

# 06 2025 Highlights



### Products and Services:

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n 2025, Zain Esports delivered 64 tournaments and activations, engaging a total of 84,487 registrants and attendees across its operations in Kuwait, Bahrain, Jordan, and Iraq. Since inception in 2021, Zain Esports has attracted approximately 234,714 participants and garnered 550 million+ social media impressions regionally.
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Zain Great Idea (ZGI) launched its first regional edition in 2025, expanding from Kuwait into five additional markets and attracting 600+ applicants, from which 13 startups were selected for intensive bootcamps with ZainTECH, Zain Ventures, and global experts.
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In 2025, Zain Omantel International (ZOI) continued to enhance its offerings for regional operators, hyperscalers, data centers, cloud providers, and international carriers—serving over 50 million subscribers across eight markets while supporting some of the most demanding global connectivity requirements.

### People and Purpose:

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UNITY, Zain’s internal transformation program aiming to infuse ‘Purpose and Customer Experience’ into company’s DNA continued to evolve in 2025, aligning with the new ‘4WARD–Progress with Purpose’ strategy. The initiative represents Zain’s journey toward becoming a purposeful and human-centric organization, built on three interconnected pillars: Purpose, Employees, and Customers.
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In 2025, Zain marked a significant milestone in its inclusion journey with the launch of the WE ABLE 2030 Vision, setting a bold new direction for disability inclusion across the Group.
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8,254 employees were upskilled through Zain’s training programs, reinforcing the company’s digital transformation efforts.

### Sustainability Agenda:

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In 2025, Zain migrated all sustainability KPIs onto a cloud-based Environmental, Social, and Governance (ESG) data monitoring platform, aligning 200+ KPIs across functions, onboarding departments, and implementing structured training, governance controls, and a multi-tier review and approval flow to ensure accuracy, consistency, and audit-ready ESG reporting.
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Zain initiated a comprehensive data collection process across all operations to quantify the different types of waste generated within the company. This marks the first step toward establishing a Group-wide waste baseline, which will serve as a foundation for setting measurable reduction and elimination targets.
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To date, Zain has reached a total of 218,233 elderly individuals through its initiatives that span across workshops on data privacy, and digital literacy.

### Kuwait

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|------------------------|-------|
| ANNUAL REVENUE (USD M) | 1,260 |
| CUSTOMERS (M)          | 2.6   |
| FULL-TIME EMPLOYEES    | 1,663 |
| TOTAL CAPEX (USD M)    | 274   |

- Zain Kuwait continued its 27-year partnership with Kuwait Dive Team to protect marine ecosystems, collecting 127,000 KG of marine waste as well as monitoring the health of marine ecosystems in partnership with University of Queensland.
- In 2025, Zain Kuwait significantly expanded its Women in Tech flagship program from seven participants to 550 women under its MoU with Box Hill College, Gulf University for Science and Technology, and Kuwait University. This year, the program also included six participants with disabilities, with training focused on access management, cybersecurity, cloud, data, and AI.
- Aligning with the GSMA Privacy and Security Principles, Zain Kuwait reinforced its commitment to digital responsibility by offering 94 participants free data-privacy awareness sessions, promoting digital inclusion for outsourced support staff.

### Bahrain

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|------------------------|-----|
| ANNUAL REVENUE (USD M) | 219 |
| FULL-TIME EMPLOYEES    | 246 |
| TOTAL CAPEX (USD M)    | 36  |

- Since 2024, Zain Bahrain recycled and reduced 40 tons of paper waste.
- A total participation of 366+ youth reached through green skills workshops and mentorship and coaching opportunities in partnership with Manama Hub established by the World Economic Forum.

### Iraq

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|------------------------|-------|
| ANNUAL REVENUE (USD M) | 1,292 |
| CUSTOMERS (M)          | 20.9  |
| FULL-TIME EMPLOYEES    | 1,577 |
| TOTAL CAPEX (USD M)    | 555   |

- Zain Iraq continued implementing its Women in Tech program, surpassing its 200-participant target by enrolling 318 women, following an overwhelming 1,000-person application surplus. The program covered key digital skills including Web Development, Networking Essentials, Data Analysis, Cybersecurity, and Mobile App Development.
- Throughout the year, seven data privacy awareness sessions were conducted with topics that included risks of data breaches and protecting personal information, reaching 370 attendees from marginalized segments.
- Zain Iraq, in collaboration with MOLSA and Computiq, launched the CS50 Python program certified by Harvard, to empower 20 persons with disabilities, providing training in Python, HTML, CSS, and Flask to build digital skills and expand tech-career opportunities.

