Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Customers: 51 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	Continuously
		Review network performance through monthly and quarterly reviews with all operations	Monthly and continuously
	Innovative service	Provide customers with access to the latest technology	Continuously
		Continued to expand 5G networks in Bahrain, Jordan, Kuwait, and Saudi Arabia; and 4G/LTE in South Sudan to address the data services gap	Continuously
		Diversified and explored additional products and services in our line of business	Daily
	Affordable service	Launch tailored products and services covering different value segments, and catering to the connectivity needs of customers for both voice and data	Daily
	Accessible service	Provide customers with basic connectivity and value-added services at affordable prices	Daily
		Ensure services are available through multiple channels (mobile app, online, retail outlets, and contact centers)	Daily
		Availability of packages for the hearing-impaired	Currently available in Jordan, Kuwait, and assessment being conducted for remaining operations
		Provided connectivity in remote areas in South Sudan through network expansion	Annually
		Ensuring sales channels are disability inclusive	Quarterly
		Continued to provide network and cellular service in countries during crises	Continuously
		Providing digital and alternative channels for product delivery representatives such as inbound customer service agents and telesales	Daily

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Customers: 51 million customers	**Accessible service**	Training sales agents in sign language	In all operations
		Providing a customer service hotline for people with disabilities	Currently in Zain Bahrain
		Providing a repository of sign language word libraries	Available on the Zain Group's website
		Partnered with eSSENTIAL Accessibility to ensure that the Zain website complies with the Web Content Accessibility Guidelines (WCAG) 2.1, Level A	Continuously
	Stay informed about promotional offerings and relevant information	Communicate via direct messaging, social media platforms, and various media outlets	Daily
		Provide updated information on Zain channels	Daily
		Provide professional assistance in all retail stores, outlets, contact centers, and various digital channels such as the Zain app, MyZain, and WhatsApp	Daily
	Customized services – inclusive products and services that fit different needs and lifestyles	Maintain ongoing engagement with customers to ensure an accurate understanding of customer needs - examples of engagement processes include customer research and collecting feedback within retail outlets and contact centers	Daily
		Design and offer converged value propositions including mobile service, internet, and others	Daily
		Offer customized packages for specific segments such as youth, students, women, refugees, disabled, and the disadvantaged	Offered continually across all operations. Details are provided in the 'Products and Services' section of the report on page 64
		Zain is a signatory to the GSMA's 'Principles for Driving the Digital Inclusion of Persons with Disabilities'	N/A

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Customers: 51 million customers	**Ease, clarity, and transparency of billing**	Offer support through contact centers and other accessible channels	Zain's branches, social media, and call centers are available to answer inquiries 24/7
		Provide online services and billing options	Zain online services are available to all customers across all communications channels
		Customer bills and data usage are readily available for customers through our digital channels and call centers	Daily
	Information security and data protection	Zain implements the ISO/IEC 27001 standard, to include technical, operational, managerial, and physical security controls to protect information from unauthorized access, or disclosure	Information security policies are reviewed on an annual basis
		Zain launched its updated 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 published on Zain's website
		Ensuring that Zain's networks block all child sexual abuse materials (CSAM) content	Working towards having additional CSAM blocking mechanisms Group-wide per country regulations and international best practices. CSAM content is blocked in six operating countries
	Efficient Grievance Mechanisms	Operate contact centers and respective contact channels such as the branches, call centers, and social media channels, and Zain apps where complaints are routed to the resolution department	Continuously

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Customers: 51 million customers	High-quality customer care	Continue to address the shift in customer needs and behavior	Continuously
		Maintain various channels to keep customers informed, receive feedback and measure performance through customer satisfaction surveys, store experience surveys, contact centers, and brand trackers	Continuously
		Track Net Promoter Scores – the rate 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 customers' needs	N/A
	Provide a fair and transparent understanding of the company's strategy and business to current and potential investors	Market disclosure	As deemed necessary
		Provide updates through Investor Relations portal and the Investor Relations app (available in iOS & Google Play Store)	Weekly
		Maintain healthy relationship with sell-side and buy-side stakeholders	Daily
		Attend sell-side conferences	Quarterly
		Open channels of communication with shareholders	Daily
		Increase transparency and efficiency	Daily
		Conduct earnings conference calls, earnings call transcript	Quarterly

