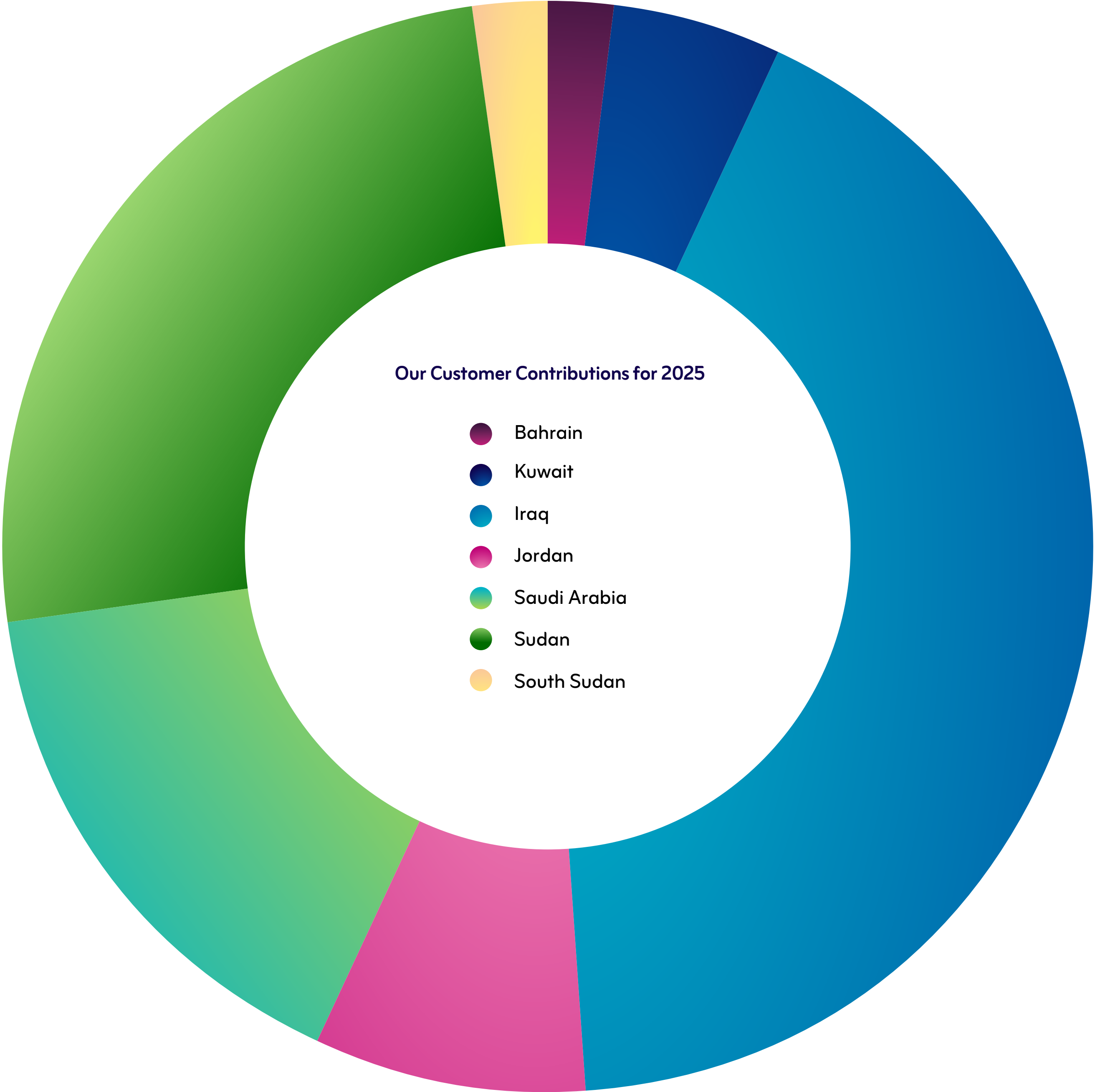


16 Customer Base

Zain Group’s total customer base reached 50.9 million by end of December 2025. Zain’s overall customer base increased by 4% compared to 2024, with growth in the Sudan, Iraq and Jordan.

The Group customer base remains dominated by the markets with the largest populations and highest potential for growth acquisition - namely Sudan, Iraq and Jordan in order of contribution.

	Ownership (%)	Active Customers (M) December 31, 2025	Active Customers (M) December 31, 2024	Y-O-Y Change
Kuwait	5%	2.6	2.6	0%
Iraq	42%	20.9	19.7	6%
Jordan	8%	4.2	4	5%
Saudi Arabia	16%	8.1	8.9	-13%
Sudan	25%	12.3	10.1	22%



Operation Contribution	%
Bahrain	2%
Kuwait	5%
Iraq	42%
Jordan	8%
Saudi Arabia	16%
Sudan	25%
South Sudan	2%
Total	100%