

Vodafone Egypt

Environmental, Social and Governance Snapshot



For the year ended 31 March 2024

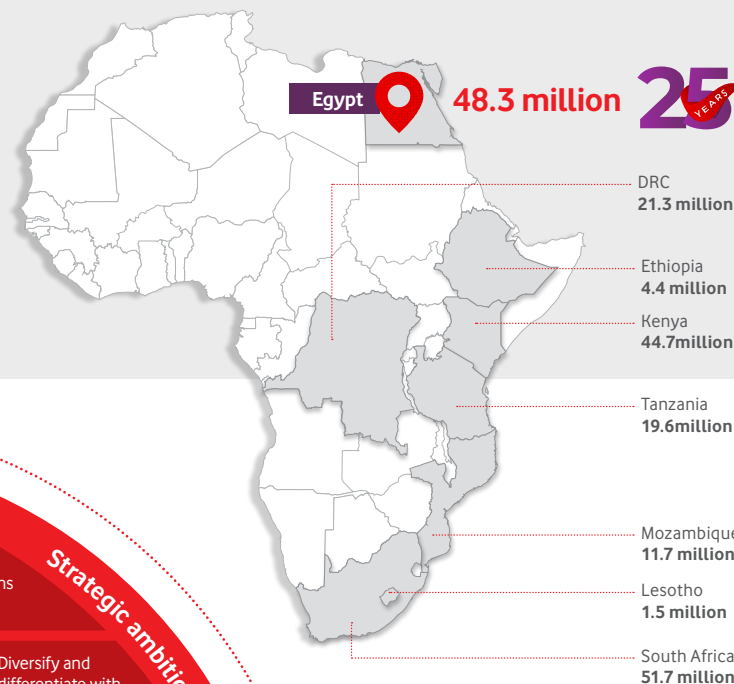
Together we can



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Vodacom is a leading and purpose-driven African connectivity, digital and fintech operator. The Group serves 203.1 million¹ customers across consumer and enterprise segments in Africa with 48.3 million in Egypt.



Our approach to ESG

Vodacom's purpose – connecting for a better future – means using our products and services to enable individuals and enterprises to thrive. Our powerful, multi-product strategy – the system of advantage – enables us to deliver our targets across two purpose pillars.

By delivering against our purpose, we aim to produce profitable solutions to challenges faced by society and the planet, and to identify and avoid those that have negative impacts. We strive to minimise the negative environmental impacts arising from our operations and seek ways to support our customers in managing their environmental impacts.

Our Social Contract, guided by the principles of trust, fairness, and leadership, serves to activate and accelerate our purpose initiatives.

Operating responsibly is essential to long-term sustainability and cultivating trust with our stakeholders. This means acting honestly, with integrity and maintaining robust ethics, governance and risk management processes.

Read more about our **ESG Framework** on **Page 04**

1. Including Safaricom.



Governance oversight and responsible business practices

Sound governance and acting ethically, lawfully and with integrity form a critical part of sustainable value creation and our long-term success.

ESG Read more about our detailed **ESG approach and performance** in the Vodacom Group ESG report.

IR Read more about our **strategy, context and capitals performance** in the Vodacom Group integrated report.

GOV Read more about our **governance principles and practices** in the Vodacom Group corporate governance report.

A message from the CEO



Mohamed AbdAllah

Vodafone Egypt celebrated its 25th anniversary in a large, dynamic and immersive market. We are optimistic about Egypt's economic outlook.

High inflation and balance of payments difficulties are being addressed through tight monetary policy and structural reforms, resulting in positive projected growth. We believe technology is a bridge to a better future, and that connectivity is a force for good in the world. Using these tools, we aim to enable an inclusive, sustainable and trusted digital society where no one is left behind.

“We remember a time when phone calls were a novelty. Today we bring connectivity to even the most vulnerable and outlying areas in Egypt, through rural connectivity, financial inclusion, and strong partnerships with the Government.”

Our journey is characterised by transformation, driven by a deep passion to connect our 48 million customers with their loved ones. We remember a time when phone calls were a novelty. Today we bring connectivity to even the most vulnerable and outlying areas in Egypt, through more than 4 000 network sites in rural areas.

From high-end devices to affordable 4G smartphones, we have made communication accessible to everyone. Understanding that

financial inclusion is key, we introduced Vodafone Cash – a game changer for 20 million wallet users in one of the highest unbanked populations in the world.

We digitally empower businesses and small business owners to thrive in challenging economic conditions. We are a proud digital partner to the government, enabling critical sectors like healthcare. We envision 15 million Egyptians benefiting from quality public healthcare services through our digital healthcare solutions.

Our story isn't just about commercial success. We are deeply committed to giving back to the communities we serve. Through the Vodafone Egypt Foundation, we have invested in projects that have improved the lives of more than 11 million Egyptians since its establishment in 2003.

Vodafone Egypt Foundation is making quality education accessible through Ta3limy, a platform with 378 890 registrations. Instant Network Schools (INS) connects refugees with digital learning tools, which reaches more than 80 000 beneficiaries across 48 public schools in.

In line with Vodacom's Net Zero Plan by 2035, we believe in a sustainable future. We continuously optimise our operations to minimise our environmental footprint and drive circularity.

Our success wouldn't be possible without our incredible team of more than 7 000 employees. We foster a culture of diversity and inclusivity, with women in 32% of the leadership positions and a significant portion of our workforce under 30. We are proud to have been awarded as the “Best Place to Work”, and “Great Place to Work” again by reputable global institutes over the years, reflecting our ability to attract diverse talent who share our values.

We are moving beyond providing connectivity to becoming an integrated lifestyle partner for our customers. As we continue to offer a trusted network and innovative solutions that keep customers connected anytime and anywhere.

Committed to Egypt

We are committed to providing solutions that contribute towards Egypt's priority national development ambitions. These include the Digital Egypt strategy, which comprises national projects to achieve digital transformation and upgrade digital infrastructure, foster innovation and empower people to take advantage of digital opportunities, and includes investing in and supporting digital capacity building.

Population¹
114.5 million

2030 **125 million**

Nominal GDP per capita²
2 590 US\$

2030 **4 016 US\$**

Egypt's digital profile



97.3% mobile connection penetration³

26.1%

of the population are financial institution account holders³

2.9%

of the population made an online purchase using mobile phone or internet³

2.9%

of the population have a mobile money account linked directly to a phone number³

82.9%

smartphone penetration⁴

72.2%

individual internet penetration³

40.0%

social media user penetration³

6.0%

gender gap in mobile ownership⁴



1 UN, BMI.

2 Central Bank of Egypt, BMI.

3 DataReportal, 2023.

4 GSMA, 2024.

Our ESG framework

Vodacom exists to connect for a better future. We recognise that to deliver on this purpose, ESG must be integrated into what we do.

ESG is not a distinct strategy or set of activities separate from our daily management of the business; it is embedded into Vodacom's purpose-led strategy, business model and activities through priority ESG initiatives.

Our purpose-led strategy serves as our ESG framework, driving the Group to manage ESG risks and deliver positive impact through ESG-related opportunities, considering our operating context, stakeholder expectations and developing ESG regulations and standards.

This strategy – which at its core remains connecting for a better future by enabling a trusted digital society that is inclusive and sustainable – has evolved to focus on empowering people and protecting the planet. This is underpinned by our commitment to maintaining trust in everything we do.

We have defined ESG goals linked to local and global ambitions, such as local government development plans and UN Sustainable Development Goals. Through our progress on these goals, we demonstrate

tangible value to stakeholders and fulfil evolving ESG regulations and standards in the business environment. This deep integration ensures our relevance and impact, cultivates trust with stakeholders and helps us deliver on our purpose.

Transparency and measurement

Transparency is essential to our ESG approach and we seek to provide comprehensive disclosure and measure our ESG progress using multiple mechanisms such as reputation tracking and stakeholder feedback.

Connecting for a better future

We enable an inclusive, sustainable and trusted digital society where individuals and businesses can thrive



Empowering people

We aim to close the digital divide and help people benefit from digitalisation.

Closing the digital divide

Extending our network and making connectivity more accessible to all.

Empowering our customers

Providing products and services to help address societal challenges, increase productivity and enable SMEs to thrive.

Supporting communities

Supporting the digitalisation of education and leveraging technology to address gender-based violence (GBV) and assist people with disabilities.



Protecting the planet

We want to help protect the planet and enable our customers to do the same.

Responding to climate change

Committing to a low-carbon future and playing our part in addressing the climate crisis.

