

Chief Executive Message

I'm very pleased to share with you our sustainability report for 2018, on this very special occasion which marks 20 years of Vodafone's contribution to Egypt. Built by Egyptians in 1998, Vodafone has been keen to play a leading role in accelerating the development of Egypt. The ambitions of our people and their sincere desire to have a true impact on this country has been the biggest driving force behind our success. Vodafone Egypt's culture infuses the best in class international standards with the best in class Egyptian calibers; hence delivering an outcome that is bigger than the sum of its parts.

The highlight of the past three years has been our contribution to both the Egyptian business environment and Egyptian society. We have evolved our value proposition to businesses from a basic connectivity proposition to a more integrated solutions-based proposition that addresses the total needs of companies. We've introduced robust marketing products to large enterprises such as banks and retailers, while also engaging with SMEs to provide digital marketing solutions that are affordable by such smaller sized entities.

Our ability to connect the biggest number of Egyptians on our network has always been at the core of what we do.

Doing that at the highest quality that sets a standard for quality of service is what we stand for as we continue to emphasize #1 Customer Experience in our strategy. We're happy to have been able to achieve such standards, evidently through all performance metrics: whether related to our network or our service channels. But the evolution of our commitment to Egyptians has expanded over the past three years to facilitate their lives further by providing financial inclusion to those who do not have access to financial services.

Vodafone Cash, which we introduced to the market in 2013, has been a key area of focus. We've expanded the base of Egyptian beneficiaries on Vodafone Cash to cater for more than 40% of mobile money users in Egypt.

We continue to work on the portfolio of services enabled by Vodafone Cash to empower people to do more through their Vodafone Cash wallet, including utility payments and online payments. And while we expand this portfolio, we're also playing an active role in raising awareness of mobile money as an empowering service to the Egyptian masses.

As emphasized, everything we do at Vodafone is enabled by our talented workforce. Over 20 years, we have nurtured a unique collaborative culture that allows our people to feel empowered and supported by the organization. We've grown our employee base by 37% since our last sustainability report, and we continue our focus on gender diversity in the workplace, with females constituting 33% of our employees.

Our focus over the past year and moving forward is to build 'future-ready teams'. Since the future is digital, we're making sure we're upskilling our workforce with the new digital skills necessary for tomorrow, while at the same time hiring 'digital natives' into the organization.

These are exciting times for our people, who are experiencing one of the biggest digital transformation programs taking place in Egypt. And to make sure we keep them engaged, we maintain continuous communication through our comprehensive internal communication channels that keep every individual aligned on our strategy and ambitions.

I would also like to highlight how we have invested in social causes, as part of our sustainability efforts through our native capabilities, where we've extended our technical know-how into social domains. In that context, we're very proud of our E3RAFLI mobile application that supports the visually impaired community in becoming more independent. Our social investment has also expanded to serve the deaf and hard of hearing Egyptians through a specialized call center, enabled through video-calling technology.

Finally, 2018 was the year we launched our commitment towards becoming a digital organization, from the inside out. Digitisation holds a huge potential to support and advance the development of our economy. This is why we believe it is our responsibility, as Egypt's biggest player in the field, to initiate and facilitate this journey for our country. Egypt has a huge untapped potential and we are very excited to see what the future holds.



Disclaimer

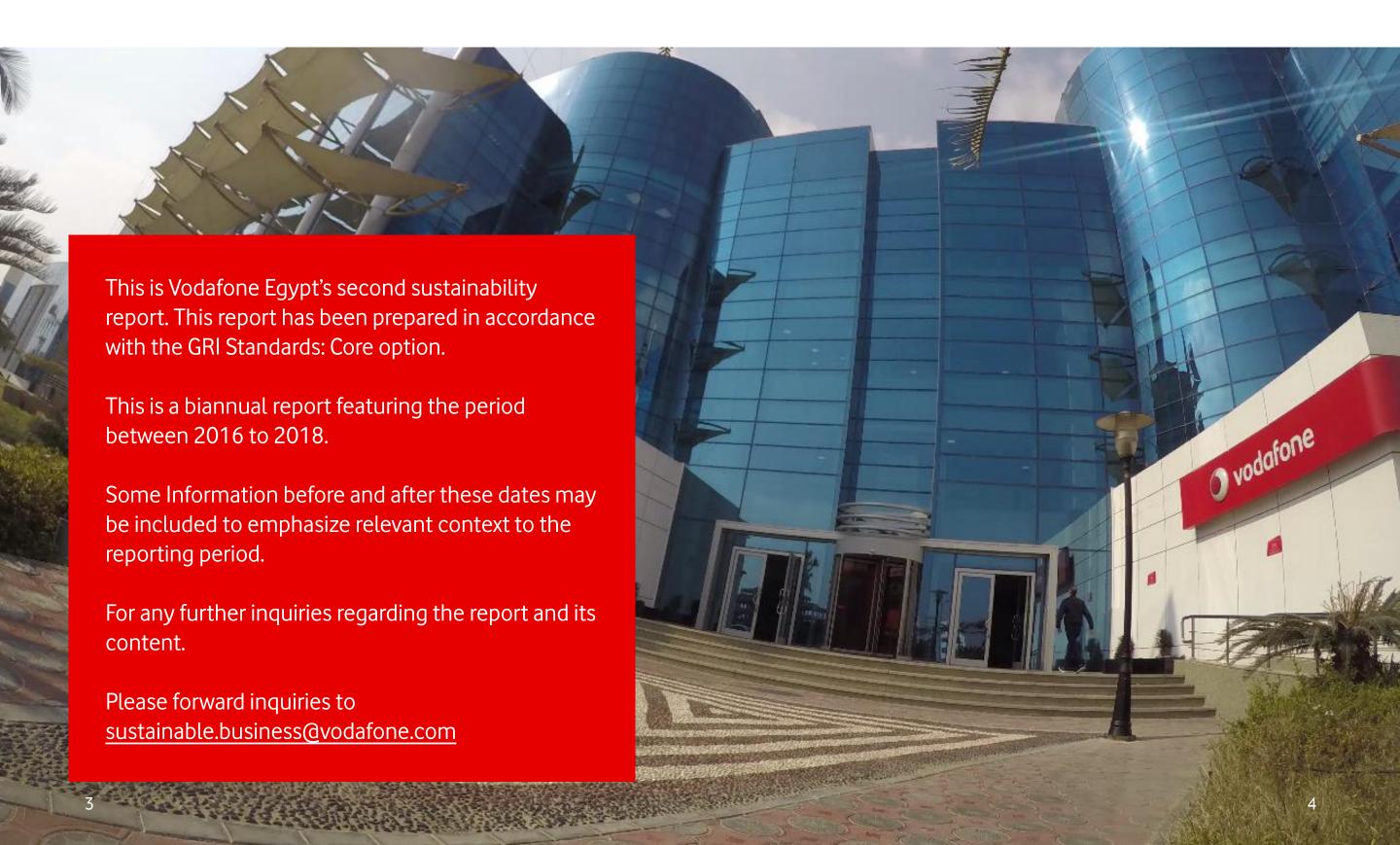


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- LEARNING & DEVELOPMENT
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- YALLA SHAREK EMPLOYEE VOLUNTEERISM
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Vodafone Egypt Foundation



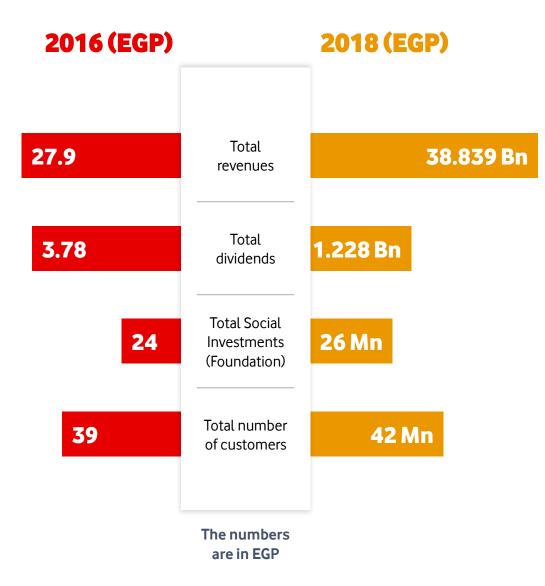
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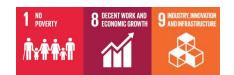


About Vodafone Egypt



Business overview



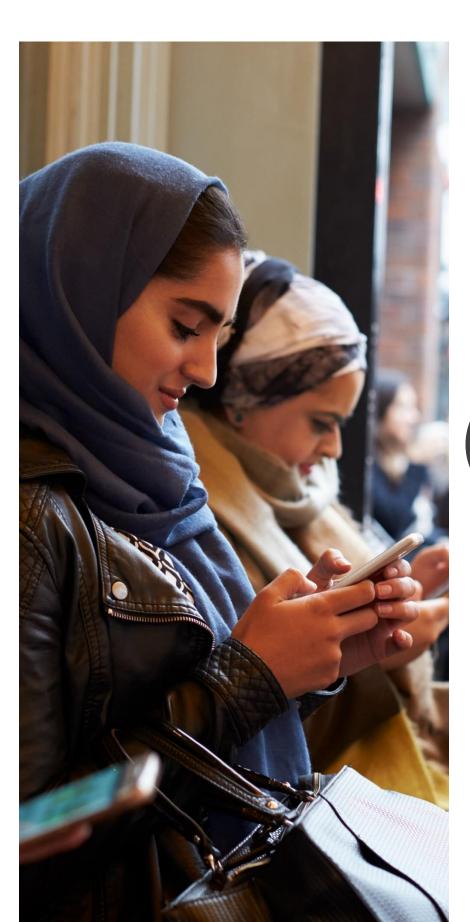


Activities And Boundaries

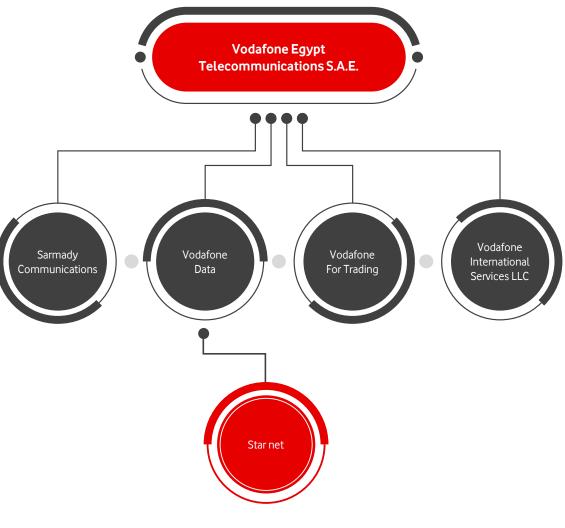
Vodafone Egypt (Ex Misrfone Telecommunication Company/ Click GSM) was founded and entered the Egyptian telecom market as the second operator in1998. A consortium between Vodafone international, Air Touch, and local/ international partners. In January 2002, Click GSM was rebranded to Vodafone Egypt. 2006 witnessed another important step as Vodafone Egypt launched its offshore operations under the name of Vodafone International Services. This subsidiary is dedicated to outsourcing business processes and IT services for Vodafone operators and beyond.

Vodafone Egypt completed a full acquisition of Raya Telecom in June 2007, as a step that complemented Vodafone's mobile communications capabilities with Raya's expertise in fixed-line data communication and corporate solutions. Vodafone acquired Sarmady in 2008; a company established in 2001. Sarmady became the digital arm delivering Vodafone internet experience in Egypt.

The Vodafone Egypt Foundation was established in 2003, as a corporate foundation donor, supporting NGOs and civil society organizations to implement development projects in the areas of health and education for children, community development, the usage of mobile technology for development and access to communications.



Legal Structure





Meet Alex -**Vodafone Egypt's CEO**

Alexandre Froment-Curtil who has been with Vodafone Group since 2004 and was the CEO of Vodafone Hungary from 2016 to 2017, became Vodafone Egypt's Chief Executive Officer on January 1st, 2018. Alexandre has a track record of achievements in various leadership positions he held at Vodafone and its subsidiaries. He was the Consumer Director at Vodafone Malta between 2010-2012 and then the Consumer Director at Vodafone Hungary. Alexandre has extensive experience in the fields of planning, operation, and marketing in Germany and UK.

