

VODAFONE EGYPT

Sustainability Report for the year ending March 2023

Environmental, Social, and Governance Overview

A DIGITAL
ENABLER
OF CHANGE

Together we can



	ABOUT THIS REPORT	
	CONNECTING FOR A BETTER FUTURE	
01	DIGITAL SOCIETY	1.1 WELCOME NOTE, MOHAMED ABDALLAH 6
02	INCLUSION FOR ALL	1.2 EXECUTIVE MESSAGE, AYMAN ESSAM 7
03	PLANET	1.3 A YEAR IN REVIEW 8
04	OUR PEOPLE	1.4 EGYPT OUTLOOK 9
05	RESPONSIBLE BUSINESS	1.5 ESG APPROACH 11
06	APPENDICES AND FRAMEWORKS	2.1 EXECUTIVE MESSAGE, MAHMOUD EL KHATEEB 14
07		2.2 DIGITALISING BUSINESS 15
		2.3 DIGITALISING CRITICAL SECTORS 19
		2.4 GIGABIT NETWORK 22
		3.1 EXECUTIVE MESSAGE, CATALIN BULIGA 24
		3.2 ACCESS FOR ALL 25
		3.3 PROPOSITIONS FOR EQUALITY 28
		3.4 WORKPLACE EQUALITY 35
		4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050 40
		4.2 RESPONDING TO CLIMATE CHANGE 42
		4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO 45
		4.4 DRIVING CIRCULARITY 48
		5.1 EXECUTIVE MESSAGE, NAGLA KINAWY 52
		5.2 LIVING THE SPIRIT OF VODAFONE 53
		5.3 DIVERSIFYING TALENT AND DEVELOPING SKILLS 56
		5.4 FAIR PAY PRINCIPLES 58
		6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY 60
		6.2 GOVERNANCE AND CONTROLS 61
		6.3 PROTECTING DATA 66
		6.4 PROTECTING PEOPLE 68
		6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT 70
		7.1 MATERIALITY ASSESSMENT 73
		7.2 STAKEHOLDER ENGAGEMENT 80
		7.3 ECONOMIC IMPACT 83
		7.4 ESG ADDENDUM 86
		7.5 GRI INDEX 99

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



About This Report

Organisational Details

In 1998, Vodafone Egypt Telecommunications SAE (Vodafone Egypt) entered the Egyptian telecom market under its former name Click GSM as a joint stock company incorporated under Egyptian national laws. Click GSM was rebranded to Vodafone Egypt in 2002, and it has grown over the years to become the leading and largest mobile operator in Egypt in terms of revenue and customers, with mobile market shares of 43% and 40%, respectively. We provide a range of integrated telecommunication services, including mobile and fixed voice, SMS, data, and mobile money, to more than 44 million consumer and enterprise customers.

In December 2022, Vodacom Group Limited acquired a controlling 55% stake in Vodafone Egypt, and the remaining 45% stake is held by Telecom Egypt. Vodacom is a leading and purpose-led African connectivity, digital, and financial services company. The Group, including Safaricom, serves 186 million customers spanning both the consumer and enterprise segments. From its roots in South Africa, the Group has grown its business to include operations in Tanzania, the DRC, Mozambique, Lesotho, Kenya, Ethiopia, and now Egypt. Its mobile networks cover a total population of over 500 million people (including Kenya, Ethiopia, and Egypt). Vodacom is majority-owned by Vodafone Group (65.1% holding), one of the world's largest communications companies by revenue.

Reporting Period and Scope

Vodafone Egypt has voluntarily committed to sustainability reporting since 2018, sharing our efforts, performance, and impact. This report covers the fiscal year 2023 (FY2023), which begins 1 April 2022 and ends 31 March 2023. The scope and boundary of this report include all our activities and entities in Egypt, unless otherwise stated. Financial statements contain the following subsidiaries: Sarcom (Sarmady), Starnet Vodafone Tel Trade Data, and Bladna Vodafone Foundation – NGO. We have not restated any information from previous reports, unless otherwise indicated.

The theme of this year's report is **digital enablement**, showcasing how Vodafone Egypt uses its technology and expertise to create positive social and environmental impacts. Moving from section to section, the report focuses on Vodafone Egypt being a **digital changemaker that delivers on our purpose** – by carving out digital solutions that drive a better world for all people, businesses in numerous key sectors, communities in need of development, as well as the economy and the planet. Through the company's innovative, market-leading products, initiatives, collaborations,

and programmes, it has been able to bridge the gap in the Egyptian market when it comes to actioning change through digital solutions that drive lasting value for all stakeholders and create positive outcomes for all.

Reporting Frameworks

This report has been prepared in reference to 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. We have applied the GRI Reporting Principles for defining report content and quality, such as stakeholder inclusiveness, materiality, sustainability context, completeness, balance, comparability, accuracy, timeliness, clarity, and reliability.

The report covers the economic, environmental, social, and governance aspects of our operations, products, and services, as well as our contribution to the United Nations Sustainable Development Goals (SDGs), Egypt Vision 2030, Financial Inclusion Strategy (2022–2025), Digital Egypt Strategy, and Egypt's National Climate Change strategy (2050), which we refer to when contextualizing our contribution based on diverse internal and external initiatives.

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 and 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 selected ESG metrics on behalf of Vodacom, which encompassed information relating to the scope, and conclusions are in the independent limited assurance report in Vodafone's ESG addendum that is available on the website at: www.vodafone.com.

Contact Point

For further inquiries regarding the report and its content, please contact the sustainable business team at: sustainable.business@vodafone.com.

Memberships





About This Report

Awards



BT100 Award

for playing a
fundamental role
in improving the
national economy



Engineerex

Employer of Choice and
Tech-up Women Awards



Earth Guards Award

sponsored by the Ministry of
Social Solidarity in honour of
Vodafone Egypt's sustainable
development efforts



BEST Mobile Network Award

by Umlaut in
MWC (2023)



BEST Fixed Network Award

by Umlaut (2023)

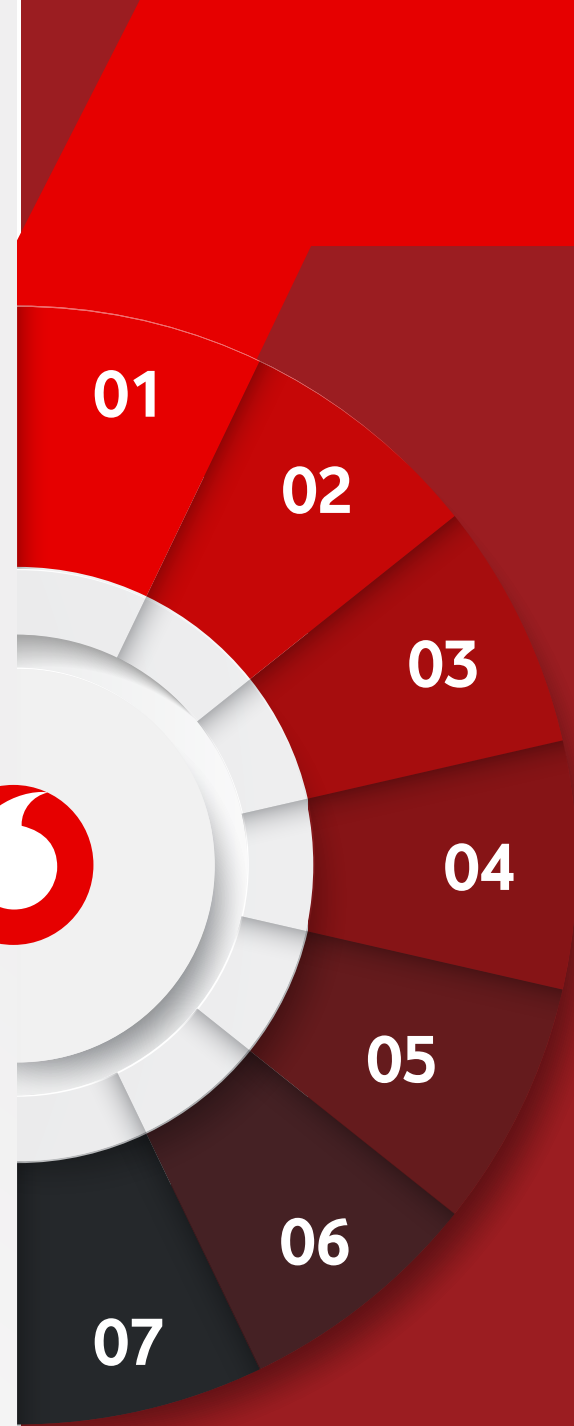


BEST Network Coverage

by Crowd Sourcing – OpenSignal
(FY2023/24)

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



CONNECTING FOR A BETTER FUTURE

- 1.1 WELCOME NOTE, MOHAMED ABDALLAH
- 1.2 EXECUTIVE MESSAGE, AYMAN ESSAM
- 1.3 A YEAR IN REVIEW
- 1.4 EGYPT OUTLOOK
- 1.5 ESG APPROACH



A Sustainable Future: Connecting for Purpose

1.0 CONNECTING FOR A BETTER FUTURE

1.1 WELCOME NOTE, MOHAMED ABDALLAH

1.2 EXECUTIVE MESSAGE, AYMAN ESSAM

1.3 A YEAR IN REVIEW

1.4 EGYPT OUTLOOK

1.5 ESG APPROACH

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Mohamed Abdallah

Chief Executive Officer, Vodafone Egypt

As we reflect upon the year that has passed, I am proud to share with you Vodafone Egypt's annual sustainability report with an Environmental, Social, and Governance (ESG) approach — a testament to our steadfast commitment to sustainability and our mission to make a positive impact on both society and the environment.

In our pursuit of excellence, we believe our commercial success should not come at the expense of our environment and the communities we serve. We are committed to continually improving our practices to minimise our ecological footprint, all while enabling inclusive communities in the regions where we operate.

A pivotal milestone for us during the year was the strategic acquisition of a controlling stake in Vodafone Egypt by Vodacom Group, marking our emergence as a major player in the African market. This move intensified our commitment to ESG initiatives. It streamlined our efforts towards business sustainability and laid the foundation for further integration of sustainable business practices into the company's fabric.

Additionally, we were honoured to serve as the exclusive Principal Partner for the COP27 UN Climate Change Conference hosted in Sharm-El-Sheikh in November 2022. This landmark event provided us with a unique platform to demonstrate how digital technology can be harnessed to address climate change, enhance energy efficiency, promote a circular economy, and increase food security. We also provided vital connectivity services to 45,000 global attendees. The momentum generated during the global conference had a profound impact on our culture and contributed to a significant increase in our reputation score.

Our commitment to sustainability is at the core of our purpose. It drives us to provide connectivity access for all, foster digital and financial inclusion, enable quality digital education and skills, and support the digital transformation of SMEs and critical sectors. This aligns with our global commitment to the United Nations Sustainable Development Goals (SDGs), as part of our dedication to connecting for a better future and leaving no one behind.

This commitment was further strengthened by our extensive utilisation of our digital capabilities to drive social impact initiatives that reached millions of customers and beneficiaries, including initiatives such as Vodafone Cash, V-Hub, digitisation of Egyptian University Hospitals, Universal Health Insurance, Ta3limy, Instant Network Schools, and more — all of which we have meticulously detailed in the pages of this report.

Our vision, as a purpose-led brand, is to create a better, more connected world where connectivity and digital empowerment are the keys to improving lives through an integrated ecosystem that strives for a fairer, greener, and more inclusive digital society. While we are confident that we are on the right track, we understand that a deeper integration of sustainability across all organisational functions and operations is essential for continuous, rapid growth.

In closing, I would like to extend our gratitude to all our stakeholders, not just in sentiment but through our commitment to making a meaningful impact, where we can come together to do well by doing good. I look forward to reporting on further progress in our sustainability journey in the years to come.

“
We are committed to continually improving our practices to minimise our ecological footprint, all while enabling inclusive communities in the regions where we operate.”

1.0 CONNECTING FOR A
BETTER FUTURE

1.1 WELCOME NOTE, MOHAMED ABDALLAH

1.2 EXECUTIVE MESSAGE, AYMAN ESSAM

1.3 A YEAR IN REVIEW

1.4 EGYPT OUTLOOK

1.5 ESG APPROACH

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Reflections on 25 Years of Sustainability From Our External Affairs and Legal Director

As I reflect on the remarkable journey embarked upon by Vodafone Egypt over the past 25 years, I find it fitting that we revisit the core facets of our organisation under my purview: corporate security, external communications, sustainability, government relations, and public policy, all of which have played an integral role in shaping our identity, impact, and success.

Sustainability has unquestionably served as a principle that has guided our trajectory since inception, predating the global acknowledgment of its importance. Our journey began when we faced a crucial decision about relocating our headquarters in 2000. While most companies would have focused solely on the practical considerations of a move, we looked beyond, emphasising factors like efficient AC systems and the availability of fresh air for our employees' wellbeing. We set a precedent for considering sustainability in every aspect of our operations and took concrete actions long before it became a buzzword.

We developed systems for a responsible business that prioritised fairness, privacy, data retention, and anonymisation, and we ensure that we are not just transparent taxpayers; we are trustworthy, fair partners, and responsible citizens. We became pioneers in adopting anti-corruption and anti-bribery policies, demonstrating our dedication to ethical business practices. These principles became the lifeblood of our decision-making processes, not just mere rhetoric or to fulfil reporting requirements.

In 2003, the Vodafone Egypt Foundation was born, with sustainability ingrained in its DNA. And since then, we have gone far beyond philanthropy,

teaching NGOs to create sustainable projects and weaving sustainability into every aspect of our work. Our guiding principles — encapsulated in our Purpose Pillars of digital society, planet, and inclusion for all — have since become the cornerstone of our sustainability story. We evolved into a brand with purpose, aligning technology with the values of connectivity and inclusivity, environmental stewardship, and societal rights. This transformation permeated every facet of our organisation, from the enterprise team to marketing, HR to compliance.

“ Our guiding principles — encapsulated in our Purpose Pillars of digital society, inclusion for all, and planet — have since become the **cornerstone** of our **sustainability story**. We evolved into a brand with purpose, aligning technology with the values of **connectivity** and **inclusivity**, **environmental stewardship**, and **societal rights**. ”

Today, our sustainability journey is guided by a steering committee that assesses projects from a sustainability perspective, ensuring we make a positive impact on society and the environment. We scrutinise our network's reach, aiming to bridge divides and provide access to underserved communities, especially women. Sustainability considerations are woven into our fabric, whether through green energy adoption or carbon reduction initiatives. In our pursuit of a digital society, we actively engage with governments to enhance public services, promote data-driven value chains, and develop programmes to promote digital inclusion for small businesses and enterprises. At the same time, our work towards boosting nationwide inclusion encompasses a commitment to fostering equity for underserved communities, women, people of all abilities, and more.

With our substantial investment in our sustainability frameworks, and despite a challenging local and global operating environment, we have achieved double-digit growth year-on-year, demonstrating that profitability and sustainability are not mutually exclusive and underscoring our long-held belief that to truly thrive, an organisation has a responsibility to focus on more than just the bottom line.

As we look ahead, we are confident that our sustainability journey will continue to shape our identity, impact, and success. We are proud of our achievements, but we are not complacent. We recognise that there is always room for improvement and innovation, and we are committed to staying true to our purpose pillars and to delivering value for our customers, shareholders, employees, and society at large. By doing so, we will not only secure our own growth and resilience but contribute to a better world for generations to come.



Ayman Essam
External Affairs and Legal Director

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

1.1 WELCOME NOTE, MOHAMED ABDALLAH

1.2 EXECUTIVE MESSAGE, AYMAN ESSAM

1.3 A YEAR IN REVIEW

1.4 EGYPT OUTLOOK

1.5 ESG APPROACH

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



YEAR IN REVIEW

DIGITAL SOCIETY

We work towards connecting people and things and digitalising critical sectors through providing products and services that support SMEs and digital solutions to critical sectors, such as healthcare and agriculture, along with investing in our network infrastructure to connect individuals and businesses.

130k

unique users on V-Hub portal



INCLUSION FOR ALL

We work towards ensuring everyone has access to the benefits of a digital society through enabling access for all, providing propositions for equality, and developing a diverse and inclusive workforce.

3.9k

rural connectivity 4G sites



PLANET

We work towards reducing our environmental impact and responding to climate change through decreasing scope 1 and 2 emissions, driving circularity, and helping society decarbonise.

45k

COP27 visitors connected through Eco-SIM bundles



Shark Tank Egypt sponsorship



16.4M

are financially included through Vodafone Cash



150

sites running on renewable energy

5M

patients served through digital healthcare system



2M

beneficiaries on Ta3limy



2.36M

litres reduction in fuel consumption



2x

doubling our network spectrum



43k

customers served through our deaf and hard of hearing call centre



100%

of our network waste recycled

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

- 1.1 WELCOME NOTE, MOHAMED ABDALLAH
- 1.2 EXECUTIVE MESSAGE, AYMAN ESSAM
- 1.3 A YEAR IN REVIEW
- 1.4 EGYPT OUTLOOK**
- 1.5 ESG APPROACH

- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



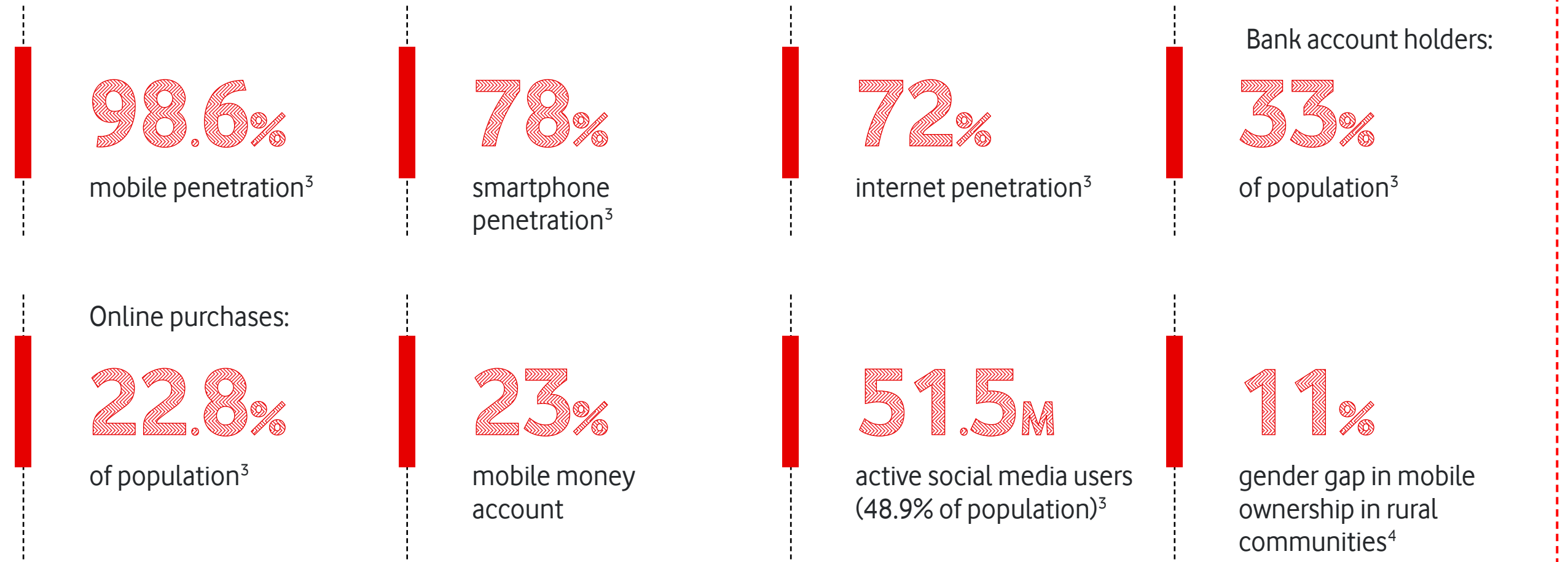
Egypt Outlook

Egypt is one of the most populous and dynamic markets in the Middle East and Africa region, with a growing population of 104 million and a GDP growth of 3.7% in 2023. The country has a young and tech-savvy population, with 78% of mobile subscribers using smartphones and 72% accessing the internet. Egypt has made notable progress over the past few years in upgrading its communications and digital infrastructure. This progress is reflected in Egypt's ranking in global indices, having advanced to the 65th place in 2022 compared to the 111th place in 2019 on Oxford Insights' 2022 Government Artificial Intelligence Readiness Index¹. This follows on from the unprecedented growth of the communication and IT sector during the period 2005–2010, which is growing yearly on an average of 13.7%².

While Egypt is expected to see a sharp slowdown in economic growth in FY2024, as inflationary and currency pressures continue to weigh on consumption, growth opportunities in the digital sector remain as Information technology and digital transformation and their applications are integral in almost all reforms, programmes, and initiatives. In addition, Egypt identifies digital transformation as of one of the main seven enablers to galvanize the implementation of Egypt Vision 2030 Strategic Goals.

Against this backdrop, Vodafone Egypt has committed to providing solutions that contribute towards Egypt's priority national development ambitions, including the Digital Egypt strategy, which comprises numerous national projects to achieve digital transformation and upgrade digital infrastructure, foster innovation and entrepreneurship, build youth's digital capabilities, and empower them to obtain job opportunities.

Digital Profile



Economic Indicators



¹ Oxford Insights' 2022 Government Artificial Intelligence Readiness Index (Sep 2023 extraction).
² Egypt's 2021 Voluntary National Review (Sep 2023 extraction).
³ GSMA Intelligence portal December 2022; Datareportal.com Digital 2022: Country reports (Feb 2022); Internetworldstats December 2021; Central Bank of Egypt; Egypt Strategy Team.
⁴ GSMA Blog, "Rural women have so much to gain from mobile but are being left behind" (Jan 2023).
⁵ Central Agency for Public Mobilization and Statistics (CAPMAS); State Information Service (March 2023).
⁶ Ministry of Planning and Economic Development (Sep 2023 extraction).
⁷ Trading Economics (Sep 2023 extraction).
⁸ Ministry of Communication and Information Technology (Sep 2023 extraction).

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

1.1 WELCOME NOTE, MOHAMED ABDALLAH

1.2 EXECUTIVE MESSAGE, AYMAN ESSAM

1.3 A YEAR IN REVIEW

1.4 EGYPT OUTLOOK

1.5 ESG APPROACH

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

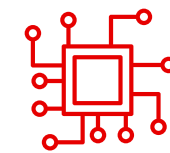


Egypt Outlook

Egypt presents many opportunities for Vodafone Egypt to grow and innovate in the coming years. As part of our commitment to creating purposeful digital solutions that create lasting value for communities, the key drivers and trends we have weaved into our strategy in the year ahead are:

DRIVING OPPORTUNITY

BRIDGING THE DIGITAL DIVIDE



DIGITAL TRANSFORMATION

Egypt has embarked on a national strategy to transform its economy and society into a digital hub in the region. The government has launched several initiatives to improve the digital infrastructure, promote e-government services, foster digital literacy, and support entrepreneurship and innovation in fundamental sectors.

Vodafone Egypt is playing an active role in supporting this vision by investing in our network capacity and coverage, digitalising a more controlled customer experience through Ana Vodafone app, partnering with public and private entities to provide digital solutions, and empowering our business customers with digital skills and opportunities. We are creating value-driving solutions for critical sectors, such as agriculture, healthcare, and education.

Please refer to the [Digital Society](#) and [Responsible Business](#) sections of this report.



FINANCIAL INCLUSION

Egypt has a large untapped potential for financial inclusion, as only 33% of the population have a bank account and 23% have a mobile money account. The demand for digital financial services is growing, especially among the youth, women, and rural segments.

Vodafone Egypt is the fintech market pioneer and leader in the country, with our [Vodafone Cash](#) service reaching 16.4 million customers as of March 2023. We offer a range of services, such as money transfer, bill payment, merchant payment, e-commerce, insurance, savings, loans, and donations. We are also collaborating with financial and non-financial partners to expand our ecosystem and interoperability.

For more information on our financial inclusion initiatives, please refer to the [Inclusion for All](#) section of this report.



COMMERCE AND ECONOMIC GROWTH

Egypt has a booming e-commerce sector, with 22.8% of the population making online purchases in 2023. The COVID-19 pandemic accelerated the adoption of online shopping, as consumers seek convenience, safety, and variety — a trend that continues to this day despite lower consumer purchasing power due to inflation.

Vodafone Egypt is enabling and enhancing the e-commerce experience for our customers, by providing fast and reliable data connectivity, secure and convenient payment options through Vodafone Cash, and exclusive offers and discounts through our Shokran Loyalty Programme and our [E-Shop](#). These digital solutions facilitate commerce and, in turn, economic growth.



CONNECTING MORE WOMEN

There is a clear gender gap when it comes to mobile accessibility in rural areas, with 68% of Egyptian women in rural areas owning a mobile phone compared to 77% of men.

Vodafone Egypt aims to enable the financial and digital inclusion of women in rural communities by providing them with access to mobile technology, financial services, and social development initiatives that improve their lives and bridge the urban-rural divide. This initiative comes under the bigger umbrella of the Egyptian Gender Alliance (EGA), in collaboration with different public and private partners, and targets to implement tailored programmes in the upcoming year to economically and socially empower women by improving their access to new opportunities.

For more information on our digital initiatives to empower and connect rural communities, please refer to the [Inclusion for All](#) section of this report.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

1.1 WELCOME NOTE, MOHAMED ABDALLAH

1.2 EXECUTIVE MESSAGE, AYMAN ESSAM

1.3 A YEAR IN REVIEW

1.4 EGYPT OUTLOOK

1.5 ESG APPROACH

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Our Approach to ESG

Environmental, Social, and Governance (ESG) frameworks help stakeholders evaluate business performance on sustainability and ethical issues, such as climate change, human rights, diversity, and transparency, helping them make informed decisions on businesses to align with their values and goals.

Vodafone Egypt has embedded these sustainable and ethical business practices in the DNA of the organisation since the company broke ground in Egypt as Click GSM, long before codified ESG frameworks came into public discourse. Having evolved over the years into the country's leading technology and digital powerhouse under Vodafone Group, we approach ESG today not as a separate agenda or a set of isolated activities; it is embedded into our purpose-driven strategy, business model, and operations.

Our approach to ESG today is guided by our **Purpose and its three pillars**, our **Social Contract**, and our **responsible business practices** — which together form an ESG approach that supports the goal of making a positive change in society. This framework enables us to manage risks and create a positive impact through ESG-related opportunities, while at the same time reflecting our operating context and considering related regulations, stakeholder expectations, and reporting standards.

This deep multi-pronged and holistic approach ensures our relevance and impact, builds trust with stakeholders, and helps us deliver on our purpose.