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Shareholders and Investors: Zain's major shareholders are: 1. Group of Oman Telecommunications 21.90% 2. Kuwait Investment Authority (KIA) 15.90% 3. The Public Institution for Social Security 5.50% 4. Group of Al-Sharq Holding Co. 5.05%	Provide a fair and transparent understanding of the company's strategy and business to current and potential investors	Quarterly Presentations	Quarterly
		Company Financials	Quarterly
		Host an Annual General Assembly Meeting (AGM)	Annually
	Management excellence	Ensure access to c-suite through field visits or roadshows and the participation in investor conferences in different regions	Quarterly
		Targeting potential investors that may be interested in the company, sector, or region	Monthly
Employees: Around 7,900 Full-time employees	Job security and satisfaction	Engage employees, maintain open communication channels, and develop action plans based on employee feedback	Communicate with employees through various channels, including social media and internal communications
		Ensuring job security	The company continues to provide salaries even in times of crisis and political unrest
	Employee benefits	Offer competitive benefit packages comparable to the local market	N/A
		Offer recreational services and packages for employees at a discount	Bi-annually
	Opportunities for development, growth, and skills development	Developed a comprehensive training and development program	Offering training programs whenever requested, in addition to periodically sharing training opportunities to employees in their relevant fields

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Employees: Around 7,900 Full-time employees	Opportunities for development, growth, and skills development	Established succession management plans and employee guides to facilitate career growth	Ongoing
		Continued to drive ZAINIAC as an internal e-platform for employees to share innovative ideas and create solutions to stimulate creativity within the company	Annually. Details are provided in the 'People & Purpose' section of the report on page 76
		Continued the WEABLE GROW initiative, a development program facilitated by Zain employees for people with disabilities, providing them with an opportunity to enhance their knowledge of disability inclusion with our customers and employees, and potentially offering them employment opportunities	Annually
		Launched the Diversity, Equity, and Inclusion University (DEIU) in collaboration with IE University, which provides employees access to furthering their education through an online Digital Transformation program with the option of attaining a Master's degree	Continuously. The program is curated for 2,000 employees
		Launched PACE with IE University and Nokia. The program consists of two talent development tracks:	
		1. Zain & IE University's Talent Onboarding program, which focuses on data analysis and digital transformation	13-month program for 25 young professionals from across Zain
		2. Zain and Nokia ESG Action for Leadership program, which aims to drive design thinking embedded in sustainability	5-month program for 10 female staff from across Zain
	Competitive salary	Conduct benchmark exercises and salary surveys for similar regional and international organizations and implement a salary scale	Annually
	Working for a company that matches their values	Provide access to the internal HR policy available to all employees through internal channels	Continuously
		Implement multiple engagement channels for employees to propose ideas and voice their concerns	Continuously

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Employees: Around 7,900 Full-time employees	Working for a company that matches their values	Working towards achieving a gender target of 25% female representation in leadership roles by 2025 through the WE initiative	Quarterly. Details are provided in the 'People and Purpose' section of the report on page 82
		Conduct an employee engagement survey to gauge and improve overall employee satisfaction, motivation, and commitment within the organization	Annually
		Conduct workshops and webinars that tackle sustainability, gender diversity, disability inclusion, and mental health and wellbeing	Quarterly
	Access to international conferences and networking opportunities	Enable employees to participate in conferences, exhibitions, and forums	Employees are encouraged to develop and further their skills on an ongoing basis
	Health and safety protection	Maintain a Health and Safety policy for employees and temporary workers	Continuously
		Conduct fire and emergency drills by selecting two employees per floor to be trained as fire marshals in case of emergencies	Annually as per policy, after obtaining approval from the Department of Civil Defense. In addition, risk teams check emergency access doors monthly to ensure that there are no obstructions to pathways
		Provide insurance coverage for all employees	Continuously
	Mental health and wellbeing	Provide employees with tools and resources for mindfulness and mental wellbeing	Continuously. Unlimited access to the Tuhoon app throughout the year
		Provide employees confidential therapy sessions in collaboration with the Kuwait Counseling Center	Each employee is entitled to up to four sessions at no charge

