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Stakeholder Engagement



Zain is committed to engaging openly with all its stakeholders to understand their priorities and expectations and integrate them into its decision-making processes.

Through structured engagement channels such as surveys, official Zain communication channels such as press releases, websites, social media, and online applications, meetings, partnerships, and reporting, the company identifies and prioritizes material topics that reflect its most significant socio-economic and environmental impacts and Zain’s value creation. Insights gathered from these interactions guide Zain’s 4WARD corporate and sustainability strategies, ensuring the company creates shared value across the six capitals: Financial, Manufactured, Natural, Human, Intellectual, and Social.

The outcomes of these engagements are reflected throughout this report, demonstrating how stakeholder input directly informs Zain’s actions, initiatives, and performance across key material topics.

Customers

Priorities

- Reliable service
- Innovative yet affordable and accessible service
- Informed about promotional offerings and relevant information
- Customized products and services that cater to different needs and lifestyles
- Ease, clarity, and transparency of billing
- Ensuring cybersecurity, privacy, and data protection
- High-quality customer service

Mode of engagement

- Social media, flagship and franchise stores, customer service lines, websites, surveys

Frequency

- Ongoing engagement with quarterly performance monitoring

Response

- Feedback led to enhancements in digital self-service tools, Zain app, clearer billing formats, strengthened data protection protocols, and accessible service and communication channels.

Shareholders and Investors

Priorities

- Strong return on investment
- Provide a fair and transparent understanding of the company’s strategy and business to current and potential investors
- Open channels of communication with shareholders
- Reduce environmental impact and align to net zero targets