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

- 1.1 WELCOME NOTE, MOHAMED ABDALLAH
- 1.2 EXECUTIVE MESSAGE, AYMAN ESSAM
- 1.3 A YEAR IN REVIEW
- 1.4 EGYPT OUTLOOK

1.5 ESG APPROACH

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



PURPOSE PILLARS

DIGITAL SOCIETY

Connecting people and things, and digitalising critical sectors

Digitalising Business

Providing products and services that help support enterprises, particularly small and medium-sized enterprises (SMEs)

Digitalising Critical Sectors

Supporting the digitalisation of education, healthcare, and agriculture through our products and services

Gigabit Network

Investing in our network infrastructure to connect individuals and businesses anywhere, anytime

INCLUSION FOR ALL

Ensuring everyone has access to the benefits of a digital society

Access for All

Finding new ways to extend our network and make connectivity more accessible to all

Propositions for Equality

Providing relevant products that address societal challenges, such as financial inclusion and gender equality

Workplace Equality

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

PLANET

Reducing our environmental impact and helping society decarbonise

Responding to Climate Change

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

Decreasing Scope 1 & 2 Emissions

Increasing our efficiencies and sourcing renewable energy to reduce our carbon emissions

Driving Circularity

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

SOCIAL CONTRACT

To achieve our purpose, we work to strengthen our reputation by protecting the trust of our stakeholders and ensuring that digital connectivity delivers on its full potential for responsible leadership and innovation. Our Social Contract is a pact to activate and accelerate our purpose initiatives to help strengthen trust across all stakeholder groups and maintain positive relationships

Our Social Contract is built on three core principles



Trust

Building trust with our customers through simplified and transparent pricing, customer-orientated solutions, and reducing our environmental impact



Fairness

Ensuring fairness and promoting digital inclusivity through enhanced access to digital products, services, and infrastructure



Leadership

Demonstrating responsible leadership through innovation in IoT and mobile financial services, leadership in convergence, and solutions that benefit society

RESPONSIBLE BUSINESS PRACTICES

PROTECTING DATA

Customers trust us with their data, and maintaining this trust is critical

Data Privacy

Respecting our customers' privacy preferences and using data responsibly

Cybersecurity

Prioritising cyber and information security across the entire organisation

PROTECTING PEOPLE

Ensuring the safety and wellbeing of every life and community we touch

Health and Safety

Creating a safe working environment for everyone working for and on behalf of Vodafone Egypt

Human Rights

Contributing to the protection and promotion of human rights and freedoms for our employees, customers, and communities

Responsible Supply Chain

Managing relationships with our direct suppliers and evaluating their commitments to society and the environment

Masts, Mobile Phones, and Health

Operating our networks within national regulations

BUSINESS INTEGRITY

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

Governance and Controls

Ensuring we operate sustainably and with sufficient controls to safeguard business and stakeholder interests

Economic Impact

Contributing to the economy in which we operate as a major investor, taxpayer, and employer

Anti-Bribery and Corruption

Holding a zero-tolerance policy on bribery and corruption

TRANSPARENCY AND MEASUREMENT

Transparency is essential to our ESG approach. We achieve transparency through comprehensive disclosure and measuring our ESG progress using multiple mechanisms, such as ESG ratings, reputation tracking, and stakeholder feedback

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



01

02

03

04

05

06

07

DIGITAL SOCIETY

- 2.1 EXECUTIVE MESSAGE, MAHMOUD EL KHATEEB
- 2.2 DIGITALISING BUSINESS
- 2.3 DIGITALISING CRITICAL SECTORS
- 2.4 GIGABIT NETWORK



1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

2.1 EXECUTIVE MESSAGE,
MAHMOUD EL KHATEEB

2.2 DIGITALISING BUSINESS

2.3 DIGITALISING CRITICAL SECTORS

2.4 GIGABIT NETWORK

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Reflections from Our Business Unit Director on Digital Enablement

At Vodafone Egypt, our vision is to enable society at large with digital solutions that can enhance lives, scale businesses, and contribute to the sustainable development of our country. We believe digitalisation isn't just a necessity but an opportunity to create value for all. And it is our duty as a trailblazer in the telecommunication space to lead by example and leverage the power of our digital infrastructure and innovative, data-driven solutions to cast the widest possible net of impact across various sectors and segments of society.

This year, we demonstrated our commitment to being a driving force in the evolution of the digital era for enterprises of all sizes in their journey towards a more innovative and efficient future. We kickstarted numerous initiatives that provide small businesses with digitally enabled knowledge-sharing platforms, such as V-HUB; forged partnerships that empower entrepreneurs, such as our sponsorship of Shark Tank Egypt; and tapped into synergies with enterprises to provide them with tailor-made digital solutions that harness the power of IoT.

Another focus area was leveraging our digital capabilities to contribute to improving the quality and accessibility of essential

services in critical sectors, such as the healthcare and agriculture sectors. This year, we partnered with governmental entities as their digital arm to deliver innovative solutions that can address some of the most pressing challenges in these sectors. Through initiatives like Universal Health Insurance (UHI) and the Egyptian University Hospitals, we have made significant strides in public healthcare reforms and digitalisation. Additionally, we embarked on a strategic partnership with Cairo University's Faculty of Agriculture to pilot a project that introduces IoT-enabled farming practices by providing solar-powered monitoring and management to oversee crop productivity.

In the year ahead, we will remain committed to efforts in this direction and explore new opportunities for innovation and collaboration. Vodafone Business Egypt will remain at the forefront of the digital revolution, driving innovation, efficiency, and transformation across industries. With our solid partnerships and technical expertise, we will continue to work towards elevating the digital landscape in Egypt, paving the way for a more promising future and pushing the boundaries of what the digital age can truly offer for businesses, for people, and for the economy to create better, lasting outcomes for all.

“ This year, we **partnered** with governmental entities as their **digital arm** to deliver **innovative solutions** that can address some of the most pressing challenges in critical sectors. ”



Mahmoud El Khateeb
Vodafone Business Unit Director

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

2.1 EXECUTIVE MESSAGE, MAHMOUD EL KHATEEB

2.2 DIGITALISING BUSINESS

2.3 DIGITALISING CRITICAL SECTORS

2.4 GIGABIT NETWORK

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Digitalising Business

In an era where technology is reshaping an already dynamic business landscape, the intersection of digital and business has become the driving force behind transformative change. Digital technologies elevate businesses through the creation of efficiencies, cost reduction, service enhancement, and the generation of data that reinforces informed decision-making. Vodafone Business Egypt stands as a catalyst in this digital evolution, propelling enterprises of all sizes towards a future defined by innovation and efficiency.



130k

unique users on the V-Hub portal



3

Shark Tank entrepreneurs supported by digital solutions and consultancy from Vodafone Business



10k

vehicles served by enterprise fleet-management solution

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

2.1 EXECUTIVE MESSAGE,
MAHMOUD EL KHATEEB

2.2 DIGITALISING BUSINESS

2.3 DIGITALISING CRITICAL SECTORS

2.4 GIGABIT NETWORK

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Digitalising Small Businesses

Small- and medium-sized enterprises (SMEs) are vital for the economy and society, as they create jobs, foster innovation, and promote inclusion and diversity. As such, we have made it our mission to understand the unique challenges and opportunities faced by Egyptian SMEs in the digital age, and we are committed to providing them with business support and digital solutions to help them grow and thrive. We offer a tailored suite of products and services to SMEs that seek to ultimately strengthen the resilience of the local economy. These provisions are thoughtfully designed to meet the distinctive needs of small businesses, nurturing sustainability and growth through a harmonious partnership.

V-Hub

Through V-Hub, a platform under the Vodafone Business Unit, we foster a digitally empowered SME ecosystem. V-Hub is an online resource portal designed to empower and support Egyptian SMEs on their road to future readiness by increasing their awareness about digital transformation and sharing practical best practices to help them grow and adapt. At the heart of this hub lies the V-Hub Knowledge Centre, a virtual repository that acts as an open library offering digital tools and resources spanning tech and innovation.

Through the platform, SMEs also gain access to a range of online resources covering topics such as operating in the digital world, web development, digital marketing, remote work, and cyber security. Additionally, V-Hub opens doors to a diverse portfolio of software-as-a-service (SaaS) solutions and digital tools, which empowers SMEs to choose solutions that fit their goals and improve their operational efficiency and technological capabilities.

Moreover, the platform connects SMEs with experts who understand the digital landscape and offer digital consultancy through tailored advice and dependable support, enabling businesses to navigate challenges more effectively.

With 130,000 unique users on the portal and 1,000 subscribers to the platform, V-Hub impacts the success of businesses that embrace digital transformation, ensuring a more resilient future for SMEs in Egypt.





Case Study

SUPPORTING ENTREPRENEURS THROUGH SHARK TANK EGYPT SPONSORSHIP



Startups are vital for economic development and social inclusion in Egypt. According to the Global Entrepreneurship Monitor (GEM), Egypt had a total early-stage entrepreneurial activity (TEA) rate of 9.2% in 2021, which means 9.2% of the adult population were either nascent entrepreneurs or new business owners — lower than the regional average (12.6%) and the income level average (15.5%)¹. The main challenges faced by Egyptian entrepreneurs include access to finance, market competition, regulatory environment, and digital infrastructure. To overcome these challenges, the Egyptian government and the private sector have been supporting the startup ecosystem through various initiatives, such as providing funding, mentorship, training, incubation, and acceleration programmes.

From Pitch to Partnership

Mirame Khamis always loved reading and writing stories, especially for children. She wanted to share her passion for Arabic literature with the younger generation, but she faced many challenges in the Egyptian publishing industry. She struggled to find high-quality books that reflected the culture and identity of Egyptian children, and she also faced difficulties in distributing her books to a wider audience. She decided to create her own publishing company, Asfoura Books, to fill this gap and make Arabic books more accessible and enjoyable for kids.

However, Mirame still needed more capital, more exposure, and more digital tools to grow her brand and expand her market. That is when she heard about Shark Tank Egypt, which she saw as a golden opportunity to showcase her work and secure funding for her company. She applied for the show and prepared a compelling presentation that highlighted

We take pride in supporting entrepreneurs by providing invaluable insights into digital transformation and equipping startups with digital tools and effective strategies to help them grow and face these challenges. One of the steps we took in this endeavour was being the exclusive sponsor of the entrepreneurial reality show Shark Tank Egypt, which propels budding entrepreneurs into the spotlight, allowing aspiring business owners to present their innovative concepts to a panel of seasoned investors, known as the “Sharks”. The presented ideas undergo rigorous scrutiny and evaluation, and if found promising, the Sharks invest in them.

the value proposition and social impact of Asfoura Books. She faced five Sharks who were ready to grill her on every aspect of her business model, from market size and customer acquisition to revenue streams and growth potential.

While the Sharks were impressed by Mirame’s pitch and praised her creativity and vision seeing a potential to create positive social change, they also pointed out some of the challenges and risks involved in the publishing industry and asked Mirame how she planned to overcome them to scale up her business. Mirame knew she needed more support and guidance to take her business to the next level. She needed more than capital: a strategic partner who could provide her with mentorship, guidance, and digital solutions. That is where Vodafone Egypt Business came in with their support for entrepreneurs to grow from the ideation

phase to a successful digitally empowered startup. She showed great desire to work with Vodafone Business Egypt to digitise her business and take its performance forward, ultimately enhancing the competitive edge of Asfoura Books.

The Sharks were intrigued by Mirame’s proposal, and Vodafone Egypt Business granted her the Golden Ticket, giving her the opportunity to work with the latter as a collaborative partner through their digital solutions and consulting services.



“The Golden Ticket was just what I needed to develop my startup: the consultation, the digital expertise, and the wide reach ... Vodafone Business helps me understand the behaviour of Egyptian consumers,” she said.

¹ Source: www.gemconsortium.org/economy-profiles/egypt

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

2.1 EXECUTIVE MESSAGE, MAHMOUD EL KHATEEB

2.2 DIGITALISING BUSINESS

2.3 DIGITALISING CRITICAL SECTORS

2.4 GIGABIT NETWORK

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Supporting a Thriving Ecosystem Through Digital Solutions



Mirame's story is one of other examples of how Vodafone Business Egypt is supporting entrepreneurs by sponsoring Shark Tank Egypt. From this round, Vodafone Business had the opportunity to work closely with three contestants and provide them with digital solutions and consulting services to help them digitise their businesses, improve their performance, and enhance their competitive edge.

Deepened by our aim to inspire other entrepreneurs, we created a Vodafone Business Egypt owned online show "**Beyond the Tank**" to showcase the human stories behind contestants' performance and feature successful startups in Egypt.

Being part of the unique platform Shark Tank Egypt, Vodafone Business Egypt is stimulating meaningful dialogues on entrepreneurship across the nation, demystifying the investment and startup journey; sparking a widespread conversation that celebrates entrepreneurial pursuits; providing a direct lifeline to promising entrepreneurs through business strategy, mentorship, and capital support; and integrating links to the

V-Hub Knowledge Centre. All this would have not been achieved without strategic sponsorships, personalised support, and digital solutions to not only elevate individual enterprises but also augment the collective entrepreneurial landscape. This endeavour, rooted in sustainability, fortifies the SME ecosystem and catalyses growth, ultimately contributing to the nation's vibrant economy.



Digitalising Enterprises

At Vodafone Business Egypt, we are committed to helping enterprises grow and transform their businesses through digital technology and IoT solutions. We provide tailor-made digital solutions for various sectors, such as automotive, fast-moving consumer goods, logistics, health, e-learning, and agriculture. We also offer smart-city, building-management systems, and utility-management solutions to meet the current and future needs of our customers.

One of these flagship digital solutions is our fleet-management system, which we implemented in partnership with the Egyptian Co. for Tracking

and IT Services. This system serves a wide range of customers in the automotive sector, from cars to heavy trucks. It enables them to track and monitor their assets, as well as analyse route and vehicle-usage data to optimise fuel efficiency and reduce emissions. As a result, our customers have reported a 25% reduction in fuel consumption and a corresponding decrease in their environmental impact. So far, we have connected 10,000 vehicles with our fleet-management system, and we are expanding to reach more customers in the year ahead.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

2.1 EXECUTIVE MESSAGE, MAHMOUD EL KHATEEB

2.2 DIGITALISING BUSINESS

2.3 DIGITALISING CRITICAL SECTORS

2.4 GIGABIT NETWORK

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Digitalising Critical Sectors

Certain sectors shoulder the responsibility of shaping our collective wellbeing. We recognise the transformative potential of digitalisation in these foundational areas, from healthcare to agriculture and beyond. By exploring the intersection of technology and vital sectors, we can propel the nation forward towards its digital transformation goals while, at the same time, driving unparalleled value for economic growth and societal wellbeing.

Leading Egypt's Digital Healthcare Movement

TODAY | Live in **197** hospitals | Serving **5M+** citizens

Vodafone Egypt is a pioneering force in the nation's digital healthcare journey. Spearheading the largest digital transformation projects in the Egyptian healthcare sector, we lead the charge in two pivotal national endeavours: the Universal Health Insurance (UHI) initiative, which marks a significant reform in the Egyptian health insurance scheme spanning six governorates, and digitalising the Egyptian University Hospitals, a national initiative that spans 12 universities nationwide.



Case Study

REVOLUTIONISING HEALTHCARE THROUGH DIGITAL SOLUTIONS



Egypt is a country with a growing population and a mounting need for consistent and quality healthcare solutions. According to the World Health Organization (WHO), equity in health outcomes, access to health services, and the burden of health financing are among some of the biggest challenges we face today in the sector. However, these challenges require not only regulatory intervention and financial resources but also technological innovation and expertise. That is where Vodafone Egypt comes in. As a leading telecommunications company, Vodafone Egypt has positioned itself as an instrumental player and a catalyst in the digital transformation of healthcare. By bridging technology and human expertise, Vodafone Egypt seeks to pave the way for a future where healthcare services are reimagined, bringing improved access, efficiency, and quality to the forefront of patient care.

A Comprehensive Ecosystem of Healthcare Solutions

TOMORROW | **15M+** citizens to be served annually | **439** healthcare facilities to get digitalised

At the heart of our healthcare initiatives lies a comprehensive ecosystem of solutions. From Hospital Information Systems (HIS) to Payer Systems, Enterprise Resource Planning (ERP) to Hospital Accreditation Modules, Call Centre Management to Patient Engagement Solutions, we offer a spectrum of digital tools. This array of solutions is expanding to include cloud services and inclusive payment solutions like Vodafone Cash.

Holistic Professional Services

TODAY | **25K+** healthcare staff trained

Vodafone Egypt's engagement transcends technology, offering a range of professional services that includes consulting and learning opportunities to partners and clients. Functioning as the prime integrator, we take on the pivotal role of orchestrating professional services, managing implementation milestones, and ensuring seamless solution delivery.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

2.1 EXECUTIVE MESSAGE, MAHMOUD EL KHATEEB

2.2 DIGITALISING BUSINESS

2.3 DIGITALISING CRITICAL SECTORS

2.4 GIGABIT NETWORK

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Case Study



IMPROVING OUTCOMES THROUGH DIGITAL HEALTHCARE

One of the beneficiaries of Vodafone Egypt's digital healthcare solutions is Dr. Moustafa Gamal, Vice Manager at Cardio Academy Hospital at Ain Shams University Hospital. Dr. Moustafa used to struggle with managing his patients' records, appointments, prescriptions, and referrals using paper-based systems. He often faced delays, errors, and inefficiencies that affected his quality of care and patient satisfaction.

Dr. Moustafa can now access his patients' electronic medical records anytime and anywhere using the hospital's computer system. **"I can easily locate my patients in seconds by searching, therefore saving me a lot of time. I can monitor my hospital occupancy rate and bed availability as well,"** he added. Dr. Moustafa is not alone. **"It's making sure there is no duplicate work in patients' clinical evaluation or**

investigations," added Dr. Hany, Manager of the Toxicology Centre, who says they have taken strides to improve patient outcomes as a result. For patients, the platform has greatly benefited workflows, decreased waiting times, and delivered higher patient satisfaction.

Not only does the programme make it simple to schedule appointments, write prescriptions, order tests, and refer patients to other specialists using a secure and user-friendly platform, but it has also allowed for data-based reporting and research.

"Clinical research will go far beyond what we were previously able to do now, as opposed to the paper-based system," said Dr. Elham Arif, Vice Manager of the Geriatrics Hospital.

"I can now trust the statistical reports that I communicate to higher management," added Dr. Sahar Kandil, Professor of Public Health, Director of the Statistics and Medical Records Department, and Director of the Digital Transformation Programme, ASUH.

Thousands of doctors, nurses, pharmacists, technicians, administrators, and patients across Egypt are now benefiting from Vodafone Egypt's digital healthcare solutions every day. They are witnessing how technology can transform healthcare for the better, making it more accessible, efficient, and quality-oriented.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

2.1 EXECUTIVE MESSAGE,
MAHMOUD EL KHATEEB

2.2 DIGITALISING BUSINESS

2.3 DIGITALISING CRITICAL SECTORS

2.4 GIGABIT NETWORK

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Digitalising Agriculture

Agriculture is a critical sector that is today marked by the pressing need for food security, the challenge of feeding an expanding population, and the urgency to mitigate the environmental impact of farming practices. When applied to agriculture, IoT makes farming smarter by using a fully connected system where data on crops, soil, weather, and more are synchronised for an optimal farming scheme. It also optimises resource utilisation and allocation, minimises waste, reduces chemical usage, and ultimately boosts productivity.

Agriculture is particularly significant in Egypt, with it contributing 11.3% of its gross domestic product. The sector also plays a large role in job creation in the country, accounting for approximately 28% of jobs¹. To localise this in the Egyptian market, we established a partnership during the year with Tomatiki, a provider of smart devices, and Cairo University's Faculty of Agriculture.

Spanning a nine-acre solar-powered site, this initiative introduces IoT-enabled farming practices. The solar-powered monitoring and management platform remotely oversees crop and soil health, elevating farm productivity while reducing production costs. Through such IoT-enabled solutions and partnerships, we hope to exemplify how innovation can redefine agriculture, driving it towards a future where efficient, eco-conscious farming is a tangible reality.

¹ "Agriculture and Food Security: Basic Page: Egypt." U.S. Agency for International Development, 17 Aug. 2022, www.usaid.gov/egypt/agriculture-and-food-security.



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

2.1 EXECUTIVE MESSAGE, MAHMOUDEL KHATEEB

2.2 DIGITALISING BUSINESS

2.3 DIGITALISING CRITICAL SECTORS

2.4 GIGABIT NETWORK

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Gigabit Network



Improved quality of connectivity services is a powerful tool for social empowerment and transformation. In emerging markets where much of the population exists in rural areas, telecommunication providers like Vodafone Egypt have a unique responsibility to expand network services, including voice, video, and data, through increased broadband access. On a national level, Egypt's vision is to enable the development of a knowledge-based society and a strong digital economy. Our position as a leading local network operator means that we share that vision — to improve the quality of life for millions of people, reduce inequalities, foster innovation, and create new opportunities for economic growth to enhance Egypt's standing regionally and internationally.

In the past two years, we have made significant progress in expanding and upgrading our network infrastructure, using the latest technologies and innovations to deliver fast, reliable, and secure connectivity by pumping investments worth EGP 24 billion into this endeavour. One of our major achievements was doubling our network capacity and boosting the customer experience in more than 40% of our network sites. We were able to achieve this by activating the new spectrum acquired on the 2,600 band, which allows us to offer higher data speeds and more bandwidth. We also reshuffled our spectrum allocation to optimise the performance of our network.

Another milestone was launching Voice Over LTE (VoLTE), which offers high-quality voice calls over our 4G network. VoLTE reduces call setup time and improves battery life, as well as enables other features such as video calling and rich messaging. VoLTE is ramping up to reach 25% of total voice traffic, and we have the ambition to accelerate the VoLTE uptake to improve the customer experience further in the years ahead.

Our plan to grow our network has been always mindful of its impact on our planet, as we are highly committed to reducing our environmental impact and contributing to a greener future. We have been able to reduce our diesel consumption by 10% y-o-y and achieved a 39% reduction in carbon dioxide emissions per petabyte of data traffic, although we have expanded our network infrastructure. For more information about our climate commitments, please refer to the **Planet** section of this report.

Our efforts have not gone unnoticed, having won several awards for our network excellence from reputable organisations during the reporting period. These awards not only reflect our ongoing commitment to delivering reliable connectivity to our customers in Egypt but are also testament to our investment in improving network capacity and modernising infrastructure.

Please refer to the **Awards** section of this report.



2x

Doubling our network spectrum

40%+

Increase in customer experience of our network sites

25%+

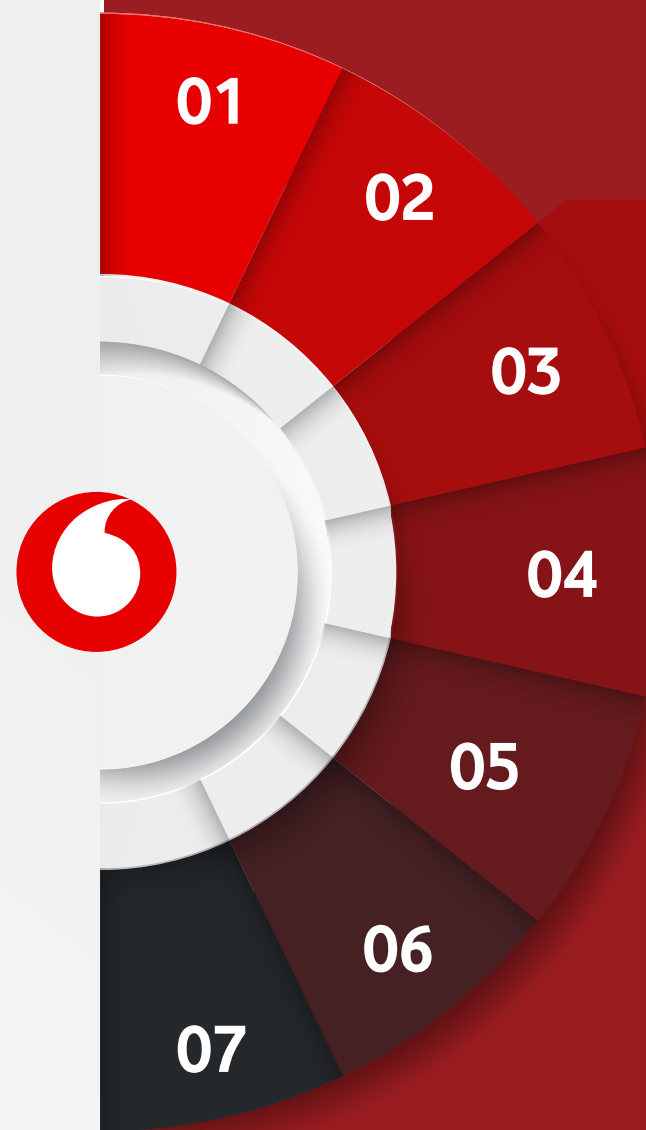
VoLTE ramp up of total voice traffic

BEST

Network Coverage by Crowd Sourcing – OpenSignal

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



INCLUSION FOR ALL

- 3.1 EXECUTIVE MESSAGE, CATALIN BULIGA
- 3.2 ACCESS FOR ALL
- 3.3 PROPOSITIONS FOR EQUALITY
- 3.4 WORKPLACE EQUALITY



1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Reflections from Our Technology Director on Connectivity and Digital Inclusion



Catalin Buliga
Technology Director

We are firm believers that accessibility is transformational and, in essence, a fundamental right that empowers individuals and communities to meaningfully connect for a better future. Technology is the backbone upon which we build out all digital services that we provide for customers and beneficiaries of our initiatives to drive connectivity. As such, we are committed to using our digital technology as a driving force to improve the quality of life for millions of people, reduce inequalities, and foster innovation. This commitment is anchored in a three-pronged strategy to deepen the reliability and penetration of mobile and fixed connectivity, drive equality through unlocking the true potential of a digital society, and develop a tech workforce that's ready for the future.

This year, we took stock of existing barriers to accessibility, kickstarted new initiatives, and sustained our efforts in several ongoing programmes that address those barriers. We are proud to be at the forefront of overcoming these challenges by delivering fast, reliable, and secure connectivity to our customers, using the latest technologies and innovations to make 4G connectivity more accessible for all. As such, we invested EGP 24 billion to double our network capacity and boost the customer experience in more than 40% of our network sites to bridge the urban-rural divide. As part of this commitment, we activated over 48 new rural 4G sites in the reporting year alone and plan to add 123 new sites in the year ahead to extend connectivity to rural areas.

At the same time, we developed several programs to encourage digital connected learning for underserved communities,

such as Hayah Karima, where we have equipped 100 schools with digital education systems and connected 714 villages with more to come next. Moreover, we set in motion several programs to make 4G smartphones more affordable and accessible with a range of interventions, such as subsidies, discounts, and financing

options. On the financial inclusion front, Vodafone Cash continues to be one of the flagship digital services we are most proud of, having enabled millions of people, especially those who are unbanked, to access digital financial services through their mobile phones.

At Vodafone Egypt, we believe diversity and inclusion are the keys to driving innovation and positive change in the tech industry. That's why we launched several initiatives to support the development of Egypt's tech workforce, especially for women and people with disabilities. In addition, we are continuously investing in reskilling and upskilling our workforce through a dedicated software-engineering academy.

I am immensely proud of the work done this year, which has built on the solid foundations of our core purpose pillars and goal of enabling a digital society that includes everyone. As we look ahead, we are excited about the opportunities and challenges that await us, and I am confident that we are equipped with the right strategy, the right technology, and the right people to achieve our goals without compromising on our commitment towards the planet, toward our customers, and toward society.

“ Technology is the backbone upon which we build out all digital services that we provide for customers and beneficiaries of our initiatives to drive connectivity. As such, we are committed to using our digital technology as a driving force to improve the quality of life for millions of people, reduce inequalities, and foster innovation. ”

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Access for All

Vodafone Egypt firmly believes that digital accessibility, regardless of location, ability, or background, is a fundamental right that empowers individuals and communities. However, we are aware that there are several barriers in the local market, such as lack of awareness, digital skills, and the high upfront cost of smartphones. As one of the leading players in the telecommunications sector, it is our responsibility to enable more Egyptians to enjoy the benefits of 4G connectivity, including faster speeds, better quality, and access to a wide range of digital services and applications.

Connecting Rural Egypt

We have invested heavily in our network infrastructure, particularly in terms of increasing coverage and penetration to underserved areas as part of our commitment to leaving no one behind. During the reporting period, we successfully doubled our gigabit network, extending vital connectivity across the country to include previously underserved rural communities, fostering an inclusive and equitable digital society. We have built 48 new 4G sites in Hayah Karima and expanded our coverage of national roads with more than 32 new sites built in FY2023 to keep our customers safe and connected while traveling. This brought our total connectivity sites in rural areas across Egypt to 3,858. To read more about the expansion of our connectivity, please refer to the **Doubling Our Network to Enable a Digital Society** section of this report.



