

VODAFONE EGYPT

EXECUTIVE SUMMARY: SUSTAINABILITY REPORT  
APRIL 2023 - MARCH 2024

ENRICHING LIVES  
EVERYDAY Through  
Our TECHNOLOGY



Together we can



# A MESSAGE FROM OUR CEO

As we reflect on the progress we have made over our 25 years of operation, we look back on our achievements with immense pride. I remember a time when basic phone calls were a novelty. Today, we have continued to build on the solid foundation set over the previous years to advance our purpose pillars and deliver on our promises. With FY 2024 now behind us, I am proud to report that this past year has been pivotal in our sustainability journey. We were able to make significant strides in our ESG strategy, delivering on our promise of increasing connectivity, empowering our customers, protecting our people and their data, and driving innovative solutions to decrease our operations' environmental footprint and inch closer to our Net Zero targets.

Our sustainability practices are driven by Vodafone's global purpose pillars – Empowering People, Protecting the Planet, and Maintaining Trust. Starting with our *Empowering People* pillar, we have continued prioritizing our customers, working to ensure everyone has access to quality, affordable, and inclusive network connections and digital solutions regardless of who they are or where they live. In parallel, our *Protecting the Planet* pillar has driven our efforts to minimize our carbon emissions, introducing new solutions



**I remember a time when basic phone calls were a novelty. Today, we have continued to build on the solid foundation set over the previous years to advance our purpose pillars and deliver on our promises.**

**Mohamed Abdallah**  
Chief Executive Officer

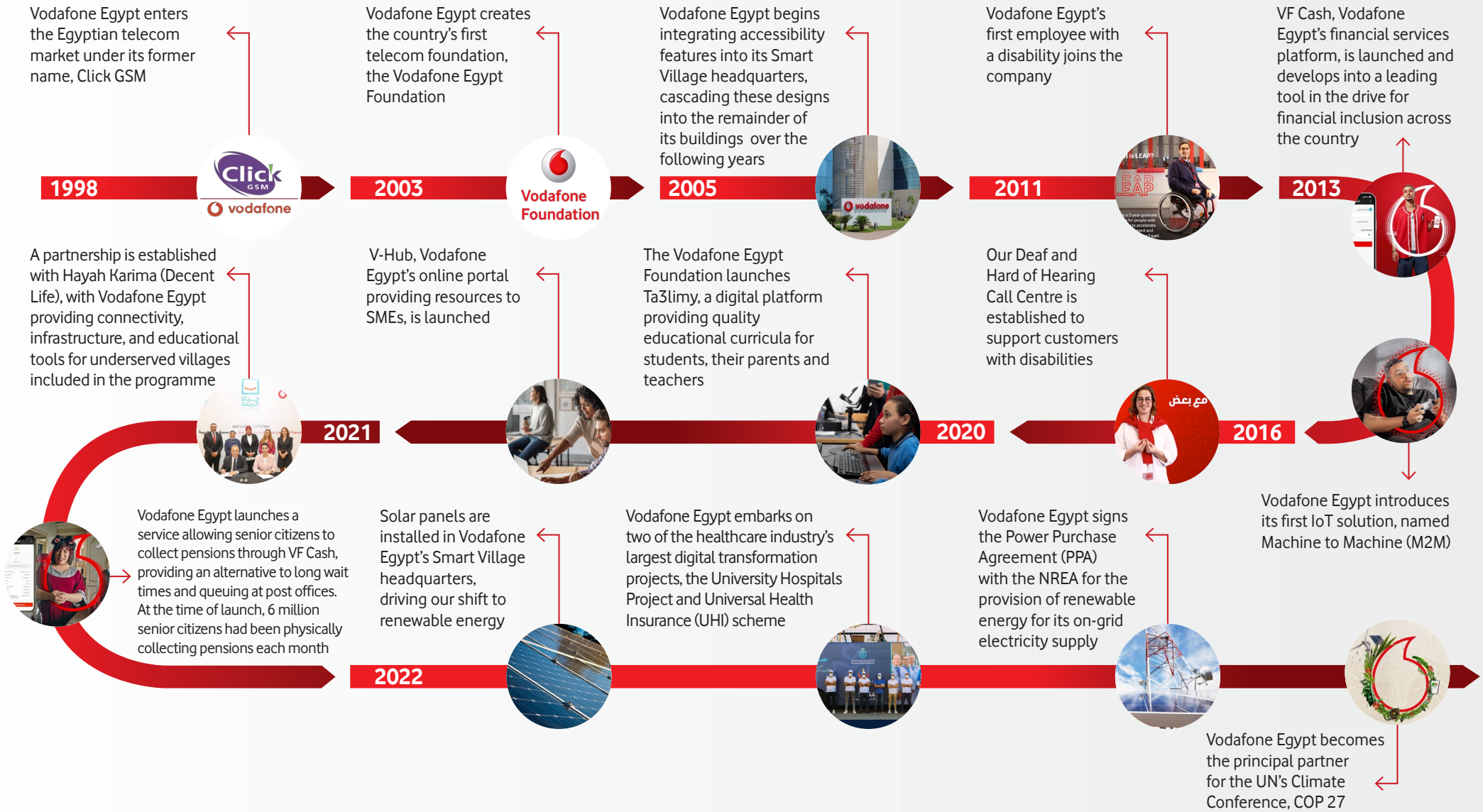
to cut back our reliance on non-renewable energy sources and optimize our energy usage. Finally, our *Maintaining Trust* pillar has enabled us to protect our customers and their personal data through effective and constantly updated controls, while continually prioritizing the development of our employees.