### Jordan

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|------------------------|-------|
| ANNUAL REVENUE (USD M) | 595   |
| CUSTOMERS (M)          | 4.2   |
| FULL-TIME EMPLOYEES    | 1,317 |
| TOTAL CAPEX (USD M)    | 88    |

- Over the past five years, Zain Jordan has continued advancing eSIM adoption, gradually phasing out physical SIM cards and reducing more than 400 kilograms of plastic waste.
- Continued its flagship Mobile Maintenance Center program, where Zain Jordan enhanced the initiative by extending total training duration from three to six months and introduced specialized modules in gaming-console maintenance, reaching 140 people in 2025.
- Launched in 2025, a partnership with Royal Jordanian Airlines introduced tablets across seven airport counters to support passengers with hearing impairments.

### Saudi Arabia

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|------------------------|-------|
| ANNUAL REVENUE (USD M) | 2,927 |
| CUSTOMERS (M)          | 8.1   |
| FULL-TIME EMPLOYEES    | 1,593 |
| TOTAL CAPEX (USD M)    | 357   |

- Zain KSA continued providing its Persons with Disabilities (PWD) bundle, reaching 840 subscribers in 2025.
- In efforts to promote circularity, Zain KSA partnered with the Communications, Space and Technology Commission to launch an e-waste recycling initiative called “Recycle Your Device,” reaching 140,000 people through social-media campaigns.

### Sudan

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|------------------------|------|
| ANNUAL REVENUE (USD M) | 661  |
| CUSTOMERS (M)          | 12.3 |
| FULL-TIME EMPLOYEES    | 822  |
| TOTAL CAPEX (USD M)    | 98   |

- Zain Sudan continued its signature vocational training initiative aimed at equipping Sudanese youth with practical, market-relevant skills in areas such as solar energy, electronics, and food manufacturing. The two-month program reached 715 trainees in 2025, bringing the total number of beneficiaries to 1,965 since inception.
- In partnership with DARAJA Climate Emergency Service, Zain Sudan issued 11 bulk SMS alerts across vulnerable regions, reaching over 9 million people with critical early-warning messages on severe flooding risks.
- Zain Sudan launched its Back-to-School program to support basic education in six conflict-affected states, helping over 5,000 students return to school in a safer environment. The initiative provided 1,090 school benches, 3,004 sets of uniforms, and essential learning materials such as stationary and 800 engineering sets.

### South Sudan

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| FULL-TIME EMPLOYEES | 191 |
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- Zain South Sudan launched a healthcare initiative in Twic County by establishing a Zain-supported clinic in Wunrok, providing essential medical equipment, medicines, and improved access to basic health services to target 10,000 vulnerable individuals. The initiative strengthens local health systems, reduces long-distance travel for care, and enhances community well-being through screenings, vaccinations, and ongoing medical support.
- This year, Zain South Sudan reestablished its partnership with the Whitaker Peace & Development Initiative (WPDI) and launched the following programs:
  - | Women and Youth Empowerment through ICT Skills
  - | Green Skills Development
  - | Increasing Job Readiness for Youth

### ZainTECH

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|------------------------|-----|
| ANNUAL REVENUE (USD M) | 183 |
| FULL-TIME EMPLOYEES    | 633 |

- ZainTECH recorded a 16% year-on-year increase in total contract value (TCV).
- Microsoft licensing and services grew by 83% compared to the previous year.
- Overall revenue rose by 50%, with margins improving by 31% and EBITDA increasing by 53% year-on-year.

### Zain Omantel International (ZOI)

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|------------------------|-----|
| ANNUAL REVENUE (USD M) | 401 |
|------------------------|-----|

- In 2025, ZOI expanded its collaboration with regional and global carriers, major hyperscalers, and cloud service providers. These partnerships enhanced ZOI's international footprint and positioned it as a preferred wholesale partner for high-capacity routes between Asia, the Middle East, Europe, and Africa.
- ZOI continued to maintain its influential role within the One Consortium, reinforcing the region's commitment to tackling illegal and unwanted international voice traffic. By improving coordination and intelligence exchange, ZOI further strengthened the regional trust and resilience in telecommunications security during 2025