3.9k



rural 4G connectivity sites

150k



affordable 4G devices sold over 3 years

66.4k



affordable PLUS Student bundles sold over 2 years

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



CONNECTING 714

villages, in Hayah Karima, through 980 sites

Alaa Hamdy and Mohamed Khamis are two fourth-grade students who live in a rural village in Upper Egypt. They have always dreamed of learning new things and exploring the world. Like many children in rural communities, Alaa and Mohamed's school lacks adequate access to the tools necessary for a thriving educational environment. Their situation is not uncommon. According to a report by the Education Policy and Data Centre¹, 25.5% of rural Egyptian children do not receive secondary education, compared to 14.5% of Egyptian children in urban areas — a disparity that is also reflected in the tools available to children at schools in rural areas.

¹Education in Egypt - statistics & facts | Statista



Case Study

BRIDGING THE URBAN-RURAL DIGITAL DIVIDE

CONNECTING 100

public schools, in Hayah Karima, with an integrated digital educational system

Alaa and Mohamed's school is in a rural village that's supported through Hayah Karima (Decent Life); a nationwide developmental initiative, endorsed by President Abdel Fattah Al-Sisi, that consolidates the efforts of state, civil society, and the private sector to address multidimensional issues of poverty and inequality by providing a decent life for those most in need.

In 2021, we initiated a strategic partnership through Hayah Karima to provide coverage and data for rural villages across the country. In order to further support this ecosystem, Vodafone Egypt Foundation enables the underserved schools in Hayah Karima with connectivity, devices, and digital content on Ta3limy to implement an integrated digital education system. In FY2023 alone, we connected over 100 public schools and classrooms, improving, over 350,000 lives across governorates.

Alaa and Mohamed can now access online learning platforms, digital content, and interactive resources that enrich their curriculum and make learning more accessible, comprehensive, and engaging. They can also virtually communicate with other students and teachers and share their experiences and knowledge. They now feel more motivated, confident, and curious about the world around them.

123

planned sites for rural coverage in 2024



Alaa said: "We were completely disconnected before having desktops and the internet in class. Now, with the hardware and connectivity, we are more connected to the world than ever."



Mohamed agreed, adding: "Desktops and the internet were never provided to us before. I have always wanted to learn how to type on a keyboard and use a mouse but never had access to these tools before."

Through concerted efforts to establish new communication sites and extend network coverage across rural governorates, Vodafone Egypt has successfully provided 714 villages in Hayah Karima with access to vital digital services through a total of 980 sites. We believe that everyone deserves access to a strong mobile network and the opportunities it brings. As such, we aim to contribute to driving digital inclusivity by bringing marginalised populations into the digital age. Additionally, we have focused on rural coverage and universal service obligations (USO) bids to support extending connectivity to all, with plans to add 123 new sites in the year ahead.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Boosting Digital Inclusion Through Affordability

14k

affordable devices sold in the reporting period

One of our key goals is to bridge the digital divide and enable more people to access the benefits of connectivity. To achieve this goal, we prioritised lowering the cost of devices as we have implemented various programmes across our markets to make smartphones more affordable and accessible.



150k

affordable devices sold since 2020

As such, we have applied subsidies, discounts, and offers tailored for low-income communities, as well as offering financing options to customers who want to upgrade from 2G/3G to 4G handsets.

We were among the first companies in Egypt to introduce a 4G Smart Feature Phone in 2020, which offered instalment plans over up to 24 months. This enabled more customers to access our high-speed 4G network and enjoy a better digital experience. Through our partnerships with banking and non-banking financial institutions, such as consumer financing companies, we sold over 14,000 devices during the reporting period alone, bringing the total number of devices sold since launch to more than 150,000. We also plan to expand our portfolio of affordable devices by locally producing an entry 4G Smartphone in the year ahead, bringing connectivity to everyone.

PLUS Students

66.4k

affordable PLUS Students bundles sold to date

We believe that access to digital resources is essential for students to continue their education and develop their skills. Alongside Ta3limy, our free educational platform, we have collaborated with the Ministry of Education in Egypt to introduce the PLUS Students bundle in 2021, which is exclusive to secondary school students and facilitates their access to educational resources.

The PLUS Students bundle provides these students with free SIM cards and 1GB to use on Ministry of Education websites and applications for only 5 EGP per month, renewable monthly. This way, students can access online learning materials, assignments, exams, and other educational content without worrying about the cost of data. We have accumulatively sold 66,415 bundles over the span of two years, reaching thousands of students across Egypt.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Propositions for Equality

We are aware of the growing societal challenges that affect millions of people in Egypt and beyond. These include the lack of access to quality education, persistent gender gaps, limited financial inclusion, and widespread poverty. We believe that digital technology can be a powerful force for good, enabling us to create innovative solutions towards an equal and inclusive society. We implement various programmes that empower individuals and schools, provide communities with digital skills and tools, and support them through offering opportunities for a better life.



16.4M

financially included customers through Vodafone Cash

2M

beneficiaries on Ta3limy digital education platform

41k

refugees and their host communities supported through Instant Network Schools

43k

customers served through our call centre for the deaf and hard of hearing

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Case Study

16.4M

wallet holders

5.4M

active monthly users

EGP 649 B

worth of transactions a year

Supporting donations to over

80 NGOS



With approximately 104 million people residing across its 27 governorates, Egypt has one of the highest unbanked populations in the world, with 67% of adults lacking access to financial services¹ and much of the economy being informal with transactions taking place in cash. To address this, the Central Bank of Egypt (CBE) launched its Financial Inclusion Strategy 2022–2025, a national development plan focusing on expanding access to financial services, developing financial literacy, and facilitating the introduction of innovative financial products that meet consumer and small business needs. At Vodafone Egypt, a transformative shift in financial accessibility has been taking place, with Vodafone Cash (VF Cash) at the forefront. Launched in 2013, the VF Cash e-wallet and financial services platform has emerged as one of the conduits, connecting every corner of the nation and ensuring that everyone, banked or unbanked, could readily access essential financial services.

In this reporting year, VF Cash has reached 16.4 million wallet holders, 5.4 million active monthly users, with approximate transactions worth EGP 649 billion per year, well-established as a trusted fintech market leader. The platform primarily started out with a focus on peer-to-peer money transfers offering users a convenient instant money transfer experience accessible across the country.

“Now that Vodafone Cash is available everywhere in the country,” noted one user, “I am able to deposit and withdraw money from my wallet at any time and from any place, like the kiosk right beneath my house or my work. It’s a real convenience not to have to go to the Vodafone branch itself. Also, the fact that everyone knows about it makes life much easier.”

FINANCIAL INCLUSION AND DIGITAL ECONOMY THROUGH VODAFONE CASH

VF Cash has evolved into a versatile solution, extending beyond mere money transfers to cover all financial needs, from instalments and dues to online shopping and utility payments.

“A significant advantage of the application is that I can use my balance to recharge my credit and renew my mobile internet bundles,” said one user.

The platform also offers worldwide payment acceptance through online virtual cards and payment options for educational fees, such as tuition. When back-to-school season approaches, VF Cash allows parents to use the service to cover school expenses and receive a 50% cashback reward in their Vodafone E-wallet. This digital currency can be utilised for topping up phone balances, renewing bundles, and accessing various VF Cash services. Additionally, when customers opt for Vodafone Cash for payments, they unlock discounts at partner stores and e-commerce platforms.

“Using Vodafone Cash, I receive gifts and offers. For instance, when I transfer money, I can get 10 extra pounds in gift wallet balance. Making multiple transfers can also earn me 20 or 30 pounds in net gift balance.”

The platform provides numerous add-on benefits, and so, we are always expanding our network of participating merchants to meet the diverse payment requirements.



VF Cash has also placed a particular focus on its donations service and, as such, has been supporting donations to over 80 NGOs, resulting in a 146% y-o-y increase this Ramadan compared to the previous reporting period.



¹GSM Intelligence portal December 2022; Datareportal.com Digital 2022: Country reports (Feb 2022); Internetworldstats December 2021; Central Bank of Egypt; Egypt Strategy Team.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



PAGE 30

Connected Learning and Digital Education

Education is a fundamental human right and a key driver of social and economic development. However, children across the nation face barriers to accessing quality education, from accessibility to lack of funding and more. According to Egypt's 2021 Voluntary National Review, pre-primary net enrolment rates stood at 25% in 2019/2020 due to insufficient number of classrooms and teachers, with the same pressure on resources seen in high and increasing class densities, particularly in rural areas (rising from 44.9 in 2017/2018 to 47.8 in 2019/2020), and the high and increasing student/teacher ratio.

As such, the government has continued to funnel investments in education as part of Egypt's Vision 2030, with one of the reforms being developing school's digital infrastructure to introduce substantial use of technology in classrooms. That is why the Vodafone Egypt Foundation is committed to leveraging its technology and digital expertise to support the delivery of inclusive and equitable education for all.

² Egypt's 2021 Voluntary National Review.



Case Study



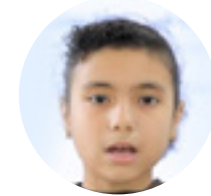
ENABLING DIGITAL QUALITY EDUCATION THROUGH TA3LIMY

341.9k
registrations

2M+
beneficiaries

The Ta3limy programme was launched by the Vodafone Egypt Foundation with the goal of preparing students, parents, and teachers for the demands of the digital age. The comprehensive digital learning platform is designed to provide free of charge, high-quality educational content to Egyptian K-12 students, as well as their teachers and parents.

Two young students, Basmallah Mohamed and Waad Mahmoud, embarked on their digital educational journeys through Ta3limy and quickly grasped how to register on the platform and explore. Discovering the convenience of having all her study materials consolidated in one place,



Waad said, "I'm studying much faster now that all of the material is in one place, and it's much easier to understand everything."



مهارات من Google | App Store | Google Play | Ta3limy | مؤسسة Vodafone

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Additionally, Ta3limy has successfully provided learning opportunities to students with learning difficulties or those who require alternative learning methods to thrive. The tailored guidance and content Ta3limy offers to parents and teachers have proven to be instrumental in enhancing the educational experience for these students.

Another student was delighted to find a new way of studying other than books. **"I learned to study online on Ta3limy by watching videos; I like it much better than reading books,"** he shared. The visual aspect resonated with him, proving to be a more effective method compared to the traditional book-based learning. Through this newfound avenue of education, he could now understand topics more comprehensively, making the learning process not just easier but also better tailored to his needs.

At Ta3limy, we also provide trainings for parents that cover positive parenting, cyber security, languages, and soft skills. Through partnerships with entities such as Well Spring and the National Council for Women, we provide parents with the necessary tools to place them in the same sphere of knowledge as their children.



Our support extends beyond students and their parents to include teachers as well. Through several partnerships, including Balanced Education, Franklin Covey, and the Florida Atlantic University, Ta3limy provides teachers with a comprehensive development platform. The platform equips teachers with the skills and techniques that they need to be able to effectively engage students in a digital learning environment.



In our efforts to further expand our reach to those less privileged with resources and connectivity, we have successfully provided 100 public schools in rural Hayah Karima villages with connectivity, devices, and trainings through Ta3limy, and we are currently working to expand our reach further to include an additional 200 schools in the upcoming year.

For more information about our collaboration with Hayah Karima, please refer to the [Access for All](#) section of this report.



A DIGITAL ENABLER OF CHANGE



Case Study

INSTANT NETWORK SCHOOLS CONNECTING REFUGEES AND THEIR HOST COMMUNITIES

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



18

current INS hubs
in Egypt

1.1k+

teachers

6k+

refugee
students

35k+

Egyptian
students

48

INS hubs
by the end of 2023



was not just a technological tool; it fostered a spirit of teamwork and collaboration between students. Jana recognised this, adding, **“I also learned the value of teamwork because we are always helping each other and doing projects together.”**



Hekmat, a teacher with a lifelong aspiration of being an educator, said, **“My school was one of the first to work with INS. It has always been a dream of mine to spread technology in schools and for my students to be able to use it well.”**

Through INS, she found a unique avenue to establish strong bonds with her students while enriching their minds with invaluable knowledge.

While COP27 was taking place, we organised a Climate Competition for INS students with a three-fold programme focusing on recycling, programming, and communication. The students were required to produce a creative idea for any product touching on those areas. After being given thorough sessions explaining the different areas, the students worked to present a product that would solve a climate-related problem. Winners of the competition were awarded with laptops or multimedia equipment based on the strength of their entries.

In the world of INS, education is not a solitary endeavour but a collaborative journey, aiming to shape the minds of young learners and teachers alike. In the year ahead, the Vodafone Egypt Foundation plans to connect more public schools and have a total of 48 INS hubs in Egypt, serving 100,000 beneficiaries every month, making it the largest INS hub in Africa.



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Inspiring Young Girls to Code

Our “Code Like a Girl” programme aims at creating a level playing field for young girls, ensuring that they have equal access to opportunities in Science, Technology, Engineering, and Mathematics (STEM) fields. The programme supports young girls, all aged between 14 and 18, igniting their passion for coding and inspiring them to explore careers that require coding skills to help them enter STEM industries.

The programme’s most recent rounds spanned a comprehensive five-day course where 52 girls joined our 2022 and 2023 Code Like a Girl programme runs. During this immersive experience, participants were introduced to the fundamentals of coding — an essential gateway to the world of technology. Through hands-on lessons, interactive workshops, and collaborative projects, participants not only gained basic proficiency in coding but also cultivated problem-solving skills and a mindset of innovation.



Empowering Women through the Egyptian Gender Alliance

It is our belief that technology can improve outcomes for women across the nation, providing them with access to vital services that include health, education, and finance. Our partnership with the Egyptian Gender Alliance (EGA) is poised to create great value, along with several programmes that use mobile technology to empower women by helping them achieve financial inclusion, better health, and wellbeing, as well as advanced education, skills, and entrepreneurship opportunities.

Vodafone Egypt was catalytic in the creation of the EGA, the first national coalition in Egypt that brings together public and private sectors to advance female inclusion and empowerment. The EGA, which we launched in collaboration with the Ministry of Communications and Information Technology, National Council for Women, UN Women, P&G, PepsiCo, Microsoft, and Cisco, aims to enhance the social and economic status of women in Egypt through digital inclusion and skill development in the workplace and society at large. The EGA has a goal of impacting one million women by 2025 through social and economic empowerment endeavours, which will also boost their societal contribution and help strengthen their roles in the workplace. The EGA will implement initiatives that target women in rural areas, women who seek education for employment, and women who want to be empowered in their workplaces and communities.

Bridging the Gap for Customers with Disabilities

43k

customers served through the deaf and hard of hearing call centre

Our commitment to championing inclusivity, in an increasingly connected world, and ensuring that everyone, including individuals with disabilities, maintain vital connections with what matters to them the most.

In 2016, our customer care department took a significant leap forward by establishing a dedicated call centre designed exclusively for deaf and hard-of-hearing customers. To enhance their experience, we introduced a specialised bundle that allows them to use video calls without consuming their data.

In 2022, a pivotal regulation was introduced, affecting all telecom companies operating in Egypt. It mandated a 50% discount or a doubling of the data quota for products, such as minutes and mobile internet bundles, specifically designed for people with disabilities. This reporting year, we scaled our impact to proudly serve over 43,000 customers through this dedicated call centre, which happens to also employ four deaf individuals.



A DIGITAL ENABLER OF CHANGE



Case Study

VODAFONE AND MERSAL FOUNDATION: THE TOP-UP CARD THAT SAVED LIVES

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



EGP 11.8 M donations raised in a few hours

EGP 7 M eligible for match-funding



What if you could save a life with a text message? What if you could raise millions in minutes? That is just what one young girl did when she decided one day to donate her EGP 10 Vodafone top-up card to the Mersal Foundation, a leading NGO that provides medical and social services to underprivileged people in Egypt. She didn't know that her small act of kindness would start a tidal wave of generosity that would reach millions of people and make a difference in hundreds of lives.

As part of living our spirit at Vodafone Egypt, we believe in the power of digital philanthropy. We want to support the causes that matter to our customers and our communities, and we want to do it in a way that is easy, accessible, and effective. That is why when founder and CEO of Mersal Foundation, Dr. Heba Rashed, accepted the donation and shared the story on social media, we were moved by the compassion and courage one voice could have.

We wanted to honour her gesture and amplify its impact and decided to match every donation made to the Mersal Foundation, no matter how big or small, no matter how it was given. We invited everyone to join us in this campaign and show their support for this noble cause.

The response was overwhelming. The campaign took off on social media, with people sharing their donations and inspiring others to follow. Celebrities, influencers, media outlets, and other organisations also joined the campaign and spread the word. In just a few hours, the campaign raised EGP 11.8 million, which was used to provide medical care and equipment for hundreds of premature babies across Egypt. Out of this, EGP 7 million were eligible for match-funding.

We are proud and humbled by the results of this campaign. We are grateful to everyone who participated and contributed to this success. We are honoured to work with the Mersal Foundation and support their mission. And we are inspired by the girl who started it all with one simple text message. She showed us that every donation counts. She showed us that every life matters. She showed us that we can make a difference together.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Workplace Equality

At Vodafone Egypt, we are steadfast in our commitment to creating a workplace that champions equality, embraces diversity, and fosters inclusivity. We firmly believe that our success in the telecommunications industry is intrinsically tied to our ability to develop a workforce that mirrors the diverse communities and societies we serve. Our purpose is not merely to provide connectivity; it is to make the world more connected, inclusive, and sustainable, where every individual can feel a sense of belonging and have his/her needs addressed. This commitment to fostering inclusivity and equality begins with our people.

Doing What's Right: Our Code of Conduct

Our **Code of Conduct** sets out our expectations from all people working for and with Vodafone. It also underlines our responsibilities towards our people, partners, and shareholders in order to maintain trust with them.

The Code of Conduct also helps us in making informed decisions, without fear of prejudice or mistreatment. It upholds a zero-tolerance approach towards any form of harassment, discrimination, or abuse within the organisation through our Speak-Up process.



56%

decrease in Speak Up cases from FY2022

37.5%

women leaders on the Executive Committee

7

women regained their careers through Returnship Programme

3

winning teams in the 1st Hackathon for people with disabilities

24

Discover graduate programme associates

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



24 graduates

63% women

Discover Graduate Programme

Vodafone's Discover Graduate Programme has long been a foundational part of the company's fabric. It aims to maintain the best possible calibres of fresh graduates every year and consists of a well-rounded experience that covers the various segments of the company, exposing them to our different functions. The programme runs towards the end of each year where the selected pool of refined candidates graduates from the programme, securing a position at Vodafone Egypt that works with their skillset. Armed with enriched knowledge, refined skills, and a profound understanding of Vodafone's ethos, candidates graduate from the programme with a profound sense of achievement and readiness. During the reporting year, 24 people graduated from the programme compared to nine the previous year, with 63% being women.

Several years ago, Amr Selima started his career journey at Vodafone Egypt as a fresh graduate, entering the Discover Graduate programme. Selima gained exposure to various facets of Vodafone's operations from marketing to technology and everything in between. This diverse experience allowed him to harness his talents and discover his true passion within the telecommunications industry. His dedication and innovative thinking did not go unnoticed, as he swiftly ascended the corporate ladder, taking on increasingly significant roles within the company.

Today, Selima stands as one of Vodafone's top leaders, serving as the Head of Customer Insights and Research, and an inspiration for aspiring talents within the organisation. His journey from a graduate programme participant to the head of a department reflects our commitment to nurturing talent from within.

Youth Committee (YCO)

At Vodafone Egypt, our commitment to nurturing the potential of Egyptian youth is further demonstrated through the inception of the Youth Committee. This programme illustrates our dedication to creating meaningful opportunities for young talents to flourish and contribute to the company's growth.

The Youth Committee provides young adults with mentorship and development opportunities. Each year, the programme identifies and recruits eight outstanding young employees, all under the age of 30, who represent the potential of the upcoming generation and get to work directly with the Executive Committee for a year.



Leveraging Educational Partnerships

For years, we have leveraged partnerships with leading universities across the country to recruit candidates of high-level calibres, having actively participated in the Ain-Shams University, German University in Cairo (GUC), and The American University in Cairo (AUC) career development and employment fairs. During those events, representatives go to the universities to present internship opportunities and job vacancies to fresh graduates.

Vodafone Egypt has also participated — along with The Knowledge Hub, a career centre that works with multiple universities and hosts career days at their campuses — in the Cybersecurity Career Circle, demonstrating our commitment to nurturing the next generation of cybersecurity experts by providing mentorship.

VodaNation is our annual summer ritual where students from diverse universities and backgrounds come for a one-month internship. By providing 140 students with an intimate understanding of the company's inner workings, exposing them to our in-house innovation lab, providing hands-on experiences, and offering mentorship dialogues, VodaNation paves the way for a seamless transition from university to the industry.

Fostering Data-Driven and Digital Talent

We launched the Big Data Academy to develop in-demand digital skills in Egypt and create a pipeline of talent for the data science stream. The six-month programme provided hands-on data science experience for fresh graduates where they were assigned real use cases with clear deliverables to further cement their understanding while encouraging critical thinking and problem-solving skills. On its first cohort, six candidates were selected for an opportunity to work closely with seasoned professionals, such as data engineers, data scientists, and business stakeholders.

The launch of our annual Tech Talent Attraction campaign further showcases our commitment to being recognised as an invested tech employer. This campaign not only raised awareness but also underscored our positioning as a destination for tech enthusiasts seeking a workplace to innovate and thrive.

Additionally, our strategic partnership at the annual Engineerex Pro event represents our forward-thinking approach to talent acquisition. We attained the Engineerex Employer of Choice Award at the event that allowed us to showcase our vision and culture to potential candidates in a keynote speech on why experienced tech talents should seek exponential growth to keep up with the rapid adoption of technology in various sectors. For more information, please refer to the [Diversifying Talent and Developing Skills](#) section of this report.



A DIGITAL ENABLER OF CHANGE



Case Study

AN INVITATION FOR WOMEN TO RETURN BACK TO THEIR CAREERS

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



PAGE
37



Salwa AbdelHalim at Vodafone Egypt's Technology Department and Hala Abdellatif of our Vodafone Business Department were once two bright calibres who decided to take a career break to care for their children and family and, while they thought it would be a temporary pause, time went by and returning to work became more of a challenge, with fears of skills going out of date and worries looming about balancing professional and personal responsibilities.

They are not alone. Many women in Egypt face similar challenges after taking a career break for various reasons, such as marriage, child care, elder care, or health issues. According to the World Bank, only 18% of Egyptian women participated in the labour force in 2022¹. Women face barriers in re-entering the labour market, such as lack of flexible work arrangements, childcare support, and mentorship.

That's why we created Returnship, a six-month paid internship programme for Egyptian women who had been out of the job market for two to five years. The programme reintegrated women back into the workplace through a strong development plan tailor-made for participants. The programme offered training, mentoring, networking, and project-based learning opportunities for women who want to resume their careers and reclaim their potential.

On its first cohort, Hala and Salwa applied for the programme and were delighted to be among the seven selected women returners. They quickly adapted to the new work environment and learned new skills and tools, receiving guidance and support from their manager, mentor, and colleagues. **"The Returnship programme has not only provided me**

with the opportunity to reignite my career but has also equipped me with new skills, knowledge, and a renewed sense of purpose," Salwa said.

Both women felt they were making a valuable contribution to the company and that they were regaining their confidence and potential.



"I have personally and technically developed throughout the learning journey. Every day, I learn something new from the programme," Hala added.

The programme has not only helped women restart their professional journey but also helped Vodafone Egypt tap into a pool of diverse and talented candidates who can bring fresh perspectives and ideas to the company.

¹ World Bank Data, 2022, date of extraction September 2023.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

3.1 EXECUTIVE MESSAGE, CATALIN BULIGA

3.2 ACCESS FOR ALL

3.3 PROPOSITIONS FOR EQUALITY

3.4 WORKPLACE EQUALITY

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Case Study



BREAKING BARRIERS WITH ARTIFICIAL INTELLIGENCE

In Egypt, it is estimated that 10.5% of the population aged five or older have some kind of disability. While Egypt has passed several laws and policies to protect the rights and interests of people with disabilities, challenges remain, such as lack of accessibility, employment opportunities, education, and social inclusion.

As part of our commitment to leaving no one behind, we launched the AI Assistive Tools Hackathon to help build technological tools that empower people with disabilities in the workplace. The hackathon, which took place in partnership with the Ministry of Communications and Information Technology, Synapse Analytics, Plug and Play local incubator, and Helm organisation, saw team building tools to create safer and more efficient workplaces for people with disabilities. With 30 entries, 13 of which were individuals with disabilities, the final initiative consisted of five teams of five members, at least two of whom had a disability.

Abdelrahman Omran, who lives with Cerebral Palsy, applied for the AI Assistive Tools Hackathon, and his team had decided to work on an ingenious sign language translator utilising transfer learning project that would break down communication barriers for the deaf and hard of hearing. The team had to test their prototype with real users, debug their code, and pitch their idea to a panel of judges. They also had to deal with the pressure of competing against other teams, who had equally impressive and innovative ideas.

“Participating in the Vodafone AI Hackathon proved to be a truly enlightening experience, unveiling the remarkable potential of technology to empower individuals with disabilities within professional environments. The seamless collaboration across various sectors underscored the significance of interdisciplinary approaches, leaving me inspired by the ingenuity of solutions and their potential applications,” Abdelrahman said.

Abdelrahman and his team were overjoyed when they heard their name as the second-place winners. The first-place winners won a monetary prize worth EGP 250,000 and the chance to incubate and further develop their project with Vodafone Egypt and their various technology and business solutions. The second-place winners won a training opportunity to incubate

the project provided by Plug and Play, as well as receiving technical tools from Vodafone Egypt to help in their project implementation. The third-place winners won an incubation training as well.

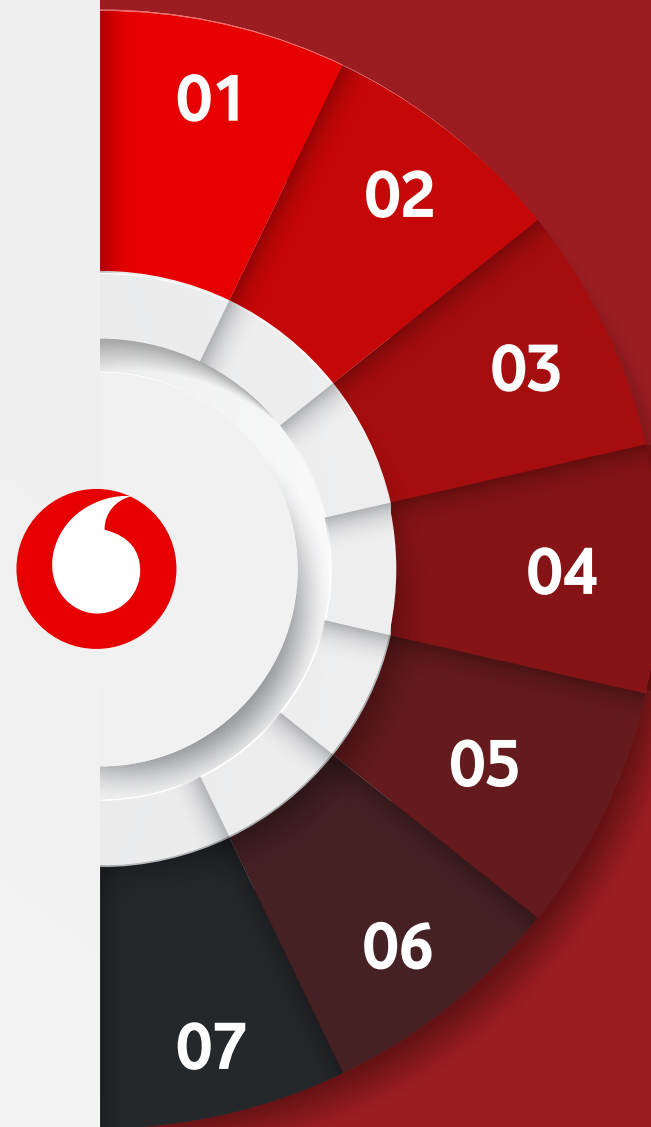
“The hackathon demonstrated the desire of these young people to make a transformational impact on the world and develop assistive technologies for a great cause. Being the first-of-its-kind created by the private sector, the AI Assistive Tools Hackathon has become a platform for innovators to express themselves, highlighting the significance of corporations embracing their ideas to turn them into real breakthroughs and tangible innovations,” explained Mahmoud El Khateeb, Business Unit Director at Vodafone Egypt and one of the judges of the competition.

