



Products and Services



Zain Group signed a landmark agreement with TASC and Ooredoo Group for the merging of 30,000 towers, a pivotal step towards creating the largest TowerCo in the region.



Launched in Q1 2024, Zain Group’s Responsible Marketing and Communications Standard reflects its commitment to ethical and transparent practices, ensuring inclusivity, diversity, and the protection of vulnerable populations. The Standard was developed using UNICEF’s MO-CRIA assessment tool, it evaluates commercial practices across operating companies concerning children’s rights.



Zain Jordan launched the 114 emergency application, featuring a video platform that enables the deaf community to report emergencies across any mobile network. This initiative enhances the existing 114 emergency line project, focusing on improving accessibility to communication and information technology for persons with disabilities.

People & Purpose



In 2024, Zain became the first long-term volunteering partner in the Middle East for Be My Eyes, a global app connecting blind or low-vision individuals with sighted volunteers for real-time visual support. This partnership empowers users with greater independence in daily tasks like reading labels and navigating environments.



Zain trained 1,750 employees in 2024 as part of its upskilling initiatives, aligned with the digital transformation strategy to foster innovation and sustainability across the organization.



Zain expanded its BE WELL program to include unlimited counseling and therapy sessions sessions to all Zain employees offered by Kuwait Counseling at no charge.

Sustainability Agenda



Zain launched the #EveryChildHasRights campaign to raise awareness about the critical threats faced by children in conflict-affected regions, achieving over 16.5 million impressions across Zain’s social media footprint.



As part of Zain’s supplier screening program, 604 suppliers completed the self-assessment questionnaire, 59 suppliers were physically audited, and 2,213 of active suppliers aligned to Zain’s policies and 185 suppliers underwent Zain’s supplier training.



ZOI ensures its partners to conduct comprehensive environmental impact assessments in accordance with both regulatory and international standards, identifying sensitive marine and nearshore habitats, mitigating risks to biodiversity, and minimizing ecological impacts.



Kuwait		Bahrain		Iraq		Jordan		Saudi Arabia	
Annual Revenue (USD m)	1,217	Annual Revenue (USD m)	205	Annual Revenue (USD m)	1,080	Annual Revenue (USD m)	556	Annual Revenue (USD m)	2,763
Customers (m)	2.6	Full-Time Employees	230	Customers (m)	19.7	Customers (m)	4.2	Customers (m)	9.2
Full-Time Employees	1,602	Total Capex (USD m)	33	Full-Time Employees	1,293	Full-Time Employees	1,329	Full-Time Employees	1,744
Total Capex (USD m)	126			Total Capex (USD m)	243	Total Capex (USD m)	90	Total Capex (USD m)	396

- In September 2024, Zain launched the Green Rewards trade-in service, enabling customers to exchange old devices for rewards. To date, 17 devices have been traded in.
- Zain Kuwait conducted its first-ever data privacy awareness session tailored for cleaning and maintenance staff, reflecting the company’s commitment to inclusivity. The training engaged over 70 participants, including humble expatriates, equipping them with essential knowledge to safeguard personal and professional data.
- Last year, Zain Kuwait launched Kaspersky Safe Kids, a comprehensive parental control app designed to protect children online. Since its launch, the app has achieved an average of 16 activations per day and maintains a total of 501 active subscriptions.

- Zain Bahrain launched a two-week recycling competition to reduce single-use plastic usage, collecting 308 kilograms of plastic in partnership with The Global Community Shapers – Budaiya Hub.
- A session on cyber security was conducted for 15 elderly members of the Al Hekma Retired Society in Bahrain, focusing on protecting banking information, verifying online contacts, avoiding scams, and identifying potential fraud.
- Zain Bahrain signed a Memorandum of Understanding with the Bahrain Helpline Office, under the Ministry of Social Affairs, to outline the company's strategic initiatives to create shared value for both organizations.
- In line with Bahrain’s 2060 carbon neutrality goal, Zain partnered with the Ministry of Municipalities Affairs and Agriculture and NIAD to plant 2,000 mangrove saplings in Western Aker.

