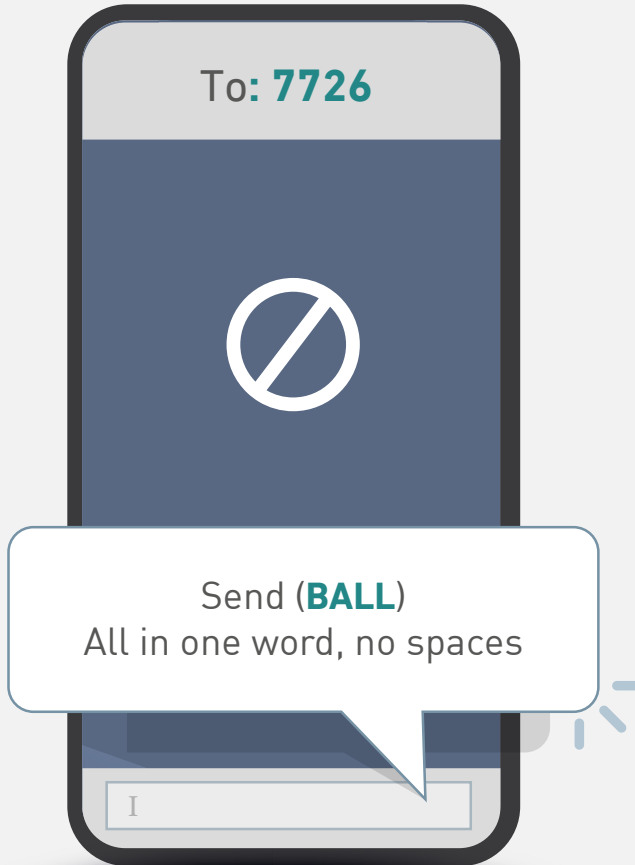


In collaboration with service providers
and aiming to simplify customer
experiences,

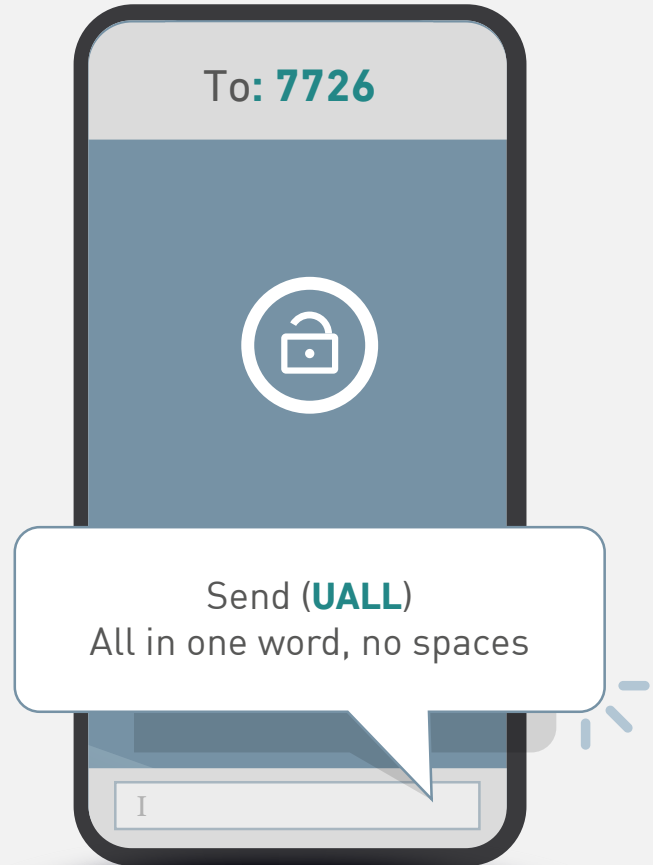
**TDRA introduces an initiative for
categorizing mobile advertising
SMS messages that begin with
(AD-)**