“By providing people with disabilities the required tools and mechanisms, we are able to level the playing field, enabling them to shine through with their distinct capabilities, optimise their working day, and accomplish their tasks efficiently,” said Nagla Kinawi, Human Resources Director at Vodafone Egypt. **“Vodafone Egypt is keen to employ people with disabilities and launch various initiatives aimed at enhancing their role and integrating them into society in an optimal manner.”**

The AI Assistive Tools Hackathon was a success, showcasing the power of AI to improve the lives and work of people with disabilities. The hackathon also demonstrated the importance of collaboration and inclusion, as people from different backgrounds and abilities worked together to solve real-world problems. It was not only a competition but also a celebration of diversity, innovation, and social impact.

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



PLANET

- 4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050
- 4.2 RESPONDING TO CLIMATE CHANGE
- 4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO
- 4.4 DRIVING CIRCULARITY



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE
CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS:
OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



PAGE
40

Aligning with Egypt's National Climate Change Strategy 2050

Like the rest of the world, Egypt is heavily affected by the impacts of climate change, such as water scarcity, sea level rise, extreme weather events, and desertification. To address these challenges and achieve its sustainable development goals, Egypt developed a comprehensive and long-term National Climate Change Strategy 2050 (NCCS 2050), launched in 2022. The NCCS 2050 reflects Egypt's vision and commitment to effectively tackling the impacts of climate change and enhancing its resilience and adaptive capacity, while pursuing a low-emission development path that supports economic growth, social wellbeing, and environmental protection, which contributes to improving the quality of life for the Egyptian citizen.

The NCCS 2050 is aligned with Egypt's constitutional principles, its Sustainable Development Vision 2030, its Nationally Determined Contributions (NDCs) under the Paris Agreement, and its sectoral strategies and plans. It is based on five main goals that cover all aspects of climate action: mitigation, adaptation, financing, governance, technology, and scientific research.



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



NCCS 2050 GOALS

VODAFONE EGYPT ACTIONS



Goal 1 Achieving Sustainable Economic Growth and Low-Emission Development in Various Sectors

This goal aims to increase the share of renewable and alternative energy sources, optimise energy efficiency and consumption patterns, and adopt low-carbon technologies and practices.

Our commitment to operate on 100% renewable energy by 2025 in 150 sites across our network and over buildings.

First mobile operator with **energy certification ISO 50001**.

8% y-o-y reduction in diesel emissions.

Connected 10,000 vehicles with our fleet-management system, and our customers have reported a 25% reduction in fuel consumption.



Goal 2 Enhancing Adaptive Capacity and Resilience to Climate Change and Alleviating the Associated Negative Impacts

This goal seeks to protect Egypt's water security, coastal zones, agricultural lands, biodiversity, and cultural heritage from climate risks and to implement disaster risk reduction measures and early warning systems.

Being the principal partner for COP27 and demonstrating how digital technology can address climate change, use energy more efficiently, deliver a more circular economy, and increase food security.

Collaboration with FIDO Tech, to track water leaks, to support the government in implementing an IoT and AI-driven water leakage detection programme.

100% of our network waste is recycled through green certified recyclers.

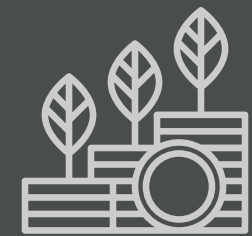


Goal 3 Enhancing Climate Change Action Governance

This goal also aims to raise awareness and build capacity on climate change issues among decision-makers, civil society, the private sector, media, and the public at large.

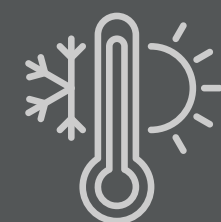
Continuously raising the awareness of our employees and customers on climate change, notably during COP27.

Vodafone Egypt follows the Group's governance framework in achieving the Net-Zero Plan, which ensures streamlining climate action efforts across the organisation locally and globally.



Goal 4 Enhancing Climate Financing Infrastructure

This goal involves developing innovative financing mechanisms and instruments, such as carbon markets, green bonds, and climate funds, as well as attracting investments from domestic and international sources.



Goal 5 Enhancing Scientific Research, Technology Transfer, Knowledge Management, and Awareness to Combat Climate Change

This goal entails strengthening the scientific and technical capabilities of national institutions and researchers, fostering research collaboration and knowledge exchange among different disciplines and sectors, as well as facilitating the access to and transfer of climate-friendly technologies.

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
 - 4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050
 - 4.2 RESPONDING TO CLIMATE CHANGE
 - 4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO
 - 4.4 DRIVING CIRCULARITY
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



Responding to Climate Change

At Vodafone, we are unwavering in our dedication to shaping a better future for everyone through digital transformation. As part of our mission, we are committed to minimising our negative effects on the environment and promoting decarbonisation. Energy conservation, more effective resource use, and the development of a circular economy all depend on digital technology. Our digital networks and technology have a significant impact on climate change mitigation.

The current global environmental landscape has only intensified our determination to champion the realisation of our purpose to reduce the environmental impact of our own activities. Our strides towards climate action resonate harmoniously with Egypt's National Climate Change Strategy 2050. This strategy mirrors our commitment towards integrating climate change mitigation across all dimensions of our operations.

Our company and infrastructure rely on energy, just as our customers depend on it to fuel their devices and steer their lives. As demand on energy continues to grow, so does the strain on both the energy framework and natural resources. As such, a shift towards cleaner energy sources is not only important but it allows us to create a future energy system that is resilient, smart, and sustainable for the future. To this end, we at Vodafone Egypt are committed to building digital products, driving innovative solutions, and leading by example in our market to action positive outcomes for a better future.



Case Study

CONNECTING COP27, DRIVING CLIMATE ACTION



45k visitors connected through Eco-SIM bundles

Commitment to operate 100% on renewable energy by 2025

CALL CENTRE AND CHATBOT dedicated to COP27 visitors support

6 new network sites **in** **3** months

82% positive sentiment from social media awareness campaign

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Case Study



The world came together at COP27 in Egypt to take bold and urgent steps to address the global climate crisis. The historic global conference brought together 45,000 delegates from 197 countries to discuss and agree on the urgent actions needed to achieve tangible results. Egypt, as well as Vodafone as a Principal Partner for Communications, played a crucial role in showcasing leadership on climate action.

The summit delivered some groundbreaking results, such as a new fund for loss and damage, an initiative for food systems transformation in Africa, and several partnerships between public and private sectors to accelerate climate action. These results will help millions of people around the world who are facing the devastating impacts of climate change, such as hunger, poverty, and displacement. They will also support the transition to a low-carbon and climate-resilient future for Egypt and Africa. COP27 was a historic moment for global solidarity and cooperation on one of the most pressing challenges of our time.

Vodafone's unwavering dedication to climate leadership was illustrated through our pivotal role as the headline partner, with our prominent



"Our partnership with Vodafone on COP27 was quite a remarkable representation of public-private partnerships in Egypt. Since we first kicked off the negotiations, they were not only interested in the sponsorship but rather keen on working hand in hand with the Egyptian government and UNFCC towards the actual implementation of common goals. I can confidently say that Vodafone's digital capabilities, advanced connectivity solutions, and, above all, their commitment to purpose highly contributed to the success of COP27 in Egypt and Africa. We look forward to more partnerships for good that will accelerate fighting climate change and its negative effects on our planet, as well as help in achieving the UN SDGs."

Together for Purpose: Public-Private Partnerships for Good

Public-private partnerships are vital for accelerating the fight against climate change, as well as achieving the UN SDGs and Egypt Vision 2030. We used COP27 to open the door for collaboration across various sectors and regions to leverage our collective strengths as a market leader and national resources to create innovative solutions that benefit the environment and society.

CONNECTING COP27, DRIVING CLIMATE ACTION

presence at the conference symbolising our resolute commitment to driving business participation in the green digital transition. We were honoured to collaborate with the Egyptian government and provide reliable communications services to connect the global conference and its visitors.

Ambassador Achraf Ibrahim, Assistant Foreign Minister and the General coordinator for COP27, commented on the success of the global conference as a milestone for Egypt and the region.

The first landmark initiative signed during the conference was a Memorandum of Agreement with the New and Renewable Energy Authority (NREA) to operate on 100% renewable energy by 2025, making Vodafone Egypt the first telecom company in the country to do so. This partnership will help reduce greenhouse gas (GHG) emissions and support Egypt's mission to reach its 2025 energy goals. By switching to clean energy sources, Vodafone Egypt will not only contribute to the global efforts to mitigate climate change but also enhance its operational efficiency and competitiveness.

The second initiative was a groundbreaking collaboration with FIDO Tech, a global technology provider using deep-learning neural networks to track water leaks, to support the government in implementing an IoT and AI-driven water leakage detection pilot in Sharm El Sheikh. This pioneering project aims to locate over 92% of the country's leaks through the power of open data by swiftly identifying and mitigating water leaks. This project will reduce water wastage by an impressive minimum of 30%, saving precious resources and improving water security for millions of people, using our digital solutions and IoT capabilities.

We were also the strategic partner for the National Initiative for Smart Green Projects.

Read more about [FIDO](#)

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Powering and Connecting COP27

Our presence at COP27 extended far beyond sponsorships and speaking opportunities. As Egypt's foremost provider of connectivity, it was our duty and purpose to deploy the infrastructure and solutions that we have long developed as part of our innovative suite of technology and sustainable products.

We delivered an exceptional connectivity experience for COP27 visitors, despite the tight deadline of three months. We deployed six new sites, installed fibre connectivity to the conference centre, and upgraded hundreds of radio systems to ensure high-quality network coverage and performance. We also set up 11 retail stores across Sharm El Sheikh to provide customer service and support. Moreover, we developed a dedicated COP27 Call Centre and Tobi Chatbot to offer information and assistance to the attendees. To demonstrate our commitment to sustainability, we offered all visitors a free Eco-SIM connectivity bundles made from 100% recycled plastic, making us the first Egyptian company to offer this technology.

Leading the Dialogue on Digital Transformation for Climate Action

Vodafone Egypt's leadership team actively engaged with world leaders during the global conference to push forward the company's social contract and position us firmly as the digital enabler of the interconnected global digital and green transitions.

These efforts actively contributed to our reputation score rising a marked 6.9 points.

We also participated in several key ministerial panel discussions alongside prominent national and global business and governmental leaders. We shared our vision and commitment to addressing climate change through digital transformation, leveraging our network, platforms, and solutions to enable a more sustainable and inclusive future for everyone.

Agri-Digital Solutions from Europe and Africa

During the global conference, our exhibition space attracted many distinguished guests, including Egypt's Prime Minister H.E. Mostafa Madbouly, Minister of Environment H.E. Yasmine Fouad, CEO of Vodacom Shameel Joosub, UK Secretary of State for Business Energy and Industrial Strategy Hon Grant Shapps, and Minister of Trade and Industry H.E. Ahmed Saleh. They witnessed how we use our digital technology to create positive impact in different areas that enable food security, such as renewable energy, water management, smart agriculture, and smart fleet management.

Harnessing Social Media to Inspire Change

We also underscored how social media can be a game-changer in the fight against climate change and the pursuit of a more sustainable future for everyone. We launched a celebrity endorsed digital campaign to create awareness and educate society on how every sustainable act today can create a ripple effect for a better tomorrow. Our campaigns sparked conversations and actions around. By harnessing the power of social media, we were able to amplify our message, engage with our audience, and mobilise them to join us in our mission to create a better tomorrow.



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Reducing Carbon Emissions: Our Journey to Net Zero

In our unyielding commitment to curbing emissions across our own operations and as digital demands increase, Vodafone Egypt steadfastly invests in a wide array of energy efficiency measures and technologies to reduce GHG emissions. This ongoing dedication is not only aligned with our role in the evolving digital landscape but also mirrors our resolute response to the ever-pressing challenge of climate change.

Vodafone Egypt's multifaceted approach to emissions reduction, particularly in the realms of Scope 1 and 2 emissions¹, stems from a comprehensive strategy that encompasses enhanced energy efficiency practices, a transition away from fossil fuels, and an embrace of renewable energy sources. As a part of this initiative, we remain committed to driving energy efficiency across both our mobile and fixed-line networks while simultaneously phasing out the utilisation of fossil fuels and amplifying the integration of renewable energy solutions.

¹ Scope 1 emissions are "direct" emissions – those that a company causes by operating the things that it owns or controls.

Scope 2 emissions are "indirect" emissions created by the production of the energy that an organisation buys (World Economic Forum).



NET ZERO

carbon emissions by 2030 across Vodafone



100%

of our operations powered by renewable energy by 2025



The first mobile operator to have the ENERGY CERTIFICATION

ISO 50001

150+

access sites running on renewables across our network and buildings

2.36M

litres reduction in fuel consumption from FY2022

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Harnessing Energy Efficiency

Our resolve to combat climate change and foster a sustainable planet is vividly expressed through the implementation of robust energy efficiency measures. By scrutinising and optimising energy consumption patterns, we not only contribute to global climate endeavours but also significantly reduce energy wastage and operational expenses. Our championing of energy efficiency is reflected in our support of Egypt's Renewable Energy Strategy 2035, which targets 42% renewable energy in the electricity mix by 2035. We aim to support the state in reaching this goal through the strategic tapping of solar and wind resources across the country.

At Vodafone Egypt, our energy consumption primarily hinges on grid-supplied electricity, supplemented by diesel generators to power our extensive access network, which includes base stations, data centres, offices, warehouses, and retail stores. Our energy efficiency strategies pivot around two core domains: the careful management of network and building energy consumption. As a result of these initiatives, we successfully reduced our scope 1 emissions by 11% y-o-y, reaching 61 mt CO₂e in FY2023 compared to 68.5 mt CO₂e in FY2022. While our scope 2 GHG emissions were increased based on the market-based method as a result of electricity consumption increase due to the implementation of new technologies, our current rigorous plan to transition to renewable energy will be reflected in the GHG emissions data of the next fiscal year.

Scope 1 GHG Emissions	CO ₂ e	2022	2023
Scope 1 GHG emissions	CO ₂ e	68,503,163	60,954,266
Diesel (stationary)	CO ₂ e	64,017,696	58,827,460
Petrol (stationary)	CO ₂ e	-	-
Transport (fleet)	CO ₂ e	999,826	888,490
Refrigerant gases	CO ₂ e	3,485,641	1,238,316
Natural gas and other fuels	CO ₂ e	-	-

Market-Based Method ¹			
	CO ₂ e	2022	2023
Scope 2 GHG emissions	CO ₂ e	162,760,535	194,699,055
Electricity	CO ₂ e	162,760,535	193,759,240

Location-Based Method ²			
	CO ₂ e	2022	2023
Scope 2 GHG emissions	CO ₂ e	186,064,884	161,957,527
Electricity	CO ₂ e	186,064,884	161,017,711

11% y-o-y decrease in scope 1 emissions in FY2023

630 free cooling units installed

64.5% y-o-y reduction in refrigerants and fire suppressants emissions in FY2023

ISO certification maintained

50001

Pioneering Energy Efficiency Initiatives

With innovation and sustainability as our guiding lights, we have taken substantial strides towards energy efficiency optimisation. By installing smart metres across core sites, in heating, ventilation, and air conditioning (HVAC) units, and at key ICT load points, we have embarked on a journey of data-driven energy management. This holistic approach empowers us to monitor, track, and address energy consumption bottlenecks with precision.

Our commitment to energy efficiency manifests in innovative solutions such as the introduction of an energy business intelligence tool, which harnesses data analytics to monitor consumption rates, establish baseline benchmarks, and identify avenues for improvement. This tool has not only deepened our understanding of each domain's impact on scope 1 and 2 emissions but has also been instrumental in securing ISO 50001 recertification.

Additionally, we installed more than 630 free cooling units on sites to switch air conditioning to a targeted setpoint temperature when not in need. It is estimated this will result in a minimum of 10% energy saving.

We have implemented dynamic thermal management at our technology centres to control HVAC units, which account for 40% of the centres' consumption. The tool assesses continuous feedback from distributed sensors and nodes across rooms and optimises the level of cooling required across chillers and CCUs. This is supplemented by occupancy sensors in our buildings to optimise HVAC and lighting requirements.

Furthermore, we have implemented cold aisle containment in our technology centres, separating hot and cold aisles in data centres' rooms to ensure cooling utilisation and maximum efficiency.

¹ **Scope 2 market-based method:** the emission factor take into account contractual instruments for the sale and purchase of green energy (e.g. renewable energy certificates etc.). This factor in FY2023 increased slightly by 5%, hence the increase in market-based emissions. For more data, please refer to the [ESG Addendum](#).

² **Scope 2 location-based method:** the grid emission factor is based on the annual assessments by the International Energy Agency (IEA). This factor represents the average emissions intensity of the country's electricity grid. For FY2023, the grid emission factor decreased by 24%, hence although electricity consumption has increased, multiplying with a grid factor that has decreased the overall results of the emissions are a decrease. For more data, please refer to the [ESG Addendum](#).

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Case Study



CHAMPIONING RENEWABLE ENERGY TRANSITION

9%

y-o-y increase in renewable energy sources in FY2023

150+

access sites running on renewables across our network and buildings

In our relentless pursuit of a renewable energy future, we are poised to achieve a significant milestone. By 2025, Vodafone Egypt aspires to power all its operations with renewable electricity through an agreement with the New and Renewable Energy Authority (NREA). Our journey towards renewable power sourcing from the national electricity grid is underway. By FY2024, we aspire to attain a 60% renewable energy-powered status as we work to hit an ambitious target of 100% by FY2025.

In the pursuit of our renewable energy ambitions, we have already made significant strides. Adding 30 new solar sites in FY2023, we have elevated the total number of network sites powered by renewables to 150, which includes our solar-powered headquarters and data centre. Our HQ Solar PV 181 KW Solar Station currently generates 302,000 kWh annual green energy production. This journey is underpinned by an unwavering commitment to operate all metered sites on 100% renewable energy by 2025. Vodafone Egypt's overall use of renewable energy sources grew by 9% in 2023, reaching 4.5 million kWh.

Diesel Reduction Journey



Driven by a steadfast commitment to mitigating our environmental footprint and an awareness that 99% of our scope 1 emissions are diesel-based, we initiated a diesel reduction programme in 2019. Through concerted efforts and strategic partnerships, we have successfully achieved a noteworthy 10.7% reduction (2.36 million litres) in fuel consumption in FY2023. This feat was bolstered by a partnership with the Egyptian Ministry of Electricity and the NREA, a partnership solidified during the COP27 conference.

Underscoring our dedication to reducing diesel usage, we are actively exploring alternative energy sources. One notable initiative involves piloting a fuel cell site as a viable alternative to diesel generators. While this holds the potential to achieve over 70% CO₂ reduction, it's essential to acknowledge that the economic considerations associated with this technology currently outweigh the low-cost aspect of diesel usage.

8%

y-o-y reduction in diesel emissions

2.36M

litres reduction in fuel consumption

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Driving Circularity

At the heart of Vodafone Egypt's planet strategy lies the pivotal concept of circularity. This strategic paradigm shift revolves around embracing a systems approach that considers the complete lifecycle of resources, aiming to eradicate waste and minimise our ecological footprint. Our unwavering commitment to circularity not only underscores our response to pressing environmental challenges but also drives us to maximise the utility of resources, all while championing responsible material recovery and reuse.



100%

of our network waste is recycled through green certified recyclers under the governance of the Ministry of Environment

LEED v 4.1

building operations and maintenance certification

Network Waste and E-Waste Management

In a world grappling with the surge in electronic and electrical waste (e-waste) — 90,000 tons of e-waste are reported annually in Egypt, 58% of which comes from the private sector, as estimated by the Ministry of Environment — our role becomes not just a responsibility but a necessity. Among the material environmental concerns, e-waste and its associated challenges feature prominently. Our proactive stance in addressing this challenge aligns with our broader commitment to managing our impact responsibly, all the while enabling our valued customers.

Circularity casts its transformative influence on how we manage network waste, particularly in the context of electronic components. To minimise our environmental footprint, we have embarked on resource efficiency and waste management programmes. This comprehensive approach tackles network waste and IT equipment waste head-on, with an emphasis on reducing environmental repercussions. We are committed to safely recycling 100% of our network waste with approved recyclers.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Case Study

PROMOTING E-WASTE RECYCLING WITH E-TADWEER

200k
app downloads

70.8
tonnes of e-waste recycled

74.8
tonnes of CO₂ emissions savings contribution



In a strategic collaboration with the Egyptian Ministry of Environment through the nation-wide, presidential green initiative Live Green, the UNDP, and the Federation of Egyptian Industries, we launched the e-TADWEER app. Designed as a force across the electronics value chain, e-TADWEER is a mobile application that allows users to recycle their electronic waste and receive redeemable vouchers. It is the first-of-its-kind in Egypt and aims to reduce the environmental impact of e-waste and promote circular economy. Users can create an account on the app, submit their old device details, choose a drop-off point, and receive redeemable vouchers.

e-TADWEER also provides information and tips on how to recycle and reuse electronic device. We supported the initiative by providing expert digital consultancy in the app's development, promoting the app to over 7,000 monthly customer requests, promoting the campaign on social media platforms, and raising awareness for various groups of society about the necessity of the safe disposal of their electronic waste using e-TADWEER.

We managed to contribute 10 tons of electronic waste and, motivating others to follow suit, and we introduced attractive incentives, such as

discounts on mobile devices and accessories. Additionally, we established convenient collection points at our branches to facilitate the recycling of unwanted electronic gadgets.

e-TADWEER gained recognition as the official green partner at the Ministry of Environment's sustainability and environmental event. During that event, we actively promoted e-TADWEER and our e-recycling endeavours, highlighting the significant strides we have made in the realm of sustainability and our dedication to safeguarding the environment.

Reducing Plastic Waste

We are actively reducing the use of single-use plastics, replacing them with lower-impact alternatives in our retail stores, offices, and logistical operations. Where plastic must be used, we are beginning to opt for recycled plastic. Reflecting our overarching philosophy, our retail stores operate in a fully digital, paperless manner, showcasing our unwavering commitment to eliminating non-essential plastic and fostering a greener world.

Vodafone Egypt stands out as a trailblazer in this endeavour. We proudly pioneered the introduction of the Eco-SIM card, crafted entirely from 100%

recycled plastic, for our RED customers initially and continue to encourage our full customer base to exchange theirs as well. This move garnered recognition as best practice, underlining our role as a visionary within the telecommunications industry. As a testament to our commitment, we distributed Eco-SIM bundles to all 45,000 visitors at COP27, marking an unprecedented step towards eco-conscious connectivity.

Please refer to the [Connecting COP27](#) section of this report.



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

4.1 EGYPT'S NATIONAL CLIMATE CHANGE STRATEGY 2050

4.2 RESPONDING TO CLIMATE CHANGE

4.3 REDUCING CARBON EMISSIONS: OUR JOURNEY TO NET ZERO

4.4 DRIVING CIRCULARITY

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



General Waste and Water Conservation

Engaged in the realm of general waste management, our comprehensive programmes encompass a detailed evaluation of our consumption patterns, a commitment to sustainable choices, and active collaborations with our suppliers to minimise environmental waste. We continue to build on our Go Green and paperless initiatives from previous years, including our Haystack app that helped accelerate the shift towards digitalisation. Haystack is a mobile application that allows users to create and share digital business cards with anyone, anywhere. It lets users scan and store the paper cards they receive, and it integrates with hundreds of business

tools, such as Hubspot, Slack, and Salesforce. For more information, please refer to our information about the application in last year's [sustainability report](#).

Across our premises, the management of general waste is executed with utmost responsibility, in strict adherence to the sustainable guidelines set forth by the LEED v4.1 building operations and maintenance certification. LEED stands at the forefront of green building projects and performance management systems. It offers a comprehensive framework that spans the entire lifecycle of a building, from its initial design and construction to

ongoing operations and performance. LEED v4.1 raises the bar for building standards, with a keen focus on enhancing energy efficiency, preserving water resources, selecting optimal building sites, making sustainable material choices, harnessing natural daylight, and reducing waste. This holistic approach reflects our unwavering dedication to minimising our ecological footprint and fostering a more sustainable operational landscape.



Case Study



WATER USAGE EFFICIENCY THROUGH IOT

While the telecoms sector is not a water-intensive industry, we are committed to prudent water usage. Leveraging our digital solutions and IoT capabilities, we have partnered with technology providers like FIDO Tech, a global technology innovation company using deep-learning neural networks to track water leaks, to manage water leakages in transformative ways.

We launched a pilot that was processed through a sample of 4 km water network, managing to implement a water leakage detector solution in Sharm El-Sheikh ahead of COP27. The detector, through artificial intelligence, was able to downsize the amount of water waste by a minimum of 30% during this stage. We then analysed the data through IoT and AI to define the leakage size and location, allowing fast intervention to prevent water waste or further damage.

During COP27 and following the successful pilot, Vodafone Egypt signed a memorandum of understanding (MoU) with FIDO Tech to implement and scale IoT and AI-driven water leakage detection solutions expanding on the Sharm El-Sheikh pilot. To read more about this partnership during COP27, please refer to the [Responding to Climate Change](#) section of this report.

30%

reduction in water wastage

4KM

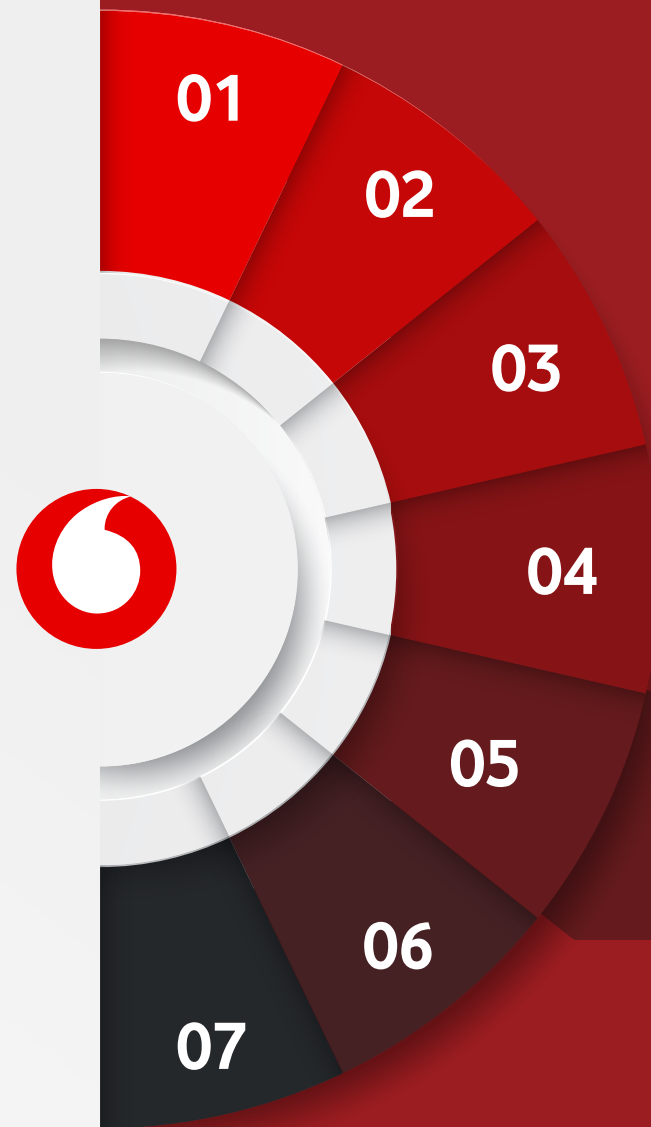
water network sample

1ST

water leakage pilot with the government in Sharm El-Sheikh

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



OUR PEOPLE

- 5.1 EXECUTIVE MESSAGE, NAGLA KINAWY
- 5.2 LIVING THE SPIRIT OF VODAFONE
- 5.3 DIVERSIFYING TALENT AND DEVELOPING SKILLS
- 5.4 FAIR PAY PRINCIPLES



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

5.1 EXECUTIVE MESSAGE, NAGLA KINAWY

5.2 LIVING THE SPIRIT OF VODAFONE

5.3 DIVERSIFYING TALENT AND
DEVELOPING SKILLS

5.4 FAIR PAY PRINCIPLES

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Reflections from Our HR Director on Human Capital

As leaders in the technology and telecommunications sector, Vodafone Egypt thrives on innovation. Our human spirit is the embodiment of that DNA — vibrant, enthusiastic, and driven. We have been the catalysts for change in our industry for years. We do not simply adapt to changes in human capital management and impact, but rather, we lead the way.