Mode of engagement

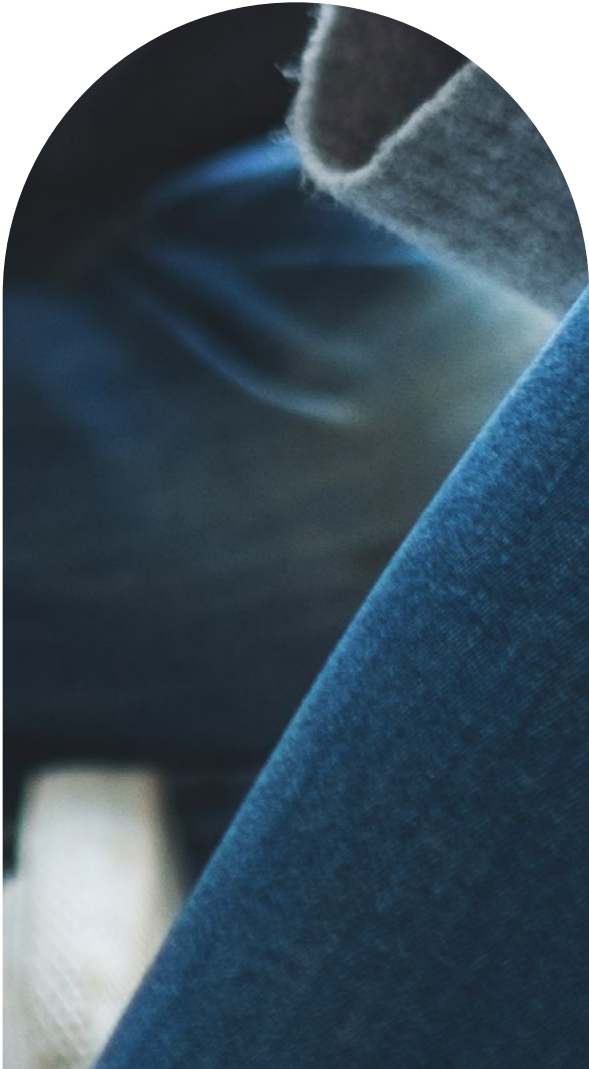
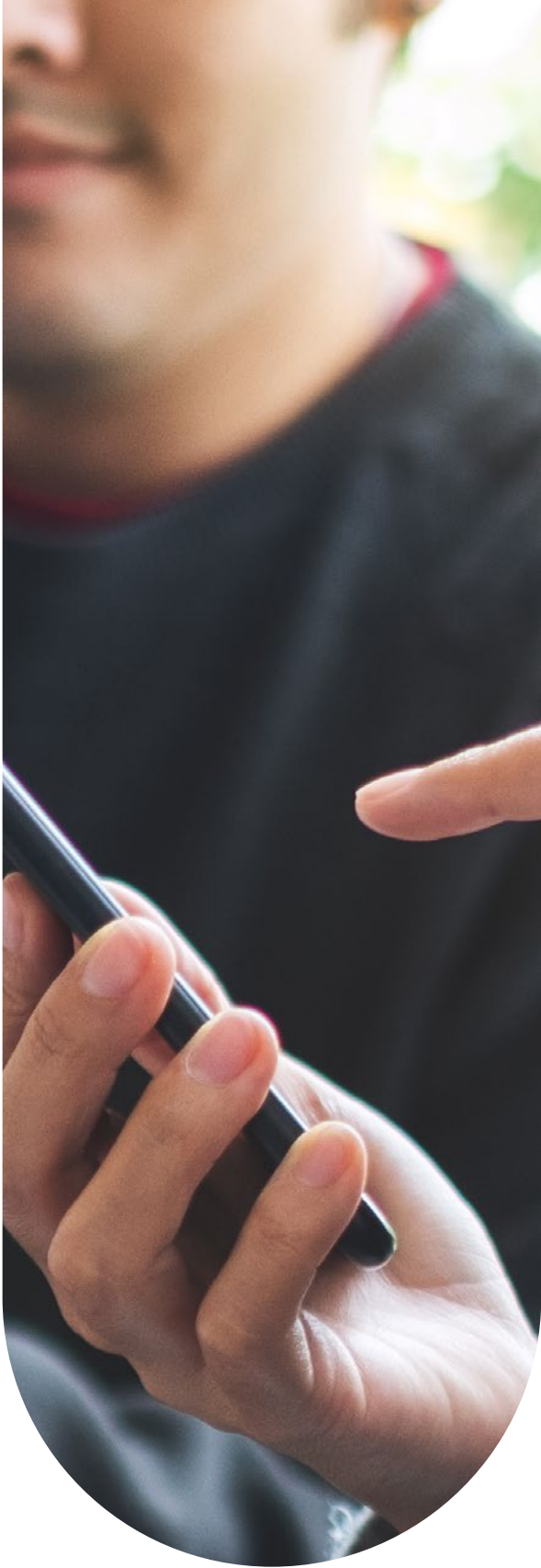
- Reporting, meetings, websites, surveys, analyst calls

Frequency

- Ongoing engagement with quarterly reporting

Response

- Facilitate regular access to senior management through roadshows and investor conferences, targeting potential investors interested in the region, and ensuring transparent dialog on business performance and strategic direction.



Employees

Priorities

- Job security and satisfaction
- Opportunities for development and skills enhancement
- Competitive and fair compensation and benefits
- Health, safety, and wellbeing
- Inclusive, diverse and equitable for all

Mode of engagement

- Internal communications, employee surveys, training programs, workshops, and wellbeing initiatives

Frequency

- Ongoing engagement with annual surveys, continuous training, and periodic wellbeing campaigns

Response

- Ensure employee satisfaction and growth by maintaining job security, offering continuous development and wellbeing programs, establishing the Unity program, promoting Inclusion, Diversity, and Equity, safeguarding employee health and safety through comprehensive insurance coverage, and providing competitive compensation aligned with market standards.