Before joining Vodafone Group, Alexandre worked for companies like Booz Allen Hamilton in the UK, Synagir, and Valeo in France. He acquired a Diploma in Economics from Paris IX University and he earned his Masters degree in Telecommunications from Supelec, France and Imperial College, UK.

Board Of Directors









Unit Director











Awards & Recognitions



Vodafone Egypt named among Top 100 Performing Companies in the Amwal Al Ghad's Annual Ceremony See page 21



Vodafone Egypt honored and Awarded for Energy Efficiency by the Ministry of Electricity, UNDP, and the American Chamber of Commerce See page 41



Vodafone Egypt Liverpool FC See page 18



Vodafone Egypt wins "Top Employer" award as the best working environment in the ICT sector. See page 28





Sustainability At Vodafone

Vodafone is a global company that puts sustainability practices at the heart of its business model. We always seek the support of our people to create an experience that effectively contributes to the Egypt National Vision 2030 and the United Nations' Sustainable Development Goals (SDGs).

Sustainable Business Strategy

Our sustainability approach stems from the Vodafone Group Sustainable Business Strategy.

Vodafone Group Sustainable Business Strategy

The Vodafone Group Sustainable business strategy is built on an unwavering commitment to operating responsibly and a recognition that Vodafone has a role to play in contributing to the societies in which it operates. At the heart of this strategy, which was launched in 2016, are three global transformation areas, each of which has the potential to achieve positive socio-economic benefits for Vodafone customers and wider society, and each of which is aligned with and supports our long-term business objectives.



Women's empowerment

Equality of women remains a significant global challenge. By empowering women and promoting gender equality, we can enable communities economics and businessesincluding our own- to prosper.

Our 2025 goals

We aim to connect an additional 50 million women living in emerging markets to mobile

Our ambition is for Vodafone to become the world's best employer for women



Energy innovation

orgent action is needed to address climate change. This year, we have introduced two new goals that focus on achieving a significant reduction in the green house gas emissions associated with our operations.

Our 2025 goals

To reduce our greenhouse ga emissions by 40%

To purchase 100% of the electricity we use from renewable sources



Youth skills and

jobsPersistently high youth unemployment and a growing digital skills gap are significant social and economics challenges. This year, we launched our What will you be? Programme to help young people develop their digital skills and access learning and employment opportunities so they can thrive in the digital

Our 2025 goals

economy.

To support10 million young people to access digital skills, learning and employment opportunities

To provide up to 100,000 young people with a digital workplace experience at Vodafone.

In parallel, we remain committed to ensuring that Vodafone behaves responsibly and ethically wherever we operate, supported by our corporate transparency program. Four areas, each a topic of intense public debate, form the focus of our efforts as we ensure detailed policies, practices and disclosures help to hold our businesses to account while contributing to the broader debate.

Our Purpose is to connect everybody to live a better today and build a better tomorrow

Our transformation areas



Women's empowerment





Youth skills and jobs

Our transparency areas

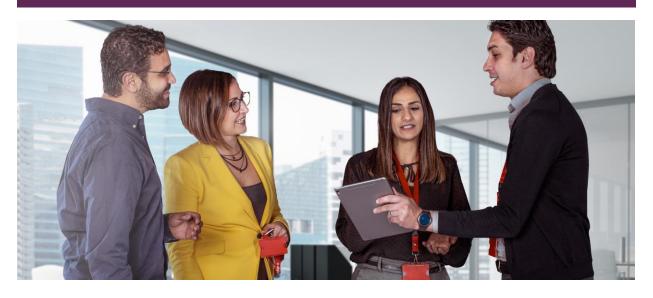
Tax and total economic contribution

Supply chain and integrity and safety

Mobiles, nasts, and

Digital rights and freedoms

Principles and practices





About Vodafone Egypt

Vodafone Egypt Sustainable Business Strategy

Our sustainable business approach is redefined to ensure closer alignment between our core business goals and the desired social and economic benefits. The core objective is to ensure that our business has a clear social and economic value. That's why our sustainable business strategy is centralized on four significant focus areas:



We run a responsible business that takes into account the wellbeing of future generations. We exert conscious efforts to reduce the negative environmental impact of our operations as well as across the value chain. From the design and the manufacturing process of products by our suppliers to the proper use and disposal of those products by our customers, the safety of our environment is observed .

The United Nations' Sustainable Development Goals (UN Sdgs)

In 2015, the United Nations launched 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change, by 2030. For more details about the sustainable development agenda and all 17 SDGs, see https://sustainabledevelopment.un.org/sdgs

Vodafone Egypt along with Vodafone Group are

committed to leveraging the power of their technology, networks and services to contribute to these global goals. Through our networks, products and services, responsible operations and the Vodafone Foundation, we contribute to 13 out of the 17 SDGs.



The SDG icons throughout this report highlight the work we are doing across our company to address these goals by 2030. For more information on Vodafone's contribution to SDGs. See http://www.vodafone.com/sdgs



















Stakeholders' Engagement & Updated Materiality

In accordance with the GRI's updated stakeholder engagement reporting guidelines, and as a follow-up on our self-proclaimed target in the previous sustainability report, the sustainable business team at Vodafone Egypt conducted a series of internal engagement activities to ensure the alignment of our material topics with the current interests, expectations, and concerns of all our stakeholders. No external engagement was conducted for this report. However, updated insights on our customers, suppliers, regulators, CSR partners, and other external stakeholders were compiled through an internal engagement with the teams in direct and daily contact with the respective stakeholders, on their behalf. The sustainable business team is looking to further expand our engagement activities in subsequent reporting cycles.

The engagement agenda commenced in April 2017 with a general stakeholder mapping exercise that was followed by one-to-one meetings with members of the management and leadership teams, covering the following functions: Strategy, Corporate Security, People Capabilities, Organizational Effectiveness and Change, Enterprise Solutions, Internal Communication, Decision Support, Regulatory Affairs, Health and Safety, and Facilities.

This phase highlighted the major topics of the reporting period, but it also exposed that there is little understanding across the organization of what sustainability is or what it means for Vodafone. Very few employees know what a sustainability report is, why Vodafone is doing it, or what the value or outcome could be of such an exercise. In response, and to facilitate the knowledge transfer and outreach of subsequent reporting cycles, the Sustainable Business unit collaborated with Dicarbon Egypt to design and deliver training awareness sessions for representatives of all functions within the organization, training sessions were attended by 42 employees across different functions and levels, in four separate groups, to facilitate discussions.

The main objective of these sessions was to build a positive outlook towards the concepts and practices of sustainability, and establishing links between the concept and business objectives across all functions. The second major objective was to establish the importance of reporting as a feedback and stakeholder communication tool, and the critical importance of the participation of each and function within the organization in the annual process of drafting the report.



The major topics covered during the sessions included the following

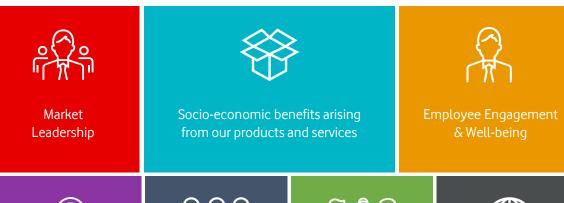


- Definition of sustainable development.
- Historical evolution of the global development agenda.
- The UN SDGs Agenda, The Egyptian SD Agenda (Egypt Vision 2030), and a brief on other frameworks (ex. Paris Agreement).
- Types of SD strategies.
- Progress in monitoring and measuring progress in SD.
- The need for effective and integrated reporting frameworks across the global, national, and corporate levels.
- General challenges to reporting across all levels.
- Different approaches towards corporate sustainability.
- Issues related to the telecom industry, and relevant risks and opportunities:
 - National issues: competitive behavior, diversity and inclusion, security, financial inclusion, digital workforce, infrastructure, the deep disparity between regions.
 - Global issues: disruptive technologies, digitisation, Content solutions & IoT, changing consumer behavior, privacy and security concerns.
- Overview of GRI's vision, mission, and standards.
- · Reporting content and quality principles.
- The value of reporting.
- Reporting steps.
- Discussion over KPIs and the different perspectives of stakeholders.



Stakeholder Category/Segment	Communication Channels (one way/ two way- involvement	Key Interests and Expectations
Employees	Annual People Survey the Net Promoter Score (NPS)	 Remuneration and benefits packages (ex. Maternity leave) A clear career path Clear and effective bottom-up communication channels/ grievance mechanism ~being heard Opportunities for personal growth and development Work-life balance Involvement in CSR activities and community support
Management Team	Connect meetings, quarterly Communication brief (monthly)	 Strategy setting and follow-up Building and managing motivated, loyal, and ready teams (within an enormous organization) Strong internal alignment Delivering strong and sustainable results
Shareholders/ Investors/Group	Financial statements Annual General Assembly	 Leading market share position Revenue growth Adhering to strict international guidelines across all business dimensions (ex. HSE, Anti-corruption) Business continuity and sustainability Exchange rate policies
ndividual Customers – existing and potential	Commercial advertisement, owned and franchised retail stores, call center, website, mobile application, social media	 Fast and seamless customer experience (incl. call center) Affordability and accessibility Strong network coverage Diverse and tailored packages Data security and privacy
Enterprise Customers – existing and potential	Meetings Social Media Word-of-mouth	 Tailored and innovative solutions that drive sustainable growth Partners/consultant mentality (crisis management, etc.) Data security and privacy
Vendors (advertising, contractors, etc. – proper segmentation of the main groups) – existing and potential	All channels	 Simple on boarding and payment process (procure-to-pay cycle) Partners mentality (facilitation, training, etc.) Empowering SMEs Local spending vs. International spending
Regulators	Regulatory Affairs and Public Policy Department (Focal Point), all channels	 Competitive behavior Compliance (security, privacy, HSE, etc.) Network and Infrastructure Enabling national development through digitization Approvals and permits for products and activities
Civil Society and Community (media, NGOs, universities, etc.)	Vodafone foundation activities, partnerships, and collaborations with sustainable business/marketing/other departments	 Technology transfer and accessibility Youth development, job opportunities, and retaining talent Funding and empowering Local Civil Society actors Aligning with the national and global development agenda (focus on child education) Inspiring local best practices concerning supportive work environments for women and disabilities Health and environmental impact

List Of Material Topics





Customer Service Community Development

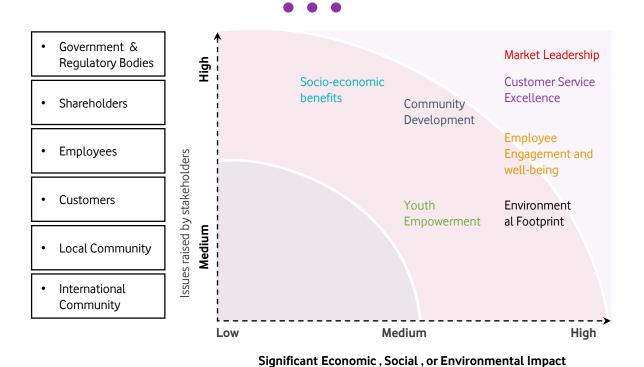
Excellence



Empowerment



Environmental Footprint





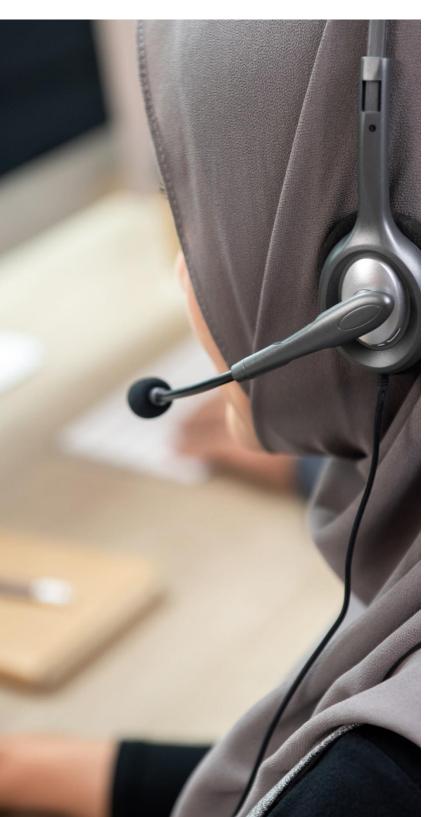


Customer Service Excellence

Customer service is both a science and an art at Vodafone Egypt. Our business rests on the satisfaction of our customers, in an ever-increasing competitive climate. We seek full accessibility to our customers through Egypt's largest retail network, call center, website, and mobile app. Our business-as-usual is to go above and beyond in serving our customers.

