

15

Stakeholder Engagement



Stakeholder Engagement

Zain maintains a proactive, consistent, and transparent communication process with its various stakeholders. This section discloses how the company engages with its relevant stakeholder groups, their priorities, and addresses their concerns.

Zain engages with its various stakeholders, including Customers, Shareholders and Investors, Employees, General Public and Community Institutions, Business Partners and Government and Regulators, through its various communication channels such as: social media, meetings, website, press releases and Zain app.

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Customers: 52.4 million customers	Reliable and accessible service	Investments in network quality and coverage, and continuous investment in networks to provide the latest and most reliable network coverage and quality	On a continuous basis
		Evaluated network performance through monthly and quarterly reviews across operations	On monthly and quarterly basis
	Innovative service	Provided customers with access to the latest technology	On a continuous basis
		Continued to expand 5G networks in Kuwait, Saudi Arabia and Bahrain, and 4G/LTE in South Sudan to address the data services gap	On a continuous basis
		Diversified and explored additional products and services in our line of business	On a daily basis
	Affordable service	Launched tailored products and services covering different value segments and catering to the connectivity needs of customers for both voice and data	On a daily basis



OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Customers: 52.4 million customers	Accessible service	Provided our customers with basic connectivity and value-added services at affordable prices	On a daily basis
		Ensured services are available via multiple channels (mobile app, online, retail outlets, and contact centers)	On a daily basis
		Availability of packages for the disabled segments	Currently available in Bahrain, Jordan, Kuwait, and assessment conducted for remaining operations
		Provided connectivity in remote areas in South Sudan through network expansion	On an annual basis
		Ensured sales channels are disability inclusive	On a quarterly basis
		Provided digital and alternative channels for product delivery representatives such as inbound customer service agents and telesales	On a daily basis
		Trained sales agents in sign language	In all operations
		Provided a customer service hotline for people with disabilities	Currently in Zain Bahrain
	Stay informed about promotional offerings and relevant information	Communicated via direct messaging, social media platforms, and various media outlets	On a daily basis
		Provided updated information via Zain channels	On a daily basis
		Provided professional assistance in retail stores, outlets, contact centers, and various digital channels including the Zain app, MyZain and WhatsApp	On a daily basis

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Customers: 52.4 million customers	Customized services – inclusive of products and services that fit different needs and lifestyles	Maintained ongoing engagement with customers to ensure an accurate understanding of customer needs. Examples of engagement processes include customer research and collection of feedback within retail outlets and contact centers	On a daily basis
		Designed and offered converged value propositions including mobile service and internet	On a daily basis
		Offered customized packages for specific segments such as youth, students, women, the underserved, refugees, disabled and the disadvantaged	Offered continually across operations. Details are provided in the 'Our Products and Customers' section of this report, page 77
		Zain is a signatory to the GSMA's 'Principles for Driving the Digital Inclusion of Persons with Disabilities'	N/A
	Ease, clarity and transparency of billing	Offered support through contact centers and other accessible channels	Zain's branches, social media and call centers are available to answer inquiries 24/7
		Provided online services and billing options	Zain online services are available to customers across all communication channels
		Customer bills and data usage are readily available for customers through our digital channels and call centers	On a daily basis

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Customers: 52.4 million customers	Information security and data protection	Zain implements ISO/IEC 27001 standard, to include technical, operational, managerial and physical security controls to protect any information from unauthorized access or disclosure	Information security policies are reviewed on an annual basis
		Zain is developing its Data Privacy Policy to provide guidance to operations on the collection, processing, and usage of personally identifiable information in compliance with applicable laws and regulations	The Data Privacy Policy is currently being established to align with new regulations in our operating countries
		Ensuring that Zain's networks block all child sexual abuse material (CSAM)	Working towards having additional CSAM blocking mechanisms Group-wide, per-country regulations and international best practices. Entered a Group-wide agreement with the Canadian Center for Child Protection to integrate Zain's Project Arachnid into the Canadian Center's networks. All CSAM content is blocked in Bahrain, Kuwait, Jordan, and Sudan.
	Fast and efficient complaint resolution	We operate contact centers and respective contact channels including the branches, call centers, and social media channels where complaints are routed to the resolution department	On a continuous basis