General Public and Community Institutions

such as neighborhoods near base stations, media, civil society, non-governmental organizations (NGO), advocacy groups, children, charities, associations, foundations, schools, universities, and medical institutions

Priorities

- Minimize pollution and waste
- Uphold health, safety, and environmental standards
- Address community needs in education, health, and economic development
- Advance climate action, energy efficiency, nature conservation, and biodiversity protection
- Engage with civil society, NGOs, and community partners
- Promote inclusion and equal opportunities for all
- Protect children from online harm and promote their rights

Mode of engagement

- Community partnerships, media campaigns, forums, internal and external activities, Environmental Social Management Plan (ESMP) assessments and implementation

Frequency

- Continuous engagement with quarterly and annual reviews of sustainability initiatives

Response

Minimize operational impacts through sustainable site design, renewable energy use, and strict adherence to ESMP and Electro Magnetic Field standards, while supporting local development, awareness campaigns, and climate initiatives aligned with Zain’s net zero and Sustainable Development Goal commitments, alongside promoting child protection rights, and inclusion of persons with disabilities across all community programs.

Business Partners

Priorities

- Transparent and fair contracts and agreements
- Conducting periodic evaluations and assessments
- Timely payments and clear communications
- Alignment to Zain’s policies and procedures
- Collaboration on innovation and energy efficiency towards net zero goals
- Access to information regarding the company, including financial data, customer data, and other relevant information

Mode of engagement

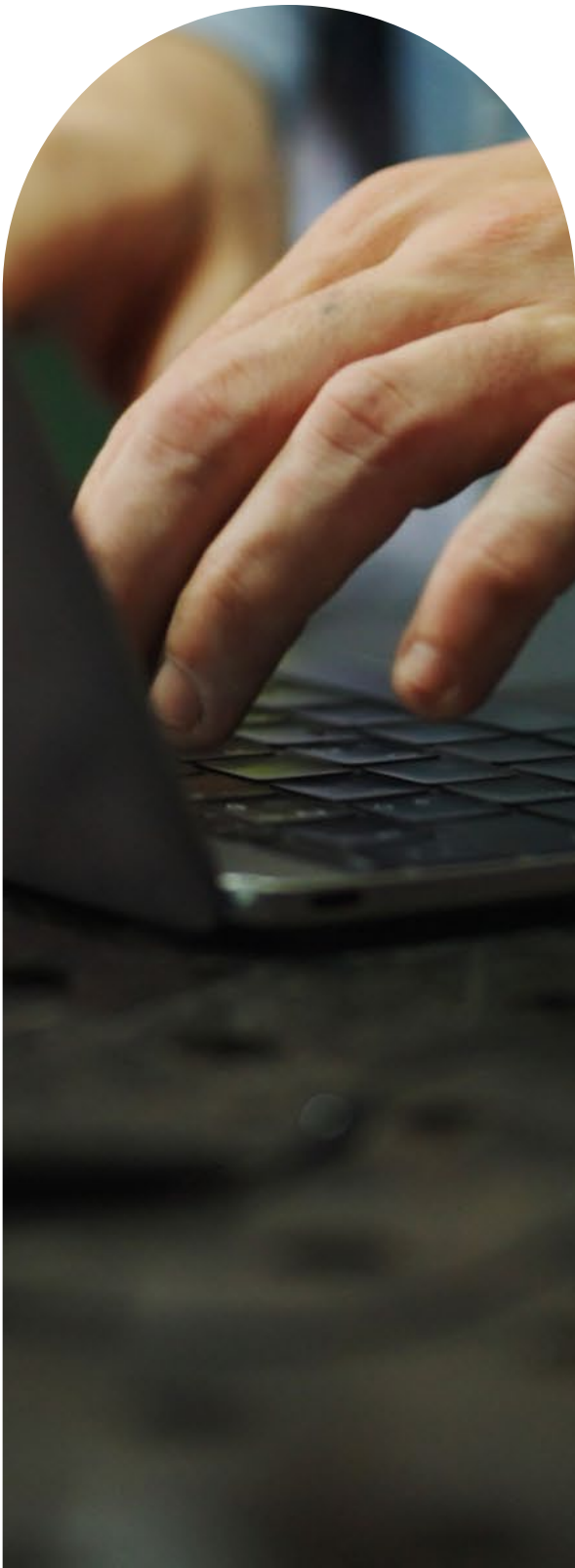
- Regular meetings, forums, supplier assessments, training sessions, and digital platforms

Frequency

- Continuous engagement with quarterly and annual evaluations and reports

Response

- Maintain transparent and fair contractual processes, ensure timely payments, and long-term collaboration through supplier assessments, trainings, and joint initiatives that advance human rights, ethical conduct, and energy efficiency across the value chain.



