



Zain is dedicated to engaging openly and transparently with all its stakeholders. This section outlines the company's interactions with various groups, addressing their key concerns, how the company responds to them, and the frequency of these interactions, ensuring the organization takes into account how it can create value.

Zain actively engages with a wide range of stakeholders, including Customers, Shareholders and Investors, Employees, the General Public, Community Institutions, Business Partners, Government Agencies and Regulators. Stakeholders are selected based on their relevance to Zain's business activities and value chain. The company carefully chooses the appropriate channels for gathering insights from each stakeholder group, incorporating these insights into its decision-making process. This engagement is conducted through various communication platforms, including social media channels, meetings, corporate website, press releases, and the Zain applications across markets.

Our Stakeholders	Stakeholder Priorities	Our Response	Frequency of Engagement
Customers: 49 million customers	Reliable and accessible service	Investments in network quality and coverage through continuous investments in networks to provide the latest and most reliable coverage and quality	Continuously
		Review network performance through monthly and quarterly reviews across all operations	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 Iraq, Sudan South Sudan to address the data services gap	Continuously
		Diversified and explore additional products and services in our line of business	Daily
	Affordable service	Launch tailored products and services covering different value segments that cater to the connectivity needs of customers for both voice and data	Daily
	Accessible service	Provide our customers with both 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 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 crisis	Continuously
		Providing digital and alternative channels for product delivery representatives such as inbound customer service agents and tele-sales	Daily
		Training sales agents in sign language	Across all operations
		Providing a customer service hotline for people with disabilities	Currently operational in Bahrain
		Providing a repository of sign language word libraries	Available on the website



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Customers: 49 million customers	Accessible service	Partnered with eSSENTIAL Accessibility to ensure that the Zain website complies to the Web Content Accessibility Guidelines (WCAG) 2.1, Level A	Continuously
		Zain Jordan showrooms now offer instant sign language interpretation via tablets, enhancing communication and accessibility for individuals with hearing disabilities	Continuously
		Ensure that the accessibility is implemented and that all our touchpoints are 100% disability inclusive (including digital and physical)	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 cater to different needs and lifestyles	Maintain ongoing engagement with customers to ensure a full 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' sections
		Zain is a signatory to the GSMA's 'Principles for Driving the Digital Inclusion of Persons with Disabilities'	More details are available in 'Sustainability Agenda' section.
	Ease, clarity and transparency of billing	Offer support through contact centers and other accessible channels	Zain's branches and social media and call centers are available to answer inquiries 24/7, all year round
		Provide online services and billing options	Zain online services are available to customers across communication channels

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Customers: 49 million customers	Ease, clarity and transparency of billing	Customer bills and data usage are readily available for customers through our digital channels and call centers	Daily
		Offering customers the option to receive and pay their bills through digital channels, such as SMS, email, and the Zain app, reducing paper usage and promoting environmentally-friendly billing practices	Daily
	Information security and data protection	Zain implements ISO/IEC 27001 standard to include technical, operational, managerial, and physical security controls to protect any information from unauthorized access or disclosure. In addition, conducts security assessments to ensure these controls are effective, vulnerabilities are mitigated, and enhancements are made to the security posture of the company	Information security policies are reviewed annually
		Zain's Data Privacy Policy provides guidance to operations on the collection, processing, and usage of personally identifiable information in compliance with applicable law and regulations	The Data Privacy Policy is available on Zain's official website
		Ensuring that Zain's networks block all Child Sexual Abuse Material (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
	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 – follow the degree to which customers would recommend our services to others – across operations	Weekly
		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



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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%	Strong return on investment	Remain profitable	Weekly
		Increase customer base	Weekly
		Maintain shareholder value	Weekly
		Maintain management access and excellence	Weekly
	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 the 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	Quarterly
		Quarterly Presentations	Quarterly
		Company Financials	Quarterly
		Host an Annual General Assembly Meeting (AGM)	Annually
		Ensure access to C-suite through field visits or roadshows, and the participation in investor conferences in different regions	Quarterly
		Target potential investors that might be interested in the region and sector	Quarterly
	Management excellence		
Employees: 7,970 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 communication
		Ensure job security	The company continues to provide salaries even in times of crisis and political unrest

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Employees: 7,970 Full-Time employees	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 employees opportunities to develop	Offering training programs whenever requested, in addition to periodically sharing training opportunities to employees in their relevant fields
		Established succession management plans and employee guides to facilitate career growth	Ongoing
		Continue to drive ZAINIAC, 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 and Purpose' section
		Continued the WEABLE GROW initiative in Zain Jordan, 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 offer them potential employment opportunities	Annually
		NOVA is a two-year strategy aimed at empowering more women into tech roles, advancing our existing women team members, and identifying high potentials in technical roles	Continuously
		Zain Youth (ZY) Mavericks aims to build a network of certified youth experts in various fields across Zain operations	Continuously
		Launched the ZY Counsel program targeting high potential youth, and providing them with trainings as well as empowering them with the opportunity to work on strategic challenges	Ongoing
		Continued the Inclusion, Diversity and Equity University (IDEU) 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 started in 2023 and was curated for 2,000 employees
		Generation Z: An annual year-long development program for high potential youth to prepare them for future roles for Zain	Annually