Through on-ground initiatives, we are able to provide connectivity to even the most vulnerable and remote areas of Egypt, while also promoting digital financial inclusion, transforming healthcare, and offering a host of other services which make Egyptians' daily lives simpler and more dynamic. These are just a few examples of the major achievements we've had over the past few years, and I am confident that the coming years will see even more successes as we strive to connect all Egyptians, close digital divides across the country, and pioneer our community's digital transformation.

Our success would not have been possible without the tireless efforts and constant support of our team of over 10,000 people. We take pride in fostering a culture which champions diversity and inclusion and which strives to develop its people and invest in their skills. It is their hard work that has enabled us to keep our 48 million customers connected wherever they go.



# SUSTAINABILITY MILESTONES ACROSS THE YEARS



# ABOUT THIS REPORT

## VODAFONE EGYPT AT A GLANCE

Vodafone Egypt Telecommunications SAE (Vodafone Egypt) first entered the Egyptian telecom market in 1998, operating under its former name, Click GSM. The Company operated as a joint stock company incorporated under Egyptian national laws. In 2002, Click GSM was rebranded to Vodafone Egypt, and has since grown into the leading mobile operator in Egypt. Today, Vodafone Egypt boasts a mobile market share of 45.5% and 33% in revenue and active base customers, respectively. This growth was made possible through Vodafone Egypt's large and growing telecommunication service offering, including mobile and fixed voice, SMS, data, and mobile money, which serves over 48 million consumer and enterprise customers.

## REPORTING PERIOD AND SCOPE

Since 2018, Vodafone Egypt has voluntarily committed to sustainability reporting, sharing our most recent initiatives, achievements, and impacts on the community. This report covers the fiscal year 2024 (FY2024), which begins on 1 April 2023 and ends on 31 March 2024. The theme of this year's report is "Enriching Lives Everyday Through Our Technology". The scope and boundary of this report include all our activities and entities in Egypt, unless otherwise stated. Financial statements contain the following subsidiaries: Vodafone for Data, Vodafone for Trading, Sarcom (Sarmady), and Vodafone Foundation – NGO. We have not restated any information from previous reports, unless otherwise indicated.

## REPORTING FRAMEWORKS

This FY2024 report marks our third consecutive year of voluntary reporting. This report has been prepared in accordance with the latest universal GRI Standards, the most widely used global standards for sustainability reporting, providing a common language for organisations to communicate their impacts on the economy, environment, and society.



## FORWARD-LOOKING STATEMENTS

This report contains statements that reflect our current expectations, assumptions, and projections about future events and trends that may affect our business, financial condition, results of operations, and prospects. Some statements and targets are considered forward-looking statements within the meaning of applicable securities laws and regulations. Forward-looking statements are not guarantees of future performance and involve risks and uncertainties that are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or forecasted in such forward-looking statements.

## GOVERNANCE APPROACH

We have established a governance structure to oversee our sustainability strategy, policies, and performance, as well as our material topics and management approach to these topics. Our CEO and Executive Committee are ultimately responsible for our sustainable business performance and approve our sustainability report.