Government, Regulators, and Industry Associations

Priorities

- Compliance with laws, regulations, and tax requirements
- Protection of stakeholder rights and transparency
- Ensuring network quality, reliability, and coverage
- Proactive risk management and business continuity
- Strengthen cooperation with regulators and government bodies

Mode of engagement

- Meetings, reports, audits, disclosures, and continuous communication with regulatory and tax authorities

Frequency

- Continuous engagement with quarterly and annual reporting

Response

Ensure full compliance with national and international regulations through regular reporting, transparent disclosures, and governance frameworks. Maintain active engagement with regulatory and tax bodies, invest in network quality, and uphold stakeholder rights through strong corporate governance, risk management, and business continuity measures.



MATERIAL TOPIC

Customer Privacy & Data Security, Customer Service, Digital Transformation, Selling Practices & Product Labeling, Digital Inclusion

SUB-TOPIC

Customers

RISK

Data breaches, poor service quality, declining trust and customer acquisition

OPPORTUNITY

Strengthen the brand and customer trust, enhance digital experience, improve rete

IMPACT ON THE SIX INTEGRATED THINKING CAPITALS

Secure and user-centric digital platforms generate recurring revenues and strengthen customer trust, enabled by robust IT infrastructure and data protection capabilities.



MATERIAL TOPIC

Economic Performance, Business Model Resilience, Business Ethics & Governance, Climate Change

SUB-TOPIC

Shareholders and Investors

RISK

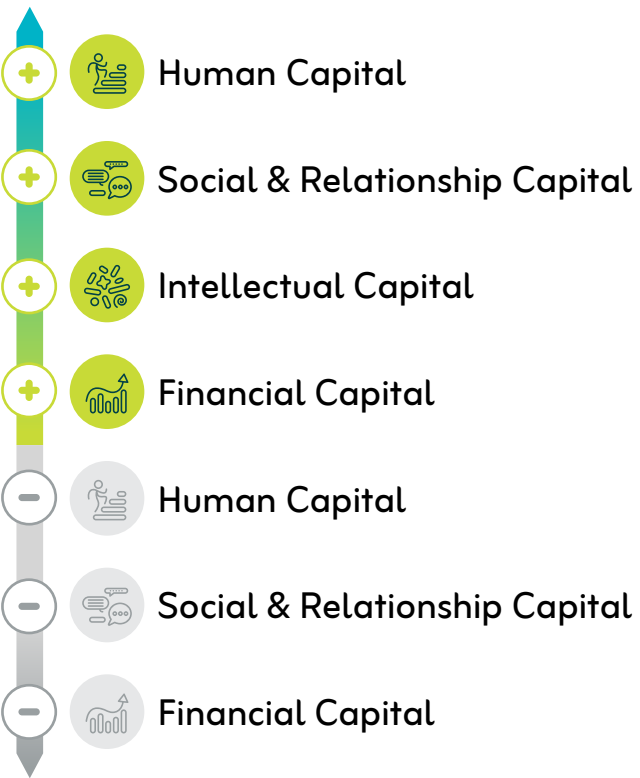
Reduced investor confidence, higher cost of capital, misalignment with sustainability expectations and targets

OPPORTUNITY

Transparent strategy execution and climate alignment support capital attraction and long-term value creation while reinforcing market credibility.

IMPACT ON THE SIX INTEGRATED THINKING CAPITALS

Transparent strategy execution and climate alignment support capital attraction and long-term value creation while reinforcing market credibility.



MATERIAL TOPIC

Workforce Management, Labor Practices, Inclusion, Diversity & Equity, Employee Health & Safety

SUB-TOPIC

Employees

RISK

Talent attrition, low engagement, skills gaps, safety incidents, high turnover

OPPORTUNITY

Build a motivated, diverse, inclusive and future-ready workforce

IMPACT ON THE SIX INTEGRATED THINKING CAPITALS

Continuous learning, wellbeing, and inclusive practices strengthen workforce capability and productivity while fostering a positive organizational culture.