Vodafone Egypt has the largest market share, which is over 40% of the total mobile subscribers in Egypt serving more than 43 million customers, according to (NTRA) reports. Its network covers 99% of the residential areas in Egypt, thanks to its investments in the development of its networks and infrastructure.

Vodafone has implemented a comprehensive network development program spending more than LE 9.5 billion in investments over the past three years, to develop infrastructure and keep pace with the launch of 4G services in Egypt. This bringings their total investments in the Egyptian market to LE 45 billion pounds.



Updated Customer Privacy Policy

Vodafone is entrusted with managing and securing an immense volume of personal and communications information of millions of its customers. We continue to foster the trust and confidence of customers in the way we handle their personal information and provide services.

The Vodafone Customer Privacy Policy deal the handles of customers' personal information; this includes the collection, storage, access, use, updating, disclosure, disposal, destruction or any other processing of such information.

The purpose of gathering information from the customer serves the purpose of operating our business & enhancing our customer experience.

Vodafone Egypt's Privacy Policy Notice was updated on August 2016 and effective since September 2016. For more information on how we collect, secure and share customer personal information

https://web.vodafone.com.eg/en/privacy-policy-of-vodafone-egypt

Red And Flex

Red is Vodafone's High-value platform, where we promise our customers "Good things" that are more than just telecom value. Flex is our aspiring segment tariff, it's the evolution of our old control tariffs, our promise is "Be Flex .. Do More".

Red achieved a growth rate of 40% and outgrew competitors within the year 2018. Currently, it has more than 850K reach on social media.

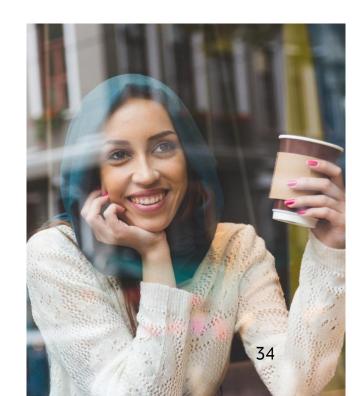
Flex achieved a base growth of 150% between 2016 and 2018. It is currently the number one service in market share and NPS scores versus competition in the same segment.

Red and Flex were constantly updated and refined since their launch. In 2014 Flex introduced the first of its kind one-unit mechanism. This unit was named "The Flex" in 2014. Afterward, multiple services and features were developed, including repurchase feature, Flex Extras, Flex Transfer, Super Flex, Flex Deals, Roll-over, free WhatsApp, and Flex-Coins.

Vodafone Egypt Partners With Liverpool FC

Vodafone Egypt announced the signing of a partnership agreement with Liverpool FC, the English Premier League Club. The agreement will provide Vodafone Egypt customers with exclusive content and access to Liverpool game highlights, training, and interviews with the players and last but not least, videos of the goals they score, on the Liverpool Sports channels

The partnership was signed by Vodafone Egypt's CEO Alexander Froment Curtil and Liverpool's managing director Billy Hogan, providing a great addition to Vodafone's sports content. The agreement affirms the company's commitment to providing sports services and content that meet the needs and interests of our customers, especially as Vodafone Egypt's brand the Vodafone, Mohamed Salah, is the star of the team.



About Sustainability At Customer Service Socio-economic Our Environmental Social Vodafone Appendix Vodafone Egypt Vodafone Excellence Benefits People Footprint Investments Foundation

Retail Stores



22.4% Touchpoint Net
Promoter Score YOY

Detractors % YOY:

-49.5% Consumer Complaints % decrease



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The first retail store in Egypt to open for business 24 hours a day, 365 days a year, was a Vodafone store in 1998. The first telecom to open dedicated stores in frontier geographical areas was also Vodafone. Our stores are always open in the most challenging times; at many times we were the only telecom store. Our retail network has always served as a national model, continuously breaking through exceeding standards ceiling of customer service in the market.

Accessibility is our core value. This is why you will always find a Vodafone store in emerging areas that are still under development. In many areas we are the only telecom business, providing services to our customers who work as construction workers or students in frontier universities. This might be a small client base, but by our standards, it is not only about the numbers. We conduct studies on all potential store locations where factors of access and need play a major role in deciding the location of the next store.

Our stores receive more than 3 million visits each month. This, by far, is the highest footprint on any retail network in Egypt. Retail stores provide a wide range of services that include: sales, after sale service, technical support, troubleshooting, and general customer service.

The architectural and interior design of the stores is developed and updated by the Vodafone Group according to the most updated Customer Flow Management standards, which ensure an optimal flow of services, an increased privacy, and a great store experience for all our customers, including little children, senior citizens, and people with disabilities.

Although Egypt's competitive retail scene means higher rates of turnover among retail staff, we still invest considerably in all our retail personnel. Our retail staff receives tailored, intensive, and continuous training on how to design and deliver an optimal experience. Our group's growing integration of technology in the store now allows for real-time monitoring and feedback through constant online coaching. This is an advanced form of job training that is being utilized through technology.

Our retail staff also enjoy a clear career path and access to a wide range of learning and development opportunities. As our hardworking front-liners, their concerns and demands are always taken seriously and respected across the organization. They contribute the most to our brand weight. And our management and leadership teams ensure open and quick channels of communication to and from our employees at stores all across the country.

Vodafone has a unified retail vision across all our Opcos. Our retail staff is part of our global family. Our service scores are ranked as one of the best across our OpCos. All retail stores, for example, have a complain target of 0.03%. The CSX Award is a Vodafone global award that rewards exceptional retail performance. Members of Vodafone Egypt's retail staff have won this award have frequently won.

Despite the stores' global design, our staff is usually hired from the local community and are expected to match the client base in the area, in terms of language and cultural readiness. And through our ever-growing network, we support and empower local youth, ensure women's representation, and engage in community development.

Digital transformation would be reflected in even greater technology integration across our stores. This will further streamline the service and ensure a better experience for our customers. We are aware that the stores will serve as an important medium for familiarizing our customers with the technology, breaking the cultural barriers, and inspiring digital literacy.

125 Number of Stores

Stores with Sign-Language Trained Representatives

4700 Number of Retail Employees

Number of Sign-Language Trained Representatives











Socio-economics Benefits



Connecting Businesses: Enterprise Solutions

A few years ago, our enterprise strategy bore little innovative teams that provide tailored and unique difference from what we offered to our individual services to our enterprise clients across all segments clients: basically voice and data plans. However, a (small, medium, and large). And this was the birth of critical shift in perspective resulted in building and our enterprise solutions. These solutions include: restructuring highly creative, integrated, and



Digital Workplace

Through the digital workplace journey, Vodafone Egypt supports the customers to engage with their employees, optimize all internal resources and increase the efficiency of all operations.



Digital Business

Vodafone Egypt supports the customers to build their digital strategy, deploy it, and how to monetize from using the key digital technologies.



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Through the digital customer journey, Vodafone supports its customers to reach their own customers through different digital channels and moreover how to engage with those customers.

From How many lines do you need? to finding answers for 'How can we support you in your business?, we utilize our evolving full-spectrum of technology services to deliver solutions and results that our clients did not imagine were even possible.

In documented cases, our services have enabled clients to enjoy a return on investment from 1, up to 4.5 times. And naturally, the revenue share from this segment has more than doubled as a result. This is also the fastest growing service segment for Vodafone Egypt at the moment.

We are selling a business outcome, not just a product. "Amin El Rabie Head of Enterprise Solutions"

The telecom industry has a huge potential for empowering enterprises across the Egyptian market. A potential that remains predominantly untapped. Our solutions work because they are always backed by our own experience (we sell what we are good at). They are also supported by a growing body of research and analysis that consistently improves targeting accuracy, and thus returns. This is evident in the case of the successful engagement of Small and medium-sized enterprises, by identifying their priority needs through reviewing their profile.

Supporting SMEs is currently a national priority. However, many major corporations struggle to create a successful business model for such a dispersed and diverse customer base. Vodafone Egypt's success in targeting SMEs is a best practice serving a critical national need and priority.

Enterprises that interact directly with a huge customer base, such as retail and banking, are thus far the largest recipients of our services. We support our clients through tough times and urgent situations. An example was when we needed to send 3 million SMSs in one shot every few hours because banks needed to inform their clients on the rapidly changing currency caps on credit cards.



Challenge

Solution

Careem
Digital Customer

Careem wanted to have more engagement channels with their customers, and instant reach to confirm rides and payments.

Vodafone availed a bulk SMS service integrated with Careem APIs to avail real-time reaching for Careem Customers.



Digital Business

Hacienda faced a great challenge in supporting high-quality facility management services for its tenants. Working with non-automated techniques and manual processes led to the delay in service time and bad customer experience.

Vodafone availed facility management mobile application to Hacienda's tenants; now the tenants can order technicians, issue complaints, request visitor's pass approval and even get notifications from the compound admins via a mobile app. The app increased the tenants' engagement ratio; in addition, it generated revenue for Hacienda as they started selling advertising spaces on the mobile app to nearby restaurants and retail stores.

Digital Workplace DHL domestic network DWAN is expanding across Egypt with the urgent need for a decentralized network design providing, VPN and internet service as a step towards SD-WAN. The sheer volume of sensitive applications that travel across the DHL network required a solution that could support the need for SDWAN service, with a controlled internet breakout point. DHL needed a telecommunications partner to improve the efficiency and cost- effectiveness of its domestic and regional networking capability.

Vodafone helped DHL Egypt achieve its first step-in intelligent SD-WAN service. By installing a dual diverse MPLS IP VPN hosted gateway, Vodafone met the DHL demand for extremely high service levels, including 99.9% availability at central and remote sites. Instead of upgrading the regional head office of DHL in Cairo Airport, Vodafone deployed two resilient breakout points in Vodafone DC and GPX DC, in addition to migrating DHL international links serving the regional WAN to those DCs.

SME Segment

Going digital is not only a significant global trend, but also a strategy that Vodafone has adopted and is currently implementing in every aspect of the business. Aiming to better communicate and digitize SMEs in Egypt, we launched our Ready Digital service, which acts as a digital advertising tool enabling businesses to effectively reach their potential audience on Facebook. Given the diverse industry portfolio in Egypt, Ready Digital makes it easier for businesses to advertise on Facebook by creating original content as well as relevant customized designs. In order to cater to the needs of our segment, there are six different bundles with various offerings, including but not limited to the number of posts and reached audience.

Vodafone Egypt's Partnership With CIB

Vodafone Egypt has renewed its partnership with the Commercial International Bank (CIB) in Egypt, the leading private-sector bank in Egypt with the highest market share in the banking sector. The renewal with CIB completes Vodafone's success story in the development of the banking sector.

Within the framework of this partnership, Vodafone Egypt has offered numerous services and technological solutions supporting CIB in its customer servicing, as well as safely and efficiently coping with regional and global developments that mean that the financial and banking market are continuously in need of development and update.

Vodafone Egypt has offered several services for CIB Egypt's branches, including internet connections and wireless communications to achieve the highest level of safety, privacy, and speed besides offering services to more than 180 branches of the bank. In addition, Vodafone Egypt has offered short messages and advertising message services that amount to more than 3 million text messages a month and that depend on Vodafone's strong and extensive coverage network, to achieve the highest levels of privacy and safety for CIB customers' accounts.



We are pleased with this partnership, as we are always seeking to offer updated solutions and services for our clients in the Egyptian business sectors. We aim to help our clients in facing the market's challenges and changes. Our main goal as Vodafone Egypt is to satisfy our customers.