Delivering net zero operations (scope 1 and 2 GHG emissions)

Increasing our efficiencies to reduce energy consumption and sourcing alternative energy to reduce our GHG emissions.

Managing scope 3 GHG emissions

Engaging our supply chain to reduce indirect GHG emissions.

Driving circularity

Following a circular approach to reuse, resell and recycle resources to reduce waste in our product and service ecosystem.

Supporting biodiversity

Understanding and managing our biodiversity impact while collaborating with partners to minimise loss through technology solutions.



Maintaining trust

Doing business ethically

Ensuring that our business operates ethically, lawfully and with integrity wherever we operate.

Promoting ethical conduct

Holding our employees, business partners, and supplier to a high standard of integrity.

Complying with policy

Complying with the relevant laws, evolving regulations and policies across our operations including our zero-tolerance policy on bribery and corruption.

Developing our employees

Developing a diverse and inclusive workforce that reflects the customers and societies we serve.

Fostering workplace equality

Removing barriers to workplace equality and accelerating transformation.

Developing employee skills

Developing diverse, future-capable talent and skills to support our transformation into a new-generation connectivity and digital services provider.

Living the Spirit of Vodacom

Creating a workplace culture where people feel empowered to thrive and positively impact their careers.

Protecting privacy and data

Maintaining customer's trust in our ability to protect their data.

Managing data privacy

Respecting the privacy rights and preferences of our customers and help improve society through the responsible use of data.

Managing cyber security

Prioritising cyber and information security across everything we do.

Protecting people

Protecting the fundamental rights of our customers, employees and communities where we operate.

Managing health and safety

Creating a safe working environment for everyone working for and on behalf of Vodacom and the communities we operate in.

Respecting human rights

Respecting, protecting and remedying human rights, while supporting socioeconomic development.

Promoting responsible and inclusive procurement

Managing relationships with our direct suppliers and evaluating their commitments to consider social, environmental and ethical impacts when sourcing good and services.

Managing our supply chain

Ensuring safe and fair working conditions, and responsibly managing environmental and social issues across our supply chains.

Supporting local economic development

Supporting local enterprises for economic empowerment and the creation of employment and socioeconomic development opportunities.



Empowering people

Successfully adopted **world 1st triple-band Radio Unit**

Best performing mobile network and fixed broadband network as benchmarked by Umlaut

Successful pilot conducted for using **satellite** to serve deep rural locations and isolated spots with basic mobile services (voice and texting) in **emergency cases**

Best Mobile Coverage Experience in Egypt by OpenSignal

We partnered with Samsung Electronics to introduce a **locally produced entry level 4G smartphone: Samsung Galaxy A04s**

98 209

Cumulative unique users on the V-Hub portal

143

Code Like a Girl trainees since inception of which 46 in FY2024

Vodafone Egypt partnered with PepsiCo to create a pipeline of 1 200 female candidates in the technology and sales fields through the **She Works Wonders** programme

6.3 million

citizens served through our digital healthcare solutions (FY2023: 5.0 million)

Alongside a coalition of stakeholders, we lead the **University Hospitals project**, which is digitally transforming the Egyptian health system

World-class curricula on the **Ta3limy platform** Misr, Ideas Gym, Little Thinking Minds, Google, AI Mentor and Microsoft

3 800

food supply boxes during the month of Ramadan

The Vodafone Egypt Foundation collaborated with Al Manfaz and brands such as Nestle, PepsiCo and Mountain View on a **back-to-school** initiative that donated 10 000 backpacks filled with school supplies and packing

Signed strategic partnerships with 17 real estate developers to provide 25 compounds with triple-play services and **smart home solutions**

13 700

vehicles managed by enterprise fleet management solution (FY2023: 10 000)



Protecting the planet

Recipient of **Earth Guards Award** sponsored by the Ministry of Social Solidarity

54%

reduction in scope 1 and 2 (market based) GHG emissions (FY2023: 11% increase)

ISO 50001

certified for energy management systems

1.2 GWh

have been saved in our network operations due to adoption of AI and new technologies, equivalent to powering 165 houses for a year

More than **5 000 sites** running on renewable energy (on and offgrid) ensuring that more than 65% of our electricity consumption comes from renewable energy sources

Our renewable energy usage has increased from 4.5 GWh (produced on-site) to **257GWh** (On-site + grid provided), due to a renewable power purchase agreement

1.8 million

litres of diesel reduced from our network operations due to the electrification of offgrid sites and deployment of hybrid technologies

Participated in the **WWF's 1 million phones for the planet campaign** to raise awareness of device recycling

3 296 handsets = 527kg

of e-waste recycled through e-TADWEER



Maintaining trust

Great Place to Work

certified by the Great Place To Work Trust Index Survey

Engineerex Gold Employer of Choice for the

7th

consecutive year and **female friendly workplace seal** by Engineerex

"Gold for **Excellence in Inclusion, Equity, and Diversity**" by the Society of Human Resources Management Mena Awards '23

Catalyst and creator of the **Egyptian Gender Alliance** (EGA) in partnership with the Ministry of Communication & Information Technology, National Council of Women, UN Women, P&G, PepsiCo, Microsoft & Cisco

Our partnerships with well known online platforms like Udacity, Coursera and Udemy allow us to provide **unique training and courses** to our employees

Recognised for **best practices in Cyber Security Governance, Risk and Compliance** (GRC) domain, by Egypt GRC Forum

Our annual security awareness campaign engaged

2 877

employees (FY2023: 2 000)

96%

of new employees completed security and health and safety training

Empowering people



We seek to ensure no one is left behind. We believe in the power of connectivity and digital services to strengthen economic resilience.

Mobile technology provides billions of people with their primary means of communication, access to the internet and many life-enhancing educational, healthcare and financial services.

Connectivity is the cornerstone of the digital economy and a catalyst for transformation across multiple sectors. Improvements in mobile connectivity correlate to greater progress towards meeting the SDGs¹. Since 2015, the mobile industry has increased its impact on the 17 SDGs¹.

We create digital societies by continuously developing our fixed and mobile network, relevant platforms and services, and supporting innovative, impactful projects and programmes.

Certain sectors, such as education, agriculture and healthcare, are critical for societies and economies to function. We support critical sectors by providing connectivity and platforms to drive impact at scale.

We acknowledge the significant digital divide in Africa and believe that for a digital society to flourish, it must be inclusive. We develop innovative solutions to support an equal and inclusive society, supported by the Foundation, most notably in education, skills development, and gender and disability empowerment programmes.

Our people focus areas include:

1 Closing the digital divide

2 Supporting our customers

3 Supporting communities

30%
VoLTE
penetration

1 043
Hayah Karima
sites activated
to date
(FY2023: 980)

150 000
Locally produced
Samsung
smartphones sold

**8.2
million**
(FY2023: 5.4 million)

378 890
Ta3limy
registrations
(FY2023: 341 818)

¹ GSMA, 2023.

1 Closing the digital divide

Internet access is transformational and empowers people to contribute to society and connect meaningfully. Connectivity is the foundation of inclusion, empowerment and opportunity. We connect people, enterprises and communities through our mobile and fixed networks.

Increased 4G connectivity drives economic participation. Enhanced connectivity has macro and microeconomic benefits, including reducing poverty and increasing welfare for underserved populations². Expanding mobile broadband penetration across Africa by 10% could boost gross domestic product per capita by 2.5%³.



² World Bank, 2023.

³ ITU, 2019.

1 Closing the digital divide continued

1.1 Pursuing ubiquitous coverage

Connecting everyone to digital services, particularly in Africa, is a significant challenge. Expanding rural networks can often be more challenging and offer a lower return on investment due to lower population densities. New approaches, partnerships and a blend of technologies will help us overcome some of these barriers and deliver universal coverage.

We made significant progress in expanding and upgrading our network infrastructure, delivering fast, reliable and secure connectivity.

In a major achievement we doubled our **network capacity** and boosted the customer experience in more than 42% of our network sites. We activated additional spectrum, optimised our spectrum allocation, and boosted Voice Over LTE, which offers high-quality voice calls over our 4G network. We introduced triple-band radio units, which reduced our costs, energy consumption and deployment time.

We concluded a successful pilot using satellite to serve deep rural locations and isolated spots with basic mobile services (voice and texting) for emergency use cases.

