and monthly basis.                                                                           |
|  |         | Active users Report                    | Enable admin user to extract the list of active users along with msisdn +preferred language and some other necessary details on a daily, weekly, and monthly basis. As well as the count of active users in same ranges including both android and IOS |
|  |         | Credit / Data Transfer record Report   | Allow the admin user to extract the report of all the app users record of Data transfer and credit transfer including A party & B Party MSISDN                                                                                                         |
|  |         | Scratch card recharge and Loan records | Enable admin user to track all the scratch card recharge count and sum as well those users record who is getting the loan through app                                                                                                                  |
|  |         | Subscription reports                   | Total subscription & unique subscriptions in different ranges of daily ,weekly and monthly including monthly revenue based on bundle wise                                                                                                              |
|  |         | install & uninstall users report       | enable admin to extract the report of install & uninstall users(msisdn + language ..... ) on monthly basis and custom range                                                                                                                            |
|  |         | Targeting                              | Enable the admin user to target users whose bundles are expiring within a maximum of 7 days or ....., allowing admin user to suggest new bundles based on requirement,                                                                                 |

|  |  |                                 |                                                                                                                                                                                        |
|--|--|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | Manage App profile              | Enable admin user to delete app users account and add sub numbers on demand                                                                                                            |
|  |  |                                 | Allow the admin users to see the customer profile (master , sub account )                                                                                                              |
|  |  | Banners changing                | enable the admin user to change the banners ,sliding duration ,blinking and .... etc                                                                                                   |
|  |  | Bundle setting                  | enable admin user to add , remove , edit bundle's title and details ,hide and unhide the bundles and ... ....                                                                          |
|  |  | OTP reset and clear pending OTP | Enable admin users to reset the customers OTP limit reach and pending OTP ...                                                                                                          |
|  |  | PROFILE setting                 | enable admin users to check the customers profile ..log in date and time ..logout date and time .... Sub numbers details ... profile package name .... Overall necessary customer info |
|  |  | Blinking                        | enable admin user to have access to add or remove blinking on the titles and sub titles ....                                                                                           |
|  |  | Welcome screen                  | Enable admin user to change welcome screen banners ,icons and timing .....etc                                                                                                          |

|                                                                                                                                  |  |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                  |  | App Notification                        | Enable admin users to send app notification messages to targeted users with landing capabilities that direct them to specific bundles, sections, services, or locations within the app. The portal should also support targeting all app users, uploaded MSISDN lists, active users, silent users, and users who have installed the app but have not logged in—while considering each user's preferred language. Notifications must support three languages: English, Dari, and Pashto. Additionally, the portal should offer the option to enable or disable sending notifications as pop-ups or standard push messages. Each notification may include an optional action button that allows users to land on a specific section, location, or service within the app—or proceed without redirection. |
|                                                                                                                                  |  |                                         | The notification should be recorded to resend the same notification daily                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                                                                  |  |                                         | app notification scheduling to enable admin users to schedule notification timing for the coming days                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                                                                                                                                  |  |                                         | there should be cancel and delete, replace, edit options to enable admin to take action based on requirement .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                  |  |                                         | Enable admin user to extract the list of success and failed notifications                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                                                                                                  |  | App performance management portal (AMP) | to show overall App performance , success attempt , failed attempt, crashes , errors ,OTP expired, wrong OTP and ...etc                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Note : All the text content in the app should be dynamic, allowing us to make changes without requiring an update to the version |  |                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

**Criteria:**

This section outlines the key criteria for the successful development and operation of the Mobile Digital App. Each criterion is designed to ensure that the app meets user expectations, operates effectively, and maintains high standards of performance, security, and usability.

| Criteria                             | Details                                                                                                                                                                                                                                    |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>App Launch:</b>                   | The app should launch without any errors or crashes and also over all the app crashed should be decreased to a minimal level                                                                                                               |
| <b>User Interface:</b>               | The user interface should be responsive and all elements should be displayed correctly and same on both android and IOS                                                                                                                    |
| <b>Functionality:</b>                | All features and functions of the app should work as intended without any bugs or glitches.                                                                                                                                                |
| <b>Data Handling:</b>                | The app should be able to handle and display data accurately, including saving and retrieving user inputs like log in and ....                                                                                                             |
| <b>Network Connectivity:</b>         | If the app requires an internet connection, it should be able to connect to the network and fetch data appropriately considering the Afghanistan network connections                                                                       |
| <b>Performance:</b>                  | The app should run smoothly without any lag or delays in loading screens or processing tasks and its significantly important for our App user's experience                                                                                 |
| <b>Compatibility:</b>                | The app should be compatible with different devices and operating systems as specified in its requirements considering the security issues                                                                                                 |
| <b>Security:</b>                     | The app should follow security best practices to protect user data and prevent unauthorized access considering the log in and all aspect of app related to security parts                                                                  |
| <b>Updates and Maintenance:</b>      | The app should receive regular updates and maintenance to ensure it remains functional and secure.                                                                                                                                         |
| <b>Error Handling:</b>               | The app should provide clear error messages to users when something goes wrong, helping them understand and resolve issues.                                                                                                                |
| <b>Banners /Welcome Screen :</b>     | Banners and welcome screens should be in standard size to not negatively impact on App performance and UX                                                                                                                                  |
| <b>Log in Restriction with OTP :</b> | only Etisalat users should be allowed to log in to my Etisalat App by entering the OTP considering the Etisalat codes 078,9378,78 and 073 ,9378 ,73                                                                                        |
| <b>PIP:</b>                          | Stability of the PIP is important and should be considered                                                                                                                                                                                 |
| <b>Engagements</b>                   | Access should be granted to our team enabling them to check engagements for all parts of my Etisalat app                                                                                                                                   |
| <b>Reports</b>                       | we are preferring to receive access considering all aspect of reporting such as App adoption ,MAUs and so on                                                                                                                               |
| <b>App notifications</b>             | enable us to push awareness notification along with landing to the targeted specific area considering the app users preferred languages ... also there should be targeting based on users activities ,behavior , level of usages and ..... |
| <b>AMP ,Dashboard</b>                | Access to monitor the app performance easily along with clear dashboard showing up and down of users activities along with some necessary information                                                                                      |
| <b>Language</b>                      | My Etisalat app should be available in three languages (English ,Dari & Pashto ) the contents should be standard and clear without any confusion considering the languages                                                                 |