Mr. Mohamed AbdAllah, Enterprise Business Unit Director for Vodafone Egypt

Vodafone Egypt has succeeded in serving more than 600 automated teller machines (ATMs), all over Egypt, in addition to serving more than 5,000 employees in CIB. We offer the best voice and internet services, to help CIB maintain customer satisfaction and achieve the highest levels of success.

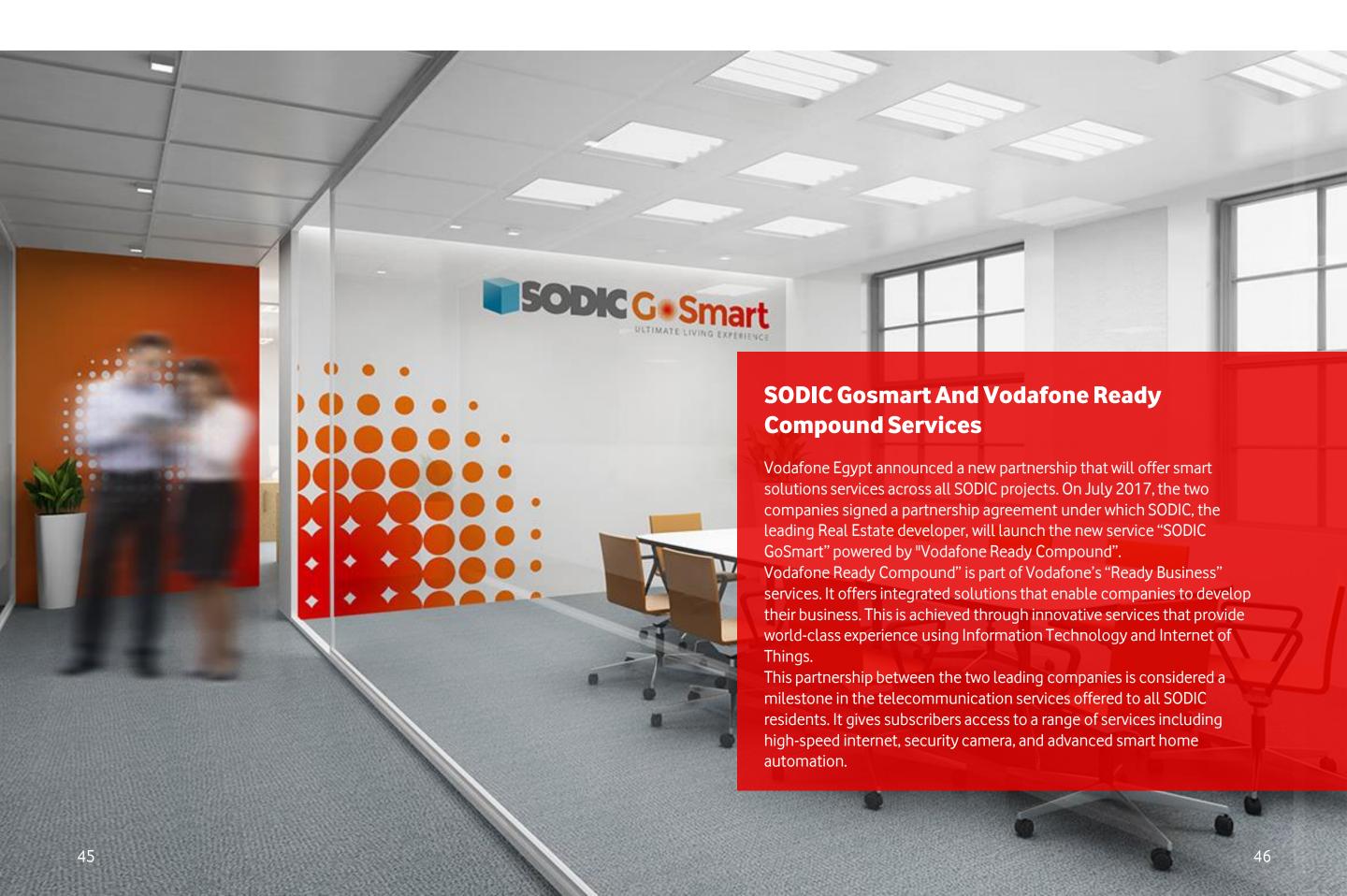
Mr. Zakaria Nabil, Head of Government Sales for Vodafone Egypt

This unique partnership with Vodafone Egypt, offers an innovative concept to the bank servicing sector, by providing non-traditional electronic solutions and helping effectively in attracting new categories to the banking system.

Mr. Mohamed Sultan, Chief Operating Officer at CIB Egypt

With the continuous development of technology, electronic banking services are an important priority for CIB Egypt. By offering a package of electronic banking solutions that satisfies our customers' needs. By offering an innovative banking model, a package of electronic banking solutions that satisfies our customers' needs as well as focusing on the competencies, personal experiences and techniques of CIB Egypt, and in partnership with Vodafone Egypt, we can offer our customers more.

Mr. Amr El Ganainy, Chief Executive Officer, Institutional Banking



About Vodafone Egypt Sustainability At Vodafone

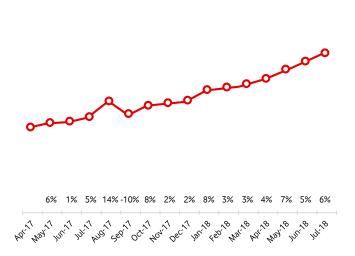
Customer Service Excellence

Financial Inclusion: Vodafone Cash

Over 60% of the Egyptian population are unbanked. Vodafone Cash was launched in 2013 to serve the national need and priority for financial inclusion. It is now the largest mobile payments platform. We have very ambitious targets for this platform where we believe it could transform the financial landscape, especially in rural areas, where no basic infrastructure is present but everyone owns a smartphone. We also believe it plays a significant role in women's empowerment, as women are usually the financial managers of Egyptian households. It also serves a large population of youth who are looking for a more convenient service platform than traditional banking.

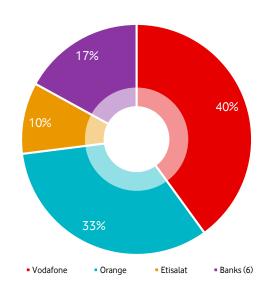
Vodafone Cash was established in 2013 to serve as a safe tool for transferring money remotely, to anyone, anywhere, and at any time. The service currently includes: money transfer, utility bill payment (in partnership with Fawry), recharge/top-up, phone bill and ADSL payment, donations, and online payment through selected partners.

VF Cash Active Users Growth



MoM trend line of active users from 2017 to 2018

Total Number of Wallets



Vodafone Cash market share.

Our strategy for Vodafone Cash is to



Diversify and expand our service portfolio so that customers will leave money on their wallets and always find a use for it.



Expand our distribution channels to be always visible and available for our customers across Egypt.



Optimize our platform stability and service agility for a seamless customer experience.

Vodafone Cash is maintained through a growing network of Vodafone Retail Stores, Fawryand Aman, and other small partners. Registration is only possible through the Vodafone retail store. Under CBE regulations, the service operates in partnership with a national bank. Until December 2017, CIB was our bank partner. Vodafone Cash is now operated through Bank of Alexandria. This strategic partnership aims at further developing interactive services for Vodafone customers contributing to provide innovative financial solutions. It enables Vodafone Cash customers to enjoy a complete portfolio of financial service, featuring easy, convenient, and safe payment services directly via their mobile phone, through the MasterCard network. In addition, Alex Bank intends to promote the service in their financial literacy and community-development initiatives in underdeveloped areas, which will drive awareness, accessibility, and social impact potential of the service.

We still face a number of challenges, especially with regard to getting our customers to trust the security of the platform and to take the leap on integrating the service into their established financial transactions. This is a gradual process that will pick up as society becomes more familiar with digitization in general. It still requires a lot of non-technical effort from our side to bridge this cultural gap.

Under CBE regulations, the service operates in partnership with a national bank. Until December 2017, CIB was our bank partner. Vodafone Cash is now operated through Bank of Alexandria. This strategic partnership aims at further developing interactive services for Vodafone customers contributing to provide innovative financial solutions. It enables Vodafone Cash customers to enjoy a complete portfolio of financial service, featuring easy, convenient, and safe payment services directly via their mobile phone, through the MasterCard network. In addition, Alex Bank intends to promote the service in their financial literacy and community-development initiatives in under-developed areas, which will drive awareness, accessibility, and social impact potential of the service.

Mobile alimony and pension payments through "Vodafone Cash

As part of our ongoing efforts to encourage social development and support the government, Vodafone Egypt has signed a strategic protocol for cooperation with the Ministry of Social Solidarity and Nasser Bank, to help pay pensions and alimony through "Vodafone Cash" in any of our service points in Egypt. The service targets 20,000 pension fund beneficiaries affiliated with the Ministry of Social Solidarity, including the "Family Fund," the "Takafoul and Karma Fund" and the "Pensions Fund," in its first stage. It is set to reach 150,000 pensions beneficiaries, during the second phase, with a total of 1 million beneficiaries.















About Sustainability At Customer Service Socio-economic **Our** Environmental Social Vodafone Appendix Vodafone Excellence Benefits **People** Footprint Investments Foundation

Our People

Vodafone Egypt is fortunate to benefit from a growing Egyptian labor market that presents a wide pool of talented and passionate personnel, especially due to the large percentage of younger people in the population. As a top national employer, we take pride in the diversity of our people, and the fact that beyond gender, religion and age, people from different universities?!!

people from varied cultural and educational backgrounds, different socio-economic statuses, and diverse geographical... are represented in our growing family of Vodafone's.

Vodafone's are known for their vibrating energy, problem-solving skills, and a social intelligence that cultivates lifetime friendships, not only within the circle of employees, but among all our stakeholders as well. The organization is built around equipped teams that work together on a daily basis to achieve pre-set and self-set targets. And since a thriving team culture is a critical competitive edge and top priority for our organization. We are continuously working on supporting and enhancing internal learning, communication, and the general well-being of our employees not only as individuals, but also as groups of dynamic and effective teams.

Our headcount has grown by 37% since our last sustainability report. Female headcount remained consistent at around 33% of the total employee population. We manage and serve our large headcount through one of the largest and most advanced HR departments across the country. The department consists of nine, fully-fledged functions that cover Services, People Capabilities, Internal Communication, Reward and Policy, Health & Safety, Commercial Business Partners, Tech Business Partners, Organizational Effectiveness and Change, and Property Facilities. We believe that our people are our greatest asset, and we are committed to always improving, expanding, and evaluating our HR services to ensure that the work and well-being of our population are at optimal levels.

Building Ready-Digital Teams

Building Ready-Digital teams means working towards a leaner and more effective organizational structure, accelerating processes and 'speed-to-market' response. It also means, advancing our employees' skill-set, to meet the demands of the digital age, and attracting and retaining youth, i.e. digital natives, to our organization.

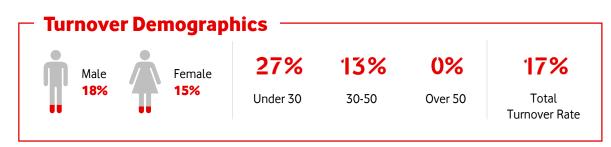


Headcount 8713

Employee Demographics Male Female 37% 62% 1% 3.9% Under 30 30-50 Over 50 Employees with Disability







Parental Leave

Fiscal year (April'16 till March'17) –Total Females equals 4392

- Total females who took paid Maternity: 213
- Total females who took unpaid Maternity: 149

Fiscal year (April'17 till March'18) —Total Females equals 3153

- Total females who took paid Maternity: 232
- Total females who took unpaid Maternity: 160

Vodafone Egypt wins "Top Employer" award as the best working environment in the ICT sector

During the "Top Employers Institute Award" hosted by South Africa, Vodafone Egypt was named the "Top Employer in Egypt" for 2017. The event was attended by Ms. Nagla A. Kinawi, Human Resources Director of Vodafone Egypt. The award is considered a culmination of Vodafone Egypt's corporate and strategic endeavors that allowed us to implement best institutional practices in the company's business Environment. It moreover reflects the success of Vodafone Egypt's management in handling human resources development and talent management, while developing the managerial capacities of department heads and team managers.