	2G	3G	4G
Network penetration	99.3%	97.9%	98.1%
	FY2024	Total	
Rural sites	217	4 075	

Hayah Karima (Decent Life) seeks to improve the living conditions of rural Egyptian citizens through interventions focused on human, infrastructure and economic development. The initiative is endorsed by President Abdel Fattah Al-Sisi and supported by a multi-stakeholder coalition of business, civil society and state structures. In FY2024, 63 additional rural sites were activated, reaching a total of 1 043 sites.

1.2 Increasing smartphone ownership

Device ownership is key to unlocking the potential of advanced connectivity. However, affordability remains a stumbling block to internet access and use in Africa. Most people still not using mobile internet live in areas covered by mobile broadband. We offer affordable entry-level smartphones and tailored financial solutions to broaden device ownership.

We apply subsidies, discounts and offers tailored for low-income communities, and offer **financing options** to customers who want to upgrade from 2G/3G to 4G handsets. To provide affordable devices we offer instalment plans through partnerships with banks and consumer-financing companies. We sold 199 710 (FY2023: 14 000) devices in FY2024.

We partnered with Samsung Electronics to introduce a **locally produced entry-level 4G smartphone** that is fully compatible with our high-speed 4G network. The Samsung Galaxy A04s is supported by a tailored financing programme to increase affordability. In FY2024 we sold 150 000 devices through this partnership.

1.3 Addressing digital gaps

Access to mobile connectivity is persistently unequal, with women, people with disabilities, and those within low-income, rural and underserved communities less likely to own mobile phones and access financial and other services.

Reducing the cost of data

We have initiatives to reduce the cost of data, make our pricing affordable, and increase bundle validity to support users, including youth and low-income households.

We provide **discounted contract deals** online and at selected stores for people with disabilities and we include accessibility in design processes when conceptualising new product and service ideas.

We introduced the **MoneyBack Guarantee** initiative in 2022, a platform to enable customers to review mobile bundles purchases, rate plans, or accidental service subscriptions. Since its launch, 900 000 customers have utilised the MoneyBack Guarantee and EGP49 million was returned to customers.

Bringing digital to and empowering more women

Mobile technology enables access to essential services. However, the gender gap for internet usage is substantial, with over 300 million fewer women than men accessing the internet on a mobile phone¹. We use mobile technologies to enhance women's quality of life through programmes that enable financial inclusion, improve health and well-being, education, skills and entrepreneurship.

Code Like a Girl is a social enterprise that provides girls and women with the confidence, tools, knowledge and support to enter and flourish in the coding industry. Code Like a Girl inspires more girls to explore careers that require coding skills to help them enter science, technology, engineering and mathematics fields and industries.

	FY2024	Total since launch
Girls trained	46	143

On International Women's Day we partnered with **E7kky**, an online magazine for women in the Arab world, to sponsor a panel discussion at E7kky's annual event focusing on the power and resilience of Egyptian women and girls. The panel included students on the Ta3limy digital educational platform, a mentee from the Egyptian Gender Alliance speed mentoring event, a Shark Tank winner and a participant in the She Works Wonders technology track. Approximately 100 young women attended the session.



1 GSMA, 2020.

2 Empowering our customers

2.1 Delivering platforms for financial inclusion

Between 2013 and 2022, the total GDP in countries with a mobile money service was \$600 billion higher than it would have been without mobile money. In 11 of these economies, more adults hold only a mobile money account than an account with a bank or other financial institution. Without the ability to transfer money, people struggle to save, access loans, start a business, pay their bills or receive payment. We work with various licensed banking and financial services providers to enable people in remote areas to access payments, loans and savings on their mobile devices.



Case study

Versatile payments for Egypt's unbanked

Vodafone Cash (VF Cash) is an e-wallet and financial services platform catering to the unbanked. It offers money transfer, e-commerce, insurance, savings, donation services, and utility, merchant and tuition payments. This year, **VF Cash Deals** was added to the payments portfolio, giving customers access to offers from more than 30 merchants. VF Cash Deals has revolutionised the way payments are made and has since inception reached over 60 000 subscribers.

VF Cash is focused on growing its donations service. It facilitates and supports donations to more than 80 non-governmental organisations.

US\$35.9 billion

in transactions

(FY2023: US\$20.4 billion)

8.2 million

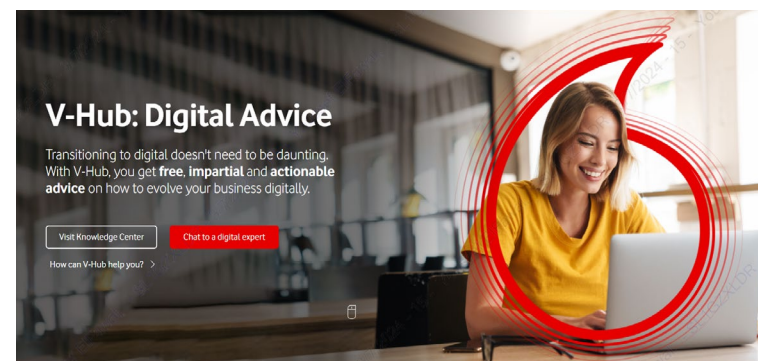
active customers

(FY2023: 5.4 million)

2.2 Supporting SMEs to thrive in a digital world

SMEs are critical in supporting economic growth and employment. We provide business support and innovative technology to foster their development. We support entrepreneurs, start-ups, small enterprises and our SME suppliers by delivering connectivity, tailored platforms, solutions, products and services, training and financial support. We connect SMEs through guidance on available solutions, advice and best practice information, improving their digital readiness.

V-Hub is an online resource portal that connects SMEs to expert advice, information on operating in a digitalised world, web development, digital marketing, remote working and cyber security, and a diverse software-as-a-service and digital solutions portfolio. Central to the hub is the **V-Hub Knowledge Centre**, a virtual repository that acts as an open library offering digital tools and resources spanning tech and innovation. Our V-Hub Knowledge Centre helps SMEs become future-fit, raising awareness of the importance of digital transformation, and sharing best practices for them to grow and thrive.



Read more on V-Hub



Watch V-Hub Knowledge Centre

With
98 209

unique users on the portal since inception, V-Hub impacts the success of businesses that embrace digital transformation, ensuring a more resilient future for SMEs in Egypt.

The **V-Hub Advisory**, which is in the planning phase, will offer free consultancy to our customers, aiming to engage them through a simple scheduling process and match customer requests with skilled agents. The service is designed to raise digital awareness among SME leaders, showcasing their business growth potential through adopting digital solutions provided via Vodafone's digital and traditional channels.

2 Empowering our customers continued

Vodafone Business in Egypt remains the exclusive sponsor of the entrepreneurial reality show **Shark Tank Egypt**. The series highlights the investment and start-up process, encourages a nationwide conversation around entrepreneurship, and directly assists promising entrepreneurs with mentorship and capital.

The **Shark Tank** season two Golden Ticket winner was The Potcast Productions (a podcast startup), and we are also supporting Alina, a 16-year-old girl who sells recyclable candles.



Watch Shark Tank

2.3 Digitalising larger organisations and key sectors

Digital technologies enhance organisations by creating efficiencies, reducing costs, improving services and generating data that strengthens decision-making. The digitalisation of organisations is a key enabler of growth for businesses and increased service delivery and efficiency in the public sector. We work with organisations to provide carefully selected digital products and services to improve efficiency and productivity.

We hosted the **Vodafone Business Digital Transformation Summit** to explore the transformative impact of digitalisation, tackle key challenges, and deep-dive into state regulations and strategies. The summit aimed to foster collaboration and knowledge exchange, shaping the digital journey of Egyptian industries and ICT. Vodafone Business unveiled its latest solutions during the summit, empowering SMEs and large corporations to thrive in an ever-evolving digital landscape.



Our **fleet management system**, implemented in partnership with the Egyptian Co. for Tracking and IT Services, serves a broad segment of the automotive sector. In addition to asset visibility and tracking, we have been able to analyse route and vehicle usage data to reduce fuel usage and emissions. After implementation, fleets reduced fuel consumption by 25%, with an associated reduction in emissions. An additional 3 700 vehicles (FY2023: 10 000), from cars to heavy trucks, are served by the solution.

We offer **Cold Chain**, a real-time IoT humidity and temperature monitor to minimise the wastage of food, pharmaceutical materials and other products that need to be stored under specific conditions.



