



Zain's Operating Context:

Zain's operating context has an impact on the company's ability to create sustainable value for itself, society, and the environment. To ensure growth, it is crucial to tap into the interconnectivity that Zain's products and services deliver, as there is a direct correlation with development and prosperity across the communities in which Zain operates. Throughout its 40 years of operations, Zain proactively addressed market challenges and societal deficits, tailoring its strategic approach to its markets' unique and dynamics. The company's human centric approach allows it to continue to prosper and innovate to remain sustainable and thrive in an ever-changing world.

The MENA region presents a complex landscape of socio-economic and environmental challenges, including rapid population growth, climate vulnerabilities, and geo-political shifts that could lead to spillover effects impacting neighboring countries. The rise in conflict results in economic hardship and the widening of existing inequality gaps, further destabilizing the region. Operating within this dynamic context, Zain addresses regional needs through tailored strategies that promote growth, economic development, and environmental accountability. By aligning its activities with both local and global sustainability goals and trends, Zain integrates sustainability into its core operations to drive long-term value.

According to the World Economic Forum's 2024 Global Risk Report, misinformation, and disinformation are considered leading risks, followed by extreme weather events and societal polarization. To combat misinformation, governments are increasing regulations, including requiring that AI-generated content be clearly labeled. As a sector leader, Zain proactively follows and aligns policy developments and regulatory changes to navigate the rapidly changing environment.

Youth unemployment is another grave challenge facing the region, as the rate currently stands at 22.2% for men and 42% for women. Several factors contribute to this trend, including financial and legal illiteracy, and barriers to women and people with disabilities entering the labor market. Youth have the potential to play an instrumental role in advancing sustainable development across the region, which calls for a greater focus on reskilling, upskilling, and resilience-building to ensure youth are market-ready as they enter the workforce.

The World Bank highlights the most significant climate change threats for the region entail:

- High dependency on fossil fuels and limited renewable energy uptake

- Climate change's severe impact on water and food security
- The depletion of natural resources forcing displacement
- Highly urbanized cities increasing stress on the availability of resources
- The MENA region being the smallest recipient of international climate finance

Such challenges place high importance on a multi-sectoral approach in addressing climate change impacts holistically. Governments should lead the way by implementing policies and regulations, in addition to setting financial incentive mechanisms. The private sector's commitment and alignment to net-zero ambitions and ensuring decarbonization of operations can have profound impacts across the value chain. Contributions from research and educational institutions, through scientific findings, can guide the development of climate change legislation and frameworks, while civil society advocates for climate action by raising public awareness and engaging with local initiatives. Together, these efforts form a comprehensive approach to combating the severe impacts of climate change.

Operating within this dynamic context, Zain Jordan has played an active role in addressing the humanitarian crisis in Gaza, further demonstrating Zain's commitment to community welfare and resilience in times of need. Under its sustainability agenda, Zain Jordan has supported the following initiatives:

- Donated 90 devices of Negative Pressure Wound Therapy (NPWT), delivered in collaboration with the Royal Medical Services to Jordanian field hospitals operating in Gaza.
- Zain Jordan provided a cash donation of 100,000 Jordanian Dinars, along with an additional 17,700 JOD contributed by Zain employees.
- Launched a fundraising campaign enabling Zain customers from all subscription plans to donate through their lines. This campaign raised 9,024

- JOD, used to deliver urgent humanitarian aid, purchase medical supplies, and provide food for Palestinian hospitals in Gaza, in cooperation with the Jordan Hashemite Charity Organization.
- Offered 1,000 free minutes of calling time to all Zain Jordan postpaid and prepaid customers to connect with Jawwal Network in Palestine. During the promotion, there was an increase of 2 million calls during the promotion, totalling 5 million calls to Gaza during the promotion.
- Symbolically changed the name of Zain's network to "GAZA," as announced in the company's statement, to reflect pride and solidarity.
- Enabled donations through "Zain Cash" in collaboration with Jordan Hashemite Charity Organization, allowing users to contribute via the Zain Cash app. Through the campaign Gaza: Together We Support It, donations reached 500,000 JOD to aid relief and reconstruction efforts in Gaza.
- Provided a 10,000 JOD donation in collaboration with the Kuwaiti Association for Student Assistance to support students from Gaza and refugee camps enrolled in various Jordanian universities.
- Donated 25,000 JOD through Zain Cash to prepare food parcels for families in Gaza as part of Tkiyet Um Ali's campaign.
- The 2024 winter campaign, supported by Zain and its employees, collected a total of 1,227 blankets and 1,301 jackets for refugees in Gaza.



Sustainability Agenda

As Zain marks its fifth year of implementing its Corporate Sustainability (CS) Strategy, the company continued to focus on achieving the goals outlined in its CS agenda. In 2024, Zain placed increased attention on evaluating how its actions create, sustain, or erode value across its business functions. This reflects the company's ongoing commitment to integrating purpose into all its business decisions while considering the impact of its activities from short, medium, and long-term perspectives.

Zain's Mission

To provide Meaningful Connectivity leading to equitable systemic change and empower Zain's communities.

Zain's Vision



Safeguard the planet



Address societal challenges through the core business



Enable an inclusive digital society



Build the youth of the future

Strategic Pillars

Climate Change

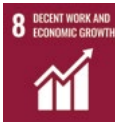
Decarbonize our business & transition towards net-zero by 2050





Operating Responsibly

Embed ESG across our value chain

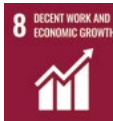




Inclusion

Reduce the digital inequality gap





Generation Youth

Build resilience across our communities by targeting 16 million children and youth









Climate Change

Awareness of the challenges posed by climate change in the Middle East and North Africa (MENA) region has grown exponentially in recent years. The devastating impacts of climate change, ranging from high temperatures and extreme weather events to declining water resources and eroded coastal land, have imposed their urgency on both citizens and governing bodies. In the MENA region, addressing climate change requires the consideration of societal vulnerabilities and governance challenges, which involves an inclusive approach that integrates resource management, strengthened infrastructure, transparency, and collaboration.

Building on the foundation of its five-year Corporate Sustainability (CS) strategy launched in 2020, Zain made significant progress in 2024. This year marked a pivotal step in the company's journey toward establishing long-term sustainable value for all stakeholders by accelerating its climate action agenda. The company had its net-zero targets officially verified and approved by the Science-Based Targets initiative (SBTi), reflecting its commitment to a net-zero economy. Zain's dedication to transparently reporting its environmental performance by disclosing it to CDP ensures accountability and ongoing improvement. As part of the transition towards Net Zero, investments in renewable energy sources were expanded across its operations, alongside implementation of energy efficiency programs across facilities, and water risk assessments were conducted to prioritize water security. The company is also taking steps to protect biodiversity by integrating ecosystem preservation initiatives, including efforts to reduce habitat destruction and promoting conservation practices across its operational sites.

These efforts underscore Zain's unwavering commitment to integrating climate action into its CS strategy, paving the way for a resilient, low-carbon future while addressing the pressing environmental challenges facing the MENA region.

Network and Energy Consumption Transition

Strategic Approach & Communications

Waste Management & Circular Economy

1. Network and Energy Consumption Transition

Zain implements the Greenhouse Gas (GHG) protocol guidelines for the inventory of its emissions. The emissions reduction pathway is set based on SBTi recommendations:

- Emissions reductions are in absolute value
- A minimum reduction of 4.2% annually
- 10 years for near-term target, and a long-term and net-zero target by 2050
- All the relevant gases such as CO₂, CH₄, N₂O and HFCs are considered in the inventory
- Renewable energy deployment is the main mitigation strategy
- Carbon capture and storage solutions will be utilized as a supplement to support the abatement of residual emissions

Boundary:

All of Zain's operating companies are included in the organizational boundary for its emissions inventory. Across Zain's footprint, Tower emissions from the energy consumption of the company's active equipment whether through its majority owned TASC Tower entity or through its individual operating entities is Zain's responsibility and therefore included in the boundary.

Emissions Baseline:

Zain's initial baseline used for setting its emissions targets was 2022 but was revised to 2020 based on the outcome of the SBTi's approval of the company's science-based targets (SBTs) which is also in line with the ICT sectorial decarbonization pathway.

Emissions reductions:

The reductions in CO₂ emissions are estimated based on the type and quantity of energy-efficient solutions planned to be deployed in each entity. These reductions are affected by network expansions and the addition of new sites. The balance between the emissions reductions through energy efficient solutions and the emissions resulting from network expansions constitute the net emission reduction.

Targets calculations:

The net emissions reduction of all entities is compared to the baseline emissions to derive the CO₂ emissions target for the company.

Zain's Target:

Zain's emissions targets have been formally approved by the SBTi and are formulated as below:

- **Overall net-zero Target:** Zain commits to reach net-zero greenhouse gas emissions across the value chain by 2050.
- **Near-Term Targets:** Zain commits to reduce absolute Scope 1 and 2 GHG emissions by 42% by 2030 from a base year of 2020.
- **Long-Term Target:** Zain commits to reduce absolute Scope 1 and 2 GHG emissions by 90% by 2050 from a base year of 2020.
- Zain also commits to reduce absolute Scope 3 GHG emissions by 90% within the same timeframe.



2020 – 2050 CO₂ Emissions targets for Scope 1 and Scope 2

Type of Targets	Scopes / Targets	2020	2030	2050
Absolute / 1.5°C	Scope 1 emissions (t CO ₂ e)	401,370.94	232,795.14	52,178.22
	Scope 2 emissions (t CO ₂ e)	730,328.98	423,590.81	94,942.77
	Scope 1 + Scope 2 emissions (t CO ₂ e)	1,131,699.92	656,385.96	113,169.99
	Reduction Targets		42.0%	90.0%

CO₂ Emissions Reduction (2020-2024)

Scopes	Base Year (2020)	Reporting Year (2024)	Reduction to Date	% near-term SBT Progress
Scope 1 emissions (tCO ₂ e)	401,370.94	330,115.86	17.8%	42.3%
Scope 2 emissions (tCO ₂ e)	730,328.98	662,079.80	9.50%	22.2%
Scope 1 & 2 emissions (tCO ₂ e)	1,131,699.92	992,195.66	12.33%	29.3%

Bahrain

In 2024, Zain Bahrain moved 159 indoor sites to outdoor and connected three sites to the grid, resulting in a 20.6% emissions reduction year-on-year. As half of the country is covered by urban areas, while the remaining land is predominantly occupied by oil fields, Zain’s towers in this landscape are primarily linked to the grid, posing challenges for the integration of renewable energy sources. However, Zain Bahrain successfully conducted a trial of renewable power solutions at one of its mobile sites paving the way for similar deployments within the next five years. Bahrain’s compact size introduces spatial constraints that make the potential of installing a solar farm a noteworthy challenge.

Iraq

Iraq made slight improvements to its electricity grid, addressing challenges posed by aging infrastructure and inadequate maintenance, which has historically led to frequent outages. Notably, Zain Iraq in coordination with TASC Towers deployed 622 solar and hybrid solutions resulting in the noticeable reduction by 29.4% in CO₂ emissions from the base year of 2020.

