

# Comments on Jormall responses to Public Consultation on Mobile Markets

1. Orange Mobile support Jormall's position that the Bill&Keep regime in SMS termination should be upheld. As Jormall states, an increase in SMS termination rates will harm the A2P business. The development of A2P-based advertising has had a positive impact on the mobile market and the Jordanian economy by alleviating the decline of revenues caused by OTT competition and price wars in the mobile sector.