## ASSURANCE

KPMG Inc conducted limited assurance on select ESG metrics on behalf of Vodacom Group, which encompassed Vodafone Egypt. The information relating to the scope, and conclusions are in the independent limited assurance report published within Vodacom's ESG addendum that is available on the website at: [www.vodacom.com](http://www.vodacom.com).

## CONTACT POINT

For further inquiries regarding the report and its content, please contact the sustainable business team at: [sustainable.business@vodafone.com](mailto:sustainable.business@vodafone.com). Vodafone Egypt, C2 Building, Smart Village, Giza, Egypt.



## MEMBERSHIPS



# OUR ESG APPROACH

Our Purpose Statement and Purpose Pillars are the guiding lights on which our entire ESG approach is founded. Our updated purpose pillars, specifically, make sure we constantly serve our communities for the better.

<h2>EMPOWERING PEOPLE</h2>  <p>In line with the UN SDGs promise of leaving no one behind, we work to close digital divides, ensuring our customers benefit from digitalization, regardless of who they are or where they live.</p> 			<h2>PROTECTING THE PLANET</h2>  <p>We strive to reduce our carbon emissions and optimize our value chains, protecting the planet and enabling our customers to do the same.</p> 		
<h3>Closing the Digital Divide</h3> <ul style="list-style-type: none"> <li>Enhancing coverage for all.</li> <li>Providing affordable connectivity, devices, and platforms.</li> <li>Connecting and empowering women.</li> </ul>	<h3>Empowering Customers</h3> <ul style="list-style-type: none"> <li>Supporting SMEs to thrive in a new digital world.</li> <li>Driving financial inclusion through digital financial services.</li> <li>Digitalising larger organisations and critical sectors.</li> </ul>	<h3>Supporting Communities</h3> <ul style="list-style-type: none"> <li>Promoting diversity and inclusion.</li> <li>Improving learning and digital skills.</li> <li>Supporting those most in need.</li> </ul>	<h3>Delivering Net Zero Operations</h3> <ul style="list-style-type: none"> <li>Driving energy efficiencies.</li> <li>Switching to renewables.</li> <li>Managing diesel use.</li> <li>Working with partners to reduce scope 3 GHG emissions.</li> </ul>	<h3>Promoting Circularity</h3> <ul style="list-style-type: none"> <li>Circularity of devices and network waste.</li> <li>Managing general waste.</li> <li>Using water responsibly.</li> </ul>	<h3>Enabling the Green Transition</h3> <ul style="list-style-type: none"> <li>Managing climate-related risks and opportunities.</li> <li>Advocating for change – helping customers reduce their planetary impacts.</li> <li>Reducing the environmental footprint of our products and services.</li> </ul>

<h2>MAINTAINING TRUST</h2>  <p>We work to deliver our services responsibly and securely, earning our customers' trust in everything we do.</p>				
<h3>Developing Our Employees</h3> <ul style="list-style-type: none"> <li>Fostering workplace equality.</li> <li>Developing employee skills.</li> <li>Living the spirit of Vodafone.</li> </ul>	<h3>Protecting People</h3> <ul style="list-style-type: none"> <li>Creating a safe work environment.</li> <li>Respecting human rights.</li> </ul>	<h3>Protecting Data</h3> <ul style="list-style-type: none"> <li>Managing data privacy.</li> <li>Protecting our network and systems through cybersecurity.</li> </ul>	<h3>Responsible Business Practices</h3> <ul style="list-style-type: none"> <li>Complying with policies and controls.</li> <li>Responsible purchasing and inclusive procurement.</li> <li>Zero tolerance of bribery and corruption.</li> <li>Supporting local economic development.</li> </ul>	

# KEY HIGHLIGHTS

## FY 2024 IN NUMBERS



# EMPOWERING PEOPLE

Closing the Digital Divide

Empowering Our Customers

Supporting Communities

**ENRICHING LIVES**  
EVERYDAY Through  
Our **TECHNOLOGY**







# EMPOWERING PEOPLE

Our quest to empower Egyptians has long been a strategic priority. We continue to support our customers, ensuring they have access to quality digital services and successfully connecting millions of citizens. In addition to connectivity, our daily efforts include transformative projects in healthcare, agriculture, education, and more.