Jordan

In 2024, Zain Jordan continued to benefit from its grid decarbonization efforts that took place in 2023, with over 86% of its electricity consumption being sourced from renewable power sources, as part of the green allocation agreement with the local government. Furthermore, Zain Jordan in coordination with TASC Towers continues to optimize the power features of its mobile technologies to optimize the use of energy across its 2G, 3G, 4G and 5G networks.

Kuwait

Zain Kuwait in coordination with IHS Towers achieved a remarkable reduction of its CO₂ emissions per base station by 32.5% year-on-year. This accomplishment is attributed to strategic climate change mitigation efforts such as the deployment of inverter-based cooling solutions, the installation of 151 efficient DC power solutions, and the installation of solar panels at the company’s headquarters.

Zain Kuwait operates in a country with one of the highest temperatures globally and faces a potential exponential increase in energy consumption if temperature rises persist, leading to a surge in CO₂ emissions. However, the company is committed to engaging with stakeholders to initiate discussions and advocate for necessary reforms with the local government to accelerate the deployment of renewable energy solutions on a large scale and explore opportunities to position itself to capitalize on the transition to renewable energy sources in the near future. At the end of 2024, Zain acquired the outstanding 70% of IHS Kuwait Limited, an independent licensed Tower Company that owns 1,675 sites and manages an additional approximate 700 sites in Kuwait. Zain now owns 100% of IHS Kuwait.

Saudi Arabia

Zain KSA faced several challenges in its quest to implement its climate change mitigation plans. The reliance on on-grid power, generated predominantly by traditional sources such fuel and gas poses a challenge on the transition to a net-zero economy. Zain made a strategic decision to transfer 80% of its sites' passive infrastructure to LATIS, an infrastructure management company (TowerCo), through which Zain KSA explored the deployment of renewable power solutions to align with emissions reduction goals. Zain worked with LATIS for the trial of green power solutions such as battery and solar hybrid systems. Two battery hybrid systems have been successfully implemented, and 44 more units have been delivered to the country for deployment during the first quarter of 2025. LATIS plans to deploy 75 more units of battery hybrid systems in 2025 which brings the total plan to 119 battery hybrid systems to be deployed in 2025. Zain plans to replace the shelters with energy efficient outdoor cabinets on sites not transferred to LATIS to cut emissions. Furthermore, the Kingdom's escalating summer temperatures contributed to heightened power consumption and subsequent CO₂ emissions amplifying the need for sustainable solutions. Addressing these challenges is pivotal in steering Zain towards a greener and more efficient future.

Sudan

In the aftermath of the 2023 political conflict in Sudan, the electricity network faces considerable challenges stemming from damaged infrastructure and disruptions. The country relies predominantly on natural gas, oil, and diesel generators for power generation. Zain faced challenges in the Western region of Sudan, being one of the most impacted regions. Over 161 DG-battery hybrid solutions, backup battery extensions, and site electrification solutions were installed during the year. This was important not only for grid reliability, but it also supported in optimizing energy consumption across mobile sites.

South Sudan

South Sudan continued to experience devastating flooding and excessive rainfalls during 2024, impacting 43 mobile sites. Due to the unstable grid in the country, Zain relies on diesel generators for its base stations. However, tremendous effort was made to mitigate climate change, including moving 14 sites from grid to battery-hybrid solutions, shifting 39 sites from off-grid DG and DG-battery hybrid to solar solutions, deploying 28 outdoor solutions and installing 27 DG-battery hybrid solutions resulting in an 8.4% reduction in CO₂ emissions year-on-year.



Throughout 2024, Zain continued to install energy efficient solutions across its operating markets, including the following:

Improvements to Energy Efficiency and Site Optimization (units)

Operating Countries	Smaller size Generators	Outdoor (BTS/Power) Solution	Free Cooling Solutions	Grid Connection	Upgrade to more efficient DC Power solution
Bahrain		159		4	
Iraq			18		
Kuwait	17	2	2	7	151
Saudi Arabia				161	
Sudan				20	
South Sudan		28			
Total	17	189	20	192	151

Driving Operational Efficiency:
Our Sites (Tower Sharing Program)

Operating Countries	Zain Sharing Others' Sites	Others Sharing Zain's Sites
Bahrain	55	
Saudi Arabia		16
South Sudan	14	

Hybrid Solutions Installations

Operating Countries	DG-Battery Hybrid Solution	Solar Hybrid Solution
Bahrain	1	
Iraq	546	116
Kuwait		8
Saudi Arabia	2	
Sudan	25	
South Sudan	27	39
Total	601	163
	764	

CO₂ Emissions – Scope 1 & 2 / Operation (Sites/ Data Centers/HQ)

Descriptions	Units	Bahrain	Iraq	Jordan	Kuwait	Saudi Arabia	Sudan	South Sudan	Total
Scope 1 - Fuel	liters	961,391	40,001,869	219,034	12,166,485	52,855,309	9,025,149	3,288,336	118,517,573
Scope 2 - Electricity	KWh	45,968,704	187,959,187	135,368,063	182,182,355	620,620,179	14,615,211	3,015,452	1,189,729,152
Scope 1 - Fuel	CO ₂ e KG	2,576,528	107,205,010	566,580	32,606,180	141,652,228	24,187,399	8,812,740	317,606,666
Scope 1 - Refrigerants	CO ₂ e KG	387,108	5,515,438	844,791	2,662,906	2,314,046	784,902	0	12,509,191
Scope 1 emissions	Kg CO ₂	2,963,636	112,720,448	1,411,371	35,269,086	143,966,274	24,972,301	8,812,740	330,115,856
Scope 2 emissions	Kg CO ₂	32,118,333	124,616,941	7,481,561	111,969,275	378,888,620	4,467,870	2,537,202	662,079,802
Total Scope 1 & 2 emissions	Kg CO ₂	35,081,969	237,337,389	8,892,932	147,238,361	522,854,894	29,440,171	11,349,942	992,195,658
Baseline-year 2020 Absolute Decrease/ Increase in Emissions [Year 2020 vs 2024]	%	-5.70%	-29.40%	-85.80%	24.20%	-2.10%	-63.40%	50.70%	-12.33%

The reported Scope 1 – Fuel and Scope 2 – Electricity consumption data is based on a combination of actual consumption as well as an estimation-based methodology.

Energy Consumption Data Collection Methodology

Descriptions	Units	Bahrain	Iraq	Jordan	Kuwait	Saudi Arabia	Sudan	South Sudan
Scope 1 - Fuel	liters	Actual	Estimation-based	Actual	Actual	Estimation-based	Actual	Actual
Scope 2 - Electricity	KWh	Estimation-based	Actual	Actual	Estimation-based	Actual	Actual and Estimation-based	Actual

Spending related to CO₂ reduction initiatives – 2024

Initiatives	Total Direct Cost (USD)	Total Indirect Cost (USD)
Zain sharing Others' sites	0	417,765
Outdoor (BTS/Power) solution	869,496	869,496
DG-Battery Hybrid solution	2,210,000	0
Smaller size Generators	0	61,201
Solar Hybrid solution	4,197,400	0
Grid Connection	923,622	0
Free Cooling system	36,000	0
Total	8,236,518	1,348,463



Consolidated energy consumption and CO₂ emissions

Descriptions	Units	Total
Scope 1 - Fuel	Liters	118,517,573
Scope 2 - Electricity	KWh	1,189,729,152
Scope 1 - Fuel	CO ₂ e KG	317,606,666
Scope 1 - Refrigerants	CO ₂ e KG	12,509,191
Scope 1 emissions	Kg CO ₂	330,115,856
Scope 2 emissions	Kg CO ₂	662,079,802
Total Scope 1 & 2 emissions	Kg CO ₂	992,195,658
Baseline-year 2020 Absolute Decrease/ Increase in Emissions [Year 2020 vs 2024]	%	-12.33%

Notes:

- For the conversion from liters of fuel to KWh, we considered that 1 liter = 3KWh on the basis that 1 liter produces 10KWH with diesel generator efficiency of 30% as recommended by the GSMA
- DG-battery hybrid solutions usually lead to approximately 50% savings on fuel consumption
- Estimate of KWh for solar system is based on the data provided by Zain Jordan as per site monitoring and management solution. 750KWh is produced per site on average

Scope 3 Emissions

Category name	Total tCO ₂ e
Category 1: Purchased goods and services	119,836
Category 2: Capital goods	129,517
Category 3: Fuel- and energy-related activities (not included in Scope 1 or Scope 2)	135,647
Category 4: Upstream transportation and distribution	1,142
Category 5: Waste generated in operations	11,956
Category 6: Business travel	1,030
Category 7: Employee commuting	10,410
Category 8: Upstream leased assets	102
Category 9: Downstream transportation and distribution	9,151
Category 10*: Processing of sold products	-
Category 11: Use of sold products	17,175
Category 12: End-of-life treatment of sold products	1,554
Category 13: Downstream leased assets	35,167
Category 14*: Franchises	-
Category 15: Investments	28,530
TOTAL Scope 3 Emissions	501,218
Y-O-Y Change (2023-2024)	0.93%

Scope 3 exclusions:

- Category 10: Processing of Sold products. This Category includes emissions from products that need further processing. Most of Zain products do not need further processing, hence this category is evaluated as being non-relevant for our business.
- Category 14: Franchises. This Category includes emissions from a telecommunication operator's operation of franchises not included in Scope 1 or 2. A franchise is a business operating under a license to sell or distribute another company's goods or services within a certain location. The life-cycle emissions associated with manufacturing or constructing franchises are considered optional by the GHGP [GHGP-2]. This is typically not a significant emission Category for telecommunication operators.





2. Strategic Approach & Communications

Climate Change Awareness

Zain is dedicated to addressing climate change and helping our customers build a sustainable mindset. To achieve this, the company set a goal to reach 40% of its customers on matters regarding climate change by 2025. This commitment aligns with the overall sustainability plan and follows CDP principles.

Zain introduced different campaigns and initiatives across its various markets to spark conversations around climate change and motivate action. To evaluate the effectiveness of these efforts, the organization conducts surveys with customers before and after their participation.

Group-wide

During 2024, Zain launched a thought-provoking video titled “Shadows of the Past” to raise awareness about climate change and the consequences of excessive plastic waste and related consumption. The video tells the story of a young girl reminiscing about her childhood memories of a pristine lake, juxtaposed with the environmental degradation she witnesses as her future self in 2050. This compelling narrative underscores the urgent need for collective action to combat climate change and reduce plastic waste, ensuring a sustainable future for generations to come. The campaign reflects the company’s commitment to leveraging impactful storytelling to inspire environmental responsibility and drive meaningful change.

Kuwait

In 2024, Zain Kuwait continued the success of its influential “Badilha Bil Zain” campaign, initially launched in 2023. This social media initiative was designed to raise awareness about the growing issue of excessive waste generation in Kuwait. The focus of the campaign was on educating the public on how to adopt more environmentally friendly practices to reduce their environmental footprint and mitigate their contribution to climate change. Key climate change topics addressed included waste reduction and the reduction of GHG emissions. Emphasizing the importance of sustainable living, the campaign encouraged individuals to choose reusable items over disposable alternatives. The movement has garnered significant attention, reaching an audience of 18.3K on Instagram.

