

07

Our 2022 Highlights



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Our Economic Impacts

- Further developed and scaled the self-assessment questionnaire process to all markets, reaching 341 suppliers in 2022, reflecting an increase from 40 suppliers in 2021.
- Contributed to employment opportunities through Zain's distribution channels. In 2022, the company generated 122,493 jobs across its value chain.
- Continued to develop the financial sector across Zain's markets, allowing the company to grow its fintech customers by 64%, reaching a total of 995,000 customers.

Our People

- Relaunched the annual Group-wide employee engagement survey, a 86% response Group-wide excluding Zain KSA as they have conducted their own employee engagement survey. Based on the results and feedback received, Zain will develop a set of initiatives to be implemented during 2023.
- The company continued developing its annual Generation Z program, geared towards enhancing the skills of fresh graduates. Rebranded as ZTwentyTwo, the program looks to cultivate internal entrepreneurs and innovators who already possess an entrepreneurial mindset to support Zain's strategy.
- Exceeded its target for sign language training by upskilling 318 sale agents and employees across all operations

Our Sustainability Agenda

- In 2022, there was marked improvement in transitioning towards Net-Zero due to the establishment of the Climate Action Committee among other initiatives. This year, Zain revised its emission reduction targets to reflect its commitment to SBTi.
- The company launched its first fully accessible campaign entitled #AlwaysAccessible in collaboration with the GSMA's Connected Societies and Digital Inclusion teams and Microsoft MENA on creating tips and tutorials on how to utilize accessibility features found in smartphones (Using GSMA's Mobile Internet Skills Training Toolkit (MISTT)) and Microsoft Office. The campaign reached 615,034 social media impressions. Please visit our Instagram page and click on the #AlwaysAccessible highlight to view the tutorials.
- Zain expanded an MoU with Child Helpline International (CHI) to facilitate child helplines across the company's footprint. Through this partnership, Zain aims to mobilize, facilitate, and support child helplines in Zain's countries of operations.

Our Products & Customers

- Zain restructured the ICT solutions it provides by consolidating different streams of the business under a newly formed subsidiary, ZainTech. The company offers a unique value proposition under one roof, providing enterprises and governments with solutions across the ICT stack including cloud, cybersecurity, big data, IoT, AI, smart cities, robotics, drones, and emerging technologies.
- In 2022, Zain Group's API platform was rebranded to Dizlee, representing the evolution of the company's API program to a digital monetization ecosystem provider offering an appealing array of content and gaming services, direct billing, messaging, and digital authentication, among other services under a single platform.
- Zain Kuwait collaborated with the Kuwait Blind Association to gather insights for the company's data bundles catered to people with disabilities. An extensive stakeholder engagement process was conducted with the Association to ensure all communications available are disability inclusive.



Bahrain



Annual Revenue (USD m)

179

Customers (million)

Full-Time Employees

194

Total Capex (USD m)

38

- Launched 'Natawasel', the first sign language video call center in government health centers, connecting 27 health centers across the Kingdom, logging more than 500 calls.
- Continued its partnership with the Supreme Council for Women to provide the Girls for Tech program powered by Clever Play, an organization focused on embedding STEM learning in children's educational experience. The initiative has reached 1,350 girls since inception.
- Increased the number of schools participating in an annual e-waste competition by 53%, to 23 public and private schools.

Iraq



Annual Revenue (USD m)

810

Customers (million)

18.4

Full-Time Employees

1,174

Total Capex (USD m)

180

- In 2022, a total of 2 million people utilized the Freebasics service providing them access to Facebook, Facebook Messenger and a selection of additional websites, at no additional charge, showcasing a year-on-year growth rate of 23%.
- Collaborated with Nakhleh Company to support the Ekfel Palm project that aims to plant palms in addition to the spreading awareness on carbon offsetting initiatives, where 2,000 trees have been planted to date, absorbing 42,000 KG of CO₂ emissions.
- Reached a total of 6.3 million people through its climate-related awareness campaigns, tackling topics such as responsible consumption and the impacts of afforestation.

Jordan



Annual Revenue (USD m)

512

Customers (million)

3.8

Full-Time Employees

1,335

Total Capex (USD m)

200

- Zain Jordan in partnership with its innovation center (ZINC), launched its very first climate change hackathon targeting innovative ideas and projects to solve emerging environmental challenges in the areas of: water crisis, energy consumption, agriculture, and waste management.
- Launched the Learning Passport during the pandemic in partnership with UNICEF, receiving a 107% increase in the number of users.
- Conducted a focus group with 10 deaf and mute community members from diverse backgrounds to gather their feedback and insights on the Basma Line+ a mobile bundle package tailored for deaf and mute customers.

Kuwait



Annual Revenue (USD B)

1.1

Customers (million)

2.6

Full-Time Employees

1,742

Total Capex (USD m)

103

- Nine Zain megastores across Kuwait serve the disabled segment, with stores being fully equipped with accessible facilities and select employees can communicate in the Kuwaiti sign language.
- Zain Kuwait, in partnership with CODED, launched Kuwait codes, an educational coding program for high school students where 340 students graduated from the program.
- Collaborated with the Kuwait Dive Team to collect waste from the Arabian Gulf. Through this collaboration, established in 2018, Zain Kuwait aims to raise much needed awareness on marine pollution, with 581 operations having been conducted with 2,850 tons of total weight collected.

Saudi Arabia



Annual Revenue (USD B)	2.4
Customers (million)	8.6
Full-Time Employees	1,743
Total Capex (USD m)	247

- Partnered with the National Family Safe Program and created an awareness campaign on International Day for Child Helplines at the King Abdullah Specialized Children's Hospital.
- Continued to support the National Green Initiative by planting 12,000 trees under the Um Shagoog reforestation initiative, in partnership with Green Horizon.
- Installed electronic vehicle chargers that support 10+ business towers and 5,000 individuals at Granada Business Park to promote the use of electric cars.

Sudan



Annual Revenue (USD m)	489
Customers (million)	16.4
Full-Time Employees	780
Total Capex (USD m)	94

- Zain Sudan supported those affected by floods and rain disasters that occurred this year in three regions: Al Jazeera, Blue Nile, and River Nile. Shelter aid was provided to 350 families.
- Under the Back-to-School initiative, Zain Sudan provided 200 students living in rural communities with school uniforms and 195 with school desks and chairs.

South Sudan



Annual Revenue (USD m)	
Customers (million)	1.4
Full-Time Employees	122
Total Capex (USD m)	7.3

- Launched a country-wide SMS campaign to all its 1.4 million subscribers on World Environment Day in addition to corresponding social media campaigns.
- Hosted a football match at the at Nyakroun Cultural Center, where disabled teams played friendly matches. More than 500 people joined the event and celebrated the day.