## CLOSING THE DIGITAL DIVIDE

### Providing Coverage Nationwide

Over the past year, we have leveraged new partnerships and technologies and made significant progress in expanding our infrastructure, closing digital divides, and delivering reliable connectivity to rural areas. Our progress in increasing nationwide connectivity throughout recent years would not have been possible without our strong relationships with the Ministry of Communications and Information Technology (MCIT) and the National Telecom Regulatory Authority (NTRA). These collaborations have facilitated the acquisition of new spectrum, which serves as the bedrock for expanding our network and enhancing our network quality. The long-term stability of these relationships, and government support in providing visibility on the availability of spectrum expansion moving forward, will be instrumental in our ability to continue expanding our services and serving a wider customer base across both urban and rural Egypt.

### Making Smartphones Accessible

In partnership with Samsung Egypt, Vodafone Egypt launched the Samsung Galaxy A04s in FY 2024. The Samsung Galaxy A04s is our solution to an affordable device with cutting-edge technology. To ensure customers in our low-income communities always have access to affordable devices, we also pair subsidies and tailor-made financing programmes.



**200,000**

Devices sold in collaboration with banks and consumer-financing companies in FY 2024



**150,000**

Affordable Samsung Galaxy A04s devices sold in FY 2024

**>42%**



Of our macro network sites saw a doubling of capacity and boosted customer experience.

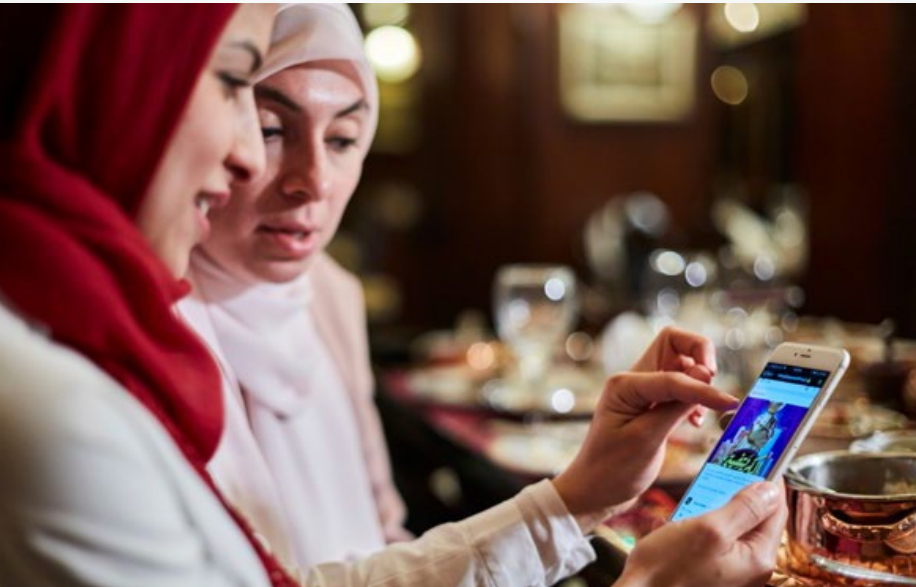
**4,075**



Total rural network sites as of the end of FY 2024



## EMPOWERING OUR CUSTOMERS



### Empowering Individuals Through Financial Inclusion

Vodafone Egypt's financial services platform, Vodafone Cash (VF Cash), has aligned closely with the Central Bank of Egypt's (CBE) financial inclusion strategy, furthering financial technology and digital financial infrastructure, and securing a market share of 48%.

EGP  
**1.49**  
trillion  
Transactions



**20.3**  
million  
Wallet Holders



**8.2**  
million  
Active Customers



### Tailored Support for Businesses

#### V-Hub: Our SME Guide

V-Hub connects SMEs with field experts, giving them insightful information on operating digitally, like website development, digital market, cyber security. It also features its own Knowledge Centre, an online library with resources covering tech and innovation.

**98.2k**

Unique V-Hub users  
during FY 2024



**2**

Businesses supported by Vodafone  
during Shark Tank's second season



### Striking Partnerships for Transformation

#### Digitalising Healthcare

We spearheaded the Universal Health Insurance (UHI) initiative, considered the largest digital transformation project in the Egyptian healthcare sector, which is set to affect millions of Egyptians. We also digitalised Egyptian University Hospitals, with the aim of digitally transforming the hospitals with fully integrated systems.



**309**

Hospitals Reached



**6.3 million**

Citizens Served



## SUPPORTING COMMUNITIES

### Advancing Education

Our Ta3limy platform provides free, state-of-the-art, and constantly updated educational content for students. Meanwhile, our Instant Network Schools (INS) system gives refugees and host communities access to digital learning content.