- In 2024, Zain Iraq’s MaharaTech competition helped 30 students from five universities build technical skills and develop tech solutions for education challenges. Over three months, participants gained expertise in data automation, digital communication, and marketing research while fostering entrepreneurship and career growth.
- In 2024, 160 women joined Zain Iraq’s Women in Tech program, undergoing three months of mentoring on 40 technical topics and soft skills, leading to the hiring of over 40 women since the program's inception. The program also included a career fair with Zain subsidiaries and leading tech companies, resulting in 10 women securing jobs.
- Zain Iraq hosted a five-day stationery bazaar at its HQ, where Zainers purchased bags and stationery packages for orphaned children, who received their items at the HQ. In collaboration with Al Tawaen Charity, this initiative, along with a similar campaign in Basra, supported 250 children in continuing their education.

- Zain Jordan, in collaboration with UNICEF, has been advancing the B12 learning platform since Feb 2021, benefiting 24,000 students by enhancing access to quality education.
- Zain Jordan donated 90 Negative Pressure Wound Therapy (NPWT) devices, an advanced wound care technology that uses controlled suction to promote healing, in collaboration with the Royal Medical Services, supporting Jordanian field hospitals operating in Gaza.
- Zain Jordan, in collaboration with the United Nations Population Fund, conducted the 8-week Me and My Mobile Program for refugee women. The training included sessions on setting up email accounts, exploring educational and employment opportunities, social media skills, and Instagram marketing, reaching 27 women and enhancing their confidence in benefiting from being online.

- Since 2022, Zain KSA has partnered with Aanaab and Code School Finland, training 700 teachers and benefiting over 28,000 youth through a program that enhances digital education and coding skills.
- During Purple Saturday, Zain KSA collaborated with the Authority of People with Disability (APD) on a social media campaign to promote a lifetime 50% discount on selected postpaid voice bundles. This initiative resulted in an impressive 600% increase in subscriptions.
- Zain KSA signed an MoU with Ertiqra to support e-waste recycling, resulting in over 3,000 devices being recycled.



Sudan

South Sudan

ZainTECH

Zain Omantel International

Annual Revenue (USD m)	260	Full-Time Employees	160	Full-Time Employees	646
Customers (m)	10.1				
Full-Time Employees	766				
Total Capex (USD m)	137				

- Zain Sudan’s vocational training program addresses youth unemployment by equipping 1,256 participants in Egypt and Sudan with technical skills aligned with market needs. Delivered in-person with external partners, it enhances employability through practical, hands-on training.
- Zain Sudan launched the Women in Technology program in December, adapting to the current situation with an online format. Running until January 2025, the program aims to empower women with advanced skills in programming, AI, and innovation through a hybrid model of 12 live sessions which were also recorded and shared.
- Zain Sudan launched an environmental sanitation campaign in shelters for internally displaced persons (IDPs) in Al-Dueim, White Nile State, under the slogan “Prevention - Health - Safety.” The initiative aimed to improve environmental conditions and sanitation in 20 IDP centers and raise awareness among 3,000 beneficiaries.

- Zain South Sudan supported 20 young women in ICT training, empowering them with skills and knowledge to advance in the field of information and communication technology.

- With the latest partnership with UL Solutions, ZainTECH is now one of only three GCC-certified providers for their SPIRE building assessments. This certification strengthens ZainTECH’s ability to deliver advanced solutions, ensuring enhanced security, privacy, and operational resilience for regional businesses.
- The sustainability theme for GITEX highlighted our approach to enabling organizations throughout the region to adopt technology to drive better sustainability outcomes.
- With the latest upgrades, ZainTECH’s sustainability platform combines 3D visualization, Internet-of-Things integration, and AI-driven insights to optimize energy efficiency, monitor air quality, and predict consumption trends, empowering organizations to achieve sustainability goals, enhance operations, and promote occupant well-being with actionable, real-time data.

- ZOI joined One Consortium, a not-for-profit organization working to tackle illegal and unwanted international voice calls and messages. ‘One Consortium’ brings together major telecom companies like, Lumen, Orange Wholesale, Verizon and Vodafone as well as global industry organizations such as i3Forum, the GSMA, Global Leaders Forum (GLF) and Global Solutions Council (GSC) to address fraud in international telecommunications and its impact on consumers and businesses worldwide.
- ZOI ensures its partners to conduct comprehensive environmental impact assessments in accordance with both regulatory and international standards, identifying sensitive marine and nearshore habitats, mitigating risks to biodiversity, and minimizing ecological impacts.