Jordan

Jordan is one of the world’s most water-scarce countries, with renewable water resources amounting to less than 100 cubic meters per person annually—well below the global water scarcity threshold of 1,000 cubic meters (World Bank, 2021). Recognizing this critical challenge, in 2024, Zain Jordan reinforced its commitment to national sustainability efforts by supporting the Royal Scientific Society's initiative for remote water quality monitoring. As part of this initiative, data transmission lines and "Real Static IP" services were provided to 13 strategically located stations across critical surface water sources across the Kingdom. These monitoring stations, equipped with advanced automated devices, continuously collect water samples for physical and chemical analysis. The results are transmitted in real-time on an hourly basis—via Zain's network - to a centralized database. This seamless data transmission enables efficient, real-time monitoring, facilitating timely decision-making by stakeholders from relevant ministries and institutions.

Zain's technological support enhances the speed, ease, and reliability of water quality monitoring, contributing to the sustainable management of one of Jordan's most vital resources.

Bahrain

In 2024, Zain Bahrain launched an impactful campaign during the holy month of Ramadan, titled "Beafalina Nanmu" aimed at raising awareness on reducing carbon footprints. The campaign consisted of four informative videos, each addressing a specific aspect of sustainability under climate change:

1. Encouraging eco-friendly transportation through walking, cycling, and carpooling.
2. Sharing practical water management tips for sustainable living at home.
3. Highlighting the importance of minimizing food waste and its environmental impact.
4. Promoting the benefits of supporting local Bahraini produce, fostering community support.

The campaign successfully engaged a wide audience, reaching an impressive number of 47,138 users on Instagram, further solidifying Zain Bahrain’s commitment to environmental responsibility and public awareness.

Iraq

In 2024, Zain Iraq partnered with Hala Startup to plant 850 native Acacia trees in Baghdad, with 600 planted in the city center and 250 in a public garden. This initiative aims to enhance green spaces, reduce CO₂ emissions, and promote climate awareness, fostering a sustainability mindset among local communities throughout the city.

Sudan

During 2024, Zain Sudan launched sanitation initiatives across the country to address waste accumulation and environmental degradation in safe areas where many Sudanese displaced by the war have sought refuge.

Environmental Sanitation Campaign in Port Sudan, Red Sea State - January 2024
Approximately 500 volunteers, including employees from Zain and Hawatif Company participated in cleaning multiple large neighborhoods, the main market, and roads. Partners in this campaign included the NGO “Beeaty” the Higher Council for the Environment, the Red Sea State Cleaning Authority, the Red Sea Centre for Environmental Activities, students from the Faculty of Natural Resources at the Red Sea University, and other individuals who joined voluntarily.

White Nile State – Al-Duwaym City - July 2024
The environmental sanitation campaign in White Nile State aimed to enhance conditions within displacement centers. Focused on 20 shelter sites in Al-Duwaym, the campaign operated under the slogan “Prevention - Health - Safety.” Implemented in collaboration with the Duwaymi Voluntary Initiative, it engaged 130 volunteers from youth associations, organizations, and government entities. The initiative successfully reached approximately 3,000 people.



ZYxGreenSkills

As part of Zain's empowerment of youth with the essential green skills needed to address the impacts of climate change, Zain re-launched the ZYxGreenSkills campaign in 2024, following its initial awareness launch in 2023.

The re-launch was led by insights from a Group-wide survey and focus groups conducted in 2023 to assess the youth's understanding of green skills and to gather feedback on the development of the program. These surveys and focus groups, which included responses from 1,348 young adults, provided critical guidance for refining the initiative to better meet the needs and interests of young participants. In response to the feedback, Zain operations organized workshops and awareness sessions in collaboration with local sustainability-focused businesses and influencers. These events emphasized the growing importance of green skills and demonstrated how every job has the potential to become a green job, further reinforcing the message of sustainability, innovation, and environmental responsibility. In this context, the potential of circularity is also significant, as it highlights the need for creating closed-loop systems that optimize resource use, reduce waste, and promote a regenerative economy. Through these efforts, Zain continues to equip young people with the skills necessary to drive positive changes across communities and the world. This initiative also reflects Zain's commitment to fostering eco-conscious leaders who will play a pivotal role in building a resilient and environmentally responsible society.

Bahrain

118 responses from Surveys

An engaging session titled "Demystifying Green Skills" in collaboration with the Global Shapers Community Budaiya Hub was conducted at Zain Bahrain Tower, attended by 45 attendees.



Kuwait

201 responses from Surveys

Zain Kuwait successfully hosted a comprehensive session on the importance of green skills, led by Eng. Yasmeen AlKandari, co-founder of a leading green building and sustainability consultancy in Kuwait. The session focused on key topics, including the importance of sustainability, competitive market positioning through sustainability skills, and the strategic impact of sustainability in shaping the future. Attended by 10+ participants, the session also addressed public policy initiatives and green projects relevant to Kuwait, providing localized insights into sustainability efforts. Eng. AlKandari highlighted the country's strategic goals to diversify its economy and promote a sustainable future, emphasizing the need to align green skills with national agendas and training programs.

Iraq

443 responses from Surveys

Zain conducted 12 awareness sessions about green skills in Baghdad, Basra, and Erbil. A total of 311 youth attended, including 194 internal staff and 117 external attendees. Additionally, an interactive session with the Ministry of Environment, Ministry of Agriculture, UNDP, and Makers of Baghdad raised awareness about the importance of green skills in combating climate change. This was followed by an internal session that highlighted the importance of integrating sustainability into our daily tasks as well as the impact of green skills on addressing climate change. The session successfully engaged 10 employees, significantly enhancing their awareness and commitment to sustainable practices.

Jordan

280 responses from Surveys

As part of the ZYxGreenSkills initiative, Zain held a comprehensive awareness session on critical climate change topics, attended by 37 Zain employees under the age of 27. The session began with an in-depth presentation on Zain's commitment to climate action through its CS strategy, focusing on the company's net-zero goals and the environmental impact of CO2 emissions. Participants were also briefed on Zain's transition to green energy, highlighting ongoing investments in renewable energy solutions to reduce its carbon footprint.

Additionally, the session explored the principles of the circular economy, emphasizing sustainable resource use and waste reduction. The session concluded by emphasizing the vital importance of biodiversity in maintaining ecological balance and supporting sustainable development. Expert speakers from Zain and partner organizations provided valuable insights. Nature conservation expert, Hussam AlZoubi, discussed the preservation of natural ecosystems; Circular Economy Specialist, Eng. Haneen Abu Hamra, explored strategies for resource efficiency; career coaching consultant, Dana Gharaibeh, examined the importance of green skills in the evolving workforce; and Climate Action Manager, Eng. Ahmad Ismail, reviewed Zain's climate action efforts. The event was organized in partnership with the Ministry of Environment and the Royal Society for the Conservation of Nature (RSCN), reinforcing Zain's collaborative approach to advancing sustainability in Jordan.

Saudi Arabia

97 responses from surveys

Zain KSA did not hold any sessions in 2024 and plans to launch its activities in 2025.

Sudan

20 responses from surveys

Due to the unstable situation in Sudan, the team was unable to proceed with the initiative.

South Sudan

189 responses from surveys

Zain South Sudan did not achieve the intended outcomes of the ZYxGreenSkills survey in 2024. As a result, the team is undertaking a strategic restructuring to better align with the program's objectives and ensure future success.





Water Management

Each of Zain’s operating locations faces unique challenges related to climate conditions and water scarcity. Recognizing this, Zain determined that setting tailored targets for each operation would deliver more effective outcomes. This approach ensures that the targets are relevant to the specific environmental conditions of each location while enhancing their feasibility, ultimately leading to more impactful and efficient results. This strategy builds on the comprehensive water management plan implemented in 2023, aimed to address water consumption within Zain’s operations and improve overall water efficiency.

During this period, the company conducted detailed measurements and evaluations across its operations to establish accurate benchmarks. This analysis was done with the understanding that Kuwait, Bahrain, Jordan, and KSA are classified as highly stressed water areas, where the demand for water significantly exceeds the available supply. This classification was based on recognized global water stress indices, such as the Water Stress Index from the World Resources Institute (WRI), which assesses the ratio of water demand to supply. In contrast, Iraq, Sudan, and South Sudan are considered moderately or less stressed areas, where water availability is less critical but still requires careful management to ensure adequate use.

Given the low water intensity of Zain’s operations, which primarily includes office-based activities across locations such as Kuwait, Bahrain, Jordan, and KSA, combined with the climatic conditions in these dry regions and existing infrastructural constraints, water recycling and rainwater harvesting are not practical or cost-effective solutions. Instead, Zain continued to monitor the water conservation measures, including the installation of efficient fixtures (e.g., smart faucets and reduced-flow flush systems), prompt repair of leaks that were installed in previous years in addition to the implementation of policies to ensure effective success in reducing overall water consumption.

This approach enables Zain to set customized, realistic water efficiency targets for each operational site, including time-specific goals to reduce water consumption in water-stressed areas.

Zain Group aligns its water management reporting with the principles of the United Nations Global Compact (UNGC), demonstrating its commitment to sustainability and responsible resource management.



The table below highlights the total water consumption in 2024 at each of Zain’s operations:

	Kuwait	Bahrain	Iraq	Jordan	Saudi Arabia	Sudan	South Sudan
Total Water Consumption in m³ in 2024	15,683	11,946	13,986	5,503	10,580	N/A	3,220
Total area of operational Headquarters (m²)	40,299	19,637	76,361	21,500	59,635	N/A	8,000
Total Consumption in 2024 (m³)	60,918 (Note: This final figure includes six of Zain operations compared to 2023 where only five of Zain’s operating markets were considered, resulting in total consumption of 64,733)						
Y-o-Y Reduction (%)	5.89%						
Y-o-Y Reduction (m³)	3,815						

The following table shows the progress observed in each operation in 2024 specific to water management:

OpCo	2024 Water management Performance
Kuwait	In 2024, Zain Kuwait continued its efforts to reduce water consumption compared to 2023 levels. This progress was driven by initiatives implemented in 2023, including: • The installation of smart water faucets in the remaining buildings of HQ3 and the car parking areas. • The establishment of clear guidelines on the frequency and methods for washing outdoor yards and internal car passageways. To further enhance water efficiency, the company is planning to conduct additional measures in 2025, such as: • Installing flush valves in the HQ1 and HQ2 buildings. • Ensuring that all water leaks are repaired within 24 hours of detection.
Bahrain	Zain Bahrain did not apply any new measures in 2024.
Iraq	Since 2022, Zain Iraq implemented several water reduction measures aimed at improving efficiency and conserving water resources. Key initiatives included: • Replacing outdated generators: Older generators that required significant amounts of water for cooling were replaced with more efficient models. • Repairing and replacing damaged air conditioning units: The damaged AC units at the main headquarters (14,400 m²) were upgraded to ensure effective cooling during the summer while reducing water consumption. These actions contributed to measurable water savings, as reflected in the differences in water consumption between 2022, 2023, and 2024.
Jordan	Zain Jordan successfully implemented water efficiency measures by reducing the water flow and capacity of WC flush systems by 25%, lowering consumption from six liters per flush to 4.5 liters. This initiative led to an overall reduction in total water consumption by approximately 7%.
Saudi Arabia	Zain KSA did not implement any measures in 2024 and has continued to closely monitor water consumption throughout the year.
Sudan	Due to the ongoing conflict and instability in the country, there has been no water consumption from Zain’s headquarters.
South Sudan	In Q2 2024, Zain South Sudan achieved a significant milestone by successfully installing a smart meter system at its headquarters in Juba. This system enables precise and real-time measurement of water consumption, ensuring improved monitoring and management of resources. The installation marks a pivotal step forward, as it addresses the previous inability to accurately calculate water usage in prior years and set an accurate baseline for 2024 measurements.



