

05 Message from the Chief Sustainability Officer

In the complex nature of our modern reality, 2025 was a year of growth, innovation and reinvention. The year saw the flourishing of the ‘4WARD – Progress with Purpose’ strategy across the company and its value chain, as well as the crystallization of Zain’s organizational purpose centered on “*Better Lives. Lasting Connections*” to continue propelling Zain’s workforce towards excellence grounded in human centricity

2025 represents the completion of the Corporate Sustainability Strategy 2020 - 2025, which provided a formalized pathway for the organization to address socio-economic and environmental impacts and deficits, uplift the communities Zain serves across its operating markets while ensuring we are able to make inroads through our core business activity as we recognize that access to connectivity is one the greatest enablers for socio-economic development.

Zain aims to ensure that meaningful connectivity is a force to systemic change as it is only through this approach that opportunities will arise spearheading inclusive development. The complexities of the MENA region, characterized by one of the largest youth bulges in the world, with high unemployment levels, coupled with geo-political tensions and uncertainties, place further pressure on progress, which at times derail development altogether. It is for this reason that the company is centered on value creation with a measured approach.

It is rewarding to see the evolution of the company’s sustainability agenda and be able to witness the changes created due to our strategic direction, efforts and dedication. Across the organization, employees of Zain are all connected with a purpose to do good, to excel, and to contribute towards lasting change.

On the conclusion of the 2020-2025 sustainability strategy divided into four pillars: Climate Change; Operating Responsibly; Inclusion; and Generation Youth, it is gratifying to witness Zain’s contributions in sustainability.

Over the period of five years, the company’s achievements and commitments entailed the establishment of the Climate Action Committee, formalizing the required governance to tackle climate change; becoming a signatory of the GSMA’s Principles for Driving the Digital Inclusion of Persons with Disabilities; introducing a three-year Group-wide partnership with UNICEF, and the formalization of the Women in Tech program for the Group and operating companies.

The protection of children in the online space was addressed through the launch of the highly successful Internet Monsters online safety awareness campaign, as well as using UNICEF’s MO-CRIA to ensure children’s rights are embedded across the business. Additionally, Zain scaled up the implementation of blocking mechanisms of child sexual abuse material (CSAM) across six operations.

Further, the company also ensured that CO₂ emissions reduction targets were formalized, measured and tracked. Progress in matters related to climate change saw the company become a member of the UN Global Compact, formalizing its commitment and finalizing its Science Based Targets Initiative (SBTi). Zain also launched its Waste Management Policy Statement and related compliance framework.

To ensure full transparency and accountability, Zain expanded its assurance process to include both levels of external assurance entailing Reasonable and Limited Assurance. To track progress on sustainability KPIs, Zain implemented an Environmental, Social, and Governance (ESG) Data Management Platform that centralizes and automates the data collection of more than 200 indicators.

As the current five-year Corporate Sustainability Strategy comes to an end, preparations are underway to redefine the next five years strategic KPIs, centered on ESG, and value creation with an inclusive, expansive approach.

The 2025 Sustainability Report already sets the path forward with the implementation of Integrated Thinking Principles as Zain aims to become holistic in its approach to business decisions to demonstrate the value created because of Zain’s business activities over the short, medium and long-term.

In 2026, Zain will focus on cementing value creation and ensuring the company remains true to the promise of creating a wonderful world.

Sincerely,
Jennifer Suleiman