**378.9k**

Ta3limy Registrations  
as of FY 2024



**89k**

INS Student Beneficiaries  
as of FY 2024



### Promoting Accessibility

#### Ensuring Specialized Services for Our Customers with Disabilities

To ensure we keep their connections affordable, special needs customers are given either 50% discounts or double quotas. We also provide discounted rates for video calls for our deaf and hard-of-hearing customers. In parallel, we operate a call centre for deaf and hard-of-hearing customers, ensuring we are available to provide support to all our customers.

**35k**

Requests received  
by our deaf and  
hard-of-hearing call  
centre



*Read more on our Empowering People initiatives on page 19 of Vodafone Egypt's full FY 2024 Sustainability Report.*

# PROTECTING THE PLANET

Achieving Net Zero in Our Operations:  
Scope 1 and 2 Emissions

Managing Our Scope 3 Emissions

A Complete Lifecycle: Driving Circularity

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# PROTECTING THE PLANET

Throughout our continued efforts to connect people across the country by providing accessible and affordable digital service for our customers, we stay vigilant in monitoring, controlling and minimizing our carbon emissions, protecting the planet as we operate.

## ACHIEVING NET ZERO IN OUR OPERATIONS: SCOPE 1 AND 2 EMISSIONS

### Optimizing Energy Use

Our emission-decreasing initiatives include an energy-focused business intelligence tool to monitor consumption rates, Dynamic Thermal Management (DTM) to control heating and ventilation, and cold aisle containment measures. Combined, the use of new technologies in data centres has resulted in significant reduction in energy usage and helped us obtain our ISO 50001 recertification.

**10%**

Reduction in chiller plant energy consumption due to cold aisle containment technology



**54%**

Reduction in Scope 1 & 2 Emissions



**65%**

On-Grid Electricity Sourced from Renewable Sources



**100%**

Electricity supply from renewable sources by 2025



### Our Switch to Renewable Energy

To source renewable alternatives to diesel fuel generators and other, non-renewable, energy sources, we have invested EGP 5.1 million in renewable energy purchases. As a result, during FY 2024, we increased our generated renewable energy use by 9% year-on-year, reaching 4.5 GWh.

In parallel, we signed a Power Purchase Agreement (PPA) with the New and Renewable Energy Authority (NREA) for the provision of renewable energy for our on-grid electricity supply. The agreement entitles Vodafone Egypt to at least 260 GWh of electricity from the NREA's renewable projects. Following this arrangement, 65% of our on-grid electricity consumption is currently sourced from renewable sources.



## MANAGING OUR SCOPE 3 EMISSIONS

To influence the reduction of our scope 3 emissions, we engage with our suppliers starting from their recruitment, assessing their methods and recommending potential energy efficiency improvements. Additionally, we develop digital technologies to empower our customers' digital transformation journeys in the healthcare, agriculture, education sectors and beyond.

**14.7 thousand**

tCO<sub>2</sub>e in scope 3 emissions avoided in FY 2024



## A COMPLETE LIFECYCLE: DRIVING CIRCULARITY

### Network Waste

We have set standards for the recycling of obsolete equipment responsibly using registered and approved recycling agencies. During FY 2024, we recycled 822 tons of network waste and 888.6 tons of hazardous network waste.

**100%**

Network Waste Recycled with Certified Partners



### Device recycling

In order to promote device circularity and make use of older devices, we partnered with the Egyptian Ministry of Environment, UNDP and the Federation of Egyptian Industries to introduce the e-TADWEER solution. e-TADWEER enables individuals to recycle their electronic waste and receive exclusive vouchers in return.



**>3,000**

Devices Recycled Through e-TADWEER



Read more on our Protecting the Planet initiatives on page 39 of Vodafone Egypt's full FY 2024 Sustainability Report.



# MAINTAINING TRUST

Our People

Protecting Data

Protecting People

Responsible and Inclusive Procurement

Effective Governance and Controls

Tax Contribution

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# MAINTAINING TRUST

Building and maintaining a relationship of trust and respect with all our stakeholders is a vital driver of our success. The trust of our customers, employees, and all our stakeholders are not only targets we hope to achieve, but are rather the building blocks enabling our future expansion.

## OUR PEOPLE

### Driving Workplace Equality

With a firm belief that an inclusive culture is key to a healthy and sustainable work environment, we have put in place several controls, and launched various initiatives, which have set a new benchmark that serves as a beacon of hope for a more equitable and accessible future.