Biodiversity

Biodiversity conservation and nature preservation are integral components of Zain's climate action strategy as it plays a crucial role in maintaining an equilibrium that supports life on Earth. In the MENA region, biodiversity faces significant challenges due to rapid urbanization, habitat degradation, and climate change. Recognizing these pressing risks, Zain remains steadfast in its commitment to biodiversity conservation and nature preservation by embedding these priorities as core elements of its climate change pillar and integrating biodiversity considerations into Zain's Climate Change Policy Statement.

In alignment with global best practices with regards to biodiversity requirements, Zain has further integrated biodiversity considerations into its operational and strategic decision-making. As part of its efforts, the company introduced biodiversity topics and questions into its supply chain management process. This new requirement ensures that our suppliers assess the potential impacts their operations may have on biodiversity and the traceability of the materials they use. By promoting greater transparency and accountability throughout Zain's value chain, the company acknowledges that the supply chain might be one of the biggest risks for biodiversity.

Zain's Environmental and Social Management Plan (ESMP) is integral to the company's site assessment, selection, operation, and maintenance. Before deploying any networks, Zain conducts thorough environmental assessments to evaluate potential impacts on social and environmental criteria, including biodiversity. This process ensures that all natural habitats are identified and assessed for possible risks. In cases where proposed sites are located within legally protected areas, Zain engages with area sponsors, managers, local communities, and other stakeholders to implement additional conservation programs aimed at enhancing and preserving these ecosystems.

Another key aspect of the ESMP is strict compliance with local laws and regulations regarding biodiversity conservation. Zain ensures that all its operations align with the legal requirements imposed by local regulatory authorities, underscoring its dedication to responsible environmental stewardship. This adherence not only minimizes ecological risks but also demonstrates Zain's commitment to sustainable practices that align with global biodiversity objectives. In addition, as part of its quality control measures, the company includes biodiversity requirements into its site selection forms and maintenance procedures to ensure minimal risk to biodiversity in its tower selection and maintenance procedures on an ongoing basis. As of 2024, no risks were raised in relation to biodiversity.

Zain acknowledges the potential impacts of subsea cable operations on marine ecosystems. Through its subsidiary, Zain Omantel International (ZOI), the organization works closely with its consortia and networks to ensure adherence to biodiversity commitments during the planning, installation, and maintenance of subsea cables. The consortia ensures compliance with international biodiversity protection laws and regulations by integrating robust environmental management practices into the Environmental Impact Assessment (EIA) process for marine cable-laying projects. Compliance requirements are communicated to project teams and monitored throughout the installation process to ensure alignment with biodiversity protection goals.

ZOI ensures its partners conduct comprehensive EIAs in accordance with both regulatory and international standards, identifying sensitive marine and nearshore habitats, mitigating risks to biodiversity, and minimizing ecological impacts. Specific measures include avoiding critical habitats, adapting schedules to prevent disruptions during breeding seasons, and reducing underwater noise pollution. Additionally, ZOI ensures its stakeholders maintains relationships with environmental authorities and relevant parties to uphold marine biodiversity protection protocols and drive best practices across operations.

Strategic partnerships further enhance Zain's biodiversity initiatives. By working with local and international organizations, research institutions, environmental experts, as well as being part of industry-wide working groups (GSMA's Biodiversity Project Group), Zain develops and implements innovative conservation strategies. These collaborations enable the company to restore ecosystems, protect endangered species, and promote sustainable resource use. Engagement with local communities also ensures a more holistic approach to biodiversity preservation.

Zain is dedicated to implementing targeted initiatives that address biodiversity preservation and nature restoration across its operational regions. Below are some examples:

Bahrain Mangroves

In support of Bahrain's commitment to achieving carbon neutrality by 2060, Zain partnered with the Ministry of Municipalities Affairs and Agriculture, and the National Initiative for Agricultural Development (NIAD) to restore vital mangrove ecosystems in the Kingdom. Zain supported the planting of 2,000 mangrove saplings in the Western Aker region. Mangroves, considered one of the most effective natural carbon sinks, play a vital role in sequestering carbon, protecting coastlines, and supporting rich marine biodiversity. This project directly contributes to Bahrain's climate and biodiversity commitment by enhancing carbon sequestration, protecting coastal areas, and supporting marine biodiversity within the Kingdom.

Kuwait Dive Team

Zain Kuwait continued its longstanding partnership with the Kuwait Dive Team for the 26th year, reinforcing its role in preserving Kuwait's marine biodiversity conservation. In 2024, the collaboration supported reef health monitoring and marine waste removal initiatives, contributing to critical ecological restoration efforts. As part of these initiatives, CoralWatch, a non-profit at the University of Queensland, which engages divers globally to monitor coral reefs globally and share data for scientific research, contributed to the monitoring of reef health. Kuwait's diving team, as a regional ambassador, plays a vital role in this global effort, helping to enhance reef conservation in the region.

During 2024, the Dive Team achieved significant results in marine waste removal, collecting 72,200 kilograms of waste in Q2 and 52,000 kilograms in Q3. The 28% decrease in Q3 was due to an unusually large operation in Q2, which included the removal of a sunken boat that contributed substantially to the waste collected during that period.

By integrating waste removal with coral health monitoring, this collaboration highlights a comprehensive approach to Zain's overarching biodiversity conservation and nature preservation commitment.





3. Waste Management

In 2023, Zain Group developed a Waste Management Policy with the goal of eliminating all forms of waste, including e-waste, plastic waste, and wood and paper waste, by 2030. The policy applies to all Zain’s operations, subsidiaries, and entities where Zain has management control. This direction is aligned with the Climate Change Compliance Framework, which has been approved by Zain’s Board of Directors, to ensure the rightful and systematic implementation of waste management initiatives. This alignment reflects Zain’s commitment to transitioning to a net-zero economy by 2050 and addressing the entire value chain’s impact on ecosystems, including communities, the environment, and biodiversity.

Effective as of 2024, Zain established a Waste Management compliance framework that was approved by the Board during the year. The framework integrates waste management best practices into the design, implementation, and operation of Zain’s infrastructure. It also incorporates robust internal controls, detailed procedures, and clearly defined KPIs to ensure effective monitoring, evaluation, and implementation of waste management initiatives across all operations.

Building on its Waste Management Policy and compliance framework, Zain launched several strategic initiatives to address various forms of waste across its operations. These initiatives reflect the company’s dedication to integrating sustainability into every aspect of its value chain, fostering a circular economy, and contributing to the preservation of ecosystems. By collaborating with key partners and leveraging innovative solutions, Zain is making measurable progress toward its 2030 waste elimination goals.

MoU with Ertiqra

In 2024, Zain KSA partnered with Ertiqra, a non-profit focused on recycling and refurbishing used computers, to launch the second phase of its e-waste management campaign. This initiative aims to enhance investment in electronic waste management while promoting sustainable practices. As part of the collaboration, 3,000 electronic devices were recycled, integrating a circular economy in its premises.

MoU with TadwiRe

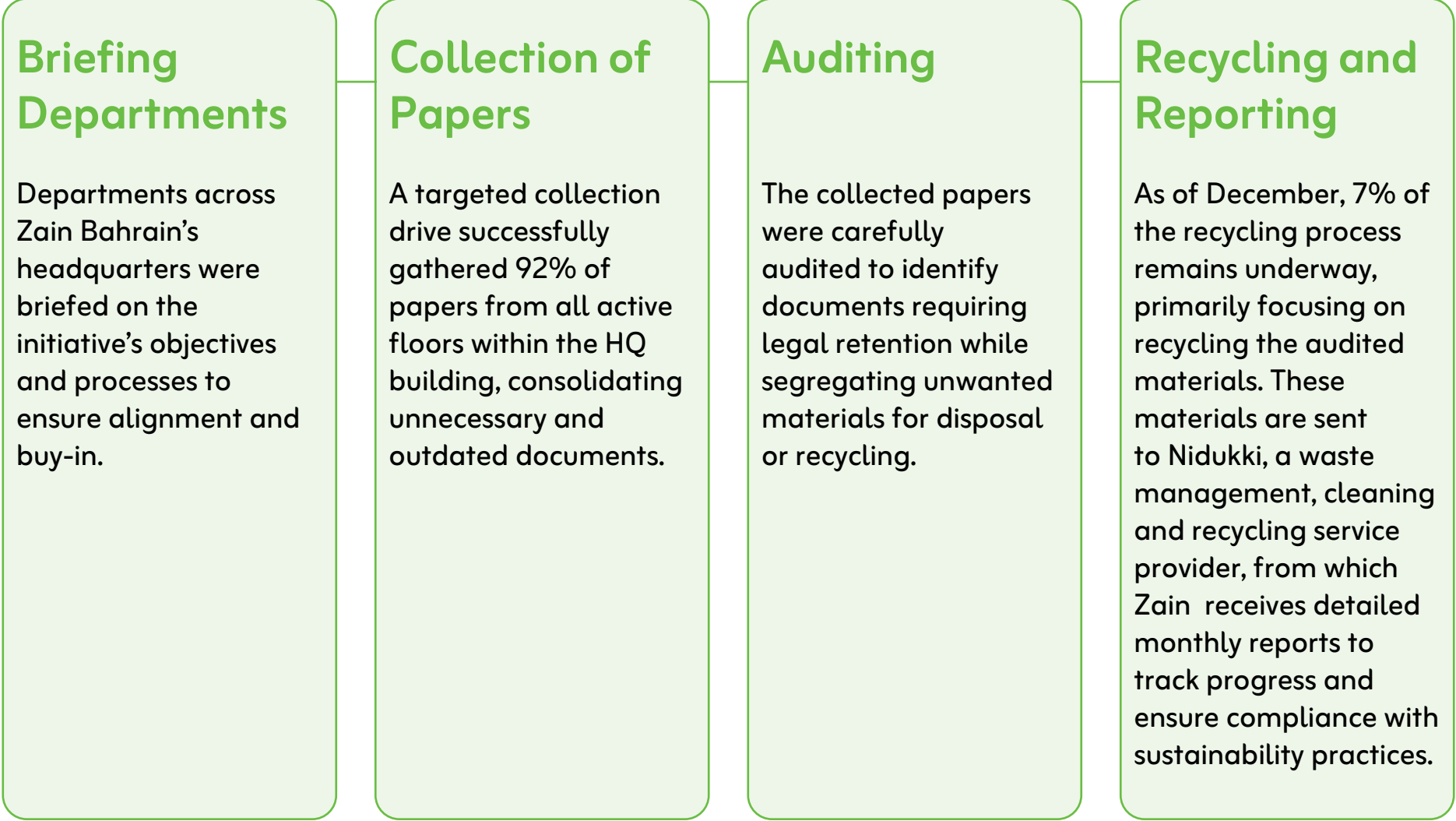
Zain Kuwait reinforced its commitment to sustainability through several waste management initiatives, including its ongoing partnership with the local recycling facility, TadwiRe, the first recycling facility of its kind in Kuwait. As part of this collaboration, the company is in the process of installing e-waste bins internally to launch its e-waste collection efforts.