Block All Promotional Messages



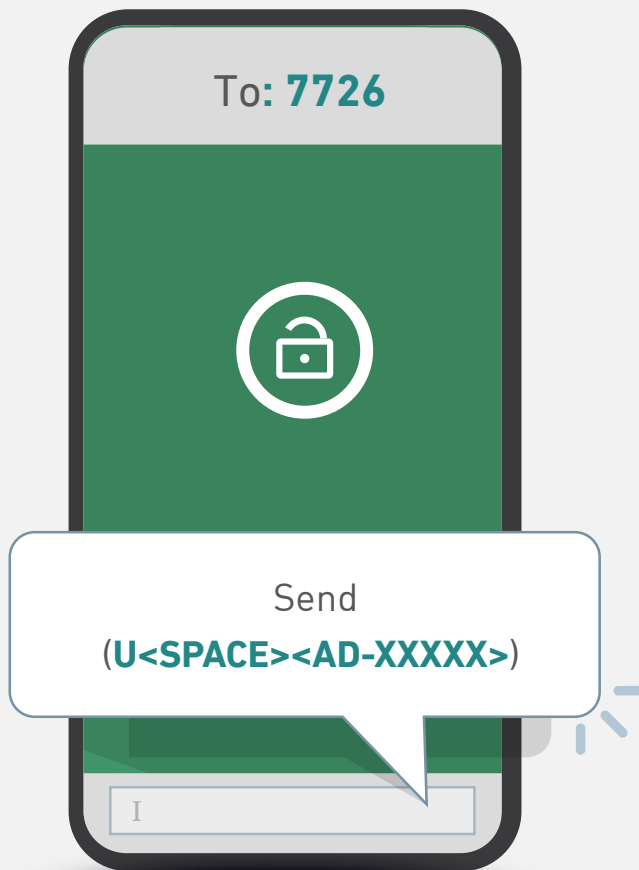
Unblock All Promotional Messages



Block
a specific sender

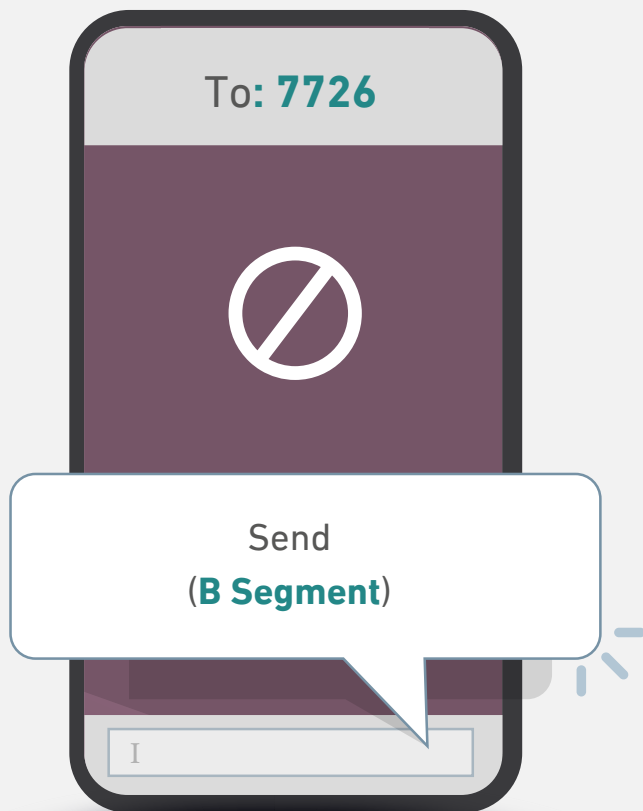


Unblock
a specific sender



Block All

group / segment of senders



Tourism

Health

Retail

Charity

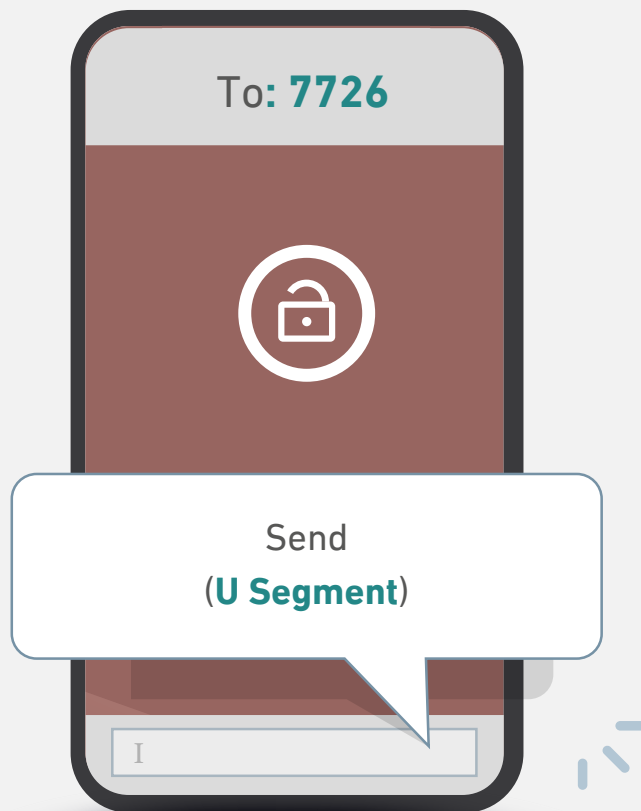
Education

Banking

Realestate

Unblock All

group / segment of senders



Example: B Banking blocks all promotional SMS from the banking sector