Case study

Seamless digital home solutions

We signed a strategic partnership with Tatweer Misr, a renowned real estate developer in Egypt, to rollout triple-play services and our latest smart home solutions across the Bloomfields compound in Cairo. Bloomfields, spread across 415 acres, includes a diverse range of properties, such as villas, townhouses, duplexes, lofts and apartments. Our partnership will provide residents of Bloomfields with an array of high-quality communication and technology services, including high-speed internet, mobile connectivity, smart home solutions, and digital entertainment options.

We signed strategic partnerships with a further 17 real estate developers to provide 25 compounds with triple-play services and smart home solutions.

Digitalising healthcare

Digital health tools can improve patient outcomes and deliver better healthcare to the underserved. By expanding their use of these tools, African health systems could realise up to 15% efficiency gains by 2030 and reinvest the savings to improve access and outcomes¹. We work with key strategic partners in the health sector to support health and social care providers to benefit from the opportunities that digital tools and better access to data offer.

We spearheaded the largest digital transformation projects in the Egyptian healthcare sector by leading the charge in two pivotal national endeavours: the **Universal Health Insurance (UHI)** initiative and **digitalising Egyptian University Hospitals**. The two initiatives are live in 309 hospitals (FY2023: 197) and served 6.3 million citizens (FY2023: 5.0 million). We aim to reach at least 15 million citizens by 2030 are targeted through our digital healthcare solutions.

We also offer a range of **holistic professional services**, including consulting and learning opportunities with partners and clients. We function as the prime integrator and orchestrate professional services, managing implementation milestones and ensuring seamless solution delivery. More than 30 000 healthcare employees (FY2023: 25 000) have been trained to use our digital solutions.

¹ McKinsey, 2023.



Case study

University Hospitals Project

The University Hospitals project is Egypt's second-largest undertaking in the digital transformation of the Egyptian health system. The project was launched in January 2022 to digitally transform 90 teaching hospitals with a total capacity of 27 000 beds across 13 universities nationwide. Ain Shams University is a public university in Cairo and was the first university to undergo digital transformation as part of the university hospitals project. The Faculty of Medicine at Ain Shams has 12 teaching hospitals – collectively known as the El Demerdash Hospitals Complex with a capacity of 2 800 beds.

At the beginning of 2024, healthcare research organisation, KLAS Research, conducted several interviews with management, employees, and end-users at Ain Shams University. Recipients noted that:

“Vodafone helped us achieve the specific outcomes we were targeting, including better medical service”, and that “clinical benefits include better patient identification and better patient service.”

One of the main advantages of implementing and adopting a digital health information system is the ability to track and analyse performance for actionable insights to optimise performance, provide better quality services and improve health outcomes. Some of the major outcomes of Ain Shams' digital transformation are:

The hospital is

100%

paperless, with over EGP50 million saved

100 000

orders placed digitally

6 000

employees trained

The health information system has enabled the hospital to keep track of critical performance measures, such as average patient waiting time and readmission rates.

According to health information system performance data obtained from the system implemented in Geriatric Hospital Ain Shams University Hospitals:

Average patient waiting times:

32%

decrease in waiting time (between July and December 2023)

Patient readmission rates:

62.6%

decrease in patient readmission rate (between July and December 2023)

Digitalising agriculture

Agricultural productivity is vital for Africa's economic future, and enhancing productivity and competitiveness is key to unlocking this potential. We provide various agriculture digitisation tools and platforms that enable efficient distribution and use of inputs, unlock markets and facilitate payments.

We are currently in proof-of-concept phase with agri-fintech Mozare3 to provide a **smart agri product** to enhance farm profitability and reduce the negative environmental impact of farming. The offering will target mid-sized farms and we expect to go to market by 2025.



3 Supporting communities

We aim to positively impact communities in the areas in which we operate, focusing on youth, the underserved and marginalised people. We leverage the transformative power of connectivity to expand access to high-quality education, support jobseekers to enter the future-focused world of work, and assist people with disabilities or experiencing abuse.

The Vodafone Foundation launched a purpose-based campaign during Ramadan in partnership with the renowned Magdy Yacoub Heart Foundation to match-fund customer donations. The raised amount will cover day-to-day medical operations for children with cardiovascular conditions for a year.



Watch video

3 Supporting communities continued

3.1 Enabling education

Over 230 million jobs will require digital skills in Africa by 2030, meaning many African children will likely be excluded from these opportunities¹. Digital education holds the potential to level the playing field, especially given the growing rate of connectivity in Africa.

INS

INS was set up in 2013 by the Vodafone Foundation and the United Nations High Commissioner for Refugees, the UN Refugee Agency, to give young refugees, host communities and their teachers access to digital learning content and the internet, improving the quality of education in some of the most marginalised communities in Africa.

The Vodafone Egypt Foundation has connected more public schools and has reached a total of 48 INS hubs in Egypt, we aim to reach 100 000 beneficiaries, and achieving this will make Egypt the country with the most INS hubs in Africa.

INS centres	48
since inception (FY2023: 18)	
Pupil beneficiaries	88 936
since inception (FY2023: 41 000)	
Teacher beneficiaries	2 448
since inception (FY2023: 1 100)	



Watch INS



Case study

Providing the tools for better education

Ta3limy is a free educational platform for Egyptian K-12 students, parents and teachers with 378 890 registrations (FY2023: 341 818). Ta3limy provides world-class curricula in crucial and scarce digital, language and soft skills. We support parents through training in positive parenting, cyber security, languages and soft skills. Our support for teachers comprises a comprehensive and holistic professional development platform.

The Vodafone Egypt Foundation introduced the **Ta3limy App** in 2023. The app offers easier and quicker access to the platform's high-quality content, encouraging students

to stay engaged throughout the year. Incentivised competitions are held, and winning students are awarded tablets and other learning equipment.

The Vodafone Egypt Foundation has scaled its partnership with the Ministry of Communication and Information Technology to provide students with special access to Ta3limy.

Through partnerships with entities such as Well Spring and the National Council for Women, we provide parents with the necessary tools to place them in the same sphere of knowledge as their children.



Watch Ta3limy



The Vodafone Foundation offered **live sessions on digital marketing** in collaboration with Maharat Google.

The event was paired with an influencers campaign that reached

55 million
impressions

17 million
individuals

more than
150 000
clicks

Over
2 000
students attended the sessions

80%
rated the sessions as excellent

10
winning students were awarded
with tablets and speakers

¹ World Economic Forum, 2020.



Providing devices and connectivity to learners, schools and teachers

Students and teachers can access learning resources and classroom collaboration software through our learning platforms, while our school management platforms and digital and connectivity solutions drive efficiency in educational institutions.

Connectivity initiatives

We continued to provide **Educational SIMs** with 1GB of data for use on the Ministry of Education's website and applications for only EGP5 per month, renewable monthly. 79 587 SIMs have been sold since the launch of the SIM bundle in November 2021.

Vodafone Egypt Foundation partnered with Hayah Karima, a nationwide initiative to provide public schools with fully equipped and connected **computer labs**. This effort was coupled with digital literacy and cyber security training for students and teachers.

In 2024, the Vodafone Foundation implemented these efforts in 200 (FY2023: 100) additional schools across five governorates.

The Foundation also collaborated with Al Manfaz and brands such as Nestlé, PepsiCo and Mountain View in a **back-to-school campaign** and donated 10 000 backpacks filled with school supplies. During the packing process, more than 200 employees volunteered to help reach the goal of 10 000 packs. The second volunteering event with Al Manfaz during Ramadan resulted in the packaging of 3 800 food supply boxes.

Supporting jobseekers and empowering youth

We support those seeking employment and opportunities through affordable connectivity, job platforms and work experience activities.

The **summer training programme** aims to develop tertiary students' skills, increase their efficiency, provide practical experience, and build their digital and creative capabilities across various sectors, enabling them to achieve their professional ambitions. We selected 138 trainees to participate in the summer training programme from among 13 000 applicants from over 10 universities across the country. 55% of participants are female.

We launched a six-month programme through our newly formed Vodafone **Big Data Academy**, which aims to provide hands-on data-science experience for graduates by providing real use cases with clear deliverables. The academy aims to develop in-demand digital skills in Egypt and create a pipeline of talent for the data science stream. Six candidates were selected to join the academy's first cohort in 2023. Three use cases are being developed and will go through deployment phase and two top candidates are in the hiring process for a full-time position. The second cohort will be selected in FY2025.

The **She Works Wonders** programme is an external woman development programme was launched by PepsiCo in 2022 to train newly graduated females on skills required to work in "unconventional" fields. Through the Egyptian Gender Alliance (EGA), Vodafone Egypt partnered with PepsiCo to create a pipeline of 1 200 female candidates in the technology and sales fields at Vodafone Egypt.

