

18

**Our Customer
Base**



Our Customer Base

Zain Group's total customer base reached 52.4 million by end of December 2022. Zain's overall customer base increased by 7% compared to 2021, mainly supported by the healthy customer growth by 12% in Zain Iraq and 8% in Zain KSA, adding around 3.5m additional customers to the base.

The Group customer base remains dominated by the markets with the largest populations and highest potential for growth acquisition - namely Iraq, Sudan and KSA, in order of contribution.



Customer Contribution: 2022

Bahrain
2%

Iraq
35%

Jordan
7%

Kuwait
5%

Saudi Arabia
17%

Sudan
31%

South Sudan
3%

	OWNERSHIP (%)	ACTIVE CUSTOMERS (000S) DECEMBER 31, 2022	ACTIVE CUSTOMERS (000S) DECEMBER 31, 2021	Y-O-Y CHANGE	ACTIVE PREPAID CUSTOMERS (%) DECEMBER 31, 2022
Iraq	76%	18,405	16,448	12%	93%
Jordan	96.5%	3,841	3,645	5%	60%
Kuwait	100%	2,603	2,466	6%	57%
Saudi Arabia	37%	8,644	8,027	8%	63%
South Sudan	100%	1,431	1,108	29%	99%
Sudan	100%	16,358	16,309	0.3%	98%