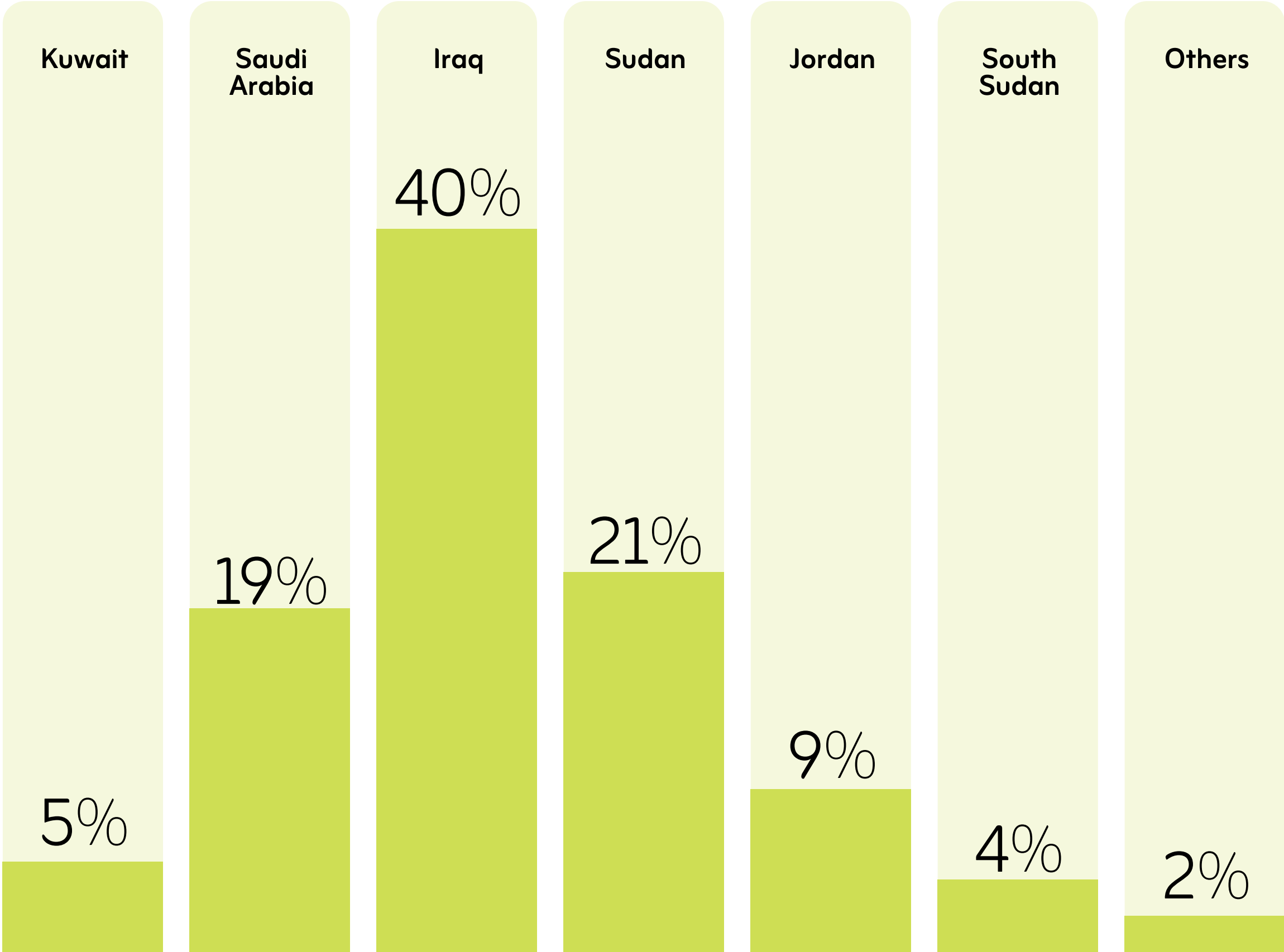




Zain Group’s total customer base reached 49 million by end of December 2024. Zain’s overall customer base decreased by 3% compared to 2023, with growth in Iraq, KSA, Jordan & South Sudan that compensated for the steep decline in Sudan, largely attributed to war, social unrest and the displacement crises in the country.

The Group customer base remains dominated by the markets with the largest populations and highest potential for growth acquisition - namely, Iraq (19.7m), Sudan (10.1m), and KSA (9.3m), in order of contribution.

OpCo Contribution



	Ownership (%)	Active Customers (000s) December 31, 2024	Active Customers (000s) December 31, 2023	Y-O-Y Change
Kuwait	19%	2,626	2,706	-3%
Saudi Arabia	5%	9,288	8,892	4%
Iraq	40%	19,697	17,920	10%
Sudan	21%	10,122	14,178	-29%
Jordan	9%	4,152	3,964	5%
South Sudan	4%	1,921	1,744	10%
Others	2%	1,204	2,706	4%
Total	100%	49,010	50,566	-3%