**Operation and Support:**

|                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Operational Support</b>                                                                                                                                     |
| Provide 24/7 dedicated support with a responsive team to handle issues and ensure continuous service availability.                                                |
| The vendor should give special support on testing and operation activities any time during the days                                                               |
| Implement automated warning alerts to notify Etisalat teams immediately in case of app downtime or service disruption.                                            |
| Maintain a dedicated monitoring system for the EA App to proactively detect and resolve performance issues before they impact users.                              |
| Ensure priority implementation of Etisalat's requirements within one to two weeks, depending on the complexity and scope of the project.                          |
| Continuously update and maintain standard UX/UI designs, ensuring consistency with Etisalat's branding and usability standards.                                   |
| Use 3D and visually attractive icons along with engaging UX elements to enhance user interaction and satisfaction.                                                |
| <b>2. Design &amp; Prototyping Support</b>                                                                                                                        |
| Provide access to in-house UX/UI designers capable of delivering high-quality prototypes and design samples based on Etisalat's specifications.                   |
| There should be flexible with the banners ,welcome screens and .... And also all the texts and titles should be dynamic to change them without any update version |
| Collaborate closely with Etisalat teams to refine and finalize designs before implementation.                                                                     |
| <b>3. Technical Support</b>                                                                                                                                       |
| Ensure regular app updates for compatibility with the latest OS versions and devices.                                                                             |
| Provide backend maintenance including API stability, database optimization, and server health checks.                                                             |
| Guarantee data security and privacy compliance, including encryption, secure authentication, and adherence to local regulations.                                  |
| <b>4. Notification &amp; Communication Support</b>                                                                                                                |
| Enable multilingual notification delivery (English, Dari, Pashto) based on user preferences.                                                                      |
| Support targeted messaging to:                                                                                                                                    |
| All app users                                                                                                                                                     |
| Uploaded MSISDN lists                                                                                                                                             |
| Active and silent users                                                                                                                                           |
| Users who installed the app but haven't logged in                                                                                                                 |
| Offer flexible notification formats:                                                                                                                              |
| Standard push notifications                                                                                                                                       |
| Pop-up messages with optional action buttons                                                                                                                      |
| Ability to redirect users to specific sections, services, or locations within the app                                                                             |
| <b>5. Reporting &amp; Feedback</b>                                                                                                                                |
| Provide monthly performance reports including usage statistics, issue logs, and recommendations.                                                                  |
| Maintain feedback channels for Etisalat teams to report issues, suggest improvements, and request new features.                                                   |
| <b>6. Strategic Collaboration</b>                                                                                                                                 |

Participate in regular review meetings with Etisalat stakeholders to align on goals, timelines, and priorities.

Offer consultation services for feature planning, scalability, and user engagement strategies.

#### **Digital App Source Code to be handover to EA.**

##### **Integration and Data Exchange:**

1. Integrate with relevant APIs of third-party services and telecom systems to exchange data securely and efficiently by detailing the protocols and data formats to be used.

##### **Testing:**

1. The testing approach should include unit testing, integration testing, and user acceptance testing.

##### **Deployment and Release:**

1. The deployment process for the app should include app store, play store submission guidelines, and release milestones.
2. The release should support any post-release, including bug fixes, updates, and versioning.

##### **Documentation and Training:**

1. The documentation should be provided including user manuals, technical specifications, and API documentation ( Backend, Frontend and mobile app).
2. The training should be delivered for app users, administrators, and developers.

**Note:** User Interface: Tablets should be considered, and objects should be scaled appropriately.

#### **Cybersecurity Considerations:**

In developing the Mobile Digital App, it is crucial to prioritize cybersecurity to safeguard user data and maintain trust. This includes implementing robust encryption protocols for data transmission and storage, ensuring secure authentication processes such as multi-factor authentication (MFA), and regularly conducting vulnerability assessments and penetration testing to identify and mitigate potential threats. Additionally, compliance with local regulations and industry standards, such as GDPR and data protection laws, must be maintained. The app should also incorporate secure coding practices to prevent common vulnerabilities, such as SQL injection and cross-site scripting (XSS). Continuous monitoring for suspicious activities and a clear incident response plan will further enhance the app's security posture, ensuring that user information remains protected against unauthorized access and breaches.

The following Information must be submitted with the offer.

| Bidder Contact Details              |  |
|-------------------------------------|--|
| Bidder Name                         |  |
| Bidder Address                      |  |
| Bidder Email Address                |  |
| Bidder Phone Number                 |  |
| Bidder Contact Person Name          |  |
| Bidder Contact Person Phone No      |  |
| Bidder Contact Person Email Address |  |
| Bidder Registration License Number  |  |
| License Validity                    |  |
| TIN Number /Tax Number              |  |