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Employees: Around 7,900 Full-time employees	Mental health and wellbeing	Provide workshops on mental wellbeing in the workplace	Quarterly
General Public and Community Institutions: Neighborhoods near base stations, media, civil society, NGOs, advocacy groups, children, charities, associations, foundations, schools, universities, and medical institutions	Minimal visual and noise pollution	Deploy super silent diesel generators in urban areas	Continuously
		Install environmentally-friendly solutions for base stations, where applicable	Continuously
		Minimize the use of space through the deployment of outdoor cabinets where feasible	Continuously
	Commitment to upholding Health and Safety standards	Uphold Environmental Social Management Policy Guidelines that include health and safety provisions	Continuously
		Conduct electromagnetic field (EMF) assessment as part of safety procedures for radio operations	Continuously
		Comply with TRA/Ministry of Health base stations frequency ranges	Continuously
	Address priority community needs such as education, health, and economic development, and mitigate societal deficits such as youth unemployment, human displacement, and lack of job readiness	Ensure that the company aligns and tracks the 2020-2025 Corporate Sustainability (CS) strategy.	Monitoring the CS strategy and tracking the progress and status of its initiatives on a monthly and quarterly basis internally. More information can be found in the 'Sustainability Agenda' section on page 84
		Support and develop locally relevant CS activities and establish partnerships that further the CS agenda and that address prevalent societal deficits	Zain CS internally tracks the progress and status of its initiatives on a monthly and quarterly basis
		Launch awareness campaigns on the company's social media channels	Monthly
		Working with Child Helpline International to facilitate and mobilize helplines across Zain countries of operation	Quarterly

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
General Public and Community Institutions: Neighborhoods near base stations, media, civil society, NGOs, advocacy groups, children, charities, associations, foundations, schools, universities, and medical institutions	Build climate change mitigation and adaptation plans that address physical and transition risks	Install DG Battery hybrid solutions where feasible	Continuously
		Promote the use of solar energy within our operations	Continuously
		Retrofit data centers and headquarter buildings	Continuously
		Install higher efficiency DC power systems	Continuously
		Utilize outdoor cabinets where feasible	Continuously
		Explore possibilities for site-sharing and implement the 'right-sizing concept'	Continuously
		Implement e-waste recycling and reuse initiatives	Continuously
		Implement ESMP guidelines	Continuously
		Set short, medium, and long-term carbon emission reduction targets	Continuously
		Benchmark energy efficiency progress with similar regional and global organizations	Continuously
		Actively develop Zain's Climate Action Journey to achieve its Net-Zero ambition	Quarterly through the Climate Action Committee
		Membership of the Carbon Disclosure Project (CDP)	Quarterly through the Climate Action Committee
		Launched social media campaigns raising awareness on the increasing risks of climate change to impact behavioral change	Continuously
		Committed to furthering the Post-2015 Sustainable Development Goals by joining the United Nations Global Compact Initiative	Continuously
		Track the company'water consumption in order to reduce it	Quarterly

