

## SAS PARTNERS PUBLIC RELATIONS MANAGEMENT

I, Sameh Abdallah Mabrook Mohamed ( Owner ), resident of Dubai, United Arab Emirates, holder of the Emirates I.D. 784-1986-5158186-4, acting hereunder in my capacity as Legal Representative of the M/s SAS PARTNERS PUBLIC RELATIONS MANAGEMENT, as an authorised signatory of M/s SAS PARTNERS PUBLIC RELATIONS MANAGEMENT, permit Route Mobile Limited to perform all procedures required to register SAS PARTNERS PUBLIC RELATIONS MANAGEMENT company brand name for outgoing SMS sender ID. I acknowledge that all SMS Content will be sent via the Emirates Telecommunications Group Company PJSC ("Etisalat") network.

We undertake to comply with all applicable laws (including, but not limited to, as they relate to fraud and SPAM) and indemnify Etisalat against any action, claim, fine or loss whatsoever incurred as a result of a breach of law or regulation. I acknowledge that recipients of SMS content may have rights in relation to an unsubscribe function/optout and undertake to that all such requirements are met and applicable laws and regulations complied with.

By signing this Registration Form, we confirm that all SMS will only be sent to eligible customers in accordance with the Brand Name Registration details, table outlined below and applicable UAE laws and regulatory requirements.

### **Owner of Sender ID Details as below:**

Name of the Company and Portal: SAS PARTNERS PUBLIC RELATIONS MANAGEMENT

Type of business/industry: Marketing Management, Project Management Services, Public Relations Management

Address :Office 303, M M Towers, Al Maktoum Road, Dubai, United Arab Emirates  
Tele No.: 00971 56 632 5325

Position: Owner

### **Brand name Registration:**

S.No.	Sender ID Type	Company	Sender ID	SMS Content	Purpose of Use
1	Transactional	SAS Partners Public Relations Management	SWTLE	OTP	Transactional

Thank you for your cooperation.

Best regards.

**SAS PARTNERS PUBLIC RELATIONS MANAGEMENT**  
**Sameh Abdallah Mabrook Mohamed**

**Date 23/02/2022**