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Employees: 7,970 Full-Time employees	Opportunities for development, growth, and skills developmen	Launched PACE with IE University and Nokia. Two talent development programs fall under the initiative:	Annually
		1. Zain & IE University's Talent Onboarding Program, which focuses on data analysis and digital transformation	13-month-long program for 25 young professionals from across Zain operating companies ending in Q4 2024
		2. Zain & Nokia ESG Action for Leadership Program which aims to drive design thinking embedded in sustainability	Five-month-long program for 10 female talents from across Zain operating companies ended in Q1 2024
	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 staff's 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
		Working towards achieving a gender target of 30% female representation in leadership roles by 2030 through the WE initiative	Quarterly
		Conduct employee engagement survey to gauge and improve overall employee satisfaction, motivation, and commitment within an organization	Annually
		Conduct workshops and webinars that tackle sustainability, gender diversity, disability inclusion, and mental health & wellbeing	Quarterly
		Conduct an Inclusion Assessment to monitor and maintain inclusion levels in the workplace, fostering an inclusive environment for all Zainers	Bi-annually
		WE DISRUPT training facilitated by in-house certified trainers addressing our inclusion competencies and to understand behaviors hindering progress on a Group-wide basis	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

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Employees: 7,970 Full-Time employees	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	Conduct fire and emergency drills 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 the pathways
		Provide insurance coverage for all employees	Continuously
	Mental health and wellbeing (under the BE WELL initiative)	Provide employees with tools and resources for mindfulness and mental wellbeing	Unlimited access to the Tuhoon app throughout the year
		Provide employees confidential therapy sessions in collaboration with the Kuwait Counseling Center	Each employee across the Group eligible for four sessions at no cost. In Sudan, this offer was extended to Zain employees' children
		Provide workshops on mental wellbeing in the workplace	Quarterly
		Mental Health First Aiders (MHFAs): An internal community of Zainers certified to provide support and guidance for mental health challenges	Continuously
	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
General Public and Community Institutions: Neighborhoods near base stations, media, civil society, NGOs, advocacy groups, children, charities, associations, foundations, schools, universities, and medical institutions	Commitment to upholding Health and Safety standards	Uphold Environmental Social Management Policy (ESMP) Guidelines that include Health and Safety provisions	Continuously
		Conduct electromagnetic field (EMF) assessment as part of our safety procedures for radio operations	Continuously
		Comply with TRA/Ministry of Health base stations frequency ranges	Continuously



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General Public and Community Institutions: Neighborhoods near base stations, media, civil society, NGOs, advocacy groups, children, charities, associations, foundations, schools, universities, and medical institutions	Address priority community needs such as education, health, and economic development, and mitigate societal deficits such as youth unemployment, human displacement, and job readiness	Ensure that the company aligns and tracks the 2020-2025 Corporate Sustainability (CS) Strategy	Continuously monitor the CS strategy and track the progress and status of its initiatives on a monthly and quarterly basis internally. More information can be found in the 'Sustainability Agenda' section.
		Support and develop locally relevant CS activities and establish partnerships that further the CS agenda and address prevalent societal deficits	Track progress, monthly and quarterly
		Launch awareness campaigns on the company's social media channels	Monthly
		Working with Child Helpline International to facilitate and mobilize helplines across Zain countries	Quarterly
	Build climate change mitigation & adaptation plans that address physical & transition risks	Install DG Battery hybrid solutions where feasible	Continuously
		Promote the use of solar energy within our operations	Continuously
		Retrofit our 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 on site selection, construction, and maintenance	Continuously
		Set short, medium, & long-term carbon emission reduction targets	Continuously
		Benchmark energy efficiency progress with similar regional and global organizations	Continuously
		Actively implement Zain's Climate Action transition to achieve its net-zero ambition	Quarterly
		Maintain membership of the Carbon Disclosure Project (CDP)	Annually

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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 & adaptation plans that address physical & transition risks	Launched several social media campaigns raising awareness on the increasing risks of climate change with the intention of impacting behavioral change	Quarterly
		Committed to furthering the Post-2015 Sustainable Development Goals by joining the <u>United Nations Global Compact Initiative</u>	Continuously
		Track the company's water consumption with the aim to reducing it	Quarterly
		Promote biodiversity initiatives and ensure minimal biodiversity impacts on all activities	Continuously
	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 ensure they are aligned with best practices
		Engages in open and collaborative discussions with business partners to negotiate contracts that meet mutual goals	As deemed necessary
		Ensure transparent and fair contractual agreements with the highest level of transparency and fairness	Continuously
	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 basis and depending on each contract
	Maintain opportunities for frequent interaction and engagement with Zain	Maintain open channels of communication	Continuously
		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



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Business Partners: Suppliers, contractors, and distributors	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 to existing suppliers on an annual basis. Zain also resends its Supplier Code of Conduct to all suppliers if changes are made
		Provide Supplier Assessment Questionnaire when onboarding new suppliers and recommunicate to existing ones	Annually
		Communicates and tracks its suppliers' alignment to the Human Rights Policy Statement	Annually
		Train suppliers on relevant sustainability topics including Supplier Code of Conduct, human rights, and anti-corruption	Quarterly
		Conduct physical audits to ensure they are aligned to Zain's standards	Quarterly
	Collaborate with Zain on infrastructure energy efficiency improvements	Engage through workshops and Memorandums of Understanding (MoUs) for collaborative efforts on improving energy efficiency and working towards net-zero by 2050	Continuously
	Access to information about the company including financial data, 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 bi-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 basis depending on the local tax regulations, where applicable
		Submit payroll income tax declarations to the tax authorities, where applicable	Monthly basis 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 department, Regulatory department, and other relevant functions	Continuous engagement with regulatory authorities
		Ensure compliance with the regulatory requirements in the countries where we operate	Continuous cooperation is in place between internal and external parties to ensure that any changes in regulations are addressed immediately
	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 & Related Party Transactions Policy (within the Corporate Governance Framework) / Whistleblowing Policy / Disclosure Policy & other policies	Revision is done by the corporate governance team periodically



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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	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
		Monitor risk trends through Key Risk Indicators	Quarterly
		Develop and track progress of plans for all significant company risks that are communicated directly to the Board Risk Committee	Quarterly