This feat is a result of our belief that people are our most valuable asset, and we are dedicated to driving positive outcomes for them and for our business. Employee wellbeing is essential for our success. We care about the physical, mental, and emotional health of our employees, and we provide them with various programmes and initiatives to support their wellbeing. From flexible working arrangements to competitive compensation and benefit packages, to volunteerism to community service projects, we are committed to enriching their lives and, in turn, contributing to overall social good.

We believe that a diverse team brings distinct perspectives, ideas, and experiences that fuel innovation. As such, we create an environment where every member has an equal opportunity to thrive and contribute regardless of their gender, race, ability,

age, or otherwise and foster an inclusive culture where everyone feels welcome, respected, and valued. We also support various initiatives and networks that celebrate diversity and inclusion, particularly for those with disabilities, who we believe possess remarkable capabilities and unique potential.

“ We will continue to **invest** in our people, nurture their talents, and **empower** them to **drive positive change** in our industry. ”

To maintain our competitive advantage, we continue to accelerate the reskilling and upskilling of our workforce. We recognise that the telecommunications industry is in constant change and that continuous learning is vital for our growth and innovation. As such, we are dedicated to ensuring our employees are future-ready and can navigate it confidently by providing them with various learning and development opportunities.

As we look ahead, our commitment to sustainability, diversity, and innovation will remain our guiding principle. We will continue to invest in our people, nurture their talents, and empower them to drive positive change in our industry. I extend my heartfelt gratitude to

every member of Vodafone Egypt for their unwavering dedication and hard work. Together, we will remain at the forefront of technological advancements while upholding our values and creating a meaningful impact on society.



Nagla Kinawi
Human Resources Director

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

5.1 EXECUTIVE MESSAGE, NAGLA KINAWY

5.2 LIVING THE SPIRIT OF VODAFONE

5.3 DIVERSIFYING TALENT AND DEVELOPING SKILLS

5.4 FAIR PAY PRINCIPLES

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Living the Spirit of Vodafone

Vodafone is more than just a leading telecommunications company that connects people and businesses across the world. It is also a company that strives to make a positive impact on society and the environment by pursuing its purpose of connecting for a better future. To achieve this purpose, Vodafone relies on our most valuable asset: people. The people who work at Vodafone share a common culture of values that define how they think, act, and collaborate. This is what we call the Spirit of Vodafone.



The Spirit of Vodafone consists of four core beliefs and behaviours that shape our identity and performance:



Earn Customer Loyalty

It starts and ends with the customer. We aspire to be a brand they love by earning their trust and providing brilliant experiences. We work hard to simplify things for them and deliver what our customers want and need, every day.



Create the Future

We think big, taking risks to break new grounds. We ask "what if" to build amazing products and services for our customers. We are courageous in creating a better future for all.



Experiment and Learn Fast

We are always learning. We try things, measure our success, keeping the best and learning from the rest. This is how we move rapidly to grow ourselves and our business.



Get it Done Together

We give and take ownership to make the most of our many talents. We trust each other to get things done. It is up to each of us to make it happen.

As a result of our robust employee value proposition, Vodafone Egypt has positioned itself as an employer of choice, committed to providing a rewarding and fulfilling work environment for its employees, where they can grow, learn, and innovate. We strive to create a workplace where employees are valued, respected, and empowered to achieve their full potential, whether that is by making sure diverse voices are heard and included, developing programmes and initiatives to enhance their skills, and engaging them in spirit initiatives where they feel like they belong. Our efforts have been recognised through multiple industry-leading awards over the years, including the **Universum World's Most Attractive Employers | 2020, Top Employer Award Egypt 2020, Top Employer Award Africa 2020, Best Places to Work Award 2020, and Great Place to Work Award from 2021 to 2022.**

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET

5.0 OUR PEOPLE

5.1 EXECUTIVE MESSAGE, NAGLA KINAWY

5.2 LIVING THE SPIRIT OF VODAFONE

5.3 DIVERSIFYING TALENT AND DEVELOPING SKILLS

5.4 FAIR PAY PRINCIPLES

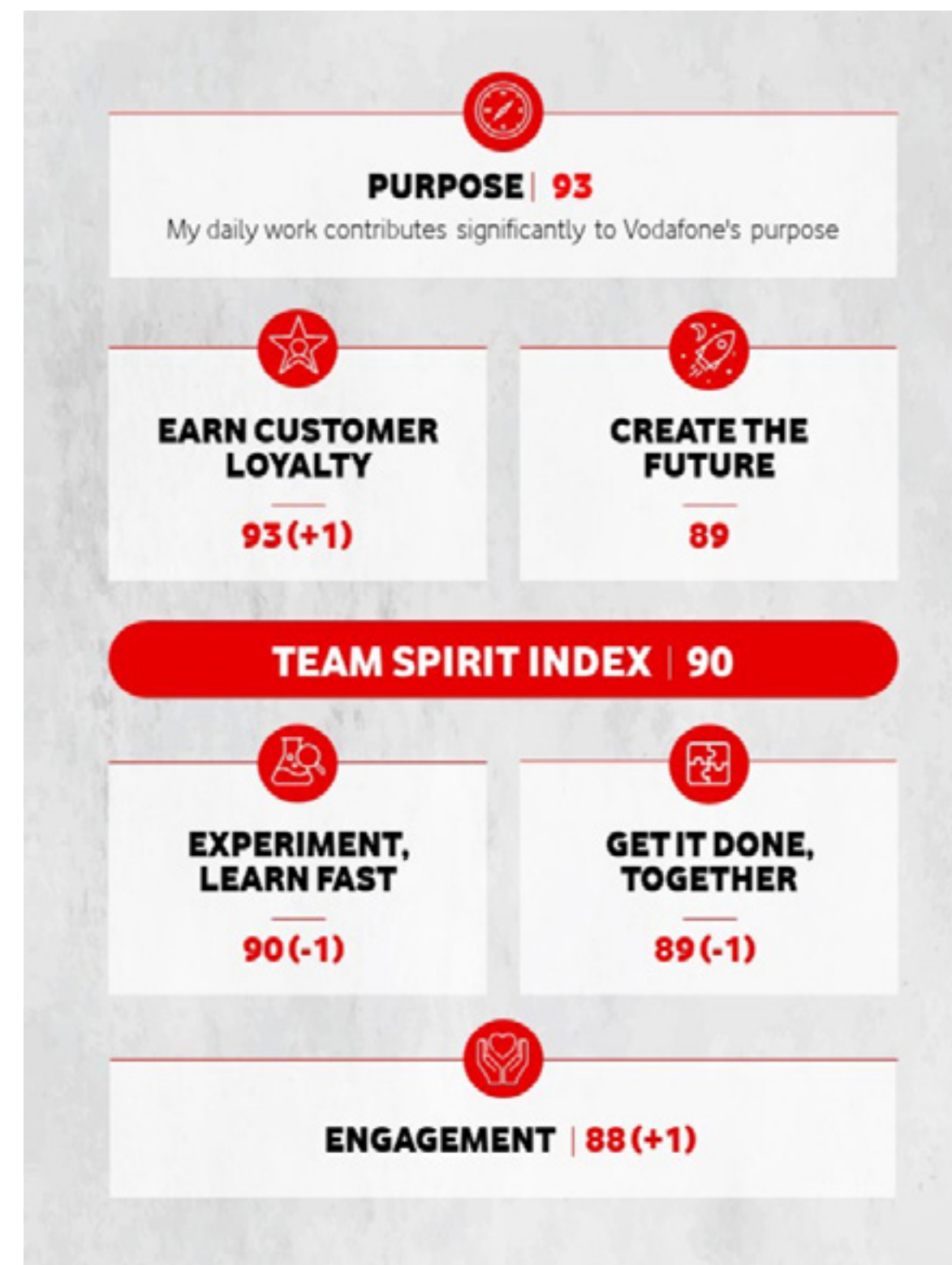
6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Keeping Employees Engaged and Positive

Employee engagement is a key factor for the success of any organisation, and Vodafone Egypt is committed to fostering a culture of engagement among its employees as part of its spirit. According to the latest Spirit Beat — our biannual employee engagement survey where 92% of employees participated — Vodafone Egypt achieved impressive engagement scores, which reflects the high level of satisfaction, motivation, and loyalty that Vodafone Egypt employees have towards their work and their employer. The results are additionally reflected in our turnover rates, which are well below market averages at 14% in the reporting year. Some of the factors that contribute to this high level of engagement and retention are our recognition and rewards programmes, the learning and development opportunities we offer our staff, the flexible work arrangements, and the social responsibility initiatives that we offer employees.



14%

turnover rate below market average

85%

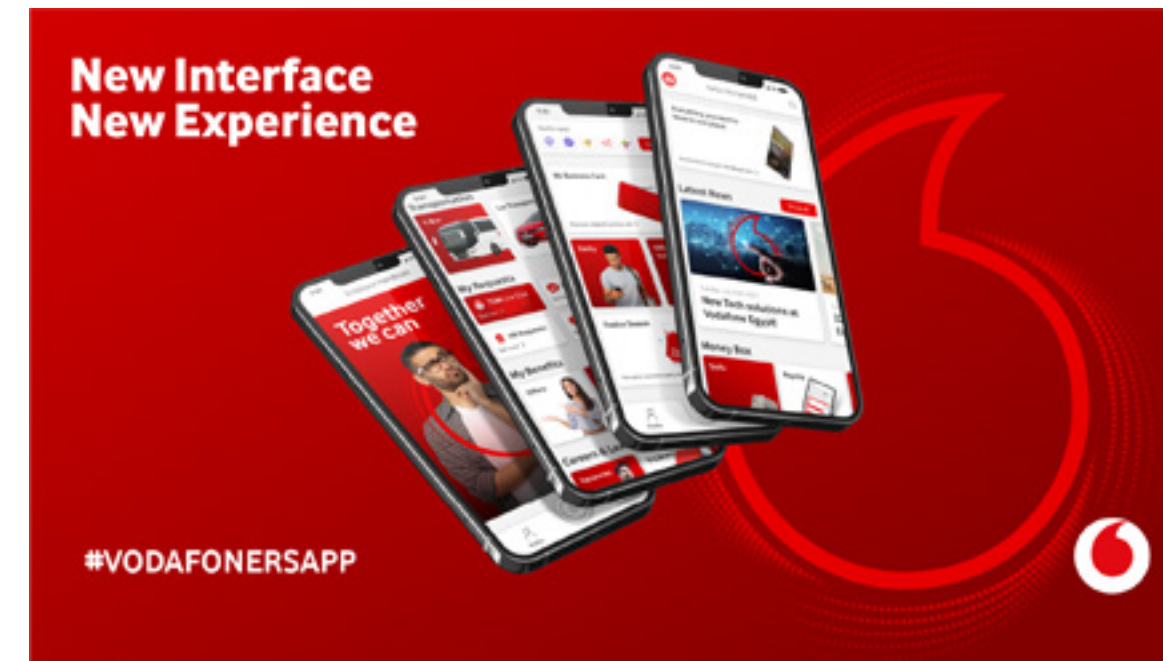
inflow adoption rate for Vodafoners App

20k+

monthly visits to Vodafoners App

2.2k

employee hours devoted to philanthropy



Vodafoners App: A Digital Experience for Employees

The Vodafoners App is a key driver for providing our employees with an exceptional digital experience. The app is a platform that connects and engages our employees with the company's vision, values, and culture. It also offers various benefits and rewards, such as discounts, health tips, and learning opportunities.

Throughout the years, we have strived to improve the app to keep it up-to-date and in line with the digital revolution. This year, we rolled out three drops of new employee app experience, including new UX/UI and revamping the app features. The app features a simple, visually appealing dashboard that is similar to our customers' app and includes all the services employees may need.

The initiative enhanced the user experience and satisfaction of our employees, with app figures showing 85% inflow adoption rate and more than 20,000 monthly visits. It additionally received positive feedback from employees who appreciated the app's convenience and functionality.

Yalla Sharek

Yalla Sharek is a digital platform for philanthropy allowing our people to collaborate with non-governmental organisations and educational and health associations. It offers opportunities for both on-the-ground and digital engagements, as well as access to donations and match funding provided by Vodafone. Throughout the reporting period, a total of 340 employees volunteered their time, devoting 2,200 hours to charity, 120 employees applied for matched funding, and EGP 55,000 were donated.

One example of this was an event organised at the end of Ramadan for Hospital 57357's children, who are battling against cancer. By reaching out to our employees, we were able to recruit 50 volunteers for this special event, making it a successful and heartwarming day for all those involved. The employees took 300 children's wishes and bought their requested gifts on the day of feast (Eid al-Fitr).

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET

5.0 OUR PEOPLE

5.1 EXECUTIVE MESSAGE, NAGLA KINAWY

5.2 LIVING THE SPIRIT OF VODAFONE

5.3 DIVERSIFYING TALENT AND DEVELOPING SKILLS

5.4 FAIR PAY PRINCIPLES

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Celebrating Years of Excellence and Appreciation

In the reporting period, Vodafone Egypt introduced the “Festive Season” for the first time on our Vodafoners App, where employees enjoyed winning gift vouchers from numerous vendors every day. The week was also filled with different activities that showed appreciation and gratitude to employees for their hard work and dedication. It also demonstrated how the company fosters a festive and joyful atmosphere in the workplace, especially as our anniversary month coincides with the most joyful time of the year.

Commemorating Fatherhood Together

700+

participants

Vodafone Egypt has always been keen on celebrating its employees and their families, and this year, we celebrated Father’s Day for the first time. It allowed us to truly celebrate the contributions of our male employees to fatherhood and promote equality, not just at work but also at home.

The initiative, which featured different gaming activities, free drinks, gym passes, a parenting webinar, as well as numerous giveaways, was a great way to show appreciation and recognition to the fathers who work hard and balance their professional and personal lives. The initiative also aimed to raise awareness and support for the fathers who face challenges and difficulties in their parenting journey.

The initiative was a huge success, attracting over 700 participants and achieving a 60% satisfaction rate among employees, who were promoted to share their stories and experiences as fathers.



Ring in Festivities

Ramadan is always a special time at Vodafone Egypt, where the company celebrates the holy month by appreciating and sharing the special moments the season brings with colleagues. Every year, we organise various activities and events that bring joy and spirit to employees, as well as foster a culture of teamwork and wellness. This year, the company celebrated Ramadan with its CEO Sohour Event, an annual football tournament, CrossFit competition, PlayStation tournament, and digital competitions. We made sure our people’s agenda was always full during the month to keep spirits high, even during fasting hours, and to contribute positively to their mental and physical wellbeing.

We understand our employees may not have the opportunity to experience summer festivities in full while working. Therefore, we decided to bring summer vibes to them, allowing them to enjoy the spirit of summer on our premises and have the chance to win special summer giveaways. The initiative was a way to express our appreciation and recognition to our employees for their hard work and dedication. It also created a bright and joyful atmosphere in the workplace to motivate and reward our people for their performance, continued hard work, and achievements. The initiative was a huge success, attracting over 4,000 participants, and allowed us to distribute 1,000 beach giveaways.

Gen V Day: Bringing Joy to Employees’ Children

2.5k+

kids with a 96% satisfaction rate

“Bring Your Kids to Work Day” is one of Vodafone’s special and unique events. Every year, we host more than 3,000 Vodafone Egypt kids and provide them with fun activities, games, entertainment, food, and a memorable experience. The goal is to allow children to see first-hand where their parents work and engage them in positive dialogue as part of our efforts to shape future minds and encourage the growth of a new generation.



A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET

5.0 OUR PEOPLE

- 5.1 EXECUTIVE MESSAGE, NAGLA KINAWY
- 5.2 LIVING THE SPIRIT OF VODAFONE

5.3 DIVERSIFYING TALENT AND DEVELOPING SKILLS

- 5.4 FAIR PAY PRINCIPLES

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



Diversifying Talent and Developing Digital Skills

At Vodafone Egypt, our commitment to sustainability goes beyond environmental considerations; it encompasses a dedication to cultivating a diverse and skilled workforce equipped to thrive in an evolving telecommunications landscape. We diversify talent and nurture skills within our organisation, while also promoting innovation and leadership among our employees.

EGP 12.3 M investment in skills development

45.3k total training hours

203 upskilling/reskilling programmes completed in FY2023

105 average training hours per unique employee

Fostering a Talented Workforce

Our mission to accelerate the reskilling and upskilling of our workforce is integral to our sustainability strategy. Our key priority is to develop diverse talent that is not only fit for the future but can navigate the dynamism of our industry and accelerate our digital transformation journey.

A key pillar of our training initiatives in FY2023 was the execution of 203 distinct programmes focused on reskilling and upskilling. These programmes were designed to ensure our employees remain at the forefront of innovation and technology.

	FY2023
Number of programmes completed (upskilling/reskilling programmes)	203
Number of unique employees trained	2,001
of which: Female	634
of which: Male	1,367
Total hours of training	45,295
Average training hours per unique employee	105

As of March 2023, Vodafone Egypt has achieved a significant milestone with 47% of its total technology workforce actively engaged in Software Engineering projects. This impressive figure is a testament to the successful strategies and initiatives implemented across various fronts. These efforts encompassed insourcing talent, expanding the IT workforce to accommodate the company's growth, and prioritising upskilling and reskilling through the establishment of a dedicated Software Engineering Academy. The Academy provides accreditation for software developer, software architect, cloud, data science, and machine learning skills.

Engineerex Awards



Nurturing Leadership and Tomorrow's Talent

We continue to invest in leadership development through our Elevate Leadership Academy and our Accelerate Top Talent Leadership development programmes, supporting our employees to cultivate the skills necessary to guide teams, make informed decisions, drive innovation, understand their leadership styles, and lead business transformation. Our commitment to employee growth extends to regular performance dialogues and career development reviews, providing valuable opportunities for feedback, goal-setting, and personal growth.

The Leadership Academy had 28% voluntary female participants, and the Accelerate programme enrolled 53% female top talents during FY2023.

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET

5.0 OUR PEOPLE

- 5.1 EXECUTIVE MESSAGE, NAGLA KINAWY
- 5.2 LIVING THE SPIRIT OF VODAFONE
- 5.3 DIVERSIFYING TALENT AND DEVELOPING SKILLS
- 5.4 FAIR PAY PRINCIPLES

- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



Grow with Vodafone

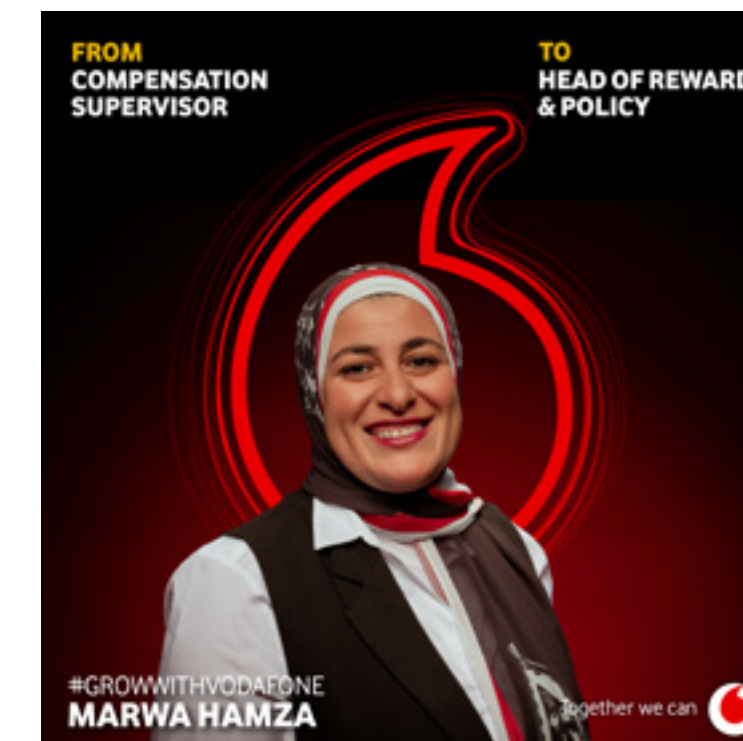
30% women in our leadership team

16 years average employment tenure for leadership team

Grow with Vodafone is a cornerstone of Vodafone Egypt's commitment to professional development. This underscores our recognition of the intrinsic value in nurturing our workforce and developing leaders. Grow with Vodafone is a pledge to our employees that their career trajectories are not static. At Vodafone Egypt, we believe that our employees are our wealth, and we guide and motivate individuals from entry level positions to reach senior roles within the company. This is reflected by the long tenure of our employees working in the company, with an average of 16.4 years among the Leadership Team.¹ It comes in parallel with our commitment to empower and support women in managerial positions, having in FY2023 a female representation of 30% in the Leadership Team, with an average tenure of 15 years.

¹ E bands & F bands ExCo Direct reports

Some inspiring success stories of senior leaders who grew with Vodafone:



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

5.1 EXECUTIVE MESSAGE, NAGLA KINAWY

5.2 LIVING THE SPIRIT OF VODAFONE

5.3 DIVERSIFYING TALENT AND
DEVELOPING SKILLS

5.4 FAIR PAY PRINCIPLES

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS



PAGE
58



Fair Pay Principles

At Vodafone, our **Fair Pay Principles** govern our approach to reward across our business. We apply these **six principles** to every employee regardless of level, location, or role:

Market Competitive

The pay of our people is reflective of their skills, role and function, and the external market. We annually review the pay of each employee and actively manage any who fall below the market competitive range.

Free from Discrimination

Our pay should not be affected by gender, age, disability, gender identity and expression, sexual orientation, race, ethnicity, cultural heritage, or belief. We annually compare the average position of our men and women against their market benchmark, grade, and function to identify and understand any differences and take action if necessary.

Provide a Good Standard of Living

We work with the independent organisation, the Fair Wage Network, to assess how our pay compares to the “**living wage**” in each of our markets because we are committed to providing a good standard of living for our people and their families.

Share in Our Successes

All our people should have the opportunity to share in our success by being eligible to receive some form of performance-related pay, such as a bonus, shares, or sales incentive.

Provide Benefits for All

Our global standard is to offer all our people life insurance, parental leave, and access to either company- or state-provided healthcare and pension provision.

Open and Transparent

We ensure that our people understand their pay. We do this through a series of user-friendly guides, webpages, and an annual Reward Statement, which help explain our people’s pay and outline the value of their core reward package. In addition, they also receive monthly or weekly pay slips and a payment schedule.

Employee Benefits

Life Insurance

We provide life insurance coverage to our employees, offering financial security to their loved ones in case of unforeseen circumstances. This commitment reflects our dedication to the overall wellbeing of our workforce.

Health Care

Access to quality health care is a cornerstone of our employee experience. We offer comprehensive healthcare benefits to support the physical and mental wellbeing of our employees and their families.

Disability and Invalidity Coverage

Our compensation package includes disability and invalidity coverage, providing peace of mind to our employees and ensuring they have a safety net in times of need.

Parental Leave

Recognising the importance of work-life balance, we provide generous parental leave options to support new mothers and fathers during the birth of a child.

Retirement Provision

We are committed to helping our employees secure their financial future through our packages that help them plan for a comfortable retirement.

Stock Ownership

As part of our commitment to aligning the interests of our employees with the success of the company, we offer stock ownership programmes that allow our workforce to share in the growth and prosperity of Vodafone Egypt.

Others

In addition to the above benefits, we offer a range of other perks and incentives to enhance the overall employee experience, including flexible work arrangements, professional development opportunities, and employee assistance programmes.

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



RESPONSIBLE BUSINESS

- 6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY
- 6.2 GOVERNANCE AND CONTROLS
- 6.3 PROTECTING DATA
- 6.4 PROTECTING PEOPLE
- 6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT



1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE
PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Reflections from Our Finance Director on Financial Integrity and Sustainability

In today's interconnected world, the role of financial stewardship extends far beyond profit margins and balance sheets. At Vodafone Egypt, we are committed to embedding business integrity into every facet of our operations. It is not just about numbers, but about harmonizing financial performance with ethical conduct, finding the delicate equilibrium between the pressing needs of society and the vitality of our planet, all while driving sustainable growth.

Our commitment to responsible operations at Vodafone Egypt is unwavering. We work to foster a culture of business integrity, intertwining it with every decision, action, and interaction. This includes safeguarding data, ensuring the health and safety of our people, respecting human rights, and fostering an inclusive, responsible supply chain.

We deliver on our focus areas by prioritizing compliance and ensuring that everyone associated with the company – employees, business partners, and suppliers – adheres to the highest standards. Our comprehensive training and awareness initiatives ensure a profound understanding and strict adherence to internal codes, policies, and programmes that govern our behaviour. Additionally, we regularly perform an audit of the company's performance and practices to ensure that we align with local laws and regulations as well as international best

practice. It is a continuous journey of assessing, refining, and ensuring alignment with the highest standards, both in financial performance and ethical conduct.

We also place great value on operating a responsible supply chain, as such, meticulously identify and manage associated risks, striving to ensure integrity in our procurement processes. Not only do we prioritise this integrity, but we also stand as advocates for local economic development; supporting and empowering local suppliers to uplift the communities in which we live and work.

“ We work to foster a **culture of business integrity**, intertwining it with every decision, action, and interaction. This includes safeguarding data, ensuring the **health and safety** of our people, **respecting human rights**, and fostering an inclusive, responsible supply chain. ”

As we navigate the intricate landscape of sustainable business practices, this report serves as a testament to our transparency, offering our shareholders a fair assessment of our financial and ESG performance for the year ended 31 March 2023. It delves into where our investments are directed, how our taxes are being spent, and how our commitment to sustainable operations translates into tangible financial impacts on Vodafone Egypt.

As we move forward, I am optimistic that we have the tools in place to ensure not only the sustainable growth of Vodafone Egypt but the positive impact our activities can and will have on the market.



Rasha El Azhary
Finance Director

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Governance and Controls

At Vodafone Egypt, we are committed to good governance as a key driver of our sustainability performance. We believe that good governance enables us to manage our risks, opportunities, and impacts effectively and to create long-term value for our stakeholders. Vodafone Egypt's corporate governance is based on the principles of long-term business resilience and value creation for our stakeholders. We uphold the highest standards of business ethics, integrity, legal and regulatory compliance, and sustainability and governance in our public policy and core foundation. We also leverage effective ESG integration and oversight to align our sustainable business strategy with our brand and reputation. This enables us to maintain a resilient and sustainable supply chain and to enhance our digital and technological capabilities.

In December 2022, Vodacom completed the acquisition of a 55% shareholding in Vodafone Egypt Telecommunications SAE (Vodafone Egypt), which has served to cement Vodacom's position as Africa's leading technology company while, at the same time, allowing Vodafone Egypt to benefit from synergies and cooperation with the group. Reporting into Vodacom's ESG & Reputation as well as Social and Ethics Committees will allow the sharing of best practices, resources, and capabilities on governance and sustainable business matters, such as ESG integration, risk management, quality assurance, and reporting to ultimately create long-term value for stakeholders.

