



Zain’s strong adherence to its social contract has paved the way for the company to push boundaries with the conviction that through our strategic direction, business decisions and holistic approach to providing meaningful connectivity grounded in transgenerational impact, is the only way by which the organization is able to leap forward and stay true to the promise of a wonderful world.

Zain’s operational base in the MENA region shapes its operating context, with a myriad of socio-economic and environmental challenges, which are being tackled through the company’s agility, resilience, and focus on innovation, creating value for all.

The company’s determination in 2024 gave rise to a year of growth through the uptake of strategic initiatives across its markets. Focused investments in the company’s human capital resulted in programs such as “Unity,” which brought together the organization and emphasized a human-centric approach. The delivery of both the 4WARD and Sustainability strategies continued to evolve, resulting in a solid positioning for Zain.

During 2024, greater emphasis was placed on how Zain creates and maintains or erodes value across its business units to ensure that organizational purpose is ingrained into the company’s decision-making processes. Our various operations had a greater focus on their sustainability initiatives, to achieve the related sustainability KPIs and demonstrate the value being created for communities.

The exemplary determination of Zain in a year riddled with regional conflict leading to mass displacement, and extreme weather challenges, allowed Zain to fulfill its strategic objectives and focus on the sustainability risks and opportunities. All our operations carried out initiatives added to our mission to provide meaningful connectivity to address the digital and gender divides, safeguard children’s rights, and conserve and preserve nature and biodiversity.

In 2025, we will evaluate the impact of our endeavors on systemic change and net positive outcomes to refine strategic objectives and continue reaffirming our alignment to the United Nations’ Sustainable Development Goals.

Sincerely,
Jennifer Suleiman

