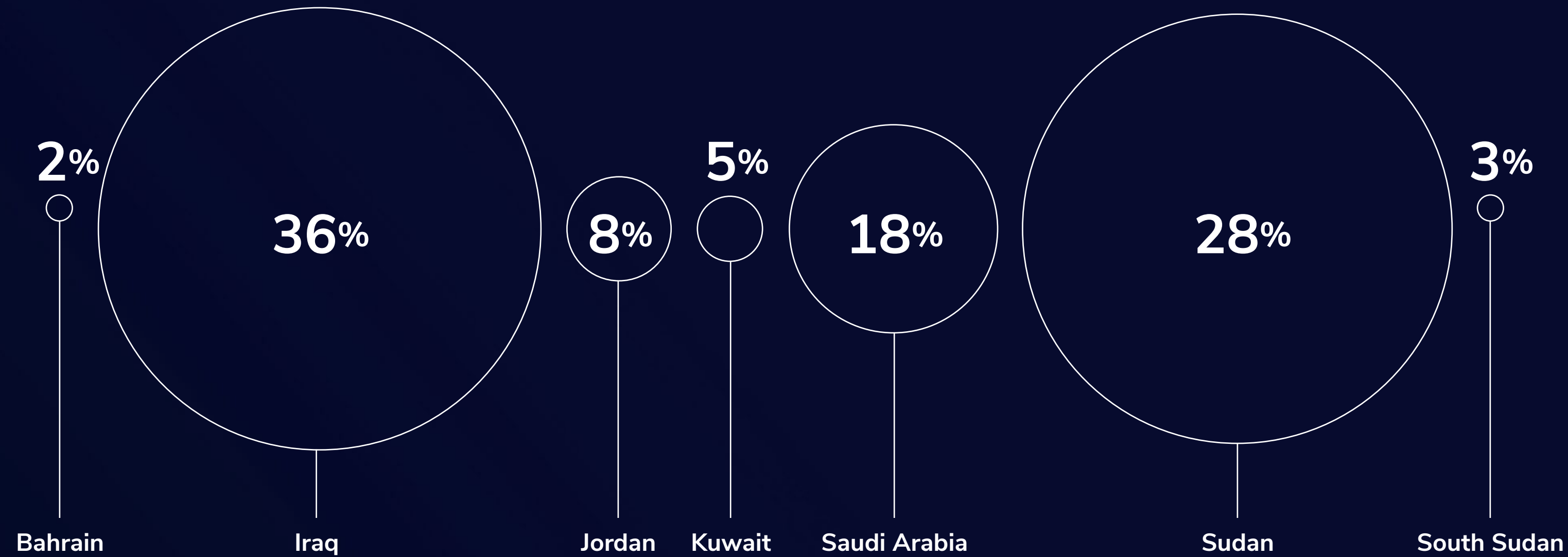


Customer Base



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
Iraq	76%	17,920	18,405	-3%
Jordan	96.5%	3,964	3,841	3%
Kuwait	100%	2,706	2,603	4%
Saudi Arabia	37%	8,892	8,644	3%
South Sudan	100%	1,744	1,431	22%
Sudan	100%	14,178	16,358	-13%