Board Structure and Governance

The Board ensures that the Group's governance structures support the delivery of our purpose. The outcomes of good corporate governance enable our strategy to be achieved in a way that is ethical, responsible, fair, and professional.

Vodafone Egypt's Board of Directors is made up of shareholder representatives from Vodacom and Telecom Egypt. The nomination and selection processes aim to ensure that the board is composed of qualified, competent, diverse, and independent members who can effectively oversee the company's strategy, performance, risk management, governance, and sustainability matters. Selection considers the views of relevant stakeholders, diversity, independence, and competences relevant to the organisation to ensure effective and balanced governance.

The Board of Directors of Vodafone Egypt is responsible for the overall direction, supervision, and control of the company, as well as for ensuring its compliance with the applicable laws and regulations. The Board meets at least four times a year and whenever necessary to discuss and approve the company's strategy, budget, performance, risk management, governance, and sustainability matters.

The company also holds a regular Ordinary General Meeting (OGM) annually, in compliance with the company's article of association as per the Companies law. The OGM is attended by the shareholders of the company, who have the right to vote on strategic and financial decisions, including, without limitation, the approval of the annual report, the distribution of dividends, and the appointment and remuneration of the board members and the external auditors.

Board Members	Representing
MOHAMED KAMAL ABDALLAH	Vodacom
MOHAMED SHAMEEL AZIZ-JOOSUB	Vodacom
MARIAM CASSIM	Vodacom
RAISIBE KGOMARAGA MORATHI	Vodacom
HANI MAHMOUD	Vodacom
MOHAMED NASR	Telecom Egypt
MAGED OSMAN	Telecom Egypt
MOHAMED SHAMROKH	Telecom Egypt
VACANT	Telecom Egypt

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE
PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



PAGE
62

Executive Management

The company's management team is constituted of the Executive Directors that are responsible for the day-to-day operations of the company, as well as for implementing the strategy and policies approved by the Board. The management team also oversees the management of the organisation's impacts on the economy, environment, and people, in line with the company's vision, mission, and values.



Mohamed AbdAllah
Chief Executive Officer



Ayman Essam
External Affairs and
Legal Director



Rasha El Azhry
Finance Director



Ahmed Mandour
Head of Strategy



Catalin Buliga
Technology Director



Nagla Kinawi
Human Resources Director



Mahmoud ElKhateeb
Vodafone Business
Unit Director



Kareem Eid
Consumer Business
Unit Director



Shahinaz Ghazy
Customer Care Director



Islam Mamoun
Financial Services Director¹

¹ Effective 1 September 2023

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE
PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Controls and Policies “Doing What’s Right”

Vodafone Egypt is committed to the highest standards of business ethics, integrity, legal and regulatory compliance, sustainability, and governance in its operations. To achieve this, the company has implemented several control structures and high-risk policies that address the most critical and sensitive areas of its business. These control functions and the policies that underpin them define the principles, requirements, and procedures that guide the company’s decision-making and actions on these matters. They also provide the mechanisms for monitoring, reporting, and auditing the company’s performance and compliance on these matters. The frameworks that guide our control functions and policies are aligned with Vodafone Group and its policies and best practices, as well as with the local laws and regulations in Egypt.

We are committed to fostering a culture of integrity and ethical conduct. To achieve this, we performed comprehensive anti-corruption training programmes, reinforcing our stance against unethical practices, and promoting a workplace founded on transparency and accountability. One of the ways we uphold this is through the “**Doing What’s Right**” programme. This is a global communications programme that aims to engage with employees and raise awareness and understanding of ethical compliance policies. The programme features e-learning training, which includes specific anti-bribery, code of conduct, security awareness, privacy, and health and safety modules. Another way we train employees on policies is by providing tailored training for higher risk teams, such as sales and marketing, procurement, and finance. Additionally, Vodafone Egypt trains its employees on its policies by conducting regular audits and reviews of its compliance performance.

High-Risk Policies

Anti-Bribery Policy

Anti-Money Laundering Policy

Competition Law Policy

Privacy Management Policy

Information Security Policy

Business Resilience Policy

Regulatory Compliance Policy

Code of Conduct

Business Ethics and Integrity Policy
Speak-Up Framework

For more information about our high-risk policies, please refer to the Governance section of our **2020–2022 sustainability report**.

Compliance

ZERO

cases of non-compliance on environment, human rights, health and safety impacts of products and services, information, labelling and marketing, laws, and regulations during the reporting period

Compliance is a key aspect of our corporate governance at Vodafone Egypt. We manage compliance across our company in a manner that empowers our people to act with integrity, agility, and alignment with our strategy. Our compliance strategy ensures we achieve compliance targets across all policies; develop and support an ethical and compliance culture, which encompasses governance and awareness for high-risk policies; advise and support first-line business management; protect shareholders’ interest and share price while, at the same time, safeguarding the business from financial and legal damages; and, finally, sustain customers’ and suppliers’ trust in our reputation and brand equity.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Risk Management

At Vodafone Egypt, Risk Management plays a crucial role in our governance and control structure. We have implemented a comprehensive Risk Management framework to ensure that we are a reliable business partner for our stakeholders. Our Risk and Compliance Committee, led by the CFO and External Affairs and Legal Director, along with the Operational Risk Manager, led by the Compliance and Risk Manager, play a vital role in overseeing and guiding our risk management efforts. These committees ensure that our risk management processes are robust, effective, and aligned with our strategic objectives. They provide leadership and expertise in identifying, assessing, and mitigating risks across the organisation, ensuring that we maintain a strong risk management culture.

Expanding the Risk Model

Our risk management approach encompasses various aspects. Firstly, we have expanded our risk model to align with Vodafone's strategic objectives, focusing on both our Enterprise and Consumer Units' digital agendas. This allows us to identify and manage the risks and opportunities that arise from our digital transformation and innovation initiatives.

Early Engagement and Enhancing Risk Library

We also prioritise early engagement of the Risk Management Department in new projects to assess and mitigate potential risks and ensure alignment with our strategic objectives and values. Additionally, we continuously update our Risk Library to include priority risks for each reporting year, covering both business and operational risks. This provides us with a comprehensive overview of the risks that may impact our performance, reputation, and sustainability.

Digital Solutions and New Operational Risk Model

To enhance our risk management capabilities, we utilise Riskconnect, which is a digital solution that centralises risk identification, assessment, monitoring, reporting, and mitigation. This platform enables us to streamline our risk management processes and ensure effective risk mitigation. Furthermore, we have launched a new Operational Risk Model to manage critical business risks. This model establishes clear roles and responsibilities, processes and controls, indicators and thresholds, as well as escalation and remediation mechanisms to improve our operational risk management.

Risk Assessments on Various Aspects

In our risk assessments, we consider strategic, operational, financial, and regulatory risks that may significantly impact our business and stakeholders. These risks encompass areas such as market dynamics, competition, regulation, cyber security, fraud, compliance, and financial risks. We acknowledge that climate risks are not yet incorporated into our risk assessment and plan to address this gap in the future.

Risk and Compliance Committee

To ensure transparency and accountability, our Risk and Compliance Committee provides quarterly risk reporting and annual reporting. This enables us to communicate our risk management performance and progress to our Board, management, shareholders, and other stakeholders on a regular basis.

Risk management is a fundamental part of our operations at Vodafone Egypt, allowing us to proactively identify and address risks, protect our business interests, and maintain our commitment to being a reliable and responsible business partner.

Internal Audit

7

internal audits conducted during the reporting period

Internal audits provide independent assurance to Vodafone's management and Board on the effectiveness of the internal control system while supporting the Company in enhancing the control environment.

We seek to address the areas of greatest risk to Vodafone, combined with covering key processes and policies on a rotational basis. Internal audit is implemented by business process, providing assurance that process objectives are achieved by testing those controls exist and are effective. We use audit techniques that include interviews, process walkthroughs, sample testing, and data analytics on large populations of data.

The audit plan is defined through a bottom-up and top-down risk-based approach. Each March, the plan is approved by the Group Audit and Risk

Committee. We deliver a global plan following our structured, standardised methodology, which is aligned with professional standards of internal auditing. The results of each audit are presented in an audit report that includes professional opinion and the specific audit findings, discussed with and distributed to relevant management.

Audit findings are rated high or medium priority based on the potential impact and likelihood of the control gaps. The actions to address the control gaps are agreed upon between management, who will be responsible for their timely implementation, and Internal Audit. Monitoring management's completion of actions occurs through Vodacom and Vodafone Egypt's Audit and Risk Committee.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



MoneyBack Guarantee

At Vodafone Egypt, our commitment to prioritising customer experience drives our continuous efforts to address the challenges our customers face. We recognise that customers often grapple with a dilemma when they find themselves unable to reverse their decisions after opting into a service online without the forfeiture of their funds. As such, we became the first telecom company to introduce the milestone MoneyBack Guarantee initiative in late September 2022.

This innovative service underscores our commitment to putting customers in control, allowing them to exercise full autonomy over their selected services. Whether it's a reconsideration of mobile bundles, rate plans, or accidental service subscriptions, our customers can comfortably make their choices with the reassurance that their funds are safeguarded.

The user-friendly interface of the AnaVodafone App facilitates this reversal of decisions, ensuring that rectifying choices is both swift and hassle-free. Since its launch, 350,000 customers have utilised the MoneyBack Guarantee, and a total of EGP 13.7 million has been safely returned to customers.

Our vision was to be one of the most loved and trusted brands in Egypt, delivering on our new brand positioning "Together we can" through real customer touchpoints.



Impact since launch:

4.7 M

customers visited the platform to review their history of deductions

350 K

customers have used the MoneyBack Guarantee

13%

reduction in complaints

+25

points on problem resolution

+11

points on brand trust

+3

points on Net Promoter Score (NPS) & Appeal

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Protecting Data

As a leading telecommunications company, Vodafone Egypt is entrusted with the data of millions of customers who rely on our services every day. We are therefore keenly aware of our responsibility to respect the privacy and security of our customers, and we are committed to protecting their data from unauthorized access, misuse, or disclosure. To do this, we follow the highest standards of data protection, comply with all applicable laws and regulations, and have enacted a robust governance and risk management system to this effect.

Managing Data Privacy

At Vodafone Egypt, we value the privacy of our customers, and we are committed to protecting their personal data from any threats or breaches. We understand that privacy is not only a legal obligation but also a fundamental human right and a key enabler of trust. That is why we have implemented a Privacy Risk Management Programme that helps us identify, assess, and mitigate the privacy risks associated with our operations, products, and services.

Additionally, we respect the privacy of our customers and are committed to protecting their personal data in accordance with the applicable laws and regulations, including that of the Egyptian Data Protection Law and where applicable, as well as EU privacy laws, such as GDPR. This direction

ensures consistency, maturity, and standards for the Vodafone Privacy Programme across Vodafone's global footprint to meet the requirements of changing global regulatory and reputational privacy landscape. We understand that our customers have the right to know how we collect, store, use, and share their personal data, and what choices and controls they have over that data. As such, we developed a Privacy Policy that explains in detail how we handle our customers' personal data and what measures we take to ensure its security and confidentiality. The policy also informs our customers about their rights and obligations regarding their personal data and regularly reflects any changes in our practices or in the legal and regulatory environment. Our latest Privacy Policy was updated in 2021 and has been effective since April 2022.

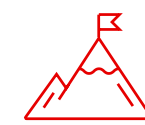
Oversight and Management of Cyber Security Risks

3.96

CSB score

6

CSB+ (advanced controls) to a satisfactory level



TARGET

4.0

in FY2024

Public cloud certified against ISO 27001/17 and PCI DSS

Vodafone Egypt has adopted a robust and effective cyber security operating model that is aligned with the leading industry standards published for our local market. We have a dedicated team of cybersecurity experts who are constantly monitoring, protecting, and defending our systems and our customers' data from any cyber threats. We also collaborate with third-party experts and consultants to maintain our specialist skills and follow the best practices in the industry. During the year, we were able to improve our cyber-risk posture by implementing and having all Cyber Security Baseline (CSB) super controls validated to satisfactory level, to achieve a full score of 4. The CSB is the common framework to be fulfilled between

all Vodafone Operating companies (OpCos), where it addresses the main critical and high risks to the business with a defined set of controls.

All cyber activities are dependent on local cyber tools and skills, and our public cloud is certified against ISO 27001/17 and PCI DSS to enable us to offer secured services to our business customers.

For more information on how we manage our risk and compliance, please refer to [the Governance and Controls](#) section of this report.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Security and Fraud Awareness for Employees and Customers

Vodafone Egypt follows the Vodafone Cyber Code, which outlines the best practices for protecting our data, systems, and networks from cyber-attacks and threats. The Vodafone Cyber Code consists of seven areas that cover different aspects of cyber security, such as passwords, devices, phishing, social media, etc. Every employee has a responsibility to be aware of these, as well as information security measures, and must adhere to the information security rules and policies while communicating with external parties. This includes protecting customers' personal information and the company's data and information from being shared externally.

Therefore, we organise an annual on-the-ground Security Awareness Campaign targeting all employees to stress on the importance of abiding by the security guidelines and policies, such as data protection, social engineering, anti-fraud, privacy, and information security. The campaign's objective is to educate employees on how to protect Vodafone's sensitive data and reputation, as well as to raise their awareness of the importance of keeping our company well-protected. During the reporting year, we

2k

employees engaged in the annual Security Awareness Campaign

were able to reach 2,000 employees from different departments, as well as 950 winners who completed a security questionnaire.

Out of our responsibility to protect our customers' data, we also work on raising the customers' awareness on how they can protect themselves from fraudulent attempts through informative and engaging videos posted on our social media platforms and customized SMS. The anti-fraud campaign is created on an annual basis, reaching millions of customers. During its launch in late 2021, the International Fraud Awareness Week (IFAW) campaign reached 5.4 million customers using our different communication channels.

Based on the analysis done by the Anti-Fraud Team, we cover different topics related to fraud cases to keep our customers aware and updated with new trends in fraud and are consistently working on new updates and awareness topics.

5.4M

Customers

reached through International Fraud Awareness Week campaign



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE
PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Protecting People

At Vodafone Egypt, ensuring the health and safety of our employees, contractors, and suppliers is a core value. We have a unique opportunity to advance the fundamental rights of our customers, employees, and communities. As such, we focus on creating a safe working environment for everyone working for and on behalf of Vodafone Egypt in our local market.

Managing Employee Health and Safety

Our commitment to maintaining a robust occupational health and safety management system is evident through our adherence to ISO 45001 certification since 2018. Additionally, Vodafone Egypt became one of the first companies in the Middle East and in Vodacom to be verified against ISO 45003 for psychological health and safety at work, recording 98% compliance and zero non-conformities.

Our occupational health, safety, and wellbeing management system encompasses a broad spectrum of activities and workplaces, reflecting our diverse portfolio of services. These services are facilitated through a network of infrastructure points, including telecom stations (network sites), mobile telecom exchanges (MTXs), data centres (DCs), retail stores (outlets), administrative buildings, and warehouses, as well as various sales and commercial channels.

ISO

verification for psychological
health and safety at work

45003

ISO

certified since 2018

45001

Hazard Identification, Risk Assessment, and Incident Investigation

Our approach to hazard identification, risk assessment, and incident investigation is thorough and systematic:

Risk Profile: We maintain a comprehensive risk profile that encompasses all company functions.

Hazard Identification: Hazard identification is conducted through meticulous risk assessment processes, which precede any operation, whether routine or non-routine. These assessments are submitted through the Health, Safety, and Wellbeing (HSW) plan by vendors' HSW professionals and are rigorously reviewed and approved by our in-house HSW Team.

Hierarchy of Control: Our risk assessment methodology prominently incorporates the hierarchy of control to mitigate risks effectively.

Competency: Competency requirements are established in alignment with local detailed HSW requirements, outlining the necessary training and experience for different types of work.

Our processes are underpinned by our "no-blame" culture, which encourages workers to report work-related hazards and hazardous situations without fear of reprisals.

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

- 6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY
- 6.2 GOVERNANCE AND CONTROLS
- 6.3 PROTECTING DATA
- 6.4 PROTECTING PEOPLE
- 6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Health and Safety Training and Awareness

5.2k

hours of health and safety training

1.9k

hours of mental health awareness training

We offer comprehensive training programmes that encompass various aspects of employee safety. This includes defensive driving training, which equips employees with safe road navigation skills; electrical safety training to mitigate hazards; and compliance with OSHA standards to create a safer working environment.

Our Distracted Driving Awareness Campaign was a milestone campaign for the reporting year, with 1,000 employees surveyed to measure and monitor the risks of distracted driving to our employees. A subsequent campaign was launched as a result, which engaged 800 employees and 200 suppliers. The campaign mainly focused on introducing the distractors to our employees and how they can work on preventing them through different approaches, such as:

Delivering the message to the wider Smart Village community by placing flags marked with the campaign main slogan "Safe Drive Save Life"

Introducing a driving simulator to employees where they received a full report on their driving behaviour

Initiating a tyre-reading awareness VR simulation for distracted driving

We encourage a culture of safety leadership where employees at all levels play an active role in identifying and mitigating safety concerns within their teams through senior leadership quarterly tours and observations. Firefighting and first aid training are also provided to respond to emergencies promptly. Employees are also trained on risk assessment to identify and mitigate potential hazards.

Emotional and Mental Health Initiatives

Digital Balance Awareness Campaign

Happiness Week

Yoga Sessions

Mental Health Week

Disconnect to Connect Campaign

Men's Health Week

Physical Health Initiatives

Global Wellbeing Challenge

Ramadan Fitness Activation

Free Medical Screenings with various hospitals

Breast Cancer Awareness Event

Ergonomics Awareness Event

Nutrition Awareness Events

Prioritising Employee Wellbeing at Vodafone Egypt

Vodafone Egypt actively prioritises employee wellbeing through spirit and wellbeing initiatives. Employees are encouraged to put their physical and mental health at the forefront, create meaningful connections, and develop the skills needed to thrive in both their personal and professional lives. These efforts reflect our commitment to the holistic wellbeing of its workforce.



Safety Audits

5

ERMF overall compliance score

We continuously focus on the safety of our telecommunications infrastructure, including masts, mobile phones, and towers. An end-to-end audit of our electromagnetic-frequency and radio frequency (EMF and RF) conducted during the reporting period assessed five controls, all of which were found fully effective and in strong alignment with EMF group standards. As a result, we received an overall compliance score of five out of five. This positions Vodafone Egypt as a trusted expert on EMF, making us the first point of contact for regulators, government ministries, and industry leaders when it comes to ensuring the safety of both workers and customers.

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

- 6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY
- 6.2 GOVERNANCE AND CONTROLS
- 6.3 PROTECTING DATA
- 6.4 PROTECTING PEOPLE
- 6.5 RESPONSIBLE AND INCLUSIVE PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Responsible and Inclusive Procurement

At Vodafone Egypt, we recognise that our role as a digital enabler comes with a responsibility to ensure integrity in our supply chain processes by sourcing from suppliers who share our vision and values and strive to meet our mandatory ethical, labour, and environmental standards. At the same time, we are keenly aware of our responsibility towards our local economy and seek to source services or hardware from our local market whenever there is an opportunity as we work to drive positive economic outcomes for all.

1.4k

active vendors across the world

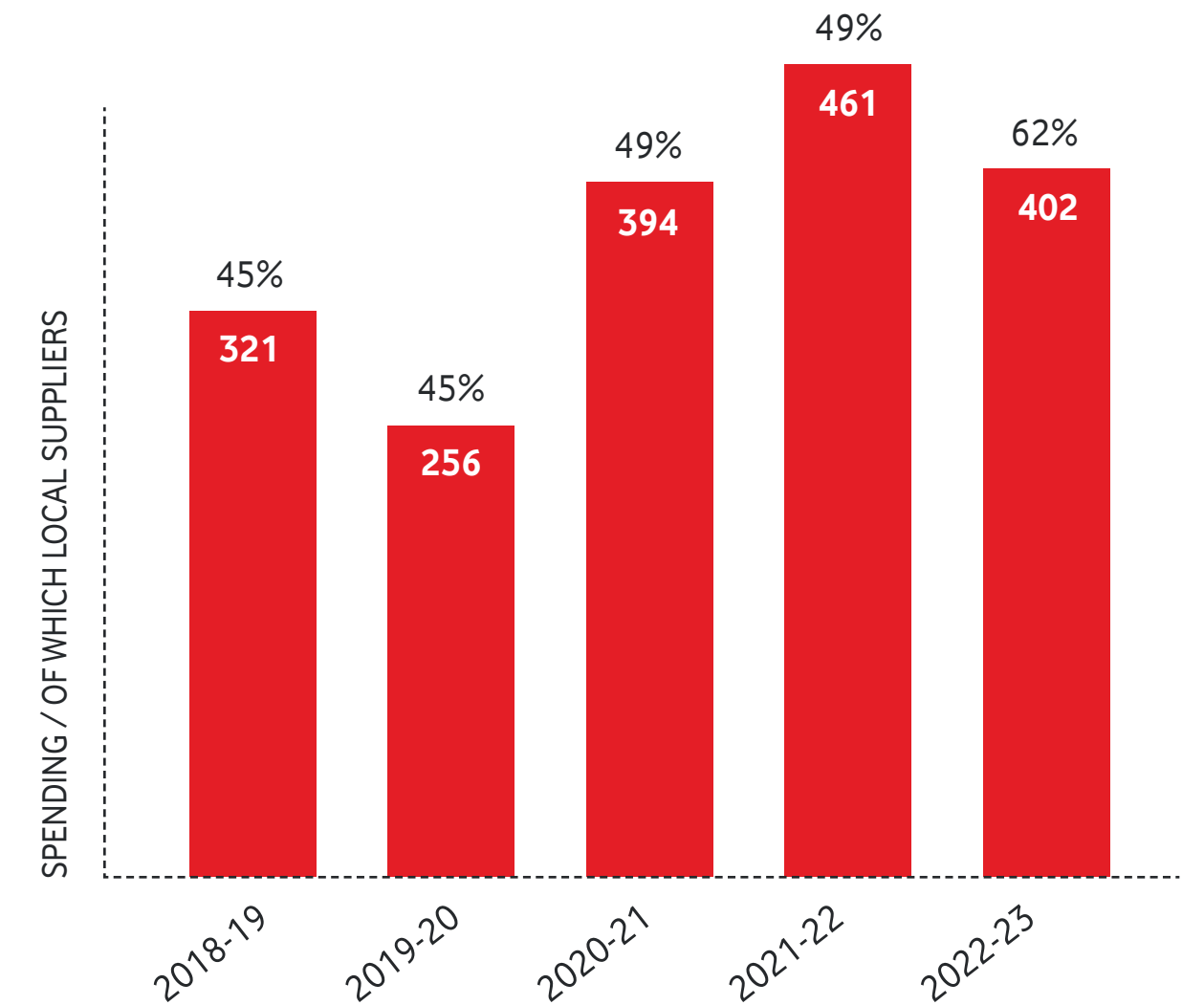
500+

local suppliers

62%

of our procurement spend is locally issued

Spending on Suppliers (EUR M)



Supply Chain Management

We recognise the vital role our suppliers and contractors play in ensuring the quality and efficiency of our operations and service delivery. We also understand that a responsible supply chain is not only more ethical but also more resilient to potential disruptions and risks. As such, we are committed to fostering a culture of sustainability and accountability among our partners, as well as within our own organisation.

During the reporting year, we spent EUR 402 million with 502 suppliers. Over 423 of these suppliers were sourced from the local market, which made up 62% of our spending — largely on passive services that include civil work, installations, or maintenance, along with some of the passive hardware that supports our site installations.

Vodafone Egypt's Supply Chain Department consists of four main divisions: Procurement, Demand Planning and Enablement, Contract Management, Logistics, and Warehouse and Customs Clearance. Each

contributes to the goal of creating positive social and environmental impacts through our business activities, while also supporting our growth and targets towards fostering an inclusive, digitally enabled society.

Our supplier selection process, policies, and requirements form a comprehensive framework that enables us to minimise risks and ensure ESG stewardship. Our supplier selection process entails a rigorous screening of all potential suppliers based on the Vodafone Global Policy for social and environmental standards. Only those who meet or exceed our minimum requirements are classified as class "A" vendors and added to our vendor list. All our suppliers are expected to comply with all applicable laws and regulations, uphold the highest standards of ethical conduct and respect, support human rights, operate in an environmentally responsible and effective manner, and abide by health, safety, and human rights requirements.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

6.1 EXECUTIVE MESSAGE, RASHA EL AZHARY

6.2 GOVERNANCE AND CONTROLS

6.3 PROTECTING DATA

6.4 PROTECTING PEOPLE

6.5 RESPONSIBLE AND INCLUSIVE
PROCUREMENT

7.0 APPENDICES AND FRAMEWORKS



Supplier Policies and Requirements

Vodafone Supplier Policy

Business Principles
Code of Ethical Purchasing
Health and Safety

Health and Safety

Anti-Bribery (including gifts and hospitality)

Supplier Expenses

Supplier Assistance with Law Enforcement

Business Continuity

Information Security

Quality Assurance

Payment Card Industry Compliance

Sanctions and Export Control

20+

high risk suppliers audited

Responsible Site Procurement

While our overall impact on biodiversity is minimal, we continue to manage the risks and impact of our infrastructure and value chain activities on biodiversity while supporting biodiversity programmes through technology. When sourcing sites for operations, we are mindful to ensure we maintain the integrity and biodiversity of the area by acquiring requisite local environmental permits. During the year, we established 776 sites — 20 of which were in protected areas — all of which were screened for environmental risks and impacts beforehand.

Managing Supply Chain Risks

We also conduct additional assessments and investigations for any potential suppliers who pose a high risk to our business or reputation. This allows us to ensure they have the capacity and willingness to meet our requirements and expectations. During the year, we detected no negative social or environmental impact or risk on our supply chain based on this screening process.

2K+

conducted onsite H&S inspections

Supplier Compliance and Training

In managing risks to our supply chain, we acknowledge the role our suppliers play in ensuring the health and safety of our operations and service delivery. We also believe collaboration and capacity building are key to achieving our sustainability goals and mitigating potential risks. As such, we work closely with our suppliers and provide them with necessary and supplementary training whenever possible to ensure our supply chain management is based on internationally benchmarked best practices and guidelines. When we monitor and evaluate supplier compliance against our health, safety, environment, and quality requirements, we conduct supplier audits to examine contractual requirements according to underlying risk profiles. In the reporting year, over 20 high-risk suppliers were audited on the H&S management system, and we conducted over 2,000 on-site H&S inspections. Suppliers that do not meet our standards must present evidence of a corrective action plan with timelines and progress updated until completion, with evidence of completion. Every year, we hold workshops that include a committee of health and safety professionals from suppliers and third parties in order to address key risks and opportunities for enhancement. Following these discussions this year, a change was made in our Supplier Health, Safety, and Wellbeing Policy.

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS
- 7.0 APPENDICES AND FRAMEWORKS



- 7.1 MATERIALITY ASSESSMENT
- 7.2 STAKEHOLDER ENGAGEMENT
- 7.3 ECONOMIC IMPACT
- 7.4 ESG ADDENDUM
- 7.5 GRI INDEX

APPENDICES AND FRAMEWORKS



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



Materiality

At Vodafone Egypt, we believe understanding and addressing the most significant impacts of our business is crucial for creating long-term value for our stakeholders and society. We update our materiality assessment every year to identify, prioritise, and report on the topics that matter the most to our business and our stakeholders.

Our materiality assessment is aligned with the material matters review conducted by Vodacom and the GRI 3: Material Topics 2021 standard, while ensuring a localised approach is taken into consideration. The assessment considers the context in which we operate, identifies our actual and potential impacts, assesses their significance, and prioritises them for reporting. Therefore, our choice of material issues is also part of our deep integration with the global and local contexts to ensure our relevance and impact, as well as delivering on our purpose.