A pipeline of

1 200

female candidates was created in the technology and sales fields at Vodafone Egypt

More than

100 hours

of development training were delivered to 350 participants

100

female candidates will be offered a six-month internship with programme partners

46

will intern with Vodafone Egypt

3 Supporting communities continued

3.2 Helping people with disabilities

Technology has been vital in delivering new levels of accessibility to people with disabilities. While the tools have been impactful, work can be done to further level the playing field to ensure equal access to opportunities. We enable people with disabilities to stay connected, live a better life today and build a better tomorrow.

We provide **discounted contract deals** online and at selected stores for people with disabilities and include accessibility in design processes when conceptualising new product and service ideas. Accessibility initiatives include training, support and adaptations to standard phone features for hearing impaired and elderly customers.

Special needs, deaf and mute customers are given 50% discounts or double flex quotas

Special needs customers pay zero fees for their first utility payment each month

Deaf and mute customers receive a discounted rate for video calls

Blind customers are supported through the E3rafly app

A **call centre for deaf and hard-of-hearing customers** uses a specialised bundle for free video calls. 35 000 people were served through the centre in FY2024, which employs four deaf individuals.

3.3 Helping people experiencing abuse

Domestic abuse is an epidemic affecting millions of people around the world, and one that takes many forms. From physical and sexual abuse to controlling and coercive behaviour that isolates victims from their families, victims are often unaware they are being abused or scared of seeking help. We work with various partners to leverage digital technology to help fight the scourge of gender-based violence (GBV).

Through our partnership with the **National Council for Women (NCW)**, USAID, Pathfinder and Safe Egypt, we organised a dedicated retreat for 40 NCW employees to motivate them and help them learn to handle stress and anxiety from the calls they receive. Our customer operations training team also helped the NCW employees refine their methods for fielding and managing calls from women facing violence or violations.

3.4 Employee volunteerism

We enable our employees to contribute through payroll giving, fundraising and volunteering, including activities where employees can use their professional skills and expertise.



Activities occur throughout the year, including local and global campaigns such as Back-to-school occasion, holy month of Ramadan food packaging, and other humanitarian support events in partnership with Egyptian Food Bank, Egyptian Red Crescent, Egyptian Clothing Bank, and Al Manfaz.

Employees and contractors undertook volunteer activities

623

Protecting the planet



We provide connectivity and digital solutions that help to enable the climate transition and aim to empower others to reduce emissions, improve the efficiency of resource usage and protect nature. We are working to minimise the environmental footprint of our operations, our value chain and our products and services and improving the circularity of the technology we use and sell. This year, we continued to embed our planet strategy across our business.

Our protecting the planet strategy centres around reducing GHG emissions, enablement, circularity and biodiversity. We reviewed our near and long-term Planet goals against our business plans, opportunities and external constraints, which led to the refresh of some of our goals at the end of this financial year.

To further integrate planet into our business and fast-track future actions, we strengthened our governance, data and systems, risk management and stakeholder engagement.

Our planet focus areas include:



1 Responding to climate change

2 Delivering net zero operations (scope 1 and 2 GHG emissions)

3 Managing scope 3 GHG emissions

4 Driving circularity

5 Supporting biodiversity

54% reduction in scope 1 and 2

(market-based) GHG emissions (FY2023: 11% increase)

3 296 handsets = 527 kg

of e-waste recycled through e-TADWEER

100%

network waste recycled through green certified recyclers under the governance of the Ministry of Environment (FY2023: 100%)

Recipient of **Earth Guards Award**

sponsored by the Ministry of Social Solidarity

Our renewable energy usage has increased from 4.5 GWh (produced on-site) to

257GWh

(On-site + grid provided), due to a renewable power purchase agreement

ISO 50001 certified



1 Responding to climate change

The impacts of climate change pose a significant risk to our operations, associated value chains and the countries in which we operate. We address the global climate crisis through our efforts to mitigate and address our climate-related impact and risks.

This requires global, regional and local cooperation, individual actions, and collective responsibility to adapt to the changing climate and to mitigate GHG emissions to limit accelerated climate change. We are committed to a low-carbon future and sustainable environmental practices. We continue to seek ways to build business resilience when faced with adverse weather. We engage, and collaborate with other stakeholder on environmental awareness and climate action.

At the core of our climate action we are:

- ▷ Embedding climate change into our governance processes;
- ▷ Assessing the actual and potential impacts of climate-related risks and opportunities on our business strategy to better understand and build resilience in the transition; and
- ▷ Leveraging the Group's enterprise-wide risk management framework, which includes identifying, assessing and responding to climate-related risks.



More than **1 000 employees** participated in the two-day **World Environment Day** themed activities. Employees were taught simple daily habits to live more sustainably through a fun game. More than 130 employees switched to Eco-SIMs, the first recycled SIM card in Egypt. They were guided on how to activate their Digital Business Card through the Haystack app, reducing paper waste. An eco-friendly bazaar gave employees the chance to buy sustainable products.

We were proud to receive the **“Earth Guards Award”**, sponsored by the Ministry of Social Solidarity, in recognition of our efforts towards achieving sustainable development. The award was bestowed by HE Dr Nivine el Kabbaj, Minister of Social Solidarity, in the presence of several members of the House of Representatives.

2 Delivering net zero operations (scope 1 & 2 GHG emissions)

The ICT sector is responsible for an estimated 1.8% to 2.8% of global GHG emissions¹. As we move towards a more digital society, with increasing volumes of internet use and mobile data traffic, we are committed to reducing our GHG emissions in absolute terms, in line with what science requires to avoid catastrophic climate change. We are making progress towards net zero for our operations. We are committed to working with others across the public and private sectors to reduce telecommunications sector emissions in Africa.

Our activities to reduce scope 1 and 2 GHG emissions focus on driving energy efficiency across our mobile and fixed-line networks and replacing fossil fuel-based energy sources with renewable energy sources. Our GHG emissions inventory was developed using the GHG Protocol Corporate Accounting and Reporting Standard.

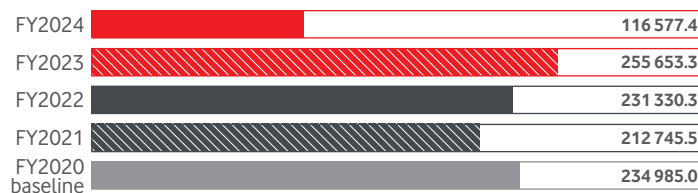


Our goal

We aim to achieve net zero emissions from our operations (scope 1 and 2) by 2035, in line with a science-based pathway to limit global warming to 1.5°C of warming by 2100. We are making progress towards net zero for our operations.

In FY2024, our total scope 1 and 2 market-based emissions decreased by 54% to 116 577.4tCO₂e. This reduction resulted from the introduction of hybrid generators and the electrification of offgrid sites. Our specific electricity consumption decreased due to enhanced efficiencies and monitoring and reporting improvements.

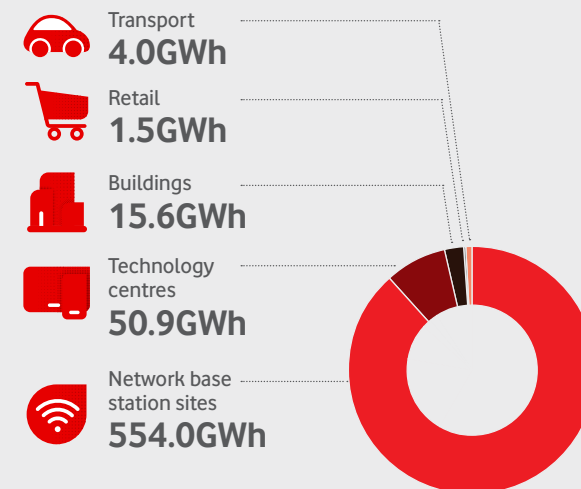
Scope 1 and 2 market-based GHG emissions (tCO₂e)



Driving energy efficiencies

Our energy efficiency measures aim to reduce our dependence on fossil fuels, reduce our GHG emissions, support global efforts on climate change mitigation, and reduce operating costs. The primary energy source powering our network of base stations, data centres, offices, warehouses and retail stores is grid-supplied electricity, supplemented with diesel generators. Our energy consumption is from our access network of base stations (89%), technology centres (8%), office and warehouse buildings (2%) and some of our retail stores, where we primarily focus our energy efficiency activities.