Key Achievements:

- **Plastic (PET) Waste Reduction:**
 - › Q2: 529.5 kg collected
 - › Q3: 557 kg collected, a 5% increase from Q2
- **Paper Waste Reduction:**
 - › Q2: 9,076 kg collected
 - › Q3: 11,870 kg collected, a 31% increase from Q2
- **E-Waste Management:**
 - › Electronic waste disposal bins placed at HQ2
 - › Released an internal awareness video on e-waste management
 - » Collected 107 kg of e-waste in Q3
- **Other Waste Categories:**
 - › 326 kg of wooden waste collected

Paper Reduction Initiative – Zain Bahrain

As part of Zain Bahrain’s strategy to reduce all waste in its headquarter building, the company instituted a paper reduction initiative aimed at minimizing paper waste and improving operational efficiency, following a structured four-stage process:



Zain Bahrain plans to continue its paper reduction efforts and aims to finalize the initiative in 2025.



Operating Responsibly

This pillar of the strategy focuses on embedding Environmental, Social and Governance (ESG) practices across the company and its value chain. Under this pillar, Zain has three key focus areas:

- 1. Robust disclosure and transparency when reporting on how Zain creates value in the ESG space.
- 2. Stringent responsible supply chain management to ensure the company embeds ethical practices, and standards, and minimizes risks across its value chain.
- 3. Commitment to data privacy to safeguard Zain's stakeholders, including vulnerable segments such as the elderly, women, youth, and migrant workers.

By focusing on these areas, the company is centered on building trust, generating value, and leading in business ethics and transparency, ensuring our operations work beyond required regulatory standards.

Disclosure and Reporting

In 2024, Zain invested in a sustainability data monitoring cloud solution to help the company track, manage, and report on ESG metrics effectively. Through this platform, the company is able to streamline the collection and analysis of ESG-related information effectively, and provide actionable feedback to meet regulatory requirements faster and more efficiently.

Zain continues to monitor the progress of the targets set in its sustainability strategy through its business plans, operational reviews, and sustainability dashboard decks and stakeholder engagement mechanisms. This year, the company created a process manual for all operations on how to report on the targets set in its strategy as per best practices. In addition, Zain also established an evaluation criteria that embeds value creation components for any sustainability initiatives Zain engages in. This criteria, ensures that specific standards of reporting and stated KPIs between Zain and its partners are met and easy to track.

To further commit to transparency and publish reliable data, the company's Scope 1 and Scope 2 emissions have undergone reasonable assurance, ensuring accuracy in Zain's environmental reporting. The letter can be found on [page 129](#) of the report.

Responsible Supply Chain

Target for 2024

50% of active suppliers to answer the supplier self-assessment questionnaire and watch the supplier training video, and existing suppliers to align to policies

Zain's Response

Zain implemented a comprehensive strategy for supply chain management to screen and address sustainability risks and ensure that suppliers meet its ESG/supply chain standards. This approach aims to promote sustainable practices throughout its value chain and reduce reputational risks. The company also emphasizes the importance of developing its local supply chain with the aim of contributing to the local economy and enhancing supplier resilience. Tracking and measuring Zain's contribution to local suppliers across each market on a yearly basis showcases the company's commitment to supply chain stability.

The company's supply chain management processes are designed to rigorously screen suppliers to ensure they align with our values and standards. This includes comprehensive assessments that evaluate potential partners on various criteria, such as ethical practices, sustainability commitments, and compliance with regulatory requirements. By implementing a structured responsible supply chain management framework, Zain aims to partner with suppliers who demonstrate a commitment to responsible business practices and contribute positively to the company's sustainability goals. This proactive approach not only safeguards the company's operations but also reinforces its dedication to fostering a supply chain that reflects its corporate values.

For its fourth consecutive year, Zain conducted its annual Supply Chain Management Forum, inviting the procurement and sustainability teams from each operation to gather together, that saw 40 participants. The Forum's agenda included ensuring suppliers align to Zain's policies, such as its supplier code of conduct and human rights policy statement; suppliers self-assessment questionnaire; supplier training on sustainability-related topics, physical audits, and the local and foreign supply chain breakdown.

This year, Zain updated its self-assessment questionnaire to include aspects on net-zero, biodiversity, and traceability. The company aims to ensure it assesses its suppliers on net-zero ambitions and their impact on biodiversity, as well as looking into aspects such as the policies they have in place, compliance to regulations and nature-related laws, in addition to any biodiversity-related certification or frameworks. The traceability aspect evaluates whether the organization has a system to track the origin and movement of product materials and identifies any regions or suppliers where they encounter challenges in this process.

Topics covered in Supplier Self-Assessment Questionnaire include:



Workforce profile including breakdown of gender and people with disabilities.



Environment, which includes health and safety, training, energy consumption, packaging, waste management, use of raw materials, newly added net-zero targets, biodiversity, and traceability.



Social aspect, entailing labor, human and children's rights, child labor, compensation, and discrimination.



Security assesses how a supplier contracts another company for security purposes in situations where such a service is required.



Governance includes stakeholder engagement, accountability, grievance mechanisms, disclosure, and reporting.



Information Security assesses the information security management systems in place and their governance.



The use and sourcing of conflict minerals.





Zain Supply Chain Management Process



- **Supplier Code of Conduct and Human Rights Policy Statements:** These documents are available in both Arabic and English on the Zain Group website.
- **Supplier Training:** In response to feedback from Zain's 2023 survey, which confirmed that suppliers had viewed the training videos and identified areas of interest, the company recognized suppliers' interest on anti-corruption. In 2024, Zain released its third training video, focusing on the company's anti-corruption principles. This video addresses key topics such as business conduct, gifts and hospitality, third-party relationships, and the importance of accurate financial records. This year, Zain successfully trained 185 suppliers on it's Supplier Code of Conduct, Human Rights and Anti-Corruption.
- **Supplier Self-Assessment Questionnaire:** Zain uses a self-assessment questionnaire to gauge suppliers' adherence to its sustainability and ethical policies. A structured workflow was established to ensure that quality controls are in place for verifying the accuracy of suppliers' responses.
- **Physical Audit:** Zain conducts physical audits on an annual basis, increasing its target year-on-year as an additional layer of risk mitigation. These audits assess compliance with Zain's Supplier Code of Conduct, focusing on critical areas such as labor practices, environmental impact, and health and safety standards. During these audits, Zain collaborates closely with suppliers to identify gaps and provides recommendations for improvement, aiming to reinforce responsible practices across its supply chain. Any non-compliance issues identified are documented, and follow-up assessments are scheduled to ensure that corrective actions are effectively implemented.

Supplier Self-Assessment Questionnaire Completion per Operation

Operation	Number of Suppliers Target	Percentage achieved	Number of Suppliers Completion
Bahrain	50% of Active Suppliers in 2024	31%	31
Iraq		59%	79
Jordan		50%	170
Kuwait		55%	186
Saudi Arabia		19%	114
Sudan*		2%	4
South Sudan		10%	20
Total/Average			604

*The number of suppliers conducting supplier self-assessment questionnaires is impacted due to the political conflict in Sudan.

Progression of Supplier Self-Assessment Questionnaire



* In 2024, the number of responses reflects those from Group and suppliers across its operations

This year, Zain continued to implement its observation form; created in 2023, when conducting each physical audit. This form ensures Zain reports on risks identified as a result of physical audits. The observation form ranks the severity of the observation raised and if considered high-risk and a violation of the supplier code of conduct, the supplier undergoes a termination process. Throughout the year, zero suppliers were terminated based on results of the physical audit.

Supplier Physical Audit Completion per Operation

Operation	Target of Number of Suppliers	Completed	Number of observations raised and closed	If observation raised, which category does it fall under: Labor Rights, Human rights, Climate-related
Bahrain	10	10	No observations were raised.	N/A
Iraq	10	10	11 of Medium Materiality	Labor rights, Health and Safety
Jordan	10	10	26 of Low, Medium and High Materiality	Healthy and Safety, Policies & Procedures, Company Security
Kuwait	10	10	4 of Low, Medium and High Materiality	Health and Safety, Policies and Procedures, Labor Rights
Saudi Arabia	10	8	22 of Low, Medium and High Materiality	Labor Rights, Health and Safety
Sudan*	10	N/A	N/A	N/A
South Sudan	10	11	Zain South Sudan continued evaluating supplier observations and will begin documenting insights in 2025.	

* Due to political instability, Zain Sudan was unable to conduct on-site, physical audits

Procurement Spending

Zain continues to monitor its spending on local vs. foreign suppliers on an annual basis. In comparison to 2023, Zain increased its spend on local suppliers in the following markets Jordan, Saudi Arabia and South Sudan.

The graph below illustrates Zain Group's procurement spending for local vs. foreign suppliers for 2024 as compared to 2023.

2024 Procurement Spending Per Operation

Operation	% Spending on Local Suppliers	% Spending on Foreign Suppliers
Bahrain	49%	51%
Iraq	40%	60%
Jordan	68%	32%
Kuwait	49%	51%
Saudi Arabia	96%	4%
Sudan*	90%	10%
South Sudan	95%	5%
Total	73%	27%

Procurement Spending: Year-on-Year

Average % Spending on Local Suppliers



Average % Spending on Foreign Suppliers





Data Privacy

Target for 2024

Educate marginalized communities by creating a data privacy and protection training program by 2025

Zain’s Response

Throughout the year, each of Zain’s operations finalized its plan on data privacy programs and identified the target segment. Sudan was not able to finalize its plan due to the ongoing civil unrest in the country.

Bahrain

TARGET SEGMENT

- Elderly Community

PROGRESSION IN 2024

A session on cyber security was conducted for 15 elderly participants based in the Al Hekma Retired Society in Bahrain. The aim of the session was to educate this community on how to protect their banking information online, how to verify family and friends online, and avoid being catfished, and how to identify any occurrence of potential or actual fraud.

Iraq

TARGET SEGMENT

- Students

PROGRESSION IN 2024

In 2024, Zain Iraq hosted three sessions to promote Data Privacy Awareness to female university students. A total of 161 students were reached.

The sessions were conducted in partnership with the University of Information and Communication Technology, incorporating female high school students.

Topics included: How to protect their information online, avoid the leaking of personal data, and potential security risks. At the end of each event, the company hosted Q&A forums to assess the impact of the awareness sessions. Through this program, the company aims to raise awareness on the importance of reporting any form of blackmail students may experience online.

Kuwait

TARGET SEGMENT

- Humble Expat Workers

PROGRESSION IN 2024

As Zain Kuwait’s cleaning and janitorial services are provided by third-party staff, the company offered its first data privacy session to upskill and share knowledge to this target group. The session included the following topics: data privacy, physical security, and information security.