The award assessed the strategic potential of Vodafone Egypt. Standards and research methodologies included labor schemes, talent strategy, pioneering experience in educating new teams and developing acquisition and learning skills. Evaluating the standards of professional performance management, leadership and incentives development, as well as the development of corporate culture and work environment were also assessed.

Vodafone Egypt has Nielsen Marketing Research and has been named "Top Employer" for four consecutive years by Nielsen Marketing Research. The Top Employers Institute globally certifies excellence based on the conditions that employers create for their people according to a number of important and fundamental criteria, including culture and work environment standards, talent and competency management strategy, performance leadership development, management, compensation and benefits for employees, personal learning and development of new and old employees as well as others.









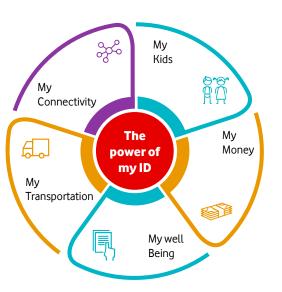
Benefits And Reward Programs

Standard benefit packages ensure that employees' needs and demands are covered from every dimension, and ours is recognized as a best practice across the Egyptian private sector. Complete medical insurance with family coverage, advanced pension schemes, and 16 weeks of paid Maternity leave are included. Vodafoners also benefit from discounted handsets and rate plans, transportation, diverse nutrition options, and access to a weekly updated set of offers from our network of commercial and tech partners.

Some of our premises include additional facilities like an on-site child care, a cutting-edge gym, and even a hairdresser!

Reward programs constitute an integral part of Vodafone's HR strategy, whether on a national or global level.

Almost 20% of our employees receive awards for exceptional performance each year. We believe that recognition is important for boosting the confidence of our employees and enriching a culture of gratitude across the organization.



The Vodafone Customer experience **Hero**



Saievly



Saievly Winner

Saievly



Recognition of generation a sustainable cost saving idea that would save a minimum of 500,00/ year. Idea should be out of employee's normal of business.

An amount equals to 0.5% of the saving amount with maximum f EGP 30,000. —In case of team idea, award would be 1.5 times of the individual's award for the whole team. —Saving ideas worth EGP 10 Million or more/year will be subject to additional award of Luxurious local trip for two.

Vodafone Way Global Hero



Recognition of living and demonstrating The Vodafone Way

For Local Winners: Luxurious weekend with spouse at his/her place of choice from the available local trips. For Global Winners: Luxurious group celebration in London by the end of fiscal year.



Health & Safety

In Vodafone Egypt, health, safety and wellbeing (HS&W) of our people is not just a policy statement, it is the way we do business; we believe it's a way of living and we continually encourage our employees to follow the same pattern. We take health and safety seriously; we are committed to achieving the highest standards in occupational health and safety with the aim of providing a safe and healthy working environment for our employees, contractors, and visitors. We strictly adhere to national applicable occupational health and safety legislations. We also commit to the Vodafone Group occupational health, safety and wellbeing standards throughout our operations.

The health and safety of our employees is a top priority issue. Vodafone Egypt spares no effort or expense to provide a safe workplace for employees, vendors, visitors and endeavors to ensure that all third-party service providers working with the organization are maintaining the same standard. This includes assessing and planning each task, providing appropriate tools, running training programs, and providing qualified supervision for implementation.

We continuously work towards establishing safe work practices by addressing the risks arising from day-to-day work duties within various tasks, through different designations and special focus on common causes of severe accidents and fatal injuries.

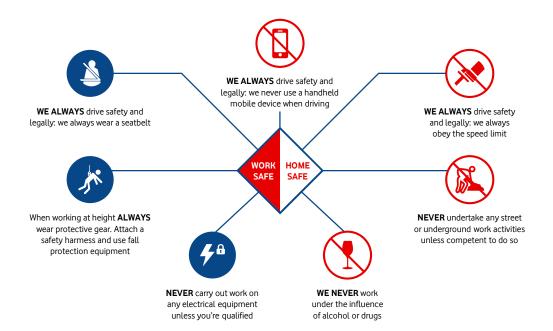
One Goal for All: Zero Fatalities and Zero Major Incidents

The Senior Leadership Team's (SLT) involvement is considered one of our solid pillars to ensure achieving our primary goal of Zero Fatalities and Zero Major Incidents. Their role is to closely monitor overall health and safety performance through quarterly engagements, health and safety tours, committee meetings and business reviews, to ensure proper implementation of all health and safety requirements. One of management's key functions is its commitment to promoting occupational health and safety and to foster a culture of well-being. It proactively works toward the prevention of injuries, ill health, and fatalities through engaging its teams, encouraging reporting of unsafe conditions or behaviors, supporting consultation, allocating budget and resources, and reviewing performance.

Health and Safety Management Approach

Our Senior Leadership Team is committed to Vodafone's Seven Absolute Rules, which serve as the basis of our Zero Fatalities and Zero Major Incidents targets. Each executive or director is responsible for managing his/her function within the operation by encouraging their teams to abide by these rules and actively enforcing them when necessary. In order to ensure employees' well-being, health and safety has become a major Key Performance Indicator (KPI) to ensure employees' full commitment and understanding of running a safe business.

The Vodafone Absolute Rules



Vodafone Egypt has clear and strong mechanisms for monitoring the effectiveness of the management approach for any activity that taken place, by relying on international HS&W standards, which applies each of the below



Clear selection criteria and pre assessment



Internal and external audits,



Deep-dives



Health and safety plans,



Key performance indicators (KPLs), and



ISO 45001 Awarding

Vodafone Egypt was very lucky to be one of the very few companies across the Middle East that became a facility certified ISO 45001 (HSW management system) this year. ISO 45001 is a standard that emphasizes effective, efficient and continual improvement.

Organizations will have a wide range of benefits from using this standard, including:

- Globalization. ISO 45001 puts the organization in an elite category of business which will be internationally recognized.
- Improved business performance by reducing workplace illness and injury and costs which will result in increased productivity.
- Creating consistency and establishing "best practices" for occupational health and safety throughout the organization.
- Improved identification of hazards and risk.
- Demonstrating effective loss control to attract lower insurance premiums.
- Reducing accidents, incidents and downtime and improving the efficiency of operations.
- Providing for the safety of all persons affected by the activities of the organization.
- · Promoting management oversight through monitoring and measuring of KPIs in health and safety.
- Embedding proactive behaviors which focus on prevention rather than reactive post-accident remorse.
- Encouraging continual improvement.



About Sustainability At Vodafone Egypt Vodafone

Customer Service Excellence

The Well-being Framework

Digital Balance

Healthy and sustainable use of technology within our digital lives

• Digital Capability-mindful use Managing our digital lives

Physical

Having good health and sufficient energy to get thing done on a daily basis

- Exercise
- Nutrition
- Recovery
- Substance use

Purpose & Growth

Enjoying what we do each day and having the motivation to achieve our goals

- Personal Purpose
- Growth & Development
- Feeling Valued
- Connected to Vodafone's Purpose

Emotional & Mental

Feeling good and functioning well

- Emotional Resilience
- Positive mind-living and working productively Mindfulness

Financial

Being and feeling financially health and sure

Equipped and capable of managing our finances to sustain financial security

Connections & Community

Positive and meaningful connection with family, friends, colleagues and the wider community

- Positive inclusion and involvement with family, friends and colleagues
- The opportunity to connect with and contribute to the wider community

Being the top employer and one of the nation's most successful organizations could not be achieved without the well-being of our employees.

At Vodafone, we work hard to maintain a healthy and safe workplace to ensure our employees are physically, mentally, socially and psychologically healthy, where a healthy workforce guarantees a healthy and successful Vodafone. Accordingly, Vodafone has created the "Well-being Framework" in which we have consolidated all our well-being activities into six main pillars.

These pillars are:



Emotional &

Mental



Financial

















Digital Balance

The well-being activities don't only focus on your health and fitness; they relate to your daily lifestyle, starting from your emotional resilience, going through how you sustain your financial security, how you gain the opportunity to positively connect with your colleagues, family and friends, and how you enjoy what you do every day with the motivation to achieve your goals. It also extends to the healthy usage of technology within your digital life.

Global Well-being Challenge GWC

- · This initiative was inspired by the World Heart Day. It aims to promote heart-healthy living at Vodafone through encouraging all our employees to look after their health and mental well-being for one month.
- In 2018, we've had incredible engagement across all local markets, with 3,500 participants across more than 250 teams. And we are proud to announce that Egypt tops the Leaderboards for the sixth time in a row!
- Our HR won the departmental competition for the second year in a row.

GWC 2018 Winners



Mostafa Hossam Commercial Cops 2469.11 Miles

Workplace Competition **Inspiration** Video



Mahmoud Youssaf

1st & 2nd Female

1st

Male



Yasmine Sharawy Commercial Cops 1102.53 Miles

Madlen Michel Commercial Cops 910.06 Miles

2nd Team

The Red Devils

Mostafa Hossam Commercial Cops Yasmine Shaarawy Commercial Cops

Assem Ali CBU

Mohamed Sobhy Commercial Cops

Physical Well-being

We always give our employees the chance to look after their physical and mental well-being, by offering them several activities throughout the year, particularly during our Global Wellbeing Challenge month.

- Sports days
- Healthy walks during the day
- Cycling
- Football tournaments
- Free gym sessions for everyone
- 6 Yoga sessions
- Office spinning competitions
- Transformers Challenge (nutrition and cross fit sessions)















Emotional & Mental Well-being

Our mental and emotional health influences how we think, feel, and behave in daily life. It also affects our ability to cope with stress, overcome challenges, build relationships, and recover from life's setbacks and hardships.

The future is exciting with developing and maintaining our employees' well-being. At Vodafone, we work hard to maintain a healthy and safe workplace to ensure our employees are physically, mentally, socially and psychologically healthy, where a healthy workforce guarantees a healthy and successful Vodafone. Accordingly, Vodafone has created the "Well-being Framework".

For the Mental and Emotional Well-being Pillar, we conducted many activities including (but not limited to):

- Relaunching our Flexible Working Policy
- Stress-free Day
- Mental health awareness tips
- Periodical competitions (e.g. Fawazeer Ramadan)
- Anniversary Day and New Year activities
- · CEO/EXCO lunch and Ramadan Iftar
- Motivational and Engagement activities like Employee Appreciation Day and (Mr. Motivator SpiritUp Hub)
- Team building events

Medical & Mental Exhibitions

As part of Vodafone's commitment to our employees' physical well-being, we provide in-house physical and mental health screening for all.

We provide exhibitions on a yearly basis for two weeks that cover all our employees' needs such as:

- Backbone assessments
- Optical assessments
- Nutritionist consultations
- Lipid profiles
- Cholesterol & blood pressure checks
- Liver function checks
- Flu vaccinations
- Smoke cessation
- On-shelf medications and supplements
- Discounts on various products (eye glasses, gym subscription, dental offers, lab offers etc.)

Our employees had the opportunity to get prepared and gear up for the challenge





Free sessions by professional doctors and nutrition experts were conducted.





Drugs And Alcohol

Having appropriate and competent teams is key to our success. We always lead by example, so we include drug and alcohol testing and awareness in all our operations. We conduct several tests on several levels to ensure compliance with Egyptian laws and our own KPIs.

Our phases are:

- Random tests for random employees during the year.
- Tests upon incidents.
- Pre-employment tests.
- Health surveillance tests for high risk roles such as driving and working at height.
- All vendors shall conduct the same tests to ensure their compliance.