**32%**

Women in Leadership Positions



### Fostering an Inclusive Work Environment

In line with our efforts to create an environment where employees with disabilities feel empowered to succeed, we launched two first-of-their-kind projects in the Egyptian private sector. First, Vodafone Egypt's AI Assistive Tools Hackathon was launched to foster the development of AI solutions to promote inclusivity in the workplace. The 2024 edition was a resounding success, with winning teams invited to complete an incubation programme by Vodafone Egypt to develop their innovations. Second, our LEAP programme, is a newly launched two-year graduate programme specifically designed for people with disabilities. Graduates rotate across Vodafone Egypt's different functions, working on assignments designed to kickstart their careers and flourish as employees.

**80**

Participants in the AI Hackathon 2.0



### Training and Development

In line with our commitment to create an environment which fosters employee development and professional growth, we offer thousands of training courses for our employees, ranging from technical and professional development trainings to leadership trainings.

**7,000+**

Re-Skilling and Upskilling Programmes Completed in FY 2024



**4,900**

Employees Trained in FY 2024





## PROTECTING DATA

In line with our commitment to keep our users' data secure, we adopted a robust cyber security operating model, aligned with leading local industry standards. Our cyber security baseline addresses critical risks to the business with a defined set of controls, and our dedicated team of cyber security experts collaborate with consultants and experts to follow best practices in maintaining data security.

4.02

CSB Score



7: CSB+

(advanced controls) to a satisfactory level



## PROTECTING PEOPLE

In order to ensure the safety and wellbeing of our employees, we launched the iAssist employee assistance programme, dedicated to prioritising the mental health of our employees. Through the iAssist programme, employees can book counselling and therapy sessions to discuss any pressures they may be facing and get advice from professionals. We also launched C.A.R.E (Compassion, Acceptance, Respect, Empathy) a policy providing flexible working hours, specific benefits, and compassionate leave for employees dealing with miscarriages, stillbirths, and bereavement.

ISO 45003

Verification for psychological health and safety at work



969

Hours of iAssist services provided



## RESPONSIBLE AND INCLUSIVE PROCUREMENT

To be able to fully ensure safe and fair working conditions, we encourage our suppliers to adopt sustainable business practices, and we set in place ESG-related criteria in the selection of new suppliers with which to collaborate. We aim to work with suppliers who closely align with our beliefs, understand the impact of their operations, and strive to minimize their environmental footprint while adopting safe business practices.

175

Smaller suppliers given expedited payment terms



## EFFECTIVE GOVERNANCE AND CONTROLS

Our corporate governance is based on the highest standards of business ethics, legal and regulatory compliance, and sustainability in our public policy and foundation practices. We integrate ESG practices into all our high-level decision making, enabling us to set long-term value creation strategies, aid in the country's digital transformation, and provide our products and services to a wider base of Egyptians nationwide.

## TAX CONTRIBUTION

### Business Performance

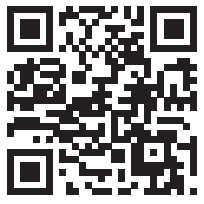
Vodafone Egypt has succeeded in recording robust financial results during FY 2024, relying on a dynamic business model, expanded service offering, and growing customer base. Throughout the year, we recorded an 37.2% year-on-year increase in revenues, while adding nearly 3 million new customers to our network. For more information on selected financial information, please refer to [Vodafone Group's Annual Integrated Report 2024](#).

*Read more on our Maintaining Trust initiatives on page 52 of Vodafone Egypt's full FY 2024 Sustainability Report.*



# READ OUR FULL REPORT

Click & Scan for more info



ENRICHING LIVES  
EVERYDAY Through  
Our TECHNOLOGY

Click here to read our full FY 2024  
Sustainability Report + QR CODE

## Viewing experience of the report

While efforts have been made to maintain compatibility with various PDF viewers, the document may contain interactive elements that are best supported by Adobe Acrobat or similar applications designed for rich media content.



## OVERVIEW



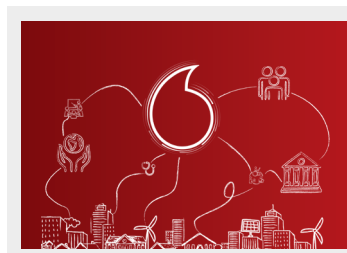
## EMPOWERING PEOPLE



## PROTECTING THE PLANET



## MAINTAINING TRUST



## APPENDIX





Together we can