South Sudan

TARGET SEGMENT

- Ignored and displaced persons (IDPs), Remote areas of Refugees

PROGRESSION IN 2024

In 2024, Zain South Sudan signed an MOU with The Whitaker Peace & Development Initiative (WPDI) with an objective of building community capacity and enhance environmental conservation through smart livelihood activities and skill development. One of the focus areas of this partnership in 2025 will be customer's Data privacy by conducting data privacy awareness sessions for marginalized communities across Juba, Budi, Nimule, Maridi and Yambio.





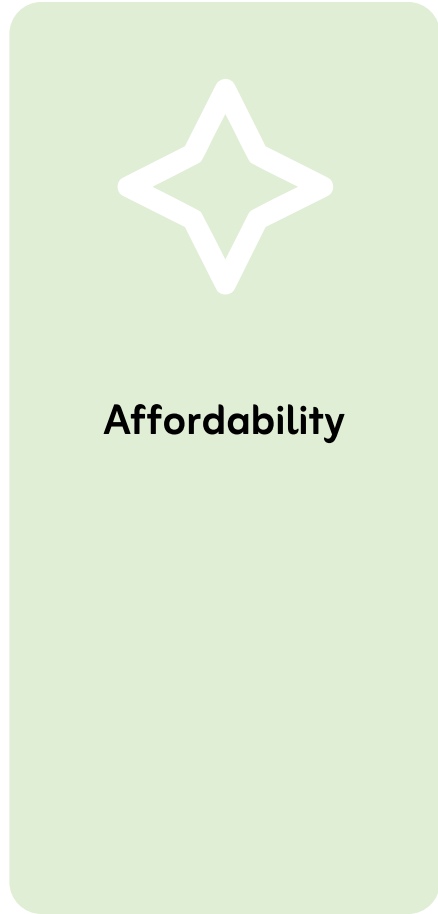
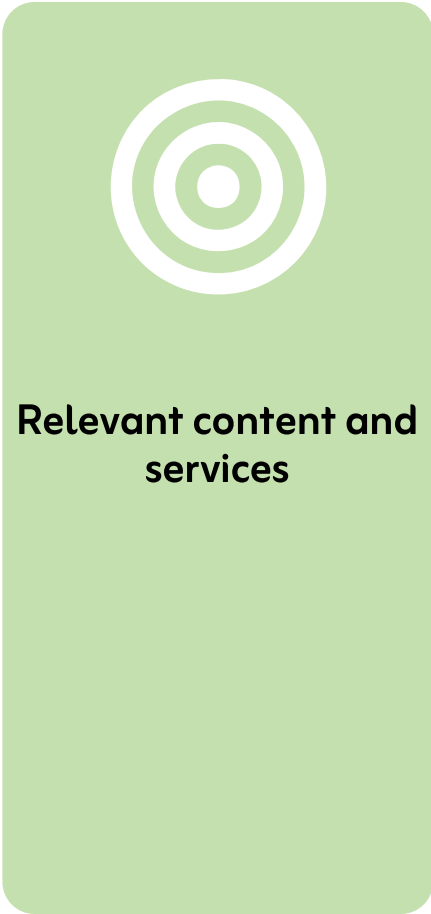
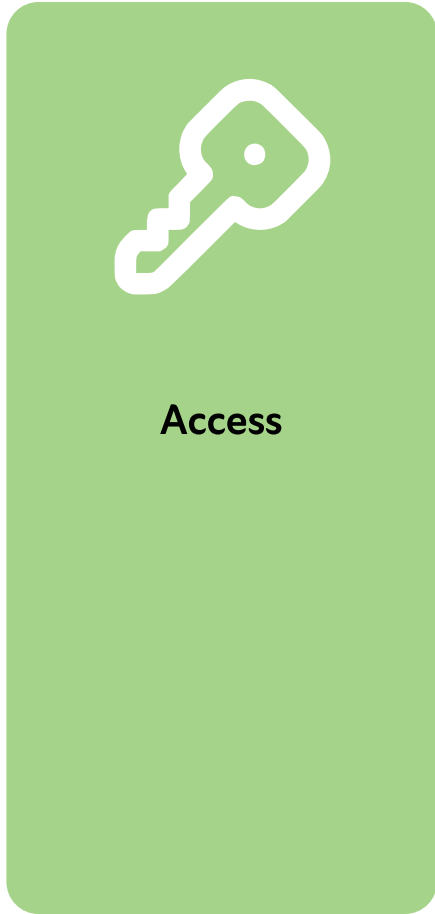
Inclusion

Under Zain’s Inclusion pillar of its Corporate Sustainability strategy, the company aims to bridge the digital divide among vulnerable community segments such as the elderly, people with disabilities, women, and children. Zain recognizes the value its core services bring to transforming people’s lives and its contribution to human and social development. Through connectivity, people can access a wide range of capacity-building opportunities, allowing them to develop their own skillset and contribute to the human capital of the communities in which Zain operates. However, it is important to ensure inclusion is pushed to the forefront with respect to any form of development, as it strengthens the company’s social license to operate and the relationship between the organization and its communities.

Despite advancements in connectivity, significant inequalities in access to hardware, devices, the internet, and digital skills are still evident, even in countries where the majority of the population is online. According to the GSMA, [key boundaries](#) to accessing mobile connectivity and the online space include:

To address such barriers, Zain devised specific targets and KPIs across its markets that provide each operation with the necessary guidance and strategic direction, while simultaneously offering the flexibility needed to address such challenges in a way that makes sense to their operating context.

Under its inclusion pillar, Zain focuses on the following segments:

 Elderly community	 People with disabilities	 Women in technology		
 Affordability	 Knowledge and digital skills	 Relevant content and services	 Safety and security	 Access



Elderly community

Target for 2024

Address 260,000 elderly people across Zain's footprint by 2025 through products and services, marketing campaigns, and benefit features

By 2025, Zain aims to address 260,000 elderly people across its footprint through tailored products, services, marketing campaigns, and benefit features for the elderly. In the MENA region, the elderly face challenges such as limited access to digital resources, social isolation, and financial vulnerability, hindering their quality of life. Having limited access to digital resources has made it difficult for some elderly to complete daily activities such as:

- Access to health and social care
- Obtaining information over the phone via a machine
- Carrying out administrative activities
- Conducting banking transactions
- Making online purchases

Such challenges can lead to greater isolation, limiting the access of this group to improve their well-being. According to Morgan Stanley's 'Cyber Security for Seniors: A Guide for Loved Ones' report, seniors are actively embracing digital services. However, the lack of knowledge on tech savvy security services makes them vulnerable to attack by cyber criminals.

The context highlighted above presents Zain with an opportunity to deliver the needed awareness and provide this segment with the necessary tools to confidently engage and benefit from being online.

This year, Zain further advanced its research on the needs and challenges of the elderly community and

strived to provide services to meet their requirements. The company initiated a series of activities and campaigns aimed at reaching this demographic. By providing access to digital tools, accessibility, and education, Zain empowers the elderly to navigate the digital space more safely, helping them remain connected, and provide them with access to essential services. Initiatives included:

- Zain Jordan launched a dynamic social media campaign on cyber safety in partnership with the National Cyber Security Center, focusing on empowering the elderly community (65 years old+) to protect themselves online. This initiative offered easy-to-understand tips to help seniors avoid hacking and online threats. In a post-campaign survey, 62% of participants reported finding the advice helpful and accessible.
- Zain Iraq hosted Baraka Bazaar, an initiative that demonstrated the company's commitment to the community and cultural heritage of Iraq, in which 11 skilled seniors participated in the bazaar. Zain employees visited nine seniors at their work locations in Basra, honoring their traditional craftsmanship. These activities provided a valuable platform for seniors with limited income to showcase their handmade crafts, fostering intergenerational engagement and preserving heritage.
- In collaboration with the Kebar Association, Zain Saudi Arabia conducted a comprehensive training session for the elderly, involving 372 volunteer hours and benefiting 550 participants. This initiative featured specialized training courses tailored specifically for senior citizens, aimed at helping them master essential digital applications and programs. These courses were designed to enhance their quality of life by equipping them with the necessary digital skills to help them accomplish their day-to-day tasks more easily. These included accessibility to emails, digital time management, and electronic data safety. Zain employees actively participated in the program, providing mentorship

- and support throughout the training sessions.
- Zain Group commemorated the International Day of Older Persons by launching a social media campaign dedicated to issues related to the elderly across its various social media platforms in its markets of operation. The campaign will be continued in 2025 and redirected according to the responses received from Zain's social media followers.





People with disabilities

Target for 2024

Launch core data bundles and packages in 2024 for people with disabilities

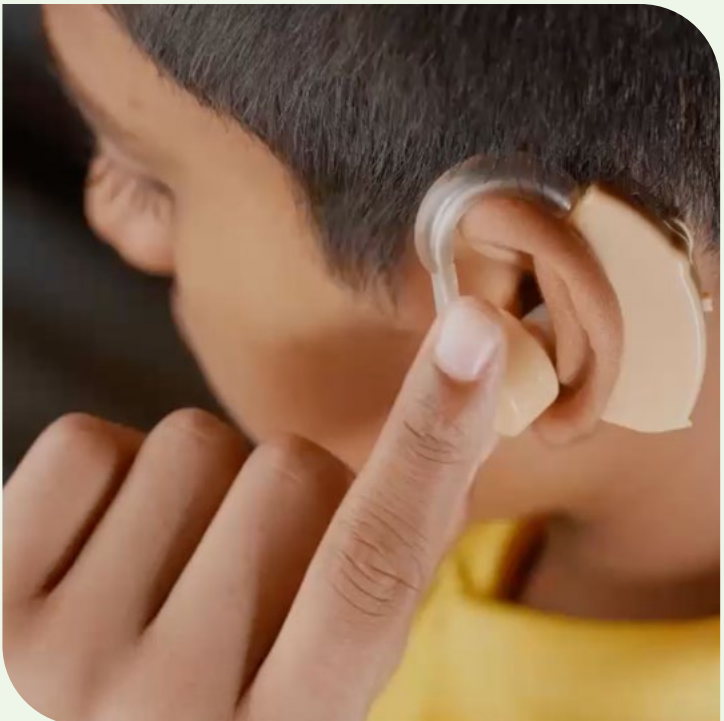
Based on a report published by PwC titled ‘The State of Digital Inclusion in the MENA Region,’ approximately 15% of the region’s population may be classified as disabled. As the world moves towards fully digital economies, it is vital to ensure such segments are not left behind. The GSMA presents mobile operators with a framework that aims to provide a basis for increasing digital inclusion among people with disabilities.

1. Understand the context and gather needed data
2. Integrating disability inclusion in relevant policies
3. Working cross functionally with other entities using a multi stakeholder approach
4. Addressing the barriers

Based on the framework highlighted above, Zain ensures that it holistically assesses the challenges and needs of this segment and addresses each point. Targeting this segment in a meaningful way generates value for the company by meeting regulatory requirements such as in Kuwait and Saudi Arabia in which we must ensure that we provide a core bundle/service for this segment. Providing assistive technologies also boosts innovation in servicing this community.

The following table highlights each market’s progress in providing core services to the disabled community.