Safety Campaigns

External Safety Campaign

We launched Vodafone's public safety campaign at the Alexandria toll station to remind everybody to enjoy their leisure time safely by adhering to the four absolute driving rules:



Always drive safety and legally: always wear a seatbelt



Always drive safety and legally: never use a handheld mobile device while driving



Never carry out work on any electrical equipment unless quality to do so



Never work under the influence of alcohol or drugs



Work Safe, Home Safe Driving Safety Campaign for Employees

Distracted driving is the main cause of car accidents and deaths. One of our biggest commitments at Vodafone is to ensure that all our employees, vendors and contractors Work Safe and go Home Safe. That's why we run 'Road Risks' awareness by completing several on-ground activations, including:

- Simulating a crushed car in our parking area, applying the four absolute driving rules to this situation.
- Re-innovating all the internal branding.
- Experiencing the influence of drugs and alcohol using VR experience to demonstrate how it affects vision.
- Distributing bumper stickers
 (Buckle up) and car badges with
 the four absolute driving rules,
 along with the H&S emergency
 hotline.
- Launching the Reverse Parking competition.
- Car ergonomics awareness.



Empowering Youth

We developed programs in collaboration with different departments in the organization (ex. Sustainable Business, People Capabilities, Marketing, and others) to deliver innovative support for various youth segments around the country.





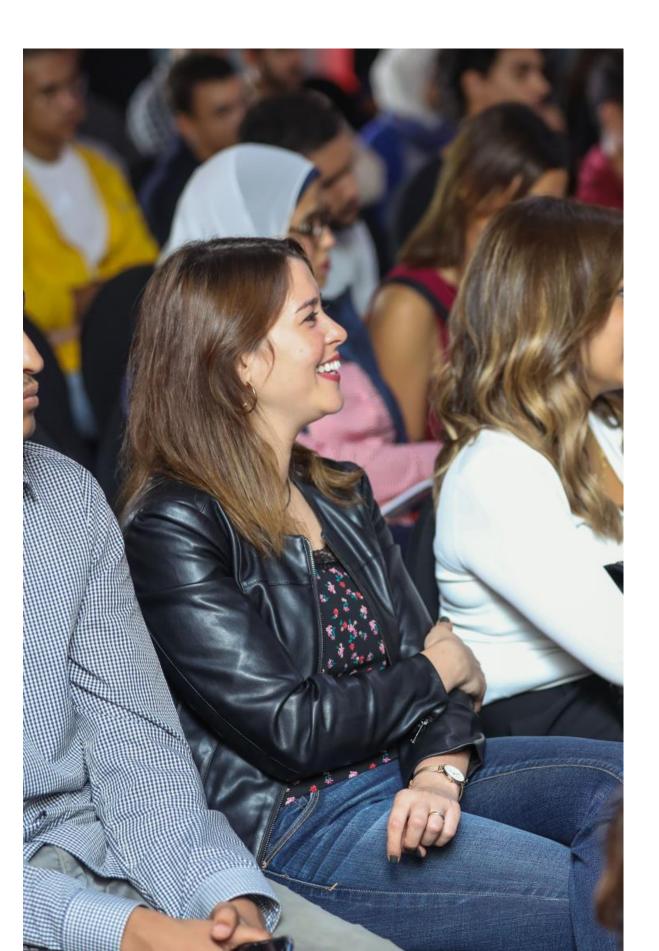
University Partnerships & Employment Fairs

- We established partnerships with eight universities, and are seeking more. Currently we have The American University in Cairo, The German University in Cairo, Cairo University, Ain Shams University, Arab Academy for Science Technology, Zewail, Modern Sciences and Arts and Nile University.
- We participated in 15 employment fairs from 14th November 2017 to 12th May 2018.
- We organized 22 Career Day, in which young people are given guidance and advice on their careers. These include basic CV writing and interview skills.
- We organized seven Open Day interviews.



Interns

A large portion of our employees has started as young interns in our now-famous internship program. We welcome students from all majors and backgrounds to evaluate their desires and ambitions. Mentored by a Vodafoner, interns are allowed to actively engage with, learn, and contribute to our work for two months during the summer break. In 2018, we welcomed more than 180 students in our internship program





Discover

Interns who show strong potential are invited back upon graduation to join our unique Discover program, where they get a customized induction, onboard training, and an assigned coach for constant feedback and evaluation. On top of that, they get to work in four different roles across four different teams over the course of one year to discover where they really shine.



STEM

STEM is a Vodafone Global Initiative, which educates over 500 girls in Egypt and around the world. In celebration of the World Youth Skills Day, Vodafone launched a free coding training program, #CodeLikeAGirl, for 14 to 18 years old girls across 26 countries. The training program provides an opportunity for over 40 girls to get a better Science, Technology, Engineering, and Maths (STEM) education which further enables them to have a better career in coding and technology fields.

#CodeLikeAGirl program offers seminars and practical lectures on software science and mathematics as well as coding workshops given by a team of expert Vodafone employees and telecom engineers specializing in the coding field. The training program also provides basic knowledge of computer languages and development programs, including HTML, CSS, GitHub, and Bootstrap, enabling students to develop a website by the end of the one-week course.



Shadow Me

High school and first and second year college students join us for a job shadowing/mentoring experience across our different departments. The duration may vary between one day, one week and two weeks.

Learning & Development

The role of learning and development is vital for a successful Vodafone. We are investing more than ever in our digital learning tools. Our employees benefit from Vodafone's global learning platform: Vodafone University. The platform includes training courses spanning both functional and interpersonal skill development, and is continuously updated with digital-age topics and skill sets to meet accelerating global digitisation demands.

On the other hand, classrooms are still the main mode of learning delivery across Vodafone Egypt. We have delivered 11,078 classroom training days in the past year alone. This would not have been possible without the contribution and commitment of our Vodafone certificate trainer to the learning of our organization.

VCT is our community of internal trainers that is built and developed by revise leaders across different functions. They are selected through a careful assessment process that involves a panel interview in the final round. All VCTs receive a "Train the Trainer" training before beginning their teaching journeys. They are also required to attend regular development training sessions that provide a refresher on the best ways to design and deliver training while stimulating maximum engagement from attendees. VCTs received 114 training days in total the past year. Our VCT community ensures ideal collaboration and knowledge transfer within Vodafone, both vertically, and horizontally, through facilitating cross-function interaction.

To ensure that all teams are adequately supported in their digitisation journeys, the L and D team holds meetings all year round to explore and update the learning needs and demands of all functions. Upon this assessment, a learning agenda with each team is set, and according to which, mandatory and optional courses are assigned. Employees' learning journeys are monitored and evaluated via the supervising manager, and an overview is included in the annual performance appraisal.

Learning events are held to inform, encourage, and align employees on new important topics and the available learning courses or tools. Our most recent event was the Digital Learning Week, held from 15th-19th of April 2018, and involved the following activities:

"Digital Zone" Digital apps Display where a number of attendees won on-site gifts for owning or using VF apps... "Digi-talk" sessions: Covering Block-chain, IoT,
Digital Transformation and
Robotics topics.

Live broadcasting of Digi-talk sessions: allowing remotely-located colleagues to watch the sessions simultaneously with their colleagues via Vodafone Tube.

"Learning Hour": boosting online completion of Digital Business Essentials' online modules.

Daily across-week rooms to broadcast live Global Webinars.

We are also facilitating online learning via our online platform 'Vodafone University' where employees can access many learning resources in several areas, as well as benefit from partnerships with other online learning providers such as Avado 'Dot Native Digital platform'. We also encourage employees to learn more through competitions and campaigns, reaching more than 2,000 online learners.

Additionally, the L&D team encourages employees to pursue further qualifications for their personal growth and career aspirations, through partnering with top national universities and institutions in offering discounts from 5-30% on Diplomas, Masters, and Doctoral programs (mainly MBAs and DBAs).

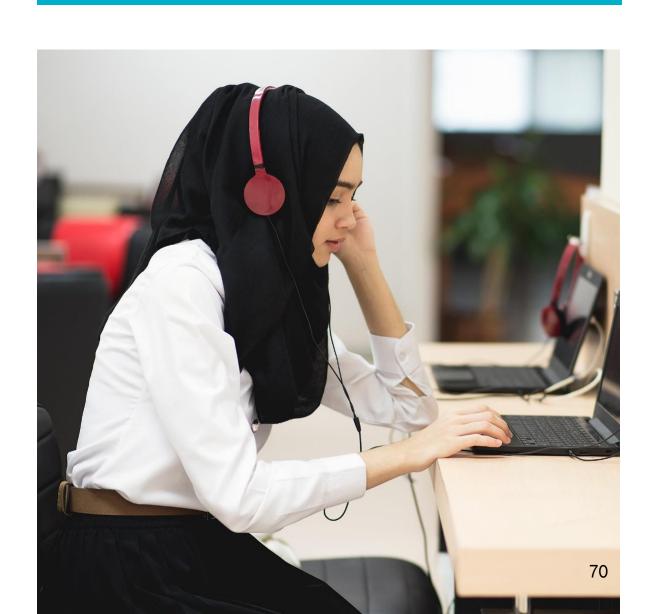












Employee Communication And Engagement

Maintaining a healthy workplace and a happy work environment is necessary for a sustainable and successful business in Vodafone Egypt, engaging our employees is an ongoing investment; through year round engaging activities and events, as well as keeping open and regular communication with all employees.

Strategy Launch

The process of launching a new strategy, together with introducing a new CEO Alexandre Froment-Curtil to the organization, is a major event for our internal communication team.

Our strategy is set in a bottom-up approach, which means that our entire organization should be fully aligned, not only with the CEO's vision and theme, but also with our pre-existing processes and how changes in one area of the organization could possibly affect their lines of work. This bottom-up approach means that the strategy-setting process takes no less than six months, during which frequent engagement events are conducted to make sure that everyone's voice is included and heard.

The process began in January 2018. Our CEO aligned first with our leadership team, then as a united front they reached out to all our line managers (1500+) in a series of engagement events. A department strategy event was then organized so that employees were given the space to discuss with their managers the best ways to apply the strategy to their work and targets, while also having the chance to discuss their outcomes with other functions, managers, and the CEO of the organization.

Every quarter, the CEO sends a strategy review video to all Vodafoners that highlights important numbers and progress made. He also meets frequently with the leadership team, and engages with the rest of our management through our quarterly CONNECT events.

Alex has also made sure to engage our frontlines: retail employees through various visits to our stores outside Cairo, to make sure that their concerns and ideas are accurate and well-represented in the decision making-process.



Communication Goes Digital

To make everyone feel the change of how we do things in Vodafone, and experience Digitisation in their day-to-day work environment, Internal Communications had to jump on the Digitisation wagon so that our people can always be up to date wherever they are.

We have successfully launched two digital apps in FY2017/2018. The apps quickly became indispensable to our employees by serving as important and reliable tools for communication. We are continuously working on enhancing the apps features making them an integral part of our employees Vodafone lives

Vodafoners app:

(Launched November 2017)



Can be used anytime, anywhere, with features that are accessible out of premises like never before.



It is secure - logs in with your NT account details.



Always up-to-date - all news is right here at your reach.

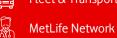








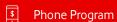










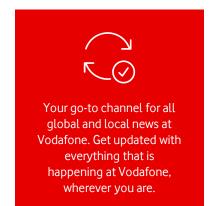






Vodafone News:

(Launched January 2018)





Personalize to keep up-todate with the content that means most to you.



important announcements so you never miss out.





The Best Events In Town!

We believe in the positive power and impact our engagement events and gatherings provide to our people. Each year, we strive to take them up a notch. An annual engagement calendar is made, including interaction with senior leadership, seminars, career development and special events of which:



Ask Alex

A public forum held by the CEO on a monthly basis, attended by employees across the different premises where they get the chance to interact and meet up with Alex face to face to discuss a variety of topics and get answers to whatever they have in mind.



Our New Brand was launched in 2017

introducing a new identity was an interesting challenge where internal branding, competitions, giveaways and more were used reflect our new brand and tagline 'The future is exciting. Ready?'



Employee Appreciation Day

A day when the employees get the chance to send their appreciation and thanks to their colleagues for their hard work and performance as well as announcing the Happy Hour for the summer!



"Bring Your Kid to Work Day"

was a blast! We hosted more than 3,000 kids across our premises and reached out to our partners to help us fill the day with the most fun activities and food, and to leave a memorable experience with each and every kid no matter their age. This year, we partnered with the famous KidZania, WellSpring, and Nestle, among many others.



Ramadan

is always a special time for our engagement activities. And this year we upscale our events. With our traditional CEO Iftar, our annual Football Tournament, Mesa7araty, and Digital Treasure hunt, our employees' agenda was full during the month.