Materiality Assessment Methodology

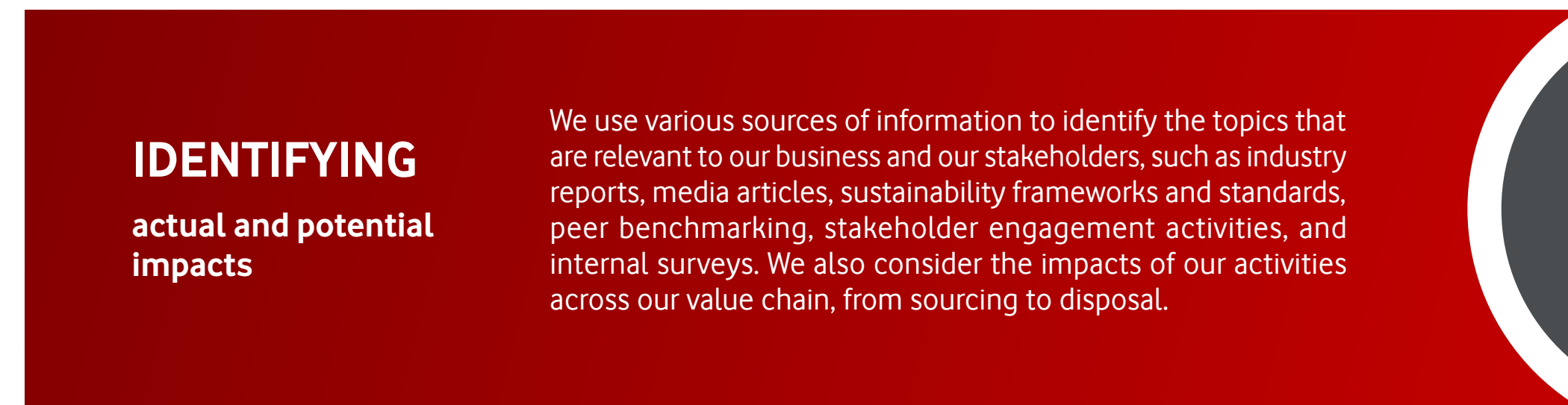
Using a calculated and tactical approach not only enables us to prioritise material topics for reporting but also forms the cornerstone of our corporate strategy. This methodical process empowers us to prioritise material topics for reporting, enables us to improve our operational efficiency, evaluate risks, and contribute positively to societal and environmental wellbeing, and it ensures our actions and initiatives are in line with our values and guiding standards. By deeply measuring our potential sphere of impact, and aligning our initiatives with these insights, we reinforce our commitment to a purpose-driven approach.



UNDERSTANDING

the context in which we operate

This involves analysing the external factors that affect our business, such as market trends, customer expectations, regulatory requirements, social and environmental issues, and stakeholder feedback. We also review our internal factors, such as our vision, mission, values, strategy, goals, policies, initiatives, and performance.



IDENTIFYING

actual and potential impacts

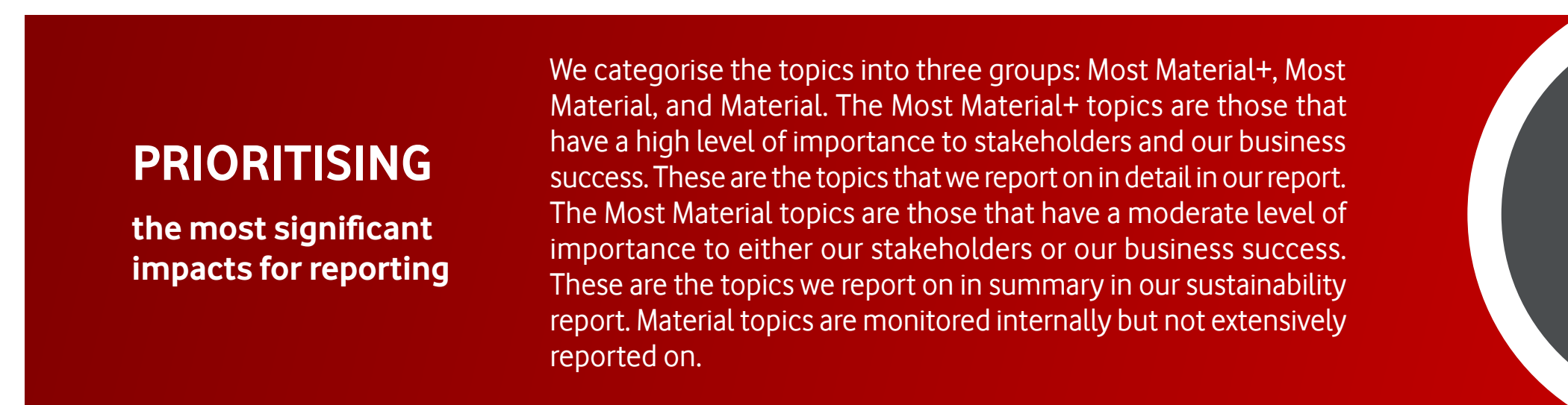
We use various sources of information to identify the topics that are relevant to our business and our stakeholders, such as industry reports, media articles, sustainability frameworks and standards, peer benchmarking, stakeholder engagement activities, and internal surveys. We also consider the impacts of our activities across our value chain, from sourcing to disposal.



ASSESSING

the significance of our impacts based on severity (negative impacts) as well as scope and scale (positive and negative impacts)

We use a matrix to plot the topics according to their level of importance to our stakeholders and their level of influence on our business success. We also apply a set of criteria to evaluate the severity, scope, and scale of each impact, such as the extent of harm or benefit, the number of people or entities affected, the duration and frequency of occurrence, the reversibility or irreversibility of consequences, and the likelihood or certainty of occurrence.



PRIORITISING

the most significant impacts for reporting

We categorise the topics into three groups: Most Material+, Most Material, and Material. The Most Material+ topics are those that have a high level of importance to stakeholders and our business success. These are the topics that we report on in detail in our report. The Most Material topics are those that have a moderate level of importance to either our stakeholders or our business success. These are the topics we report on in summary in our sustainability report. Material topics are monitored internally but not extensively reported on.

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

- 7.1 MATERIALITY ASSESSMENT
- 7.2 STAKEHOLDER ENGAGEMENT
- 7.3 ECONOMIC IMPACT
- 7.4 ESG ADDENDUM
- 7.5 GRI INDEX



Global and Local Commitments

We aim to build a digital society that enhances socioeconomic progress, embraces everyone, and does not come at the cost of our planet.



GLOBAL COMMITMENTS

CONNECTIVITY:

Ensuring everyone, wherever they are and wherever they live, has access to reliable and affordable internet.

DIGITAL INNOVATIONS:

Building digital innovations, such as IoT solutions, that will contribute to sustainable development across a range of sectors, including agriculture, energy, and health care.



PARTNERSHIPS:

Strengthening the means of implementation and revitalising global partnerships, local ones, international organisations, and the private sector to find new models of cooperation backed by sustainable financing. This also includes partnering with customers across sectors to build and scale digital innovations.

The result of our connectivity, digital innovation, and partnerships is several platforms and local programmes that demonstrated impact linked to the specific targets within the SDGs.



LOCAL COMMITMENTS

Our local initiatives, connectivity efforts, and digital platforms have also directly fed the six overarching goals of Egypt Vision 2030, as well as complementing its enablement through Digital Transformation and Technology and Innovation.



GOAL 1:

Improved Quality of Life



GOAL 2:

Social Justice and Equality



GOAL 3:

Integrated and Sustainable Environmental System



GOAL 4:

Competitive and Diversified Knowledge Economy



GOAL 5:

Well-Developed Infrastructure



GOAL 6:

Governance and Partnerships

A DIGITAL ENABLER OF CHANGE





- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

- 7.1 MATERIALITY ASSESSMENT
- 7.2 STAKEHOLDER ENGAGEMENT
- 7.3 ECONOMIC IMPACT
- 7.4 ESG ADDENDUM
- 7.5 GRI INDEX



Materiality Assessment Results | ENVIRONMENTAL

MATERIAL ISSUES	SCOPE	MATERIALITY TO BUSINESS	UN SDGS	EGYPT VISION 2030
Climate impact and energy	<p>Our goal is to become a net-zero company powered by renewable energy by 2030. Our digital innovations and connectivity efforts contribute to a more efficient and climate-resilient society.</p> <p>NEGATIVE IMPACTS GHG emissions, energy consumption, growing carbon footprint of ICT, including data centres and user devices as linked to our services</p> <p>POSITIVE IMPACTS Energy efficiency, renewable energy, enabling climate innovation, improvement of climate mitigation and adaptation capacities</p>	Most Material +	 	Goal 3
Circular economy, resources, and waste	<p>A circular economy revolves around minimising waste generation and promoting more efficient practices. Aligned with our net-zero goals, we have developed initiatives to enhance circular practices within and beyond our operations.</p> <p>NEGATIVE IMPACTS GHG emissions, energy consumption, resource depletion, hazards, health and safety</p> <p>POSITIVE IMPACTS Wellbeing, health and safety, resource sustainability, economic resilience</p>	Material	 	Goal 3

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

- 7.2 STAKEHOLDER ENGAGEMENT
- 7.3 ECONOMIC IMPACT
- 7.4 ESG ADDENDUM
- 7.5 GRI INDEX



Materiality Assessment Results | SOCIAL

MATERIAL ISSUES	SCOPE	MATERIALITY TO BUSINESS	UN SDGS	EGYPT VISION 2030
Diversity and inclusion	<p>Active employee involvement in diverse initiatives and activities, coupled with targeted outreach to marginalised communities, allows us to uphold our corporate citizenship duties. Additionally, our commitment to gender diversity and inclusion remains a fundamental aspect of these efforts.</p> <p>NEGATIVE IMPACTS Marginalisation of communities, adding stress to at-risk sectors</p> <p>POSITIVE IMPACTS Increasing general social wellbeing, aiding economic welfare, integration in society, employee satisfaction and appreciation</p>	Most Material +		Goal 2 Goal 4
Network resilience	<p>Within our industry, network resilience stands as a crucial factor, underpinning our capacity to uphold inclusivity and seamless connectivity. We have invested heavily in having a strong and resilient network.</p> <p>NEGATIVE IMPACTS Customer dissatisfaction, operational disruption</p> <p>POSITIVE IMPACTS Operational efficiency, sustainability</p>	Most Material +		Goal 5
Community engagement and impact	<p>Our steadfast commitment to giving back to the community has remained a core focus throughout the year. To uphold human rights within communities, we undertake various inclusive initiatives.</p> <p>NEGATIVE IMPACTS Human rights violations</p> <p>POSITIVE IMPACTS Social and economic infrastructure development, inclusion and diversity, empowerment, health, and wellbeing</p>	Most Material		Goal 1 Goal 2 Goal 6

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

- 7.1 MATERIALITY ASSESSMENT
- 7.2 STAKEHOLDER ENGAGEMENT
- 7.3 ECONOMIC IMPACT
- 7.4 ESG ADDENDUM
- 7.5 GRI INDEX



Materiality Assessment Results | SOCIAL

MATERIAL ISSUES	SCOPE	MATERIALITY TO BUSINESS	UN SDGS	EGYPT VISION 2030
Financial and digital inclusion	<p>Realising the transformative potential of financial and digital inclusion, we are committed to championing accessible financial services and digital connectivity. By enabling all individuals to access financial and digital platforms, we empower them to partake in the modern economy.</p> <p>POSITIVE IMPACTS Economic empowerment, digital literacy, inclusion</p>	Most Material		<p>Goal 2</p> <p>Goal 4</p>
Enabling education and digital skills	<p>To enhance education and empower digital literacy, we have launched several flagship initiatives. Our commitment to advancing social and economic progress has resulted in the seamless integration of digital education across various sectors.</p> <p>POSITIVE IMPACTS Increasing general social wellbeing, aiding economic welfare, integration in society, social, diversity empowerment</p>	Most Material		<p>Goal 1</p> <p>Goal 2</p>
Employee retention, training, and satisfaction	<p>Central to our operations is the satisfaction and retention of our employees. We recognise that our employees are fundamental to the success of our operations, and we are dedicated to fostering a strong and healthy work environment for them.</p> <p>NEGATIVE IMPACTS Employee dissatisfaction, lack of loyalty, human rights violations</p> <p>POSITIVE IMPACTS Employee satisfaction, employee retention, employee health and wellbeing, customer satisfaction</p>	Most Material		<p>Goal 4</p>

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS









7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

- 7.2 STAKEHOLDER ENGAGEMENT
- 7.3 ECONOMIC IMPACT
- 7.4 ESG ADDENDUM
- 7.5 GRI INDEX



Materiality Assessment Results | SOCIAL

MATERIAL ISSUES	SCOPE	MATERIALITY TO BUSINESS	UN SDGS	EGYPT VISION 2030
Employee health and safety	<p>We are dedicated to ensuring the safety and wellbeing of all our stakeholders. Employees are trained in health and safety measures and educated on the importance of physical and mental wellbeing.</p> <p>NEGATIVE IMPACTS Injuries, deaths</p> <p>POSITIVE IMPACTS Healthcare sector resilience, social wellbeing and resilience</p>	Material	 	Goal 4
Digitalisation	<p>We have placed a particular focus on the digitalisation of our activities and infrastructure for many years. This reporting year saw significant progress through the provision of IoT solutions and the optimisation of digital interactions. We work to empower critical sectors through digital solutions, effectively bolstering economically vital SMEs. These advancements resonate across a diverse spectrum of stakeholders and various demographics.</p> <p>NEGATIVE IMPACTS Cyber-attacks, loss of data, adaptation to new technology and infrastructure unpreparedness</p> <p>POSITIVE IMPACTS Economic development, increasing accessibility, diversified solutions, enhancing infrastructure</p>	Material	     	Goal 4 Goal 5

A DIGITAL ENABLER OF CHANGE

- 1.0 CONNECTING FOR A BETTER FUTURE
- 2.0 DIGITAL SOCIETY
- 3.0 INCLUSION FOR ALL
- 4.0 PLANET
- 5.0 OUR PEOPLE
- 6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

- 7.2 STAKEHOLDER ENGAGEMENT
- 7.3 ECONOMIC IMPACT
- 7.4 ESG ADDENDUM
- 7.5 GRI INDEX



Materiality Assessment Results | GOVERNANCE

MATERIAL ISSUES	SCOPE	MATERIALITY TO BUSINESS	UN SDGS	EGYPT VISION 2030
Business ethics and transparency	<p>Upholding the values of ethical conduct and transparency not only reinforces the company's reputation but also contributes to responsible business practices that impact the broader society. This commitment echoes throughout our business conduct and ethics, extends to our corporate governance practices, and is woven into our approach to supply chain responsibility.</p> <p>NEGATIVE IMPACTS Reputation damage, legal consequences, employee disengagement</p> <p>POSITIVE IMPACTS Legal compliance, trust and reputation, employee morale</p>	Most Material+		Goal 6
Cyber security and data privacy	<p>Amid swift technological progress and digitalisation, organisations face an ongoing threat of cyber-attacks and data loss. We diligently establish and consistently update robust mitigation measures to address these risks effectively.</p> <p>NEGATIVE IMPACTS Cyber-attacks, loss of data, customer physical risks</p> <p>POSITIVE IMPACTS Protection of digital rights, cybersecurity literacy</p>	Most Material+		Goal 5 Goal 6
ESG risk management and business continuity	<p>We incorporate ESG risks and considerations in our proactive risk management, circularity initiatives, and environmental endeavours that are aimed at achieving net zero by 2030. Our focus on enhancing employee and customer satisfaction underscores the pervasive influence of ESG risks across various facets and stakeholders associated with our operations.</p> <p>NEGATIVE IMPACTS Climate degradation, energy consumption and GHG emissions, health and safety impacts, human rights violations, cyber attacks</p> <p>POSITIVE IMPACTS Energy efficiency, climate innovation, societal advancement, customer satisfaction, stakeholder inclusion</p>	Most Material		Goal 4 Goal 6

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 **STAKEHOLDER ENGAGEMENT**

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX

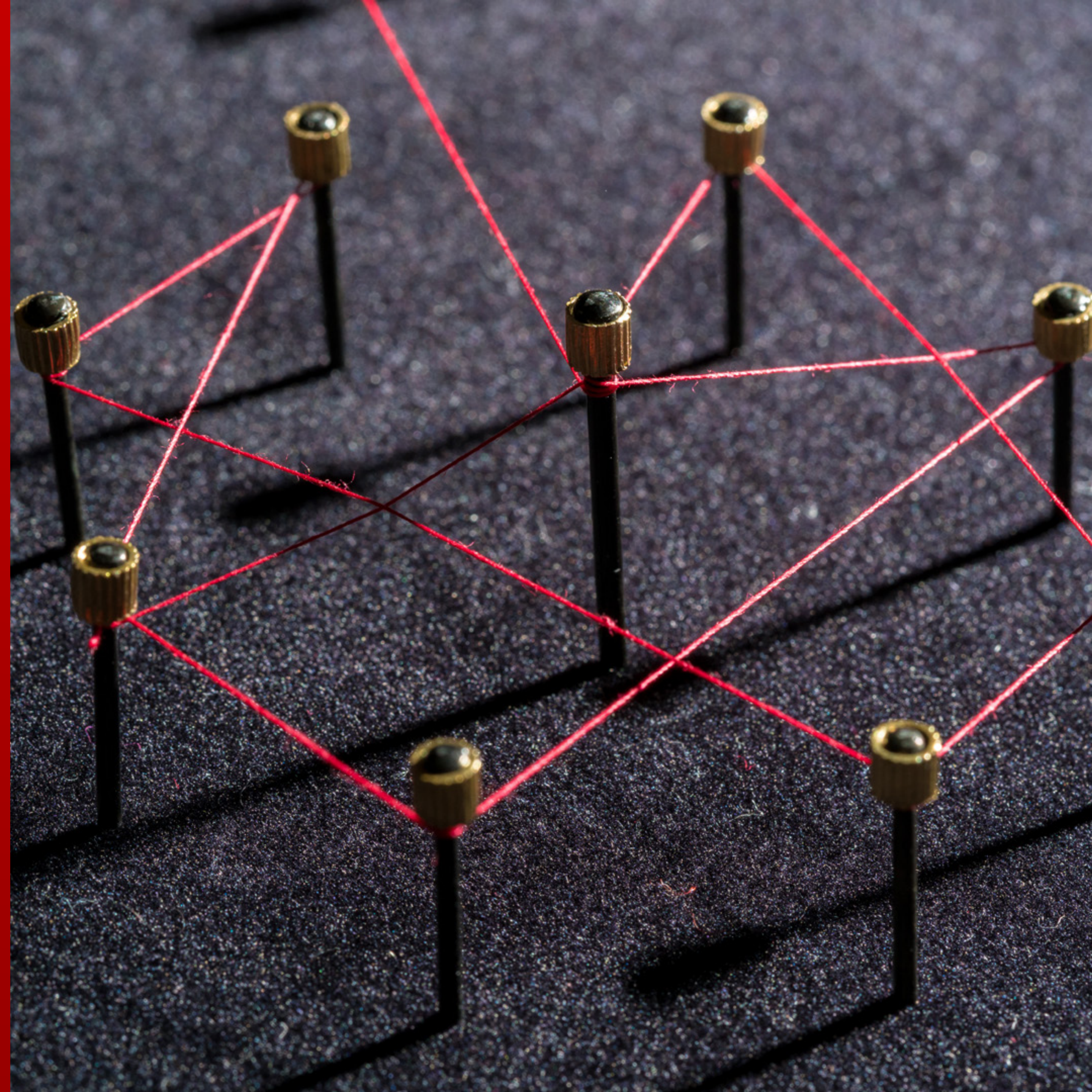


Stakeholder Engagement

Stakeholder engagement is a vital part of our sustainability strategy. It is driven by our belief in the holistic view of our business, which values effective communication with the people we serve and the environment in which we operate. We listen and exchange views to better understand our stakeholders' needs, to identify their interests, and to align our actions with our shared values and goals. Our stakeholders include our employees, customers, suppliers, investors, private sector, regulators, government, civil society, local communities, and international organisations. We engage with our stakeholders through on-ground activities, such as surveys, focus groups, workshops, meetings, or events, and online through our interactive social media channels and website. We also participate in industry initiatives, public consultations, and multi-stakeholder platforms to exchange views, perspectives, and best practices.

We constantly seek to grow our network of stakeholders, and we welcome constructive dialogue and collaboration to address the opportunities and risks of digital transformation and to create a more sustainable future for all. The valuable feedback and insights we receive from our stakeholders are used to inform our strategic planning and decision-making processes. They improve our performance and enhance our positive impact on society. As a leader in our industry, the findings are also importantly used for knowledge-sharing throughout the value chain, allowing us to adapt our strategies, improve communication, and refine services to foster meaningful change throughout the market.

Our stakeholder engagement model and outreach are anchored in the following channels, engagement frequency, and prioritisation of stakeholder topics.



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



		CHANNELS OF ENGAGEMENT	FUNCTIONS	FREQUENCY OF ENGAGEMENT	TOPICS OR CONCERNS RAISED	VFE RESPONSE
STAKEHOLDERS	Employees	<ul style="list-style-type: none"> - Daily interactions - Digital workspaces - Surveys - Events - Newsletters 	<ul style="list-style-type: none"> - HSE - HR - Procurement - Marketing - Sustainable Business 	<ul style="list-style-type: none"> DAILY MONTHLY QUARTERLY ANNUALLY AD-HOC 	<ul style="list-style-type: none"> - Business performance - Health and safety - Salaries - Benefits - Compensation - Career and promotions - Grievance mechanisms - Work-life balance - Training - Corporate reputation - Communication - Extending digital skillset - Group learning - Knowledge exchange 	<ul style="list-style-type: none"> - Volunteering and social activities - Comprehensive policy, system, and training on health and safety - Competitive, fair, reviewed, and benchmarked remuneration and benefits - Supporting the professional development, growth, framework, and merit-based recognition of our staff - Open-door, confidential, channels (e.g., Speak Up) - Flexible, trust-based, and accountable working arrangements to our staff - Variety of online and offline training opportunities - Digital literacy and advanced skills training
	Customers	<ul style="list-style-type: none"> - Digital channels - Call centres - Surveys - Website - Social media - Marketing and sales channels - Retail Stores - Apps - Ads 	<ul style="list-style-type: none"> - HSE - Procurement - Marketing 	<ul style="list-style-type: none"> DAILY MONTHLY AD-HOC 	<ul style="list-style-type: none"> - Data security and privacy - Customer experience - New services - Affordability - Accessibility - Network coverage and speed - Customisation - Data use monitoring - Complaint resolution speed and effectiveness 	<ul style="list-style-type: none"> - Customer experience optimisation - Customised services - Streamlined resolution of complaints - New apps and functions - IoT products range extension - Comprehensive data security policies
	Suppliers and Partners	<ul style="list-style-type: none"> - Directly - Events - Training and campaigns - Evaluations - Surveys 	<ul style="list-style-type: none"> - Compliance - HR - Procurement - Marketing 	<ul style="list-style-type: none"> DAILY ANNUALLY AD-HOC 	<ul style="list-style-type: none"> - Procurement policies - Suppliers' evaluation - Timely payments - Loyalty and partnerships - Audits - Due diligence 	<ul style="list-style-type: none"> - Transparent policies and criteria - Direct feedback and negotiation - Supplier engagement events - Considering environmental and ethical conditions

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



	CHANNELS OF ENGAGEMENT	FUNCTIONS	FREQUENCY OF ENGAGEMENT	TOPICS OR CONCERNS RAISED	VFE RESPONSE		
STAKEHOLDERS	COMMUNITIES AND NGOS	Social initiatives Volunteering Partnerships Public participation Social media Events Word of mouth	Marketing Vodafone Foundation External Communications Sustainable Business	WEEKLY MONTHLY QUARTERLY ANNUALLY	Socio-economic development Knowledge and technology transfer	Accessibility Local impact Establishing collaboration Free and open-access services	Local engagement New projects and partnership development Adjustment of ongoing initiatives On-ground implementation
	GOVERNMENT AND REGULATORY BODIES	Public forums Bilateral meetings Industry consultations Financial disclosures Audits Participation in public policies	Public Policy Regulatory Affairs Government Relations	DAILY ANNUALLY AD-HOC	Compliance Competitive behaviour Network and infrastructure development Digitalisation	Job creation and socio-economic development Contribution to government strategies and priorities Tax contribution	Ensuring ongoing compliance Timely and accurate disclosures Elimination of nonconformities Collaborative initiatives Contributing to Egypt Vision 2030 Digitalisation of all relevant touchpoints and active contribution to Digital Egypt Strategy Active recruitment and training of industry professionals to future-ready the job market Positive public policy lobbying
	SHAREHOLDERS AND INVESTORS	Financial disclosures Annual reports Quarterly updates General assembly meetings Website Governance committees	Compliance Risk Internal Audit Procurement Marketing Sustainable Business	BIWEEKLY QUARTERLY BIANNUALLY ANNUALLY	Market share Revenue Growth	Risk management Strategy implementation and progress on targets Ethics and integrity	Alignment across strategy and brand positioning projects dedicated to supporting specific group goals and targets Maintaining a strong brand, loyal customers, diversified products, and innovation Robust business model, efficient cost structure, effective pricing to generate sustainable and profitable growth Comprehensive risk management framework, policy, process, and reporting to identify, assess, mitigate, and monitor potential risks Well-defined governance structure, roles, responsibilities, accountability, oversight, and communication to implement our strategy effectively and efficiently Code of conduct, policies, procedures, values, principles, trainings, compliance monitoring, and reputation to uphold the highest standards of ethics and integrity in all business activities

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



Economic Impact

Vodafone Egypt is committed to creating shared value for its stakeholders and contributing to the sustainable development of the Egyptian economy. As such, we have invested in ensuring sustainable and long-term value generation for shareholders, as well as the consistent growth of our financial performance, which has far-reaching impacts on the local labour market, national digital intermediation, and development strategies, ultimately contributing to Egypt's economic growth and prosperity.

Additionally, we recognise the importance of ESG factors in creating long-term value for our shareholders and our business performance. By integrating ESG into our overall business and initiatives, we can achieve multiple benefits and improve our financial performance.

LOWERING EMISSIONS

Reducing greenhouse gas (GHG) emissions and environmental footprint by switching to renewables can lower operational costs and improve operational efficiency, as renewable energy sources are often cheaper and more reliable than fossil fuels in the long run. This can also reduce Vodafone Egypt's exposure to volatility and uncertainty in energy prices and supply.

REDUCING WASTE

Improving waste management efforts dually contributes positively to the company's cost structure and reduces our waste footprint to drive circularity and enable the preservation of our natural environment.

DRIVING INNOVATION

Leveraging our digital expertise can enable us to use innovative technologies and develop business models and products that create new revenue streams and market opportunities. These can, in turn, boost our financial performance and economic value as part of our strategy to develop a thriving digital economy.

REPUTATION MANAGEMENT

Integrating ESG into the DNA of the company is fundamental in enhancing our reputation and brand image among customers, investors, regulators, and the public. This can help us attract and retain loyal customers, access capital markets, comply with regulations, and gain public trust.