Operation	Yes or no	Data Bundle for Persons with Disabilities (PwD)
Bahrain	Yes	In collaboration with Primary Health Care and the Bahrain Deaf Society, Zain Bahrain reaffirmed its commitment to Natawasal, the pioneering health video call center designed specifically for the deaf community in the Kingdom. Launched in 2022, this initiative addresses the unique healthcare needs of deaf and hard-of-hearing individuals, enabling accurate medical diagnoses and effective communication with healthcare providers. Natawasal operates through a dedicated WhatsApp number (+973 37239239), connecting users to a video link that facilitates real-time interpretation services. These interpreters act as intermediaries, ensuring seamless communication between PwDs and their intended contacts. The service spans 27 health centers across the Kingdom, providing essential support that bridges the gap between patients with hearing impairments and healthcare professionals. To date, the initiative has recorded 739 video calls, reflecting its impact in enhancing accessibility and inclusivity within the healthcare system. In 2024, Natawasal expanded its scope by partnering with the General Directorate of Traffic, enabling deaf and mute individuals to address inquiries related to traffic matters. This extension further demonstrates Zain Bahrain’s commitment to removing communication barriers and fostering equal access to essential services.
Iraq	No	Due to lack data and country-wide statistics, Zain Iraq did not launch any bundles specified for PwDs. To circumvent this challenge, Zain Iraq provided other support services for this community, helping them access the company’s digital products and services. This year, Zain Iraq provided support to 97 visually impaired students by offering them a monthly 100GB data bundle. This initiative was designed to facilitate their access to educational material on YouTube, aiding them in their preparation for school finals.
Jordan	Yes	In 2024, Zain Jordan's Basma line for the deaf and mute was reactivated, incorporating a new process in call centers to serve individuals more efficiently and informatively. The Basma Line+ was revamped after a focus group of approximately 20 mute individuals met with our commercial and sustainability teams to refine the line’s package details and benefits. The bundle had approximately 300 subscribers in 2024.
Kuwait	Yes	Following the launch of its own PwD bundle in 2022, Zain Kuwait undertook a comprehensive initiative in 2024 to enhance this bundle, aiming to better meet user needs and attract more customers. This initiative included the organization of a workshop called "Tech for All", which was attended by 15 people with various disabilities. The workshop was guided by the GSMA’s Mobile Internet Skills Training Toolkit and followed by a detailed post-workshop survey. The survey results indicated an interest in a potential follow-up session focused on repairing and replacing mobile devices for PwDs. Zain Kuwait is exploring a collaboration with a mobile services reseller, where participants can have their devices repaired, which Zain Kuwait intends to incorporate into its 2025 plans for PwDs.
Saudi Arabia	Yes	During Purple Saturday, a social media campaign in collaboration with the Authority of People with Disability (APD), Zain KSA was able to highlight a lifetime 50% discount on selected postpaid voice bundles. This initiative led to a remarkable 600% increase in the subscription. For more information on packages, please visit Zain KSA’s website.
South Sudan	In Progress	In 2024, the commercial team was active in its development of an inclusive bundle tailored for PwDs.





Target for 2024

Embed the GSMA's Principles for Driving the Digital Inclusion of Persons with Disabilities by 2025

Since 2020, Zain has been a signatory to the GSMA's Principles for Driving the Digital Inclusion of Persons with Disabilities. Zain recognizes the importance of digital inclusion and is committed to integrating it throughout its value chain. As a signatory to the Principles, Zain:

- 1. Embraces disability inclusion at every level of the organization
- 2. Understands how to reach and better serve persons with disabilities
- 3. Delivers inclusive products and services that meet the diverse requirements of PwDs

The company addresses the principles by taking following actions:

Principle 1: Embrace disability inclusion at every level of the organization

Action taken: The company established an internal disability inclusion initiative, WE ABLE, launched in 2019. The program aims to embed disability inclusive practices in the company by 2025. More information on the initiative can be found on [page 77](#).

Principle 2: Understand how to reach and better serve persons with disabilities

Action taken: Under the WE ABLE initiative, Zain launched a Group-wide social media campaign 'Be My Eyes'.

The aim of the campaign was to immerse the audience in the daily experiences of a blind person. The campaign raised awareness, and ultimately

drove meaningful changes in behavior and processes that affect the visually impaired. By providing a first-person perspective of the challenges and triumphs of navigating a world designed for the sighted, the campaign aimed to challenge preconceived notions and encourage more inclusive practices across various sectors.

More details on this campaign can be found on [page 77](#).

Principle 3: Deliver inclusive products and services that meet the diverse requirements of PwDs

Action taken: As Zain operates in eight distinct markets, each with its own specific challenges and requirements for supporting PwDs, each operation has developed a tailored bundle to address the unique needs of its market.

These bundles include a range of initiatives, such as launching social media campaigns with integrated sign language translation, providing on-demand interpreter services at Zain outlets via tablets, and offering a dedicated video calling center. Through the video calling service, customers can initiate contact via WhatsApp, and be connected with an interpreter who facilitates communication between the PwD customer and the intended party.

For further information on the PwD bundles available to Zain customers, please refer to [page 98](#).

Women in technology

Target for 2024

To mentor 150 female university students studying STEM in each operating market

In response to the significant gap in the MENA region's market, where fewer women are pursuing careers in STEM (Science, Technology, Engineering, and Mathematics), Zain established the Women in Tech (WiT) program in 2020. This initiative is further validated by a study from UNESCO, which confirms that women account for just 40% of the STEM workforce in the MENA region, underscoring the need for more programs like WiT to encourage female participation in STEM.

The annual Global Gender Gap Report 2024 published by the World Economic Forum, highlights major statistics that showcase the importance of programs such as WiT in addressing the challenges faced by women who aim to pursue STEM-related careers.

- Globally, women remain underrepresented in STEM roles, comprising only 28.2% of the STEM workforce compared to 47.3% in non-STEM sectors
- Men and women continue to showcase STEM skills disproportionately, the share of women with STEM skills is currently at 27.1%
- Women are overrepresented in non-STEM occupations across all industries. This creates a major disadvantage with regards to technological and workforce transitions, as women continue to occupy the lower growth, lower-paying jobs that are likely to be negatively affected in the short-term.

Based on the report, the ratio of STEM graduates is only available for three out of eight of Zain's markets.

This highlights the need for Zain's operations to highlight this challenge and use its influence to gather more insights to ensure proper representation in STEM is upheld.

Country	Percentage of Female STEM Graduates	Percentage of Male STEM Graduates
Bahrain	41%	59%
Iraq	Not available	Not available
Jordan	Not available	Not available
Kuwait	Not available	Not available
Saudi Arabia	37%	63%
Sudan	Not available	Not available
South Sudan	Not available	Not available
United Arab Emirates	41%	59%





Women in Tech (WiT):

The primary objective of Zain’s WiT program is to introduce recent graduates to various STEM-related job opportunities. To achieve this, the program pairs female participants with mentors at Zain, providing invaluable guidance and support.

Zain continues to work on expanding the WiT program across its operations, demonstrating a strong commitment to contributing to women’s empowerment in the technology sector and fostering a supportive community.

In 2024, the company successfully launched the fourth round of the program, training 485 participants across its operations in Kuwait, Bahrain, Iraq, Jordan, and Saudi Arabia. As the program continues to evolve, each of Zain’s regional operations tailored its timeline and structure to accommodate the increasing number of trainees.

Through these efforts, Zain plays a pivotal role in promoting gender equality in the tech industry, inspiring the next generation of female leaders in STEM.



Operation	Context	Achievements
Bahrain	In 2024 Zain Bahrain continued to seek partnerships with key stakeholders to foster mentorship opportunities and engage STEM students.	2022: - 2023: - 2024: -
Iraq	Out of 400 registrations, 160 applicants were selected to participate in the WiT program. Over three months, participants underwent extensive mentoring, covering approximately 40 technical topics, alongside sessions on soft skills to enhance their readiness for the job market. To date, the program has successfully led to the hiring of over 40 women. This year, Zain Iraq also hosted a career fair for WiT participants, featuring Zain subsidiaries and leading tech companies, providing direct employment opportunities. As a result, 10 women secured jobs through the fair.	2022: 115 2023: 136 2024: 160
Jordan	Zain Jordan successfully completed the WiT program, benefiting 154 women. The program was executed in two phases to achieve the 2024 target. In the first phase, 92 mentees participated, gaining valuable insights and skills through a series of structured sessions. The second phase accommodated 62 additional mentees and comprised six informative sessions covering topics such as digital transformation, career coaching, CV writing, and soft skills development. Delivered in a hybrid format to ensure accessibility for all participants, post-event surveys revealed a preference for smaller group sessions to maximize engagement with instructors.	2022: 100 2023: 122 2024: 154
Kuwait	Zain Kuwait successfully concluded the pilot of the WiT program with seven participants graduating this year. The program featured mentoring sessions on key topics such as data analysis, leadership, teamwork, and navigating workplace challenges. This trial serves as a foundation for scaling the program to a larger audience in 2025, with the goal of achieving Zain Kuwait’s cumulative target for the past two years. Post-event surveys of the program have determined a minimum satisfaction rate of 81.9% among participants, highlighting the program’s success. Sessions on building networks and leadership skills received frequent praise for their meaningful impact on participants' daily lives.	2022: - 2023: - 2024: 7
Saudi Arabia	The Communications, Space and Technology Commission and Zain collaborated in the WiT program for the third year. The program commenced in December 2024 and was tailored for 150 women.	2022: 100 2023: 150 2024: 150
Sudan	Zain Sudan launched the WiT program in December in an online format, adapting to the current situation on the ground. The initiative will extend into January 2025 and aims to empower women by providing them with advanced skills in programming, artificial intelligence, and innovation. The program will follow a hybrid model, combining pre-recorded sessions with live, interactive ones to maximize accessibility and engagement for participants.	2022: 69 2023: - 2024: 14
South Sudan	The team is planning to launch the WiT program in collaboration with the Forrest Whitaker Peace Development Initiative.	2022: - 2023: - 2024: -

Entrepreneurship for Women

Zain partnered with UN Women under the UN Women–UNDP joint program, ‘Accelerating Implementation of SDG 5 in the State of Kuwait: Phase 2 (2024-2027),’ to support Kuwaiti women entrepreneurs in enhancing their business capacities. This collaboration focuses on empowering women aged between 18-45 years of age, targeting licensed business owners and operators of informal enterprises. Through a comprehensive survey, the initiative gathered insights directly from the participants to identify the most effective capacity-building strategies. Zain played a pivotal role in raising awareness about the initiative and facilitating the survey’s distribution, which garnered 31 responses. The goal is to strengthen these entrepreneurs’ contributions to the national economy and sustainable development by offering tailored support to help their businesses thrive.





Generation Youth

In the MENA region’s dynamic landscape, safeguarding children’s rights and ensuring their safety in the online world are paramount amidst rapid digital advancements and unstable geo-political environments. As internet accessibility and penetration grows, so does the need to protect children and youth from online risks such as abuse, cyberbullying, grooming, and exposure to harmful content such as child sexual abuse material (CSAM). The widespread prevalence of CSAM underscores the urgent need for robust regulatory frameworks and proactive measures to protect children in digital spaces.