FY2024 energy consumption by use



¹ Freitag, C. et al., 2021.

2 Delivering net zero operations (scope 1 & 2) continued

We launched an energy-focused **business intelligence tool** in 2022 to monitor consumption rates, determine a baseline and identify improvement areas through data analytics. This tool has assisted in defining each domain's impact on scope 1 and 2 emissions and aided in our ISO 50001 recertification.

We were the first telecom company in Egypt to adopt a hybrid wind and solar solution to power a base station, in partnership with Ryse Energy. This solution saved 35 litres of diesel per day.

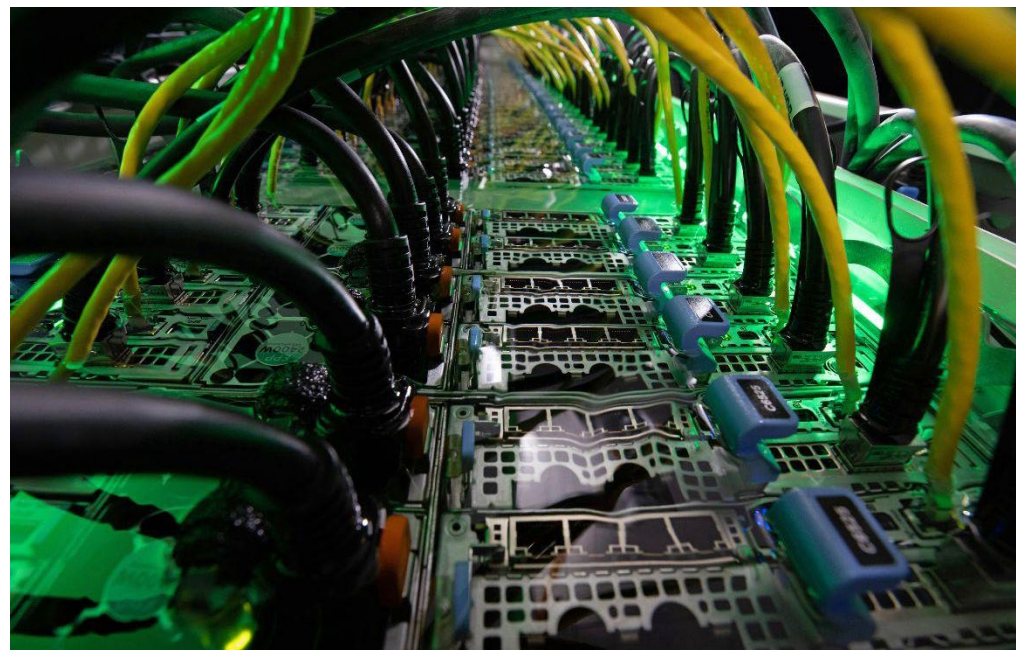


We are installing a **building management system (BMS)** for electromechanical infrastructure to monitor and control our heating, ventilation and air conditioning (HVAC) equipment, which results in reduced energy and chilled water consumption. We connected and integrated air-cooled chillers and adiabatic cooling systems to the BMS to control systems according to defined weather conditions to avoid suboptimal operations.

We implemented **dynamic thermal management (DTM)** at our technology centres to control HVAC units, which account for 40% of the centres' energy consumption.

This is supplemented by **occupancy sensors** in our buildings to optimise HVAC and lighting requirements. All our core-site computer room air handler and computer room air conditioning units now incorporate DTM. In a new initiative, our core sites implement DTM for chilled water consumption through our BMS.

We are the first company in Egypt and the Vodafone Group to validate a **new cooling technology (Immersion Cooling)** through a proof of concept capable of achieving a power usage effectiveness ratio of less than 1.1. This approach ensures that almost 95% of the energy we consume in a data centre is directed to the computing units, resulting in significant energy savings, and considerably less coolant gases and GHG emissions.



In one pilot site, a **chiller plant manager and air flow management initiatives** have reduced our average yearly data centre power usage effectiveness from 1.57 to 1.48 – reducing our cooling energy consumption by 20%.

We implemented **cold aisle containment** in our technology centres, separating hot and cold aisles in data centre rooms to ensure cooling utilisation and maximum efficiency. We use an adiabatic cooling system that uses mist to decrease air ambient temperature before it reaches the chiller – reducing our chiller plant energy consumption by 10%. It is optimised via the BMS to avoid any wasting water.

Our C2 Building on our Smart Village Campus maintained **Leadership in Energy and Environmental Design (LEED) Gold Certification** for operations and maintenance. Maintaining LEED Gold in this category ensures that we pay close attention to building operations through sustainable practices, creating healthier environments and minimising our environmental impact.

The adoption of **AI and new technologies** in our network has enabled us to save approximately 1.2 GWh, equivalent to powering 165 houses for a year, this has been the outcome of energy saving radio features in our base stations, cooling energy reduction initiatives in our technology centres and other similar efficiency tracks.

Switching to renewables

Achieving our net zero goals requires switching to renewable sources of grid-supplied electricity, and investing to replace diesel generators with technology that can operate on alternative, renewable fuel sources. This process relies on technological advancement and the availability of renewable fuels to further support our goal.

We invested over EGP5.14 million in renewable energy purchases. On our premises, generated renewable energy use increased by 9% in FY2024, reaching 4.5 million kWh. Our 181kw head office solar photovoltaic station generates 302 000kWh annually.

Our journey towards sourcing renewable power from the national electricity grid is underway. We entered an agreement with the **NREA** to supply us with at least 260GWh of electricity from NREA's renewable projects. 65% of our electricity consumption is now sourced from renewable energy.

To further our drive to non-renewables, we piloted a **fuel cell site** as an alternative to diesel generators, though the relatively high operational costs and complexity of this project prevent its large-scale adoption.



Managing diesel use

As 99% of our scope 1 emissions are diesel based, we launched a **diesel reduction programme** in 2019 which included the adoption of renewable and hybrid solutions and electrification of our offgrid sites. This resulted in 1.8 million litres reduction of diesel compared to the previous year (in FY2024: 20.2 million litres compared to FY2023: 22 million litres of diesel).

We conducted a successful proof of concept of the hybrid use of bio-fuel in diesel generators at three network sites.

We are installing 12 **electric vehicle (EV) charging stations** on our premises, supplied by rooftop solar installations, to serve the 36 EVs currently in use by employees. Our EV policy increased the car allowance available for employees at managerial level who opt to buy an EV.

3 Managing scope 3 GHG emissions

Scope 3 includes indirect GHG emissions that we can influence but not control. The primary sources of our scope 3 GHG emissions are purchased goods and services, capital goods and fuel and energy-related activities. Reliable and standardised data from across an entire value chain is fundamental to reducing scope 3 GHG emissions. In FY2024, Vodafone Group collaborated with Vodafone Group to invest in enhanced ESG data capabilities to improve the quality of our data, including scope 3 GHG emissions.



Read more in section 2.3 Digitalising larger organisations and key sectors **Page 08**

Working with partners to reduce scope 3 GHG emissions

We engage with suppliers in the procurement process on potential energy efficiency improvements.

Enabling our customers to reduce their GHG emissions

We develop digital technologies and services that enable our customers (enterprises and governments) to reduce their environmental footprint.

This year, we enabled the avoidance of 14.7 thousand tCO₂e (FY2023: 8.1 thousand tCO₂e).

4 Driving circularity

E-waste is our second most material environmental issue, and encouraging circularity is a key enabler of our planet strategy. Circularity considers the entire life cycle of a resource and aims to eliminate waste – thereby reducing environmental impact.

As the use of technology expands and develops, we are playing our part to address the growing global e-waste problem. We aim to use resources for as long as possible to maximise the return on capital employed and recover and reuse materials responsibly. We seek to manage our impact responsibly and support our customers' efforts.

Our e-waste circularity initiatives consider two types of e-waste:

- **Network equipment**, including radio equipment used to run our fixed and mobile access networks; and
- **Electronic devices**, including smartphones we sell to customers.

Our goal

100% reuse, resell or recycle of our network waste by 2025



Circularity of network waste

Our resource efficiency and waste disposal management programmes minimise the environmental impacts of network and e-waste. When reuse options (either through resale or redeployment) are exhausted, we recycle obsolete equipment responsibly using approved recycling agencies.

In FY2024 we recycled 822 tonnes of network waste (FY2023: 651 tonnes) and 888.6 tonnes of hazardous network waste (FY2023: 1 010 tonnes). The year-on-year changes were driven by better alignment with the planet policy definitions where FY2023 data was restated.