Vodafone Egypt Is Topping The Ranks!

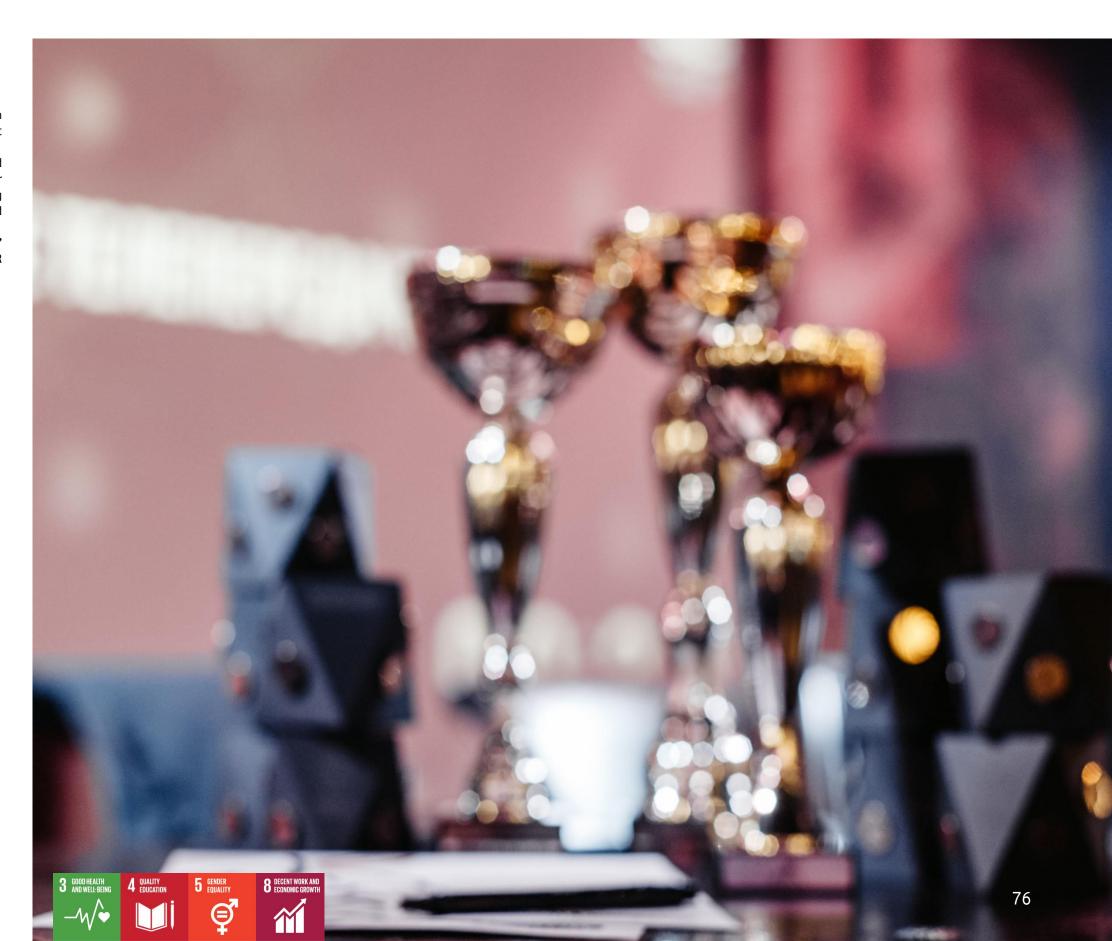
In Vodafone Egypt, we always have our people in the heart of everything we do to make sure that our people are always **#VodafonerandProud**.

We won Top Employer in Egypt and Africa award after the "Top Employers Institute" assessed our employee offerings on culture, working environment, Benefits and facilities, Diversity and inclusion initiatives and more.

Also, we won the **'Youth Engagement Award'** during the 2017's Vodafone Annual Global HR Director Conference.

We Listen To Our People

We always strive to measure our success and benchmark employee satisfaction and their level of engagement. Accordingly, we conduct an annual people survey to find out what our people have to say about Vodafone. The survey measures their views on management relations, skills utilization, employee effectiveness and culture impact.

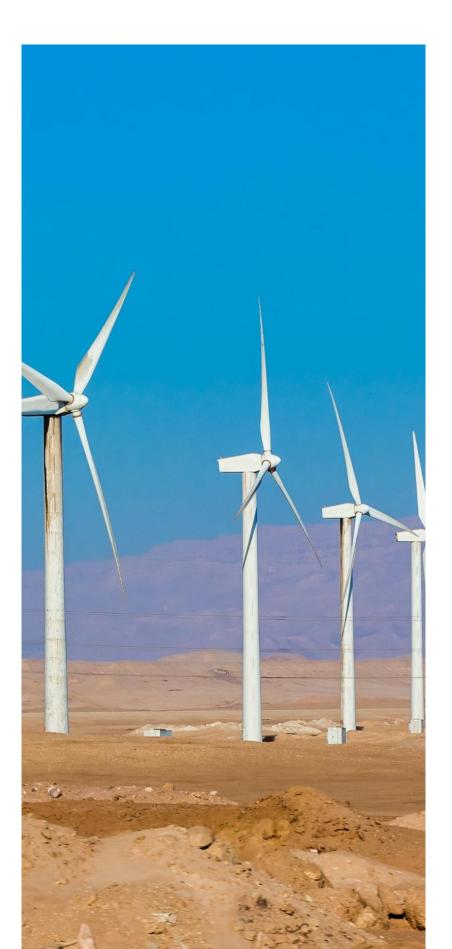




Vodafone Group Commitment

Vodafone Group is committed to carbon reduction across their business, with programs that use new technology and innovative approaches to change the way networks are run. In this context, Vodafone has put Energy Innovation among its global transformation goals for 2025, working towards achieving 40% reduction of Greenhouse Gas (GHG) emissions, in addition to achieving 100% renewable electricity supply.

Vodafone Group has joined the RE100 initiative, a collaborative initiative led by The Climate Group in partnership with CDP, which brings together major businesses committed to switching to 100% renewable electricity, where Vodafone is committed to achieving the 100% renewables target by 2025.



Vodafone Egypt honored and Awarded for Energy Efficiency by the Ministry of Electricity, UNDP, and the American Chamber of Commerce

Vodafone Egypt received an honorable recognition, with an award to acknowledge our achievements for our Energy Efficiency Project. The company's leading role in supporting and participating in the national energy efficiency strategy has proven to be a pioneering project in the sector. The project sets a cornerstone for implementing international standards of energy conservation.

The project was recognized and set by the Minister of Electricity and Renewable Energy in collaboration with the American Chamber of Commerce in Egypt (AmCham), and United Nations Develop Egypt.

Vodafone Egypt received the award after the implementation of our project which was directed to reduce electricity consumption in all of our buildings, offices, and network towers. The project aims to preserve natural resources and promote Sustainable Development practices throughout our company which will allow for positive economic, social and environmental benefits to our whole nation.





100% Renewable electricity supply



40%

Reduction in
CHG emissions
against a baseline
of our emissions
for the 2017
financial year



100% Renewable electricity supply



40%
Reduction in
CHG emissions
against a baseline
of our emissions
for the 2017
financial year

Renewable Energy Investment

Description	Total
Number of Solar Base Stations	141
Electricity Generated from Solar Stations (MWH) per year	1,482
Reduction In GHG emissions	775

Number and Location of Current Solar Stations

Region	Number of Solar sites
Alex	3
Cairo	5
Delta	5
Upper Egypt	128
Total	141



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Resource Consumption

Consumption	FY 14/15	FY 15/16	Change	FY 16/17	FY 17/18	Commentary & Actions to optimize
Network Waste Kg	807,033.00	NA		690,000	886,000	
Water (Liters)	14,454,200	19,442,000	35%	21,140,823	21,935,227	Increase in consumption due to increase in the number of employees
Electricity MWH	75,738.86	71,678.39	-5%	47,188m	61,956m	
Cooling MWH	9174.69	9480.83	3%	33295.26	31582	
Fuel consumption from non-renewable sources (transportation)	36,012.37	35,504.05	-1%	3468384.704	3641884	Diesel
Fuel consumption from non-renewable sources (transportation)				328252.1194	352974	Petrol
Consumption of energy from other energy sources by vehicle transport				478090.9091	478000	
Renewable Sources MWH	416.11	411.43	-1%	1240	1480	Change 19%











Social Investments

Sustainable Business Unit

Our Sustainable Business Unit strives to integrate relevant social and environmental dimensions with our business practices and impact.

The unit still adheres to its CSR legacy of philanthropic activities, such as blood donations, volunteering for food banks, and organizing events like Orphans' Day. However, our focus has evolved towards exploring the more challenging dimensions of integrating social responsibility into our core business, in order to realize our maximum and sustainable impact.

Vodafone's mission revolves around empowering people through technology. The unit, thus aligns this mission with our local community's priority needs to find overlaps where we can have the most impact.

Erafli Mobile Application

According to the World Health Organization, there are around 3 million people in Egypt who are visually impaired. E3RAFLI was born from one of our visually impaired employees, where a need and a business opportunity were matched.

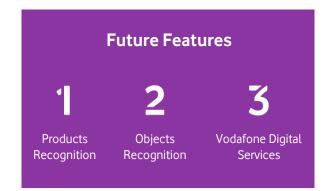
Vodafone Egypt prides itself on its Customer Service Excellence approach. Our customers are the core of our business. Realizing that almost 3 million were left behind presented a challenge that aligned with our core mission and values.



E3RAFLI is a mobile application that supports the visually impaired community in becoming more independent and more confident in their daily lives. This is currently the center of our work at the Sustainable Business Unit. We also prioritized this initiative in response to the current national agenda, where 2018 was announced as the year for supporting people with disabilities in Egypt.

We are working on further developing the features in the service and expanding its reach to utilize the large potential in the market. E3RAFLI currently has 40,000 active users

Current Features Money Taxi & Color Vodafone Counter Receipt Detector Services Reader



Services for Deaf & Hard of Hearing

We realized our second sustainable business initiative by exploring simple steps to take to augment our social impact using our existing technology and infrastructure.

We comprehended through our engagement with people with disabilities that they rely on video-calls for all their basic communications. However, video-calling was still a very expensive service to use compared to regular voice-calls. Therefore, we worked on reducing the video-call tariffs for people with hearing disabilities to ensure that all our customers have equal and un-discriminated access to our technology.

The next step was to ensure that they had equal access to customer service support as well. A video-call center for the deaf and hard of hearing was established, that now handles more than 8,000 calls monthly. We trained both the call center agents and representatives from our retail network on sign language for a complete customer service access and experience for the community.

YALLA SHAREK -Employee Volunteerism

Giving back is an important dimension of our well-being as humans. Stemming from our employees' desire and willingness to engage with community give-back initiatives, we developed our YALLA SHAREK) an Arabic slang for 'Let's Share') arm under the sustainable business unit.

During the year, and especially in Ramadan, we organized a series of events and initiatives for our employees to participate directly. Giving back is a win-win activity that contributes significantly to our employees' well-being, based on their testimonials and feedback.

Over the years, our employees have helped in all sorts of initiatives, including fixing desks in local under-developed schools, teaching children about coding, packing food bags, and many others.

This program keeps our philanthropic side alive, alongside our core sustainable business initiatives.



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Vodafone Talks

Vodafone Talks is a great initiative from Vodafone which focuses on youth empowerment. These monthly talks are designed mainly for young people to get educated and learn how to develop and use their skills, understand how to build their career path, and prepare for their future. This is achieved through various topics covered by impactful speakers (from Vodafone and externally) and role models in society, delivering rich content for young people on what they need to do based on their own lessons learnt. So far, the attendees in the first and second rounds, held in the Greek Campus were between







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Vodafone Talks Objectives are

- Educating youth (Undergrads Grads) to be future calibers.
- Positioning Vodafone Egypt as the Youth HUB.
- Supporting the society in youth empowerment.