Zain acknowledges its key role in the digital world and is committed to collaborating with stakeholders to implement stringent policies and educational initiatives to ensure online safety for all. By promoting digital literacy and responsible online behavior, Zain aims to empower caregivers and youth alike, creating a safer online environment that supports children’s rights and well-being.

Separately, addressing youth unemployment requires a comprehensive strategy integrating education and skills development to provide sustainable employment opportunities. With the MENA region’s youth unemployment rate currently at 27%, the urgency of these efforts is clear. By promoting children’s rights and online safety, enhancing digital literacy, and tackling youth unemployment, Zain demonstrates its determination to address children’s rights as a key material topic, ensuring a more inclusive and secure ecosystem for sustainable growth.

As an advocate for children’s rights and in alignment with the UN’s Sustainable Development Goal 16.2, which aims to end all forms of violence against children by 2030, Zain launched a powerful campaign in response to rising global violence that is impacting children disproportionately. This initiative followed the escalating crises and conflicts worldwide, where children are bearing the brunt of severe hardships and violence, affecting their physical and mental health.

The campaign, titled [#EveryChildHasRights](#), was designed to highlight the critical threats faced by children in conflict-affected regions and demands their protection. It included a compelling video underscoring the urgent need to safeguard children’s rights, engaging audiences in meaningful and emotional dialog. Through the campaign, Zain aimed to create a global call to action and foster a deeper understanding of the pressing issues at hand. In 2024, the campaign successfully garnered 16.5m+ impressions across Zain’s social media footprint, amplifying its message and driving significant awareness on the issue.

Child Online Safety

Digital Literacy

Youth Unemployment



Online Safety:

At Zain, we understand the importance of balancing the benefits of digitization, while recognizing potential risks, particularly with respect to children. The company actively engages with key stakeholders, including children, parents, caregivers, governments, and child protection organizations, to address this issue comprehensively. Zain aims to raise awareness about responsible online behavior through educational campaigns and collaborations with local entities.

Screen Time Campaign

In 2024, Zain launched a two-phase campaign to address the growing risks and challenges associated with excessive screen time, aligning with our commitment to sustainability and digital and online safety. Phase 1 of the campaign focused on children, highlighting how screen overuse isolates them from traditional childhood experiences like imaginative play and social interactions. Phase 2 shifted the spotlight to parents, illustrating how their digital habits can impact family dynamics, emotional connections, and the overall well-being of their children. The campaign reached 43.9 million impressions across Zain’s social media channels.

This campaign encouraged healthier screen use and raised awareness about the broader implications of online behavior, such as the potential risks to children’s mental and physical well-being in the digital age.

To assess its effectiveness, a pre- and post-campaign survey was conducted, revealing a significant shift in awareness and behavioral intent among participants:

- 82% of viewers stated they will set boundaries for screen time when spending time with their children after watching the campaign.
- 80% expressed their intention to reduce their overall screen time use.
- 100% of respondents reported that it helped them become more aware of how to manage their screen time.

Phase 1:



Phase 2:





Target

Partner and support the functionality of child helplines and hotlines across markets

Zain’s Response

Zain is advancing its three-year Memorandum of Understanding (MoU) with Child Helpline International (CHI) to support child helplines across its operational footprint. The partnership focuses on mobilizing, facilitating, and supporting child helplines in Zain’s markets. In its second year, Zain and CHI have successfully collaborated to enhance the effectiveness of helplines across Zain’s operational markets.

As part of this ongoing commitment, Zain delivered the opening speech at the Regional Consultation of Middle East and North Africa Child Helplines in 2024, highlighting the critical role of these services in providing support and protection to children and young people across the region. Zain also played a significant role in contributing to CHI’s [Voices of Children & Young People Around the World](#) report, helping amplify the voices of youth globally. This contribution underscores Zain’s advocacy for children’s rights and ensuring their perspectives are central to the conversation about child protection and well-being.

Zain Bahrain

Helpline #: 998



PROGRESSION OF HELPLINE

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.

Zain Iraq

Helpline #: 497



PROGRESSION OF HELPLINE

The team continued to engage with the Social Police’s local helpline and planned to invest further in helpline software. However, the initiative is currently on hold awaiting further guidance from the government.

Zain Jordan

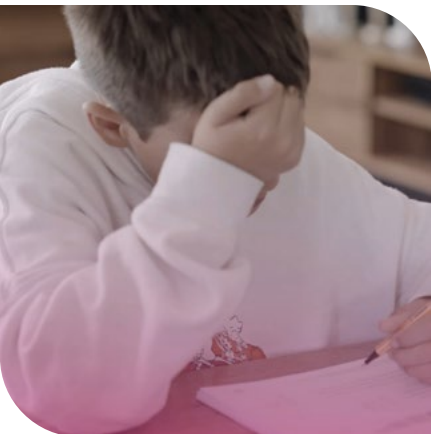
Helpline #: 110



PROGRESSION OF HELPLINE

The company continued its renewed five-year partnership with the Jordan River Foundation.

As part of the collaboration, Zain Jordan took the initiative to conduct Stress Inoculation Training. Additionally, another training session on Cognitive Behavioral Therapy was held over four days, totaling 50 hours of training. The company also took part in several awareness campaigns on the helpline, which garnered a total of 15.9k impressions across its social media channels.



Zain Kuwait

Helpline #: 147



PROGRESSION OF HELPLINE

This year, Zain Kuwait launched a partnership with the Kuwait National Child Protection Program (KNCPP). As part of the collaboration, Zain created several ongoing awareness campaigns centered on safeguarding children's rights. Both entities agreed on several key performance indicators that Zain will support, including conducting roadshows to schools, and improving the service quality.

The helpline witnessed major improvements following the partnership, with service quality rising from 50% to 83% between May and June, and answered calls increasing by 13% following the campaign launch. Building on this progress, an awareness video promoted in August on Instagram and in hospitals led to a 25% increase in calls by September, highlighting the campaign’s success.

To learn more about the helpline office in Kuwait, please watch the video Zain produced in collaboration with KNCPP [here](#).

Zain Saudi Arabia

Helpline #: 116111



PROGRESSION OF HELPLINE

In 2024 , Zain Saudi Arabia raised awareness of the helpline and hosted various events with children to instill the importance of digital safety and responsible online behavior. These efforts aim to create a safer and more informed community. After hosting several events in public spaces, the company handed out more than 1,100 giveaways to children, instilling the idea of the helpline in play and game form.

Zain Sudan

Helpline #: --

PROGRESSION OF HELPLINE

Unfortunately, the helpline offices in Sudan were destroyed, prompting the company to take proactive measures to ensure children’s rights. Zain Sudan began contacting various aid agencies to re-establish a helpline in a different region and restart the program.

Zain South Sudan

Child helplines are not available In South Sudan, however, Zain continued to address strategic communications to discuss its establishment with relevant parties in 2024.



Target

Install CSAM blocking mechanisms within our networks across all markets

Zain's Response

Zain continued to take major strides in installing blocking mechanisms that prevent CSAM through Project Arachnid and the Internet Watch Foundation (IWF) across its operations. As part of the ongoing commitment to online safety, Zain remains vigilant in adopting technologies that enhance the detection and prevention of CSAM, thus contributing to a safer and more secure digital environment for all.

Zain Bahrain

Already installed an extensive CSAM blocking mechanism as per TRA requirements

Zain Iraq

Launched Q4 2023

Zain Jordan

Launched Q4 2022

Zain Kuwait

Launched Q3 2021

Zain Saudi Arabia

Launched Q2 2023

Zain Sudan

Throughout the conflict, Zain maintained its installation and operations with the Internet Watch Foundation

Zain South Sudan

Initiated the process of installation with related stakeholders

The company continued its collaboration with the GSMA Mobile Alliance against Digital Child Sexual Exploitation. This alliance focuses on proactively addressing technology-facilitated child sexual exploitation through a multi-stakeholder approach. It engages with key international stakeholders and telecom operators to ensure a coordinated and effective response to counter digital child sexual exploitation and abuse. This year, the Alliance met four times and discussed lobbying efforts, conducted knowledge-sharing initiatives, and shared best practices on tackling digital child exploitation. Additionally, the Alliance reported on its progress in achieving its baseline commitments.

Digital Literacy

Target

To equip 471,000 children and youth with digital literacy skills by 2025

In the MENA region, widespread digital connectivity has transformed access to information and development opportunities. However, this advancement has also highlighted significant disparities in digital literacy and internet navigation. While more people are online than ever before, many still face challenges in accessing and effectively using digital resources. Inequities in digital literacy hinder individuals' ability to fully benefit from the internet, contributing to broader social and economic inequalities. Addressing these gaps is crucial for ensuring that all individuals can navigate the digital world confidently and access the opportunities that come with it.

Zain Jordan: B12

Zain Jordan, in collaboration with UNICEF, has been advancing the B12 learning platform since 2021, benefiting 24,000 students by enhancing access to quality education. Supporting both in-class and distance learning, B12 offers an advanced learning management system that empowers schools to adapt to modern educational needs. This ongoing initiative aligns with Zain's commitment to fostering digital transformation, expanding internet access, and positioning itself as a leader in the education sector, while driving societal improvement.

Zain Saudi Arabia: Aanab & Code School Finland partnership

Since 2022, Zain KSA partnered with Aanaab and Code School Finland through an MoU to promote digital education and literacy. This global-local partnership aims to empower and localize digital education efforts. The initiative trained 700 teachers, resulting in over 28,000 youth beneficiaries. By focusing on coding skills, the program provides certificates to teachers who complete the course and enhances coding skills among youth, fostering a digitally skilled generation ready to meet future challenges.





Youth Unemployment

Target

Reach unemployed youth through training, developing skills, conducting workshops, and mentorship opportunities

Foster the startup community and capture jobs generated

In today's world, where socio-economic instability and geo-political conflicts threaten our security, addressing youth unemployment and fostering job creation is more crucial than ever. With the MENA region's youth unemployment rate estimated to be the highest in the world, this challenge underscores the urgent need for comprehensive strategies that integrate education, skills development, and employment opportunities. Tackling youth unemployment not only addresses immediate economic concerns but also promotes long-term stability and growth, ensuring that the next generation can actively contribute to and benefit from a more resilient and cohesive society.

Zain Sudan: Vocational Training

In response to rising youth unemployment and displacement due to political instability in Sudan, Zain Sudan launched a vocational training program aimed at empowering Sudanese individuals with practical skills to enhance their employability. Conducted in collaboration with external partners, this initiative underscores our commitment to creating sustainable livelihoods and fostering economic resilience. The program is delivered entirely in-person, providing hands-on training tailored to align with market needs. Key areas of training include repairing mobile phones, troubleshooting electronic devices, and other technical skills that directly address labor market demands. These practical sessions ensure participants are equipped to enter the workforce with confidence and competence. Since its inception, the program has successfully trained 1,256 individuals across Egypt and Sudan, equipping participants with competencies to secure meaningful employment.



Zain Iraq: Maharatech

Combatting youth unemployment is a key focus for Zain. In 2024, Zain Iraq launched the MaharaTech competition to develop young people's technical skills and prepare them for future employment. Over three months, 30 students from five universities gained expertise in data automation, digital communication, and marketing research while creating tech solutions to address the education sector's challenges. This initiative also promotes entrepreneurship, empowering participants to build their careers and contribute to their communities.