Circularity of devices

Small IT equipment and electronics such as devices constitute around 9% of total e-waste generated¹. We are committed to reducing our impact by implementing circularity initiatives with our partners and other operators. For example, we are participating in Vodafone's WWF '1 million phones for the planet' campaign², to raise consumer awareness of e-waste and incentivise our customers to bring back their used devices for trade-in, donation or recycling.



Tackling e-waste through e-TADWEER

We partnered with the Egyptian Ministry of Environment, the UN Development Programme and the Federation of Egyptian Industries to develop the **e-TADWEER** solution, which drives circularity solutions for electronics and devices. In FY2024, e-TADWEER enabled the recycling of **3 296 devices, equivalent to 527kg**.

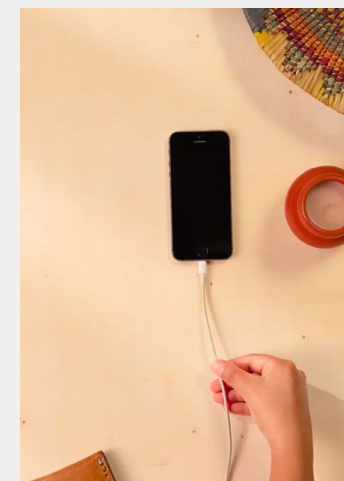
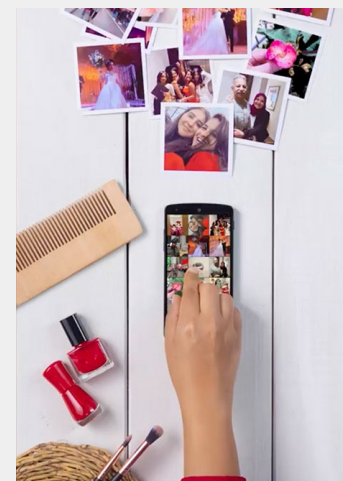
Reducing virgin plastic use

We continue replacing single-use plastics with lower-impact alternatives across all our retail stores, offices and logistics operations in collaboration with our logistics providers. Where plastic is necessary, we choose recycled plastic.

We were the first telecommunication company to launch the Eco-SIM card, which is made from 100% recycled plastic. Since their launch, we have sold around 68 500 Eco-SIMs to new customers, and more than 450 SIMs were converted voluntarily to Eco-SIMs by existing customers.



We operate fully digital, **paperless retail stores** and focus on eliminating all non-essential plastic



¹ GSMA (2022), Strategy paper for circular economy. ² Our previous metric that measured weight of products collected via product take-back schemes is not reported in FY2024 as we have retired it in place of our partnership with WWF through Vodafone.

Managing general waste

Our waste management programmes involve reviewing our consumption choices, making more sustainable decisions and working with suppliers to reduce environmental waste.

We manage all general waste at premises responsibly and comply with the sustainable practices outlined in the **LEED v4.1** building operations and maintenance certification.

We continue building on our Go Green and paperless initiatives from previous years, including our **Haystack** app that helped accelerate the shift towards digitalisation. Haystack is a mobile application that allows users to create and share digital business cards. It also lets users scan and store the paper cards they receive, and it integrates with hundreds of business tools, such as Hubspot, Slack, and Salesforce.

As a part of our commitment to sustainability, we organised an **upcycling workshop** attended by 150 summer interns who brainstormed creative designs for recycled Vodafone retail uniforms and SIM cards, including tote bags, pencil cases, clothing and more.

During this year's Bring Your Kids Day, we held a **Gen V recycling competition**, which saw the children creating art projects by recycling or upcycling plastics, paper, boxes, CDs, pins, metal and more. 16 children participated, and the top three contestants won valuable eco-friendly gifts for back-to-school season. The competition was aimed at raising children's awareness of recycling and the possibility of beautifying their waste.

Using water responsibly

While we are not a water-intensive business, we aim to reduce our consumption where possible and support a sustainable earth. Our digital solutions and IoT capabilities assist governments and businesses in reducing their water consumption.

We activated a **water control system** at our premises, aligned with the water usage effectiveness sustainability metric.

Traditional **water meters** were installed across office buildings and core sites to ensure greater control and data accuracy. We performed a study to determine the feasibility of installing and integrating **smart water meters** with our business management system for increased control and accuracy.

We improved our water management reporting by implementing water usage control and maintaining an **audit trail** of evidence, data documentation and retention.

5 Supporting biodiversity

The world is currently undergoing a dangerous decline in nature with one million species threatened with extinction, impacting the lives of billions of people and economies. In December 2022, 188 governments adopted the Kunming-Montreal Biodiversity Framework consisting of four overarching goals to reverse the loss of nature by 2050.

Although our effect on biodiversity is low, we aim to better understand its extent and minimise our infrastructure's environmental and visual impact. Digital technology can also be applied to enable interventions and actions to protect, manage and restore nature.

Understanding and managing our impact on biodiversity

We have a widespread infrastructure footprint. We conduct environmental impact assessments and cooperate with the relevant authorities to minimise negative impacts. Some of our sites are in or near biodiverse-sensitive areas. We increasingly seek to understand our impact, the risks of biodiversity loss and opportunities to partner with stakeholders to prevent further harm.

When sourcing sites for operations, we are mindful to ensure we maintain the integrity and biodiversity of the area by acquiring the requisite local environmental permits. During the year, we established 776 sites – 20 of which were in protected areas. All sites were screened for environmental risks and impacts beforehand.



Maintaining trust



Acting lawfully, ethically, and with integrity is critical to our long-term success, and forms the cornerstone of how we do business. Transparency, honesty and accountability guide all our business interactions. We continue to foster a diverse and inclusive global workforce that reflects the customers and societies we serve. For our customers, we protect their data, ensure that services are delivered securely and responsibly, and provide guidance on how to navigate new technology ethically.

We promote a strong health and safety culture, we aim to respect human rights across our operations, and to proactively manage risks in our supply chain. Upholding the highest industry standards, we behave responsibly and transparently, comply with legal and regulatory standards, and ensure employees, business partners and suppliers conduct themselves appropriately.

Our integrity focus areas include:

- 1 Doing business ethically
- 2 Developing our employees
- 3 Protecting privacy and data
- 4 Protecting people
- 5 Promoting responsible and inclusive procurement

95%

of employees completed privacy and anti-bribery and corruption training

Female friendly
workplace seal
by Engineerex

ISO 27001
certified

ISO 45001
certified

ISO 45003
verified

EMF compliance score
5
out of 5

72%
of total spend was on
local suppliers

1 Doing business ethically

Maintaining trust underpins our purpose. We hold our employees, business partners and suppliers to a high standard of integrity. An independent ethics office leads our ethics programme. Training and awareness support the programme's related internal and external policies to ensure compliance with best practice, laws and regulations.

All employees receive **code of conduct training** during induction, and undergo regular refresher training every two years, or if they fail any new assessments. We conducted **end-to-end audits** relating to anti-money laundering, anti-bribery, competition law, and health and safety self-assessments relating to Electromagnetic field (EMF). Competition law and anti-corruption **awareness campaigns** reached all employees. We upgraded our competition law learning module for employees who may be exposed to related risks and recorded a completion rate of 90%.

We introduced a comprehensive awareness pack on our **trade controls** policy. Continuous compliance awareness and training is conducted for high-risk employees.

We recorded **zero cases of non-compliance** in terms of the environmental, human rights, health and safety impacts of our products and services, information, labelling and marketing, laws or regulations during the reporting period.

Our annual **anti-fraud campaign** reaches millions of customers through videos posted on our social media platforms and via customised SMS.



Watch Anti-fraud campaign



Speak Up

[Click here to report an incident](#)

Speak Up hotline:

0800 006 0171

2 Developing our employees

We believe that the well-being of our employees contributes directly to our ability to fulfil our purpose of connecting for a better future. By enhancing our employee value proposition through empathetic and inclusive policies and practices, we are creating a workplace culture where people feel empowered to thrive and positively impact their careers and the realisation of this purpose.

2.1 Fostering workplace equality

We strive for an inclusive, diverse and gender-balanced culture that celebrates differences, maintains an ethnically diverse environment and ensures accessibility for employees with disabilities.