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Customers: 52.4 million customers	High-quality customer care	Continued to address the shift in customer needs and behavior	On a continuous basis
		Maintained various channels to keep customers informed, receive feedback, and measure performance through customer satisfaction surveys, store experience surveys, contact centers, and brand trackers	On a continuous basis
		Tracked Net Promoter Scores – the degree to which customers would recommend our services to others – across operations	On a weekly basis
		Continued to provide an interactive digital channel called zBot, a smart customer service channel utilizing artificial intelligence (AI) to respond to customer needs	Always available
Shareholders and Investors are: Kuwait Investment Authority (KIA) 24.57% Oman Telecommunications (Omantel) 21.90% Al-Sharq Holding Co. 5.05% Public Institution For Social Security 5.00%	Strong return on investment	Remained profitable	On a weekly basis
		Grew customer base	On a weekly basis
		Maintained shareholder value	On a weekly basis
		Maintained management access and excellence	On a weekly basis
	Provide a fair and transparent understanding of the company's strategy and business to potential and actual investors	Provided updates through the Investor Relations department	On a weekly basis
		Issued periodic reports (i.e., audited financial statements, earnings press releases, investor presentations, analyst call reports, etc.	On a quarterly basis
		Conducted earnings conference calls	On a quarterly basis

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Shareholders and Investors are: Kuwait Investment Authority (KIA) 24.57% Oman Telecommunications (Omantel) 21.90% Al-Sharq Holding Co. 5.05% Public Insitution For Social Security 5.00%	Provide a fair and transparent understanding of the company's strategy and business to potential and actual investors	Hosted an Annual General Assembly Meeting (AGM)	On an annual basis
		Conducted virtual one-to-one meetings with current and potential investors, sell-side, and buy-side analysts	On a quarterly basis
		Disclosed the company's financial performance	On a quarterly basis
		Provided market disclosure	Zain provides market disclosures in accordance with the Capital Markets Authority (CMA) laws and regulations, and as deemed necessary
	Management excellence	Increased transparency and efficiency	On a quarterly basis
		Ensured access to C-suite	On monthly basis
	Encourage more investors to be interested in the company's shares to increase the number of buyers and sellers, thereby improving the liquidity of shares in the market, to improve the relative performance of the shares	Communicated company updates through our Investor Relations channels	On a weekly basis
		Issued periodic reports (i.e., audited financial statements, earnings press releases, investor presentations, analyst call reports, etc.	On a quarterly basis
		Conducted earnings conference calls	On a quarterly basis
	Provide investors and other stakeholders with clear, honest, and accurate representation of the company's past performance as well as its prospects for the future	Attended conferences and one-to-one meetings to strengthen relations with current and potential shareholders	On a quarterly basis
		Targeted potential investors that might be interested in the region and sector	On a quarterly basis

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Employees: 7,090 Full Time Employees	Have multiple engagement channels within the organization	Functional forums	On a quarterly basis
		Open door policy with senior management	On a daily basis
	Job security and satisfaction	Engaged employees, maintained open communication channels, and developed action plans based on employee feedback	Communicated with employees via various channels, including social media and internal communication
		Ensured job security and continuation	The company adhered to quarantine periods without any deduction on payroll
	Employee benefits	Offered competitive benefit packages comparable to the local market	N/A
		Offered recreational services and packages for employees at a discount	On a bi-annual basis
	Opportunities for development, growth, and skills development	Developed a comprehensive training and development program offering employees opportunities to develop	Offered training programs whenever requested, in addition to periodically sharing training opportunities to employees in their relevant fields
		Established succession management plans and employee guides to facilitate career growth	On a bi-annual basis
		Continued to drive ZAINIAC, an internal e-platform for employees to share innovative ideas and create solutions to stimulate creativity within the company	On an annual basis. Details are provided in the 'Our Sustainability Agenda' section of this report on page 97

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Employees: 7,090 Full Time Employees	Opportunities for development, growth, and skills development	Continued the WEABLE GROW initiative, which is a two-month development program facilitated by Zain employees for people with disabilities to raise awareness and extend their knowledge of disability inclusion with our customers and employee	On an annual basis
	Competitive salary	Conducted benchmark exercises and salary surveys for similar regional and international organizations and implemented a salary scale	Bi-annually
	Working for a company that matches their values	Provided access to the internal HR Policy available to all employees	On a continuous basis
		Implemented multiple engagement channels	On a continuous basis
		Conducted workshops and webinars that tackled sustainability, gender diversity, disability inclusion and mental health & wellbeing	On a quarterly basis
	Access to international conferences and networking opportunities	Enabled employees to participate in conferences and forums	Employees are encouraged to develop and further their skills on an ongoing basis
	Health and safety protection	Maintained a health and safety policy for employees and temporary workers	On a continuous basis
		Conducted fire and emergency drills. Selected two employees per floor to be trained as fire marshals in case of emergencies	Conducted fire and emergency drills annually as per policy, after obtaining approval from the Department of Civil Defense. In addition, risk teams checked emergency access doors monthly to ensure that there are no obstructions to pathways