Speakers























Vodafone Foundation

The Vodafone Egypt Foundation was established in 2003 as a separate entity from Vodafone Egypt with the aim of expanding our community service initiatives and impact. The foundation has an independent board and team of employees.

Our approach towards community service is centered on empowering our implementation partners. We transfer our institutional knowledge as a structured organization and support our partners in building internal M&E systems, orchestrating valuable connections with other agents, and enhancing the structure and function of the organization, thus raising the standards of the civil society scene in Egypt as a whole.

We also noticed that our partners value their relationship with Vodafone Foundation not only because of the financial support, but also and most importantly, because our standards of conduct push them to become leading and established civil society actors, improving the organization's credibility and results in a better reputation, more funds, and even more partnerships.

The focus of our foundation's activities during the reporting period has been on two main topics



2 Disabilities



A Knowledge is Power Schools Project

The Vodafone Foundation has set a target in 2016 to provide financial and technical support for 100 primary schools in Al-Fayoum, Sohag, and Luxor Governorates. fifty Schools were supported in the first year, and the other half was supported in 2018.

The project supported multiple initiatives and implemented through more than nine partner organizations across different fields.

- WellSpring Egypt provided activity sessions for children
- Educate Me Foundation provided training for teachers, principals, and district supervisors.
- Al Hefny Foundation provided musical training for students.
- **Souad Kafafi Hospital** provided medical checkups for students and teachers.
- Nahdet Misr Publishing Group provided Al Adwaa books for Arabic Language literacy, stories for school libraries, and E-passes for Al Adwaa's online portal (for Arabic language and social studies subjects).
- Rotary Club provided greening activities at all schools.
- Advance Society conducted training for teachers on how to discover and address learning difficulties in students.
- Arkan for Engineering and Construction provided maintenance work.
- AL-Sada Company provided artificial grass for playgrounds in some schools.
- Vocational training in different fields was provided to some parents to contribute to their financial stability and thus their ability to keep their children in schools.
- The foundation also funded the purchase of computers, internet routers, and ADSL subscriptions for schools' labs.



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The third and last phase of the project will be implemented in 2019 and it aims to continue the sustainability of the project's outcomes.

2 Disabilities

B Education First

This project is in partnership with the Education First Foundation and aims to support public schools that deliver science and math in English, and advanced English language as a subject. Such schools are very popular among educated middle-class families and usually have long waiting lists. 452 teachers were trained this year on ways to engage students and deliver an optimum learning experience.

Under this project, the Vodafone Foundation also awarded 135 top preparatory-stage students with laptops to support their learning potential.

Integration of Students with Disabilities in Schools

This project was in partnership with the Blissful Family Foundation for supporting the mentally disabled. It was implemented in 50 of our Knowledge is Power Schools where a number of courses and activities were held to facilitate the integration of mentally disabled students and support their parents.

- students went on educational and awareness trips.
- students participated in a sporting competition organized under the project.
- students attended an activity-based forum.

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- parents, students, and their colleges attended a conference titled "the ideal friend".
- parents attended health awareness and behavior management sessions.

A Project "Go"

This is the third phase of the project, in partnership with the Helm Foundation for supporting people with disabilities. The project promotes accessibility for people with disabilities in important locations across Cairo, and will expand to locations across Egypt.

A mobile application with the project named was also launched this year. The mobile application contains an updated database of the "accessible" locations across Cairo and the degree of accessibility so that it serves as a guide for the disabled population and eases their navigation.

The Vodafone foundation is committed to expanding this project since it serves a critical and often voiced concern of the disabled population in Egypt. The law ensures their right to access, however, it is rarely implemented, mainly due to the lack of awareness.

B Training for Employment Project

This project supports the integration of people with mental disabilities through matching them with jobs that suit their abilities and thus support their independence, quality of life, and empower them as agents and citizens in the community.

The project also provides awareness sessions for families, community engagement sessions, HR employees' awareness sessions, on-the-job training, and life skills sessions. It was implemented in nine governorates across Egypt, where 2,044 Individuals were direct beneficiaries, and 61,320 indirect beneficiaries.

Future Strategy

To align with Vodafone's core strategy, the foundation is now exploring paths of technology integration to serve its mandate of improving education and empowering people with disabilities.

Vodafone

Foundation

Appendix



















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External Assurance Letter



To the chief executive officer of Vodafone Egypt

DCarbon ©

Villa 78, road 282, Investment Village, Cairo, Egypt. www.dcarboneg.com

Introduction

We, the Dcarbon team, have been engaged by the Sustainable Business Department at Vodafone Egypt to perform an independent limited assurance engagement on Vodafone Egypt's second sustainability report for the years 2016-2018.

About us

Dcarbon is an Egyptian consultation firm registered under the law no. 159 for the year 1981 and its executive regulation. Dcarbon is a certified training partner to the Global Reporting Initiative (GRI), and a GRI Gold Community member. Our main focus is to assist organizations, public and private, in understanding and addressing their economic, environmental, and social impact. Our team of experts provides consultations and training on sustainable development and climate change issues throughout the MENA region.

The scope of assurance has included data and information for the period between 1st April 2016 to 31 March 2018. Selected information was assured throughout the report. Reasonable assurance was obtained with regard to sections covering the communication and engagement activities, and community outreach programs. Limited assurance was obtained on disclosures included in the remaining sections as indicated in the GRI Content Index section of the report.

- Reviewing internal policy, procedures, and strategy documents as provided by Vodafone
- Auditing stakeholder interviews and other engagement activities including data collection
- Real-time evaluation of the processes for determining, processing, and monitoring of data collection for disclosures.

Responsibilities

Vodafone Egypt retains full responsibility for the preparation and presentation of this report including the choice of material issues and their respective quantitative and qualitative disclosures.

Dcarbon is responsible for assuring that the reporting process followed the GRI reporting principles including stakeholder inclusiveness, sustainability context, materiality, balance, comparability, and reliability.

We do not accept or assume responsibility to anyone other than Vodafone Eqypt for our work or for our conclusion.

Conclusion

Based on the activities performed and the evidence received, in our opinion, Vodafone Egypt has complied, in all material respects, with the GRI Standards sustainability reporting criteria.

Ehab Shalaby, Phd. Chief Executive Officer















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GRI content index

GRI Standard	Disclosure	Page Number or Reference	External Assurance
GRI 101: Foundation 2	2016		
GRI 102: General Disc	losures 2016		
102-1 Name of the Org	anization	Vodafone Egypt	
102-2 Activities, brands	, products, and services	Link to website	
102-3 Location of head	quarters	5 headquarters and where	
102-4 Location of Oper	ations	Egypt	
102-5 Ownership and L	egal Form	pg. 14 old report	
102-6 Markets Served		Egypt	
102-7 Scale of the Orga	anization	6	
102-8 Information on e	mployees and other workers	38	
102-9 Supply Chain		(e.g. proportion of spending local vs international)	
102-10 Significant Char its Supply Chain	nges to the Organization and	No changes	
102-11 Precautionary F	Principle or Approach	Included in the Code of Conduct	
102-12 External Initiativ	ves	 American Chamber of Commerce in Egypt (AMCHAM) British Egyptian Business Association (BEBA) Chamber of Information Technology and Telecommunication (CIT) Etisal GSMA ITU 	
102-13 Membership of	Associations	P. 27 Sustainability Report 2014- 2016	
Strategy			
102- 14 Statement from	n senior decision-maker	4	
102-15 Key impacts, ris	ks, and opportunities	12, 9, 17	Yes

Ethics and Integrity		
102-16 Values, Principles, Standards and norms of behavior	P. 40,42 Sustainability Report 2014- 2016	Yes
Governance		
102-18 Governance Structure	7.8	
Stakeholder Engagement		
102-40 List of Stakeholder Groups	17	Yes
102-41 Collective Bargaining agreements	Not applicable	
102-42 Identifying and Selecting stakeholders	17	Yes
102-43 Approach to stakeholder Engagement	17	Yes
102-44 Key topics and concerns raised	17	Yes
Reporting Practice		
102-45 Entities included in the consolidated financial statements	Not applicable	
102-46 Defining report content and topic boundaries	17	Yes
102-47 List of Material Topics	17	Yes
102-48 Restatements of Information		Yes
102-49 Changes in reporting	No changes	
102-50 Reporting Period	1st April 2016- 31 March 2018	
102-51 Date of the Most recent report	March 2017	
102-52 Reporting Cycle	Biannual	
102-53 Contact Points for questions regarding the report	3	
102-54 Claims of reporting in accordance with the GRI standards	3	Yes
102-55 GRI Content Index	84	Yes
102-56 External Assurance	83	

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Social Investments Vodafone Foundation

Market Leadership	Material Topic	:s	
Disclosure 201-1 Direct economic value generated and distributed Disclosure 201-3 Defined benefit plan obligations and other retirement plans GRI 419: Socioeconomic Compliance Disclosure 419-1 Non-compliance with laws and regulations in the social and economic area Disclosure 205-1 Operations assessed for risks related to corruption Disclosure 205-1 Operations assessed for risks related to corruption Disclosure 205-2 Communication and training about anti-corruption policies and procedures Enabling a digital Egypt GRI 203: Indirect Economic Impacts Disclosure 203-1 Infrastructure investments and services supported 6 Disclosure 203-2 Significant indirect economic impacts Youth Empowerment Independent Disclosure Number of University Partnerships 70 Yes Environmental Footprint GRI 302: Energy Disclosure 302-1 Energy consumption within the organization Disclosure 303-5 Water and Effluents Disclosure 305-5 Reduction of energy consumption QRI 305: Emissions Disclosure 305-6 Reduction of GRIG emissions 70 Yes GRI 306: Effluents and Waste Disclosure 305-7 Reduction of GRIG emissions To yes GRI 307: Environmental Compliance Disclosure 307-1 Non-compliance with environmental Laws and Disclosure 307-1 Non-compliance with environmental Laws and No incidents of pon-compliance Ves	Market Leadership		
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NO Incidents of non-compliance see	GRI 307: Environmental Compliance		
		No incidents of non-compliance	Yes

Employee Engagement and Well-being		
GRI 401: Employment		
Disclosure 401-1 New employee hires and employee turnover	38	Yes
Disclosure 401-2 Benefits provided to full-time employees that are not	48,38	Yes
provided to temporary or part-time employees	·	
Disclosure 401-3 Parental leave	38	Yes
GRI 402: Labor/Management Relations		
Disclosure 402-1 Minimum notice periods regarding operational changes	64	Yes
GRI 403: Occupational health and safety		
Disclosure 403-1 Occupational health and safety	44	Yes
management system		103
Disclosure 403-5 Worker training on occupational health and safety		
Disclosure 403-6 Promotion of worker health	48	Yes
Disclosure 403-9 Work-related injuries	Zero fatalities and Zero major incidents in the reporting period. Policy explained in p. 89 Sustainability Report 2014 2016	
GRI 404: Training and Education		
Disclosure 404-1 Average hours of training per year per employee		
Disclosure 404-2 Programs for upgrading employee skills and transition assistance programs		Yes
Disclosure 404-3 Percentage of employees receiving regular performance and career development reviews	100% Employees receive annual performance appraisals.	Yes
GRI 405: Diversity and Equal Opportunity		
Disclosure 405-1 Diversity of governance bodies and employees	38	Yes
GRI 412: Human Rights Assessment		
Disclosure 412-1 Operations that have been subject to human rights reviews or impact assessments	All operations are assessed for HR risks according to our code of conduct. Explained in p.42 Sustainability report 2014-2016	
Customer Service Excellence		
GRI 416: Customer Health and Safety		
Disclosure 416-1 Assessment of the health and safety impacts of product and service categories	All products and services are screened for HSE risks before release.	
Disclosure 416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	No incidents of non compliance.	
GRI 418: Customer Privacy		
Disclosure 418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Omission: confidentiality constraints	
Community Development		
GRI 413: Local Communities		
Disclosure 413-1 Operations with local community engagement, impact assessments, and development programs	58,74,80	Yes
GRI 103: Management approach		
Disclosure 103-1 Explanation of the material topic and its Boundary Disclosure 103-2 The management approach and its components Disclosure 103-3 Evaluation of the management approach	Disclosures on management approach have been reported on all material topics.	Yes

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