

**To Whom It May Concern:**

Mobily being one of the leading and fastest growing telecom operators in the middle east always has and will have a level of expectation from the people it caters to that frankly translates to "being the best". Being bold yet rational, innovative yet acceptable and above all a leader and an amiable companion is how we define success at Mobily.


How we perceive is how we imagine or wish our partners to do so as well and frankly, all these aforementioned qualities with an added dash of finesse is what the "Balfour International Group" has always been for Mobily.

Our liaison with Balfour International Group is not only an amicable one! But, also signifies professionalism, diligence and above all culminates into a sheer tenacity to leave the competition behind. Balfour International has always been a prime partner for us because of the edge it provides to our communication campaigns.

In this cut throat, media frenzied culture Balfour has always given us something new in terms of innovation that believe you me is lacking today.

Last but not the least, we at mobily, highly recommend Balfour International Group as they truly are pioneers and market leaders when it comes to trends, innovation and creativity.

Yours truly,



محمد بن عبد الله  
مدير العلاقات العامة  
موبايلي