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Employees: 7,090 Full Time Employees	Health and safety protection	Provided insurance coverage for all employees	On a continuous basis
	Mental health and wellbeing	Provided employees with resources for mindfulness and mental wellbeing	Unlimited access to the Tuhoon app throughout the year
		Provided employees confidential therapy sessions in collaboration with the Kuwait Counseling Center	Each employee is entitled to up to four sessions
		Provided workshops on mental wellbeing in the workplace	On a quarterly basis
General Public and Community Institutions: Neighborhoods near base stations, media, civil society, NGOs, advocacy groups, charities, associations, foundations, schools, universities, and medical institutions	Minimal visual and noise pollution	Deployed super silent diesel generators in urban areas	A continuous process
		Installed environmentally friendly solutions for base stations, where applicable	A continuous process
		Minimized the use of space through the deployment of outdoor cabinets where feasible	A continuous process
	Commitment to upholding health and safety standards	Upheld Environmental and Social Management Plan (ESMP) Guidelines that include health and safety provisions	On a continuous basis
		Conducted electromagnetic field (EMF) assessment as part of our safety procedures for radio operations	On a continuous basis
		Complied with TRA/Ministry of health base station frequency ranges	On a continuous basis

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
General Public and Community Institutions: Neighborhoods near base stations, media, civil society, NGOs, advocacy groups, charities, associations, foundations, schools, universities, and medical institutions	Address priority community needs (such as education, health, and economic development and mitigate societal deficits such as youth unemployment, human displacement, and job readiness)	Ensured the company aligns with and tracks the 2020-2025 Corporate Sustainability (CS) Strategy. More information can be found in the 'Our Sustainability Agenda' section of this report on page 97	Monitored the progress and status of its initiatives on a monthly and quarterly basis internally
		Supported and developed locally relevant CS activities and established partnerships that further the CS agenda and address prevalent societal deficits	Zain's CS department tracks the progress and status of its initiatives on a quarterly basis
		Launched awareness campaigns on the company's social media channels	On a monthly basis
	Build climate change mitigation and adaptation plans that address physical and transition risks	Installed DG battery hybrid solutions where feasible	A continuous effort
		Promoted the use of solar energy within our operations	A continuous effort
		Retrofitted our data centers and headquarter buildings	A continuous effort
		Installed higher efficiency DC power systems	A continuous effort
		Utilized outdoor cabinets where feasible	A continuous effort
		Explored possibilities for site-sharing and implemented the 'right-sizing concept'	A continuous effort
		Implemented e-waste recycling and reuse initiatives	A continuous effort
		Implemented ESMP	A continuous effort
		Set short, medium and long-term carbon emission reduction targets	A continuous effort
		Benchmarked energy efficiency progress with similar regional and global organizations	On a quarterly basis through the Climate Action Committee

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
General Public and Community Institutions: Neighborhoods near base stations, media, civil society, NGOs, advocacy groups, charities, associations, foundations, schools, universities, and medical institutions	Build climate change mitigation and adaptation plans that address physical and transition risks	Actively developed the Climate Action Journey	On an annual basis
		Membership to the Carbon Disclosure Project (CDP)	A continuous effort
		Launched several social media campaigns raising awareness on the increasing risks of climate change	A continuous effort
		Committed to furthering Post-2015 Sustainable Development Goals	On a quarterly basis
		Tracked the company's water consumption with the aim of reducing it	On a quarterly basis
	Engage Zain in relevant community events and forums	Participated in relevant community events and forums	On a regular basis
Business Partners: Suppliers, contractors, and distributors	Provide favorable terms	Encouraged discussions with relevant departments through upper management	To ensure that certain clauses are made with the highest level of transparency and fairness, Zain continuously revises its terms and conditions to make sure they are aligned with best practices
		Negotiated contracts and terms	To ensure contracts and terms are made with the highest level of transparency and fairness, Zain continuously revises its terms and conditions to make sure they are aligned with best practices