MATERIAL TOPIC
Waste Management, Climate Change, Biodiversity & Nature Impacts, Responsible Consumption & Production, Philanthropy & Community Engagement, Children’s Rights, Mobile Communications & Health, Digital Inclusion

SUB-TOPIC
General Public and Community Institutions

RISK
Environmental harm, high waste consumption, community opposition, reputational damage

OPPORTUNITY
Strengthen social license to operate, positive community and environmental impact

IMPACT ON THE SIX INTEGRATED THINKING CAPITALS
Environmental protection and community investment protect ecosystems and build societal trust, enabling sustainable operations and long-term business continuity.



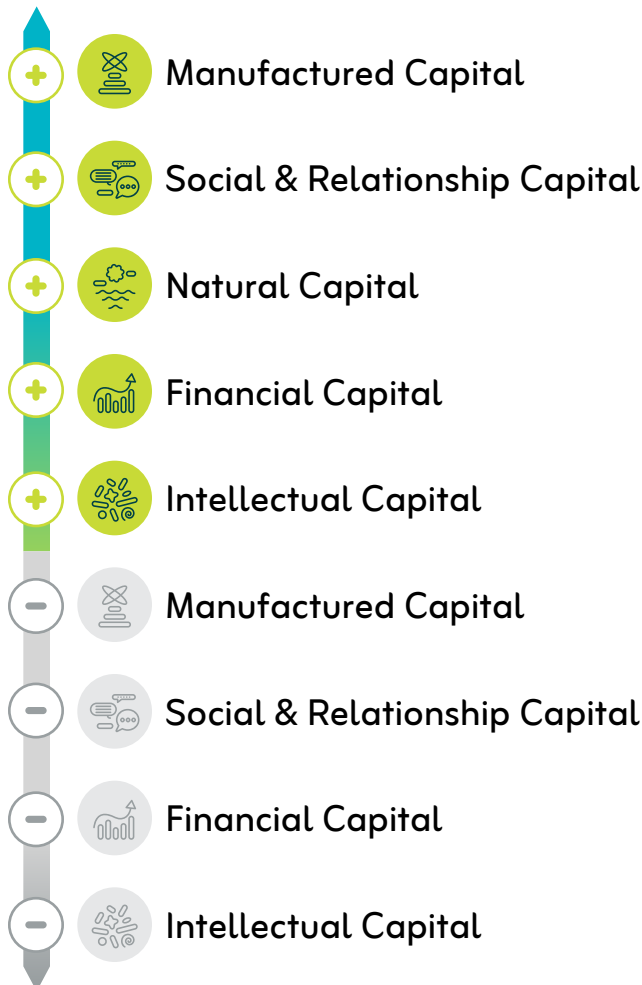
MATERIAL TOPIC
Supply Chain Management, Human Rights, Business Ethics & Governance, Climate Change, Customer Privacy & Data Security

SUB-TOPIC
Business Partners

RISK
Supply chain disruptions, human and child rights violations, data leaks

OPPORTUNITY
Build resilient and responsible value chain

IMPACT ON THE SIX INTEGRATED THINKING CAPITALS
Responsible sourcing and ethical partnerships ensure continuity of critical inputs, reduce emissions, and safeguard shared data and knowledge.



MATERIAL TOPIC
Management of Legal & Regulatory Environment, Business Ethics & Governance, Physical & Sociopolitical Risks, Business Model Resilience, Competitive Behavior

SUB-TOPIC
Government, Regulators, and Industry Associations

RISK
Fines, license risk, service disruptions

OPPORTUNITY
Strong governance, regulatory and tax compliance, and risk management preserve license to operate and support reliable network infrastructure.

IMPACT ON THE SIX INTEGRATED THINKING CAPITALS
Strong governance, compliance, and risk management preserve license to operate and support reliable network infrastructure.