	FY2024	FY2023	FY2022
Headcount (number)	7 103	7 103	7 320
Permanent employees	5 816	5 659	5 637
Contractors	1 287	1 426	1 683
Employee turnover (%)	10.3	17.9	17.0

Vodafone Egypt received the Gold award for **Excellence in Inclusion, Equity, and Diversity** at the Society of Human Resources Management's first Middle East conference in recognition of our efforts in the diversity and inclusion space, such as the Egyptian Gender Alliance, the Returnship Programme, and the She Works Wonders Programme.

We were catalytic in the creation of the EGA, a national coalition to enhance the social and economic status of women. An **EGA speed mentoring event** was held to allow future women leaders to connect and receive guidance from influential mentors. The event delivered a new global standard of achieving more than 40 hours of mentorship in just one day to more than 65 beneficiaries/mentees.

Returnship in Egypt is a six to nine months paid internship for women who were on a career break for two to five years due to marriage, childcare, or other reasons. The programme reintegrates women back into the workplace through a strong development plan tailored for participants. We welcomed six female returners in FY2024 (FY2023: seven). Returnship participants have access to benefits available to other employees such as:

- Our transportation network
- Full insurance based on their salary
- Medical insurance with the option of adding spouse or children
- Nursery allowance for children under five
- Access to a ladies' lounge for stress relief
- Food allowance
- Gym facilities

Our **domestic violence policy** sets out comprehensive workplace resources, security and other measures for employees at risk of experiencing and recovering from domestic violence and abuse.

Vodafone's **AI Assistive Tools Hackathon 2.0** was launched as the first of its kind in Egypt's private sector and aimed to help build technological tools that empower people with disabilities in the workplace. Participants were also included in the tools formulation process.

LEAP is Egypt's first two-year graduate programme in the private sector tailored for people with disabilities. Six participants rotate across Vodafone Egypt and work on assignments and projects that will accelerate their development and enable them to develop and grow within Vodafone Egypt.

2.2 Developing employee skills

We focus on developing diverse talent for the future and building future skills. Our transformation into a new-generation connectivity and digital-services provider requires new skills and capabilities, such as software engineering, automation and data analysis.

Our annual **Discover Graduate programme** offers a well-rounded experience that exposes participants to various company functions. Participants are chosen each year to enter roles within Vodafone Egypt.

On 2 January 2011, Amr Selima started his career journey at Vodafone Egypt as a graduate within the Discover Graduate

programme. Selima gained exposure to various facets of Vodafone's operations, and is one of Vodafone's top leaders today, serving as the head of customer insights and research.

We continue to leverage **partnerships with leading universities** across Egypt to recruit high-calibre graduates to join the Vodafone workforce.

Youth Council members are encouraged to research and explore disruptive ideas in the digital economy. Young members can shadow executive committee members, exposing them to decision-making and strategy formulation and implementation at the highest level.

	FY2024	16		FY2024	8
Discover graduates	FY2023	8	of which: women	FY2023	7
	FY2022	26		FY2022	15



2 Developing our employees continued

2.3 Living the Spirit of Vodafone

The Spirit of Vodafone outlines the beliefs we stand for and the key behaviours that help us realise our strategy and purpose. The Spirit of Vodafone underpins the successful and sustainable delivery of our objectives and empowering our people to grow and innovate to meet our customers needs.

Our employees stay connected with the company's vision and culture through the **Vodafone app**, with an average of 5 180 monthly users. They also have access to various benefits and rewards.

Driving innovation

The **Hackathon** is our premium innovation challenge. It encourages employees to ideate, learn and demonstrate their innovations to a senior leadership “dragons” panel. The programme aims to empower employees to solve specific business problems such as revenue growth, cost savings, efficiency and customer service improvements. The Hackathon embeds an innovation culture, builds transversal and technical skills, and enables participants to access and explore existing and emerging IT resources.

Participating teams	10
Participating employees	33
Female representation	9
Male representation	24
Stream views	165



3 Protecting privacy and data

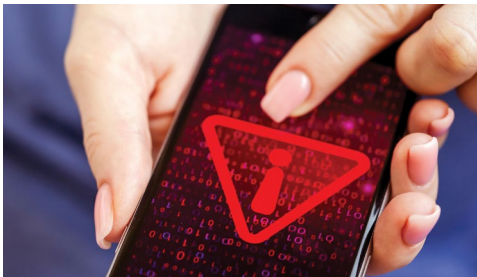
We focus on managing rapid technological advances, regulations associated with using data, and potential disruptions, opportunities and risks. Millions of people communicate and share information over our networks, enabling them to connect, innovate and prosper. Our privacy and security programmes create a strong culture and practice of protecting the privacy, security and confidentiality of customers’ data.

We respect the privacy of our customers and are committed to **protecting their personal data** in accordance with applicable laws and regulations, including the Egyptian Data Protection Law and EU privacy laws such as the General Data Protection Regulation.

We adopted a robust and effective **cyber security operating model** aligned with the leading local industry standards. Our cyber security baseline addresses the main critical and high risks to the business with a defined set of controls. We have a dedicated team of cyber security experts and collaborate

with third party experts and consultants to maintain our specialist skills and to follow industry best practices. All cyber security activities depend on local cyber tools and skills.

We participate in various **cyber security forums**, including Digital EGYPT builders, Cybersecurity and Data Integration Systems Conference and Exhibition, and the Engineerex Summit alongside universities and companies to raise cyber security awareness among students and professionals and bridge the gap between academia and industry.



Our annual on-the-ground **security awareness campaign** targets all employees and emphasises security guidelines and policies such as data protection, social engineering, anti-fraud, privacy and information security. The campaign's objective is to educate employees on how to protect Vodafone's sensitive data and reputation, as well as to raise awareness around keeping the company well protected. The campaign included the following:

- Raising employee awareness by providing cyber security tips and tactics
- Engaging with our employees through an interactive game to confirm their understanding
- Additional online training
- Communications from our Chief Technology Officer to employees
- Daily campaign updates



We reached
2 887
employees

4 Protecting people

Wherever we operate, we have an opportunity to contribute to advancing the fundamental rights of our customers, employees and communities. We are conscious of the risks associated with our operations and we work hard to mitigate negative impacts, ensuring we keep people safe.

We launched the **iAssist employee assistance programme** with O7 Therapy, and doubled the forecasted number of participants, with 130 employees. We provided 969 hours of iAssist services.

We enhanced our employee value proposition with the **C.A.R.E.** (Compassion, Acceptance, Respect, Empathy) initiative, which creates a work environment where all people feel empowered to succeed. Our initial focus is on broadening support, flexible working and employee benefits related to miscarriage, stillbirth and compassionate leave for employees or their immediate families.

Our approach to **hazard identification, risk assessment, and incident investigation** is thorough and systematic. We maintain a comprehensive risk profile that encompasses all company functions. Our processes are underpinned by our “**no-blame**” culture, which encourages workers to report work-related hazards and hazardous situations without fear of reprisal. We extended our emergency preparedness capability to our franchise and express partners by designing and delivering 5 192 emergency training hours to their 469 employees.

An end-to-end audit of our EMF and radio frequency standards resulted in an overall compliance score of five out of five. This positions Vodafone as the trusted expert on EMF, meaning that we are the first point of contact by the regulator or government ministries, and as industry leaders in terms of the safety of our workers and customers.



5 Promoting responsible and inclusive procurement

To ensure safe and fair working conditions, and to responsibly manage environmental and social issues across our supply chains we encourage suppliers and business partners to adopt sustainable business practices.

We aim to work with suppliers who closely align with our purpose and who share our values. We expect our suppliers to meet our mandatory ethical, labour and environmental standards, to be accountable for managing risk in their operations, and to hold their suppliers accountable to equally high standards.

Our **supplier selection** process, policies, and requirements form a comprehensive framework that enables us to minimise risks and ensure ESG stewardship. All potential suppliers are rigorously screened based on the Vodafone global policy for social and environmental standards. We conduct additional assessments and investigations on potential suppliers who pose a high risk to our business or reputation. We regularly conduct supplier audits to evaluate compliance against our health, safety, environment and quality requirements. In FY2024 9 high-risk suppliers were audited on the health and safety management system, and we conducted 1 870 on-site health and safety inspections.

We work closely with our suppliers and provide them with necessary and supplementary training to ensure best practice supply chain management. We hold annual workshops comprising a committee of health and safety professionals from suppliers and third parties to address key risks and opportunities for enhancement. Following these discussions, our **supplier health, safety and well-being policy** was amended.

We **expedited the payment terms** for 175 smaller local suppliers to help them sustain their businesses. These businesses receive payment immediately upon invoice submission.

