04 Message from the Vice-Chairman and Group CEO

During 2025, geo-political and economic challenges continued to shape our operating context; though Zain's resilience grounded in innovation with a focus on opportunities, resulted in impressive growth despite the trials at hand. All operations across our footprint reported impressive operating developments, especially Kuwait, KSA, Sudan, and Iraq as did many of the new business verticals established in recent years.

In Kuwait, the country's challenges impacted overall performance; however, the operation focused on the launch of 5G-Advanced services, monetizing data, and supporting small and medium-sized entities (SME) by providing guidance on how to use data properly through the development of a platform analyzing data for the SME sector. B2B revenue saw significant growth through major enterprise wins.

In KSA, the operator witnessed sustained momentum of its operational and expansion strategy, driven by growing demand for its consumer and enterprise solutions powered by its investments in 5G Advanced. It has recently tapped into digital insurance, healthtech and enhanced its all-digital mobile service, Yaqoot, which continues to record strong growth in customers and revenues.

Zain Sudan saw a "relaunch" based on the investments in the restoration of the networks coupled with the unwavering resilience of the Sudanese people. This represented a major turning point, despite Zain Sudan employees being displaced because of the ongoing civil conflict, their strength and commitment propelled to come together and focus on value creation, restoring network coverage, and increasing connectivity of network sites. The operation experienced outstanding growth in B2B, digital services, data revenues, and net income, among other key metrics.

In Iraq, a major transformation was witnessed due to a change in management that triggered a ripple effect within the organization. The adjustment involves a more focused approach to the business, shaped by a cohesive approach guided by a clear direction on how to deliver value. This led to greater clarity on expanding the network and about which products to launch in the market, thus achieving greater returns.

On the Fintech front, value continues to be created, as Zain expands its operations in this area. 2025 was a great year with growth in revenues and the official rebranding of Bookeey to Bede in Kuwait. Bede Bahrain continued to deliver strong results offering microfinance, while Zain Cash Iraq delivered growth in electronic payments, and in Jordan, Zain Cash launched Apple Pay as the first mobile wallet the country. In KSA, Tamam continued its trajectory growth, now contributing a considerable amount of the profit from the Group's operations in the Kingdom.

Another area that experienced growth is Insuretech, which is set to launch across more Zain's operating markets under the brand Zain Insure with vehicle and device offerings.

Zain Ventures, the Corporate Venture Capital Arm, evolved as an active player with a focus on strategic investments in areas of AI, Fintech, Deep Tech, Gaming, SaaS, as well as looking for opportunities in SMR technologies, and industrial robotic AI as investment prospects. Notably, investments undertaken by Zain Ventures have made substantial contribution to the bottom line.

With respect to entrepreneurial innovation, Zain Great Idea saw the regional expansion of the program in 2025, providing participants with exposure to create pathways for growth in innovation within the entrepreneurial ecosystem.

Zain Omantel International (ZOI) continues to drive growth, proving the company has created value for the region with respect to its subsea connectivity. ZOI is also developing a data center strategy to have a connected data center for the region.

ZainTECH defined its go-to-market strategy in Kuwait and Jordan in 2025, and established related operational boundaries for Zain Kuwait B2B, Zain Jordan B2B, leading to formidable collaboration with positive value creation being achieved. Zain Iraq and Zain KSA will follow suit.

Through TASC Towers, the infrastructure play is expected to create the region's largest Tower entity and impact Zain's CO_2 emissions positively. In 2025, the company, as an independent entity, underwent a management reshuffle that aims to scale it to new heights by providing shared telecom infrastructure services to multiple mobile network operators across the region, as well as consolidating the Zain's tower portfolio in Kuwait during 2026.

Developments across other areas of the business also led to impressive synergies between the Group and operating companies. Group Technology crystalized roadmaps for its satellite strategy, AI, data management and ICT strategy. The company also launched its Digital Factory in Kuwait, KSA and Iraq, while establishing a blueprint for other operating companies to replicate and build the same. The Digital Factory program establishes an innovation hub for app development for digital services and has the potential to be the cornerstone of a center of excellence for AI.

On the climate change front, Zain implemented smart sites which is a combination between power solutions and radio. The company enabled radio functionality to optimize power consumption, leading to power savings. Zain also started the implementation of green sites, including solar – small configuration sites requiring less power. The sites were rolled out in South Sudan and proof-of-concepts are being developed in KSA and Iraq.

For Zain, technology is a tool to provide long lasting value across the organization, and in 2025, the company formalized its organizational purpose of "Better Lives, Lasting Connections." differentiating us from other MNOs.

Our organizational purpose is tied in with the aspiration to create value for the business, society, and the environment is encapsulated in the '4WARD – Progress with Purpose' strategy that aims to position the company as a leading tech conglomerate. 4WARD is driven by four forces and 12 accelerators to ensure that every functional area of the business plays a part in making the strategy a reality.

To reinforce our commitment to value creation, our 2025 Sustainability Report was developed using the Integrated Thinking Framework highlighting the tradeoffs of our business decisions and the six capital areas the company draws/depends on.

Through this report using the ITF, we hope to influence the development and uptake of an integrated approach to business focusing on value creation for all.

We offer our appreciation to His Highness the Amir of the State of Kuwait, Sheikh Meshal Al Ahmed Al Jaber Al Sabah, and the members of the Governments in the markets in which we operate for their invaluable support.

Sincerely,
Bader N. Al Kharafi