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Business Partners: Suppliers, contractors, and distributors	Provide timely payments	Conducted periodic evaluations	On a daily basis
		Maintained open channels of communication and clearly articulated contract terms and agreements to ensure parties agreed on method and date of payments	On a quarterly basis and depending on each contract
	Maintain opportunities for frequent interaction and engagement with Zain	Maintained open channels of communication	Zain communicates with its business partners on a continuous basis
		Participated in forums in Zain's operating markets, to ensure alignment with strategic approach	On an annual basis
		Automated processes of engagement with suppliers to ensure transparent and timely responses	On a continuous basis
	Remain informed about Zain's guidelines and standards regarding human rights, health and safety, the environment, and labor standards	Communicated Zain's Supplier Code of Conduct, which is included in contracts	Zain communicates the Supplier Code of Conduct when onboarding new suppliers and communicates it to existing suppliers on an annual basis. Zain also resends its Supplier Code of Conduct to all suppliers if changes are made
		Provided Supplier Assessment Questionnaire when onboarding new suppliers and recommunicated to existing ones	On an annual basis
		Zain communicated and tracked its suppliers' alignment to the Human Rights Policy Statement	On bi-annual basis

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
Government and Regulators: Bursa Kuwait, Competition Protection Agency, Anti-Corruption (Nazaha), Ministry of Finance, Ministry of Commerce and Industry (MOCI), Capital Markets Authority (CMA), Communication and Information Technology Regulatory Authority (CITRA), other national telecommunications regulators, ministries of communication, GSMA and ITU	Access to information about the company, including financial data, customer data and other relevant information	Published a financial report and issued other periodic reports	On an annual basis
		Published a sustainability report	On an annual basis
		Published disclosure reports	On a quarterly basis
		Maintained open direct channels and frequent engagement with public officials	On a continuous basis
	Access to tele-communications services	Maintained network quality and coverage	On a continuous basis
		Complied with laws and regulations	As per laws and regulations, reports are provided annually or semi-annually and provide up-to-date disclosures on material information
		Submitted corporate income tax returns, and Zakat and National Labor Support Tax (NLST) declarations, where applicable	On an annual basis
		Filed indirect tax declarations	On a monthly basis depending on the local tax regulations, where applicable
		Submitted payroll income tax declarations to the tax authorities, where applicable	On a monthly basis depending on the local tax regulations, where applicable
		Conducted meetings and ongoing contact with tax authorities to ensure we are up-to-date with the most recent tax laws	Continuous engagement with tax authorities
		Engaged with external tax advisors and received newsletters on the most recent tax laws and regulations	On a continuous basis

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Government and Regulators: Boursa Kuwait, Competition Protection Agency, Anti-Corruption Agency (Nazaha), Ministry of Finance, Ministry of Commerce and Industry (MOCI), Capital Markets Authority (CMA), Communication and Information Technology Regulatory Authority (CITRA), other national telecommunications regulators, ministries of communication, GSMA and ITU	Compliance with regulations	Ensured and oversee compliance through Corporate Governance and Compliance department, Regulatory department, and other relevant functions	Continuous engagement with regulatory authorities.
		Ensured compliance with the regulatory requirements in the countries where we operate	Continuous cooperation is in place between internal and external parties to ensure any changes in regulations are addressed immediately
	Stakeholders' Rights Protection	Implemented through the Corporate Governance framework	On a continuous basis including periodic reporting
		Policy in place and approved by the Board of Directors and shared with executive management	Revision is done by the Corporate Governance team on an annual basis
		Ensured that principles of transparency are applied throughout the organization with the focus by Corporate Governance and Investor Relations departments on working collectively to guarantee transparency and efficiency throughout operations	On a continuous basis, including periodic reporting
	To develop the company's reputation and provide insurance against unforeseen events	Invested in network quality and coverage	On a continuous basis
		Maintained business continuity and contingency plans	On a continuous basis
		Maintained insurance coverage for critical assets such as data centers and employees	On a continuous basis

OUR STAKEHOLDERS	STAKEHOLDER PRIORITIES	OUR RESPONSE	FREQUENCY OF ENGAGEMENT
	Awareness of key organizational risks	Updated Risk Register	On an annual basis
		Updated Key Risk Indicators	On a quarterly basis
		Maintained mitigation plans for all significant company risks that are communicated directly to the Board Risk Committee	On a quarterly basis