SUSTAINABILITY REPORT 2023

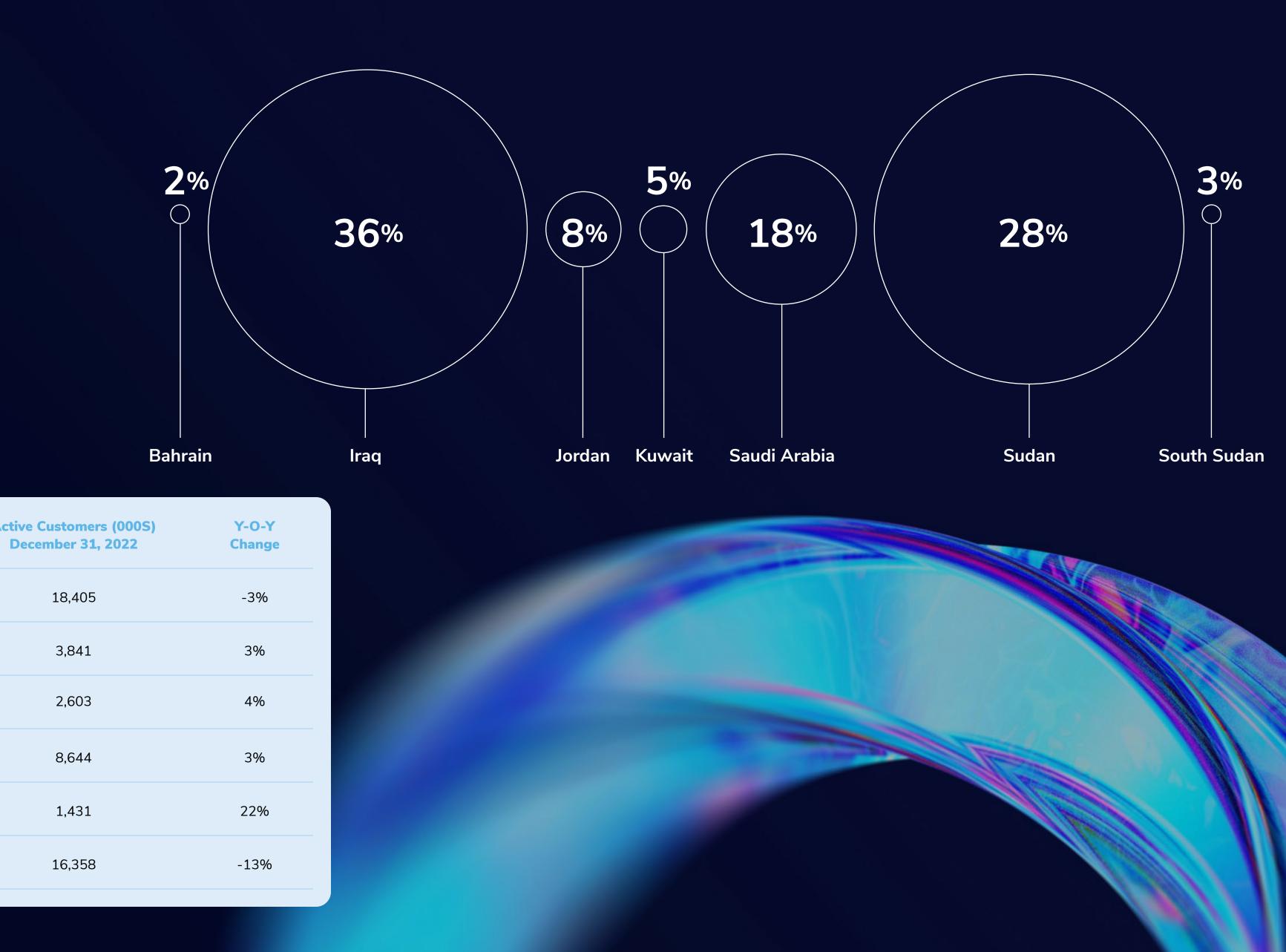


Customer Base



Zain Group's total customer base reached 51 million by end of December 2023. Zain's overall customer base decreased by 4% compared to 2022, mainly due to the social unrest in Sudan.

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.



Ownership (%)	Active Customers (000S) December 31, 2023	Active Customers (000S) December 31, 2022	Y-O-Y Change
76%	17,920	18,405	-3%
96.5%	3,964	3,841	3%
100%	2,706	2,603	4%
37%	8,892	8,644	3%
100%	1,744	1,431	22%
100%	14,178	16,358	-13%
	(%) 76% 96.5% 100% 37%	(%) December 31, 2023 76% 17,920 96.5% 3,964 100% 2,706 37% 8,892 100% 1,744	(%) December 31, 2023 December 31, 2022 76% 17,920 18,405 96.5% 3,964 3,841 100% 2,706 2,603 37% 8,892 8,644 100% 1,744 1,431

OUR CUSTOMER BASE