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
General Public and Community Institutions: Neighborhoods near base stations, media, civil society, NGOs, advocacy groups, children, charities, associations, foundations, schools, universities, and medical institutions	**Build climate change mitigation and adaptation plans that address physical and transition risks**	Promote biodiversity initiatives and ensure minimal biodiversity impacts to all activities	Continuously. Details are provided in the 'Sustainability Agenda' section of the report on page 93
	Engage Zain in relevant community events and forums	Participate in relevant community events and forums	Regularly
Business Partners: Suppliers, contractors, and distributors	**Provide favorable terms**	Encourage 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
		Discuss and negotiate 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
	Provide timely payments	Conduct periodic evaluations	Daily
		Maintain open channels of communication and clearly articulate contract terms and agreements to ensure parties agree on method and date of payments	Quarterly and depending on each contract
	Maintain opportunities for frequent interaction and engagement with Zain	Maintain open channels of communication	Zain communicates with its business partners on a continuous basis

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Business Partners: Suppliers, contractors, and distributors	**Maintain opportunities for frequent interaction and engagement with Zain**	Participate in forums that include all Zain's operating markets, to ensure alignment in strategic approach	Annually
		Automate processes of engagement with suppliers to ensure transparent and timely responses	Continuously
	Remain informed about Zain's guidelines and standards regarding human rights, health and safety, the environment, and labor standards	Communicate Zain's Supplier Code of Conduct, which is included in contracts	Zain communicates the Supplier Code of Conduct when onboarding new suppliers and reminds existing suppliers on an annual basis. Annually
		Provide Supplier Assessment Questionnaire when onboarding new suppliers and recommunicate to existing ones	Annually
		Communicates and tracks suppliers' alignment to the Human Rights Policy Statement	Quarterly
		Trains suppliers on relevant sustainability topics	
	Access to information about the company including financial and customer data, and other relevant information	Publish a financial report and issue other periodic reports	Annually
		Publish a sustainability report	Annually
		Publish disclosure reports	Quarterly
		Maintain open direct channels and frequent engagement with public officials	Continuously

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Government and Regulators: Boursa 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), Kuwait Foundation for the Advancement of Science (KFAS), other national telecommunications regulators, ministries of communication, GSMA and ITU	**Access to telecommunications services**	Maintain network quality and coverage	Continuously
		Comply 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
	Compliance with tax laws and regulations	Submit corporate income tax returns, and Zakat and National Labor Support Tax (NLST) declarations, where applicable	Annually
		File indirect tax declarations	Monthly, depending on the local tax regulations, where applicable
		Submit payroll income tax declarations to the tax authorities, where applicable	Monthly, depending on the local tax regulations, where applicable
		Conduct 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
		Engage with external tax advisors and receive newsletters on the most recent tax laws and regulations	Continuously
	Compliance with regulations	Ensure and oversee compliance through Corporate Governance and Compliance, Regulatory departments, and other relevant functions	Continuous engagement with regulatory authorities
		Ensure compliance with the regulatory requirements in the countries in which we operate	Continuous cooperation between internal and external parties to make sure any changes in regulations are addressed immediately

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Government and Regulators: Boursa 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), Kuwait Foundation for the Advancement of Science (KFAS), other national telecommunications regulators, ministries of communication, GSMA and ITU	**Stakeholders' Rights Protection**	Implemented through the Corporate Governance framework	Continuously, including periodic reporting
		Policies are approved by the Board of Directors, shared with Executive Management, and publicly published on Zain's website: Stakeholders' Rights Protection / Code of Conduct / Conflict of Interest and Related Party Transactions Policy (within the Corporate Governance Framework) / Whistleblowing Policy / Disclosure Policy and other policies	Annually. Revision is undertaken by the corporate governance team
		Ensures 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	Continuously, including periodic reporting
	To develop the company's reputation and provide insurance against unforeseen events	Invest in network quality and coverage	Continuously
		Maintain business continuity and contingency plans	Continuously
		Maintain insurance coverage for critical assets such as data centers and employees	Continuously
	Awareness of key organizational risks	Update Risk Register	Annually
		Update Key Risk Indicators	Quarterly
		Maintain mitigation plans for all significant company risks that are communicated directly to the Board Risk Committee	Quarterly