HUMAN CAPITAL

Enhancing our human capital and social impact by improving the health, wellbeing, and skills of our employees and communities. This helps us increase employee engagement, retention, and productivity, as well as customer loyalty and satisfaction, which contributes positively to both our top and bottom lines.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

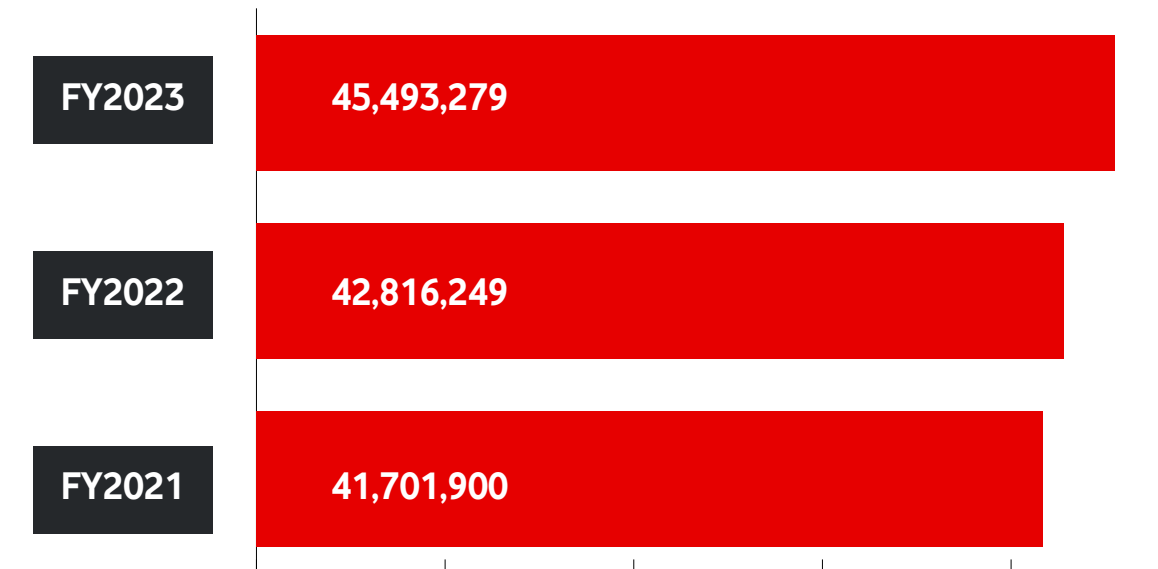
7.5 GRI INDEX



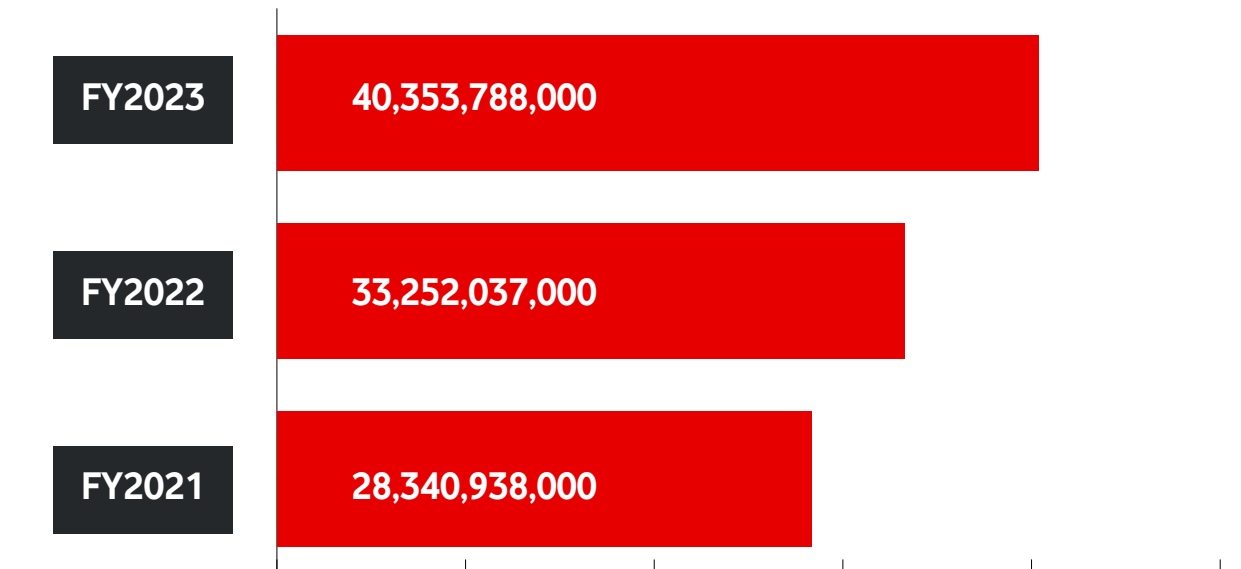
Business Performance

Vodafone Egypt has achieved solid financial results in the reporting year despite significant global headwinds that had knock-on effects in our local market. Compared to the previous reporting period, we increased our revenue by 21% y-o-y while adding almost 2.7 million new customers. Our operating costs increased 31% y-o-y while our dividend distributions dropped 176% compared to the previous reporting period. For more information on our selected financial information, please refer to Vodacom's Annual Integrated Report 2023.

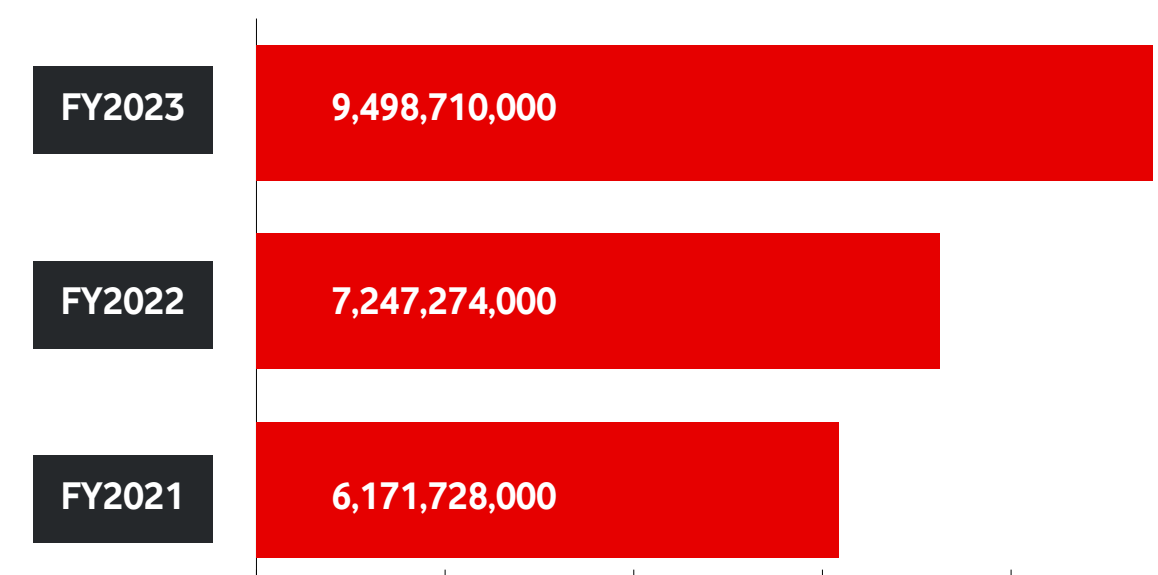
Number of Customers



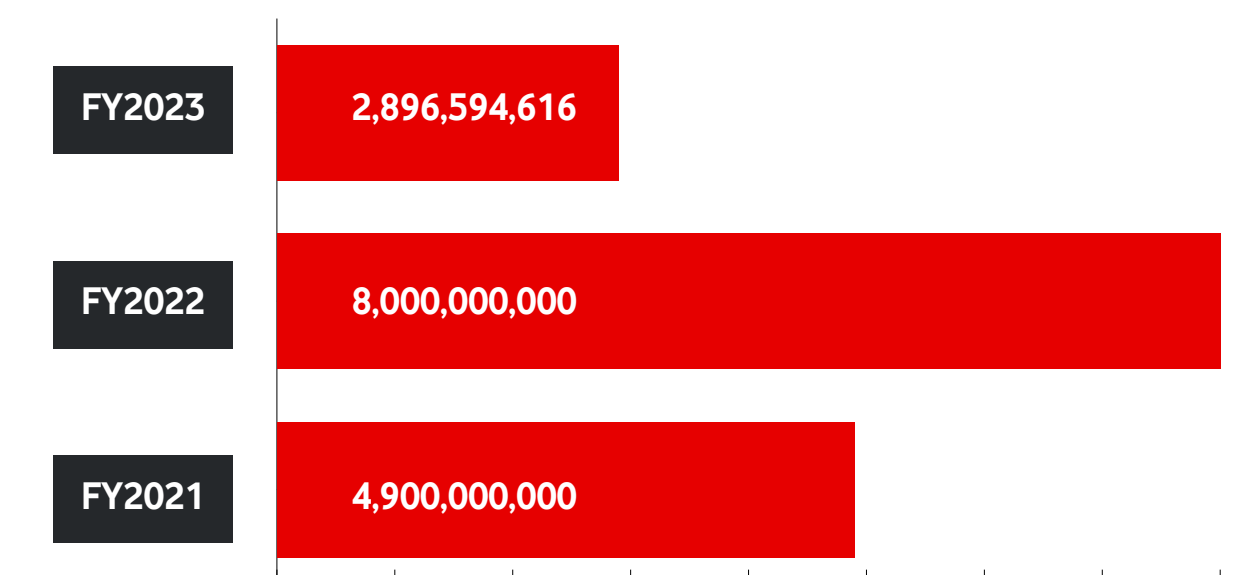
Revenue (EGP)



Operating Costs (EGP)



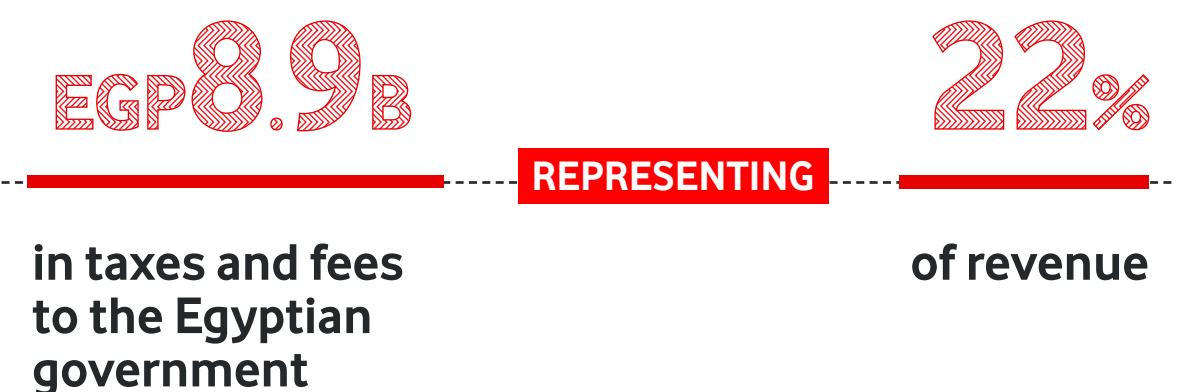
Dividends (EGP)



Tax Strategy

Vodafone Egypt recognises that the taxes we pay are part of our broader responsibility towards the society in which we operate and an essential contribution to economic prosperity. We diligently implement this obligation and adhere to [Vodafone Group Tax Principles, Tax Risk Management Policy](#), and Tax Strategy. Additionally, we are transparent about our tax affairs and engage constructively and positively with local tax authorities and policymakers.

In the past year, we paid a total of EGP 8.9 billion in taxes and fees to the Egyptian government, representing 22% of our revenue. This amount



includes corporate income tax, value added tax, payroll tax, regulatory fees, and others. For a complete breakdown of our tax contributions, please refer to the following pages in the ESG addendum portion of this report.

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



Tax Category (VFE) (EGP)	FY2023	FY2022	FY2021
Total Tax Contributions	8,890,999,737.68	8,269,827,943.52	7,412,541,883.86
of which: Salary	114,349,874.43	91,098,504.06	72,796,261.92
of which: Corporate	2,109,164,103.35	1,748,253,559.00	1,864,334,543.25
of which: Stamp Tax	368,695,631.36	411,899,373.30	372,153,413.22
of which: State Dev lev	503,722,961.11	509,732,015.45	365,118,400.26
of which: WHT - Local	142,132,858.21	160,542,467.80	85,153,234.18
of which: Royalties	185,030,982.06	259,465,989.79	362,976,506.30
of which: Real Estate	22,060,395.58	11,234,908.83	15,176,848.90
of which: Sales/VAT	5,445,842,931.58	5,077,601,125.29	4,274,832,675.83

Tax Category (VFE Subsidiaries) (EGP)	FY2023	FY2022	FY2021
Total Tax Contributions	278,855,243.91	198,737,431.36	212,896,602.09
of which: Salary	27,604,968.04	62,201,721.52	58,815,839.26
of which: Corporate	73,870,236.49	44,165,576.00	16,295,063.00
of which: Stamp Tax	3,357,609.06	-	-
of which: State Dev lev	12,466,833.47	12,390,343.89	5,763,531.75
of which: WHT - Local	50,492,522.01	44,823,717.97	36,437,670.48
of which: Royalties	5,501,546.34	-	279,947.72
of which: Real Estate	-	-	-
of which: Sales/VAT	105,561,528.50	35,156,071.98	95,304,549.88

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



		2022	2023
Scope 1 GHG Emissions		68,503,163	60,954,266
DIESEL	CO ₂ e	64,017,696	58,827,460
Fixed line access	CO ₂ e	-	-
Fixed line core	CO ₂ e	-	-
Group data centres	CO ₂ e	-	-
Local data centres	CO ₂ e	35,713	35,624
Mobile access	CO ₂ e	63,734,292	58,523,305
Mobile core	CO ₂ e	221,989	241,108
Office	CO ₂ e	25,703	27,423
Retail	CO ₂ e	-	-
PETROL	CO ₂ e	-	-
Fixed line access	CO ₂ e	-	-
Fixed line core	CO ₂ e	-	-
Group data centres	CO ₂ e	-	-
Local data centres	CO ₂ e	-	-
Mobile access	CO ₂ e	-	-
Mobile core	CO ₂ e	-	-
Office	CO ₂ e	-	-
Retail	CO ₂ e	-	-
TRANSPORT (FLEET)	CO ₂ e	999,826	888,490
Consumption of diesel by vehicle transport	CO ₂ e	-	-
Consumption of petrol by vehicle transport	CO ₂ e	999,826	888,490
Consumption of energy from other energy sources by vehicle transport	CO ₂ e	-	-
REFRIGERANT GASES	CO ₂ e	3,485,641	1,238,316
NATURAL GAS AND OTHER FUELS	CO ₂ e	-	-

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



		2022	2023
Scope 2 GHG Emissions (market-based method)		162,760,535	194,699,055
ELECTRICITY (MARKET-BASED)			
	CO ₂ e	162,760,535	193,759,240
Fixed line access	CO ₂ e	-	-
Fixed line core	CO ₂ e	-	-
Group data centres	CO ₂ e	-	-
Local data centres	CO ₂ e	3,380,662	3,594,345
Mobile access	CO ₂ e	137,831,501	167,804,406
Mobile core	CO ₂ e	17,163,133	18,225,873
Office	CO ₂ e	2,965,655	3,279,291
Retail	CO ₂ e	1,419,584	855,325
DISTRICT HEATING			
	CO ₂ e	-	-
Fixed line access	CO ₂ e	-	-
Fixed line core	CO ₂ e	-	-
Group data centres	CO ₂ e	-	-
Local data centres	CO ₂ e	-	-
Mobile access	CO ₂ e	-	-
Mobile core	CO ₂ e	-	-
Office	CO ₂ e	-	-
Retail	CO ₂ e	-	-
	CO ₂ e	-	939,816
District Cooling			
Fixed line access	CO ₂ e	-	-
Fixed line core	CO ₂ e	-	-
Group data centres	CO ₂ e	-	-
Local data centres	CO ₂ e	-	-
Mobile access	CO ₂ e	-	-
Mobile core	CO ₂ e	-	-
Office	CO ₂ e	-	939,816
Retail	CO ₂ e	-	-
RENEWABLE ENERGY BY HYBRID VEHICLE TRANSPORT			
	CO ₂ e	-	-
NON-RENEWABLE ENERGY BY HYBRID VEHICLE TRANSPORT			
	CO ₂ e	-	-
RENEWABLE ENERGY BY ELECTRIC VEHICLE TRANSPORT			
	CO ₂ e	-	-
Non-renewable energy by electric vehicle transport			
	CO ₂ e	-	-

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



		2022	2023
Scope 2 GHG Emissions (location-based method)		186,064,884	161,957,527
ELECTRICITY (LOCATION-BASED)			
	CO ₂ e	186,064,884	161,017,711
Fixed line access	CO ₂ e	-	-
Fixed line core	CO ₂ e	-	-
Group data centres	CO ₂ e	-	-
Local data centres	CO ₂ e	3,864,711	2,986,971
Mobile access	CO ₂ e	157,566,466	139,448,738
Mobile core	CO ₂ e	19,620,581	15,146,056
Office	CO ₂ e	3,390,283	2,725,155
Retail	CO ₂ e	1,622,843	710,791
GRID-RENEWABLE ENERGY			
	CO ₂ e	-	-
Fixed line access	CO ₂ e	-	-
Fixed line core	CO ₂ e	-	-
Group data centres	CO ₂ e	-	-
Local data centres	CO ₂ e	-	-
Mobile access	CO ₂ e	-	-
Mobile core	CO ₂ e	-	-
Office	CO ₂ e	-	-
Retail	CO ₂ e	-	-
District heating			
	CO ₂ e	-	-
Fixed line access	CO ₂ e	-	-
Fixed line core	CO ₂ e	-	-
Group data centres	CO ₂ e	-	-
Local data centres	CO ₂ e	-	-
Mobile access	CO ₂ e	-	-
Mobile core	CO ₂ e	-	-
Office	CO ₂ e	-	-
Retail	CO ₂ e	-	-
DISTRICT COOLING			
	CO ₂ e	-	939,816
RENEWABLE ENERGY BY HYBRID VEHICLE TRANSPORT			
	CO ₂ e	-	-
NON-RENEWABLE ENERGY BY HYBRID VEHICLE TRANSPORT			
	CO ₂ e	-	-
RENEWABLE ENERGY BY ELECTRIC VEHICLE TRANSPORT			
	CO ₂ e	-	-
NON-RENEWABLE ENERGY BY ELECTRIC VEHICLE TRANSPORT			
	CO ₂ e	-	-

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



			2022	2023
Scope 3 GHG Emissions		CO ₂ e	-	261,892
Purchased goods and services	CO ₂ e	-	37,863	
Capital goods	CO ₂ e	-	80,343	
Fuel and energy related-activities	CO ₂ e	-	89,069	
Transportation and distribution (upstream and downstream)	CO ₂ e	-	5,597	
Waste generated in our operations	CO ₂ e	-	36	
Business travel	CO ₂ e	-	799	
Employee commuting	CO ₂ e	-	4,677	
Upstream leased assets	CO ₂ e	-	9,262	
Processing of sold products	CO ₂ e	-	-	
Use of sold products	CO ₂ e	-	17,544	
End-of-life treatment of sold products	CO ₂ e	-	2	
Downstream leased assets	CO ₂ e	-	-	
Franchises	CO ₂ e	-	16,699	
Joint ventures and Associates	CO ₂ e	-	-	

			2022	2023
Energy Sources		kWh	454,281,975	505,554,841
Renewable	kWh	4,150,749	4,529,753	
GRID ELECTRICITY		kWh	-	-
Fixed line access	kWh	-	-	
Fixed line core	kWh	-	-	
Group data centres	kWh	-	-	
Local data centres	kWh	-	-	
Mobile access	kWh	-	-	
Mobile core	kWh	-	-	
Office	kWh	-	-	
Retail	kWh	-	-	
ONSITE ELECTRICITY		kWh	4,150,749	4,529,753
Fixed line access	kWh	-	-	
Fixed line core	kWh	-	-	
Group data centres	kWh	-	-	
Local data centres	kWh	-	-	

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



			2022	2023
Energy Sources		kWh	454,281,975	505,554,841
Mobile access		kWh	3,650,000	3,768,700
Mobile core		kWh	88,553	91,098
Office		kWh	412,196	669,955
Retail		kWh	-	-
TRANSPORT		kWh	-	-
Electric vehicle transport		kWh	-	-
Non-renewable		kWh	450,131,226	501,025,088
GRID ELECTRICITY		kWh	369,910,307	420,302,038
Fixed line access		kWh	-	-
Fixed line core		kWh	-	-
Group data centres		kWh	-	-
Local data centres		kWh	7,683,322	7,796,843
Mobile access		kWh	313,253,412	364,000,881
Mobile core		kWh	39,007,120	39,535,516
Office		kWh	6,740,125	7,113,430
Retail		kWh	3,226,328	1,855,368
Diesel and petrol		kWh	75,799,459	69,698,029
DIESEL		kWh	75,799,459	69,698,029
Fixed line access		kWh	-	-
Fixed line core		kWh	-	-
Group data centres		kWh	-	-
Local data centres		kWh	42,286	42,207
Mobile access		kWh	75,463,897	69,337,671
Mobile core		kWh	262,843	285,662
Office		kWh	30,433	32,490
Retail		kWh	-	-
PETROL		kWh	-	-
Fixed line access		kWh	-	-
Fixed line core		kWh	-	-
Group data centres		kWh	-	-
Local data centres		kWh	-	-
Mobile access		kWh	-	-
Mobile core		kWh	-	-

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



		2022	2023
Energy Sources		454,281,975	505,554,841
Office	kWh	-	-
Retail	kWh	-	-
OTHER	kWh	-	7,114,241
Natural gas	kWh	-	-
Light fuel oil	kWh	-	-
Heat from a district heating network	kWh	-	-
Liquefied petroleum gas (LPG)	kWh	-	-
Cooling from a district cooling network	kWh	-	7,114,241
TRANSPORT	kWh	4,421,461	3,910,780
Consumption of Diesel by Vehicle Transport	kWh	-	-
Consumption of Petrol by Vehicle Transport	kWh	4,421,461	3,910,780
Consumption of Energy from Other Energy sources by Vehicle Transport	kWh	-	-
Consumption of Non-Renewable Energy by Hybrid Vehicle Transport	kWh	-	-
Consumption of Non-Renewable Energy by Electric Vehicle Transport	kWh	-	-

Waste and Water				
TOTAL NETWORK WASTE	Metric tonnes (thousands)	-	820	kg
NETWORK WASTE	Metric tonnes (thousands)	-	820	kg
Reused network waste	Metric tonnes (thousands)	-	-	kg
Recycled network waste	Metric tonnes (thousands)	-	820	kg
Disposed network waste	Metric tonnes (thousands)	-	-	kg
Hazardous network waste	Metric tonnes (thousands)	-	-	kg
TOTAL WATER USAGE	Cubic metres	49,488	54,384	litres
Water usage	Cubic metres	49,488	54,384	litres

Environmental Accreditations			
ISO 50001		Accredited	Accredited
ISO 14001		Accredited	N/A

*Like-for-like comparison between years prior to FY2022 is not available considering change to annual reporting from biannual as well as integration into Vodacom reporting system

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



SOCIAL | Inclusion for All

Metrics	FY2023
Total number of customers (millions)	45.5
Coverage	FY2023
4G population coverage (outdoor 1 Mbps)	98.5%
3G population coverage (outdoor 1 Mbps)	98.8%
2G population coverage (outdoor 1 Mbps)	99.3%
Smartphone penetration (percentage of subscriber base)	67.9%

SOCIAL | Headcount

Headcount	FY2023
Headcount	5,459
of which: Permanent employees (open contract)	336
of which: Contractors	1,377
of which: Contracts (fixed-term contract)	5,123

Contract Types as a Percentage of Total Headcount	FY2023
Number of permanent employees	5,459
of which: Permanent (open contract)	336
of which: Contracts (fixed-term contract)	5,123
of which: Full-time	5,314
of which: Part-time	145

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



New Hires	FY2023 (Permanent Employees)	FY2023 (Contractors)	FY2023 Total
Number of new hires	1,101	609	1,710
of which: < 30 years old	840	373	1,213
of which: 30–50 years old	261	234	495
of which: > 50 years old	0	2	2
of which: Male	686	421	1,107
of which: Female	415	188	603

Employee Turnover as a Percentage of Permanent Employees	FY2023 (Permanent Employees)	FY2023 (Contractors)	FY2023 Total
Total employee turnover	2,023	646	2,669
of which: Male	1,340	-	-
of which: Female	683	-	-
of which: Indefinite/permanent employees	72	-	-
of which: Fixed-term/temporary contract employees	1,951	-	-
of which: < 30 years old	1,061	-	-
of which: 30–50 years old	938	-	-
of which: > 50 years old	-	-	-
of which: Voluntary turnover	1,569	384	1953
of which: Male	1,004	-	-
of which: Female	565	-	-
of which: Involuntary turnover	454	229	683
of which: Male	336	-	-
of which: Female	118	-	-

*Like-for-like comparison between years prior to FY2022 is not available considering change to annual reporting from biannual as well as integration into Vodacom reporting system

A DIGITAL ENABLER OF CHANGE

SOCIAL | Learning and Development

Senior Leadership Team (SLT)/ExCo	CEO and Executive committee
Leadership team	E
Middle Management	F
Junior Management	G1
Junior Employees	G
Graduates/entry level	H (including Discover graduates program)

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



L&D	FY2023
Investment in skills development (EGP)	12,300,000
Number of programmes completed (Reskilling and Upskilling Programmes)	203
Number of employees trained	2,001
of which: Female	634
of which: Male	1,367
Total hours of training	45,295
Average training hours per unique employee	105
Anti-corruption training %	91
of which: Senior executives	1
of which: Middle management	4
of which: Junior employees	40
of which: Graduates	54
Leadership Academy %	25.4%
of which: Female	28%
of which: Male	72%
Performance Dialogue %	100%
of which: Female	32%
of which: Male	68%
Regular performance and career development review (%)	100%
of which: Female	32%
of which: Male	68%
of which: Senior executives	1%
of which: Middle management	4%
of which: Junior employees	38%
of which: Graduates	57%

*Like-for-like comparison between years prior to FY2023 is not available considering change to annual reporting from biannual as well as integration into Vodacom reporting system

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



Gender Diversity	FY2023	FY2023 (in %)
Women on the board	2	22.2%
Women on the executive committee	3	37.5%
Women in senior leadership	12	27.3%
Women in management and senior leadership roles	79	28.1%
of which in revenue-generating functions	30	18.3%
Women in junior management positions	317	27.0%
Women in STEM-related positions	425	31.3%
Women in technical positions	425	31.3%
Women in overall workforce	1,854	34.0%
Women as a percentage of external hires	-	36.2%
Women as a percentage of internal promotions	-	33.0%
Women as a percentage of graduate hires	-	36.8%
Number of permanent employees	5,459	

Gender Diversity by Contract Type	FY2023
Permanent employees (Female:Male)	336 (Female 65: Male 271)
Full-time employees (Female:Male)	5,123 (Female 1693: Male 3,430)

*Like-for-like comparison between years prior to FY2023 is not available considering change to annual reporting from biannual as well as integration into Vodacom reporting system.



SOCIAL | Diversity and Inclusion

Permanent Employee: Age Demographics	FY2023
< 30 years old	1,683
of which: Male	952
of which: Female	731
of which: Senior executives	1
of which: Middle management	444
of which: Junior employees	1,238
30–50 years old	3,733
of which: Male	2,675
of which: Female	1,058
of which: Senior executives	267
of which: Middle management	1,711
of which: Junior employees	1,755
> 50 years old	43
of which: Male	37
of which: Female	6
of which: Senior executives	21
of which: Middle management	18
of which: Junior employees	4
Number of permanent employees	5,459
Employee average age	33.6
Disability Diversity	FY2023
Percentage of employees living with a disability	4.3%
Number of employees living with a disability	236
of which: Male	175
of which: Female	61
of which: Senior executives	-
of which: Middle management	-
of which: Junior employees	7
of which: Graduates	229
of which: Interns (Hackathon Participants)	13

*Like-for-like comparison between years prior to FY2023 is not available considering change to annual reporting from biannual as well as integration into Vodacom reporting system

SOCIAL | Health and Safety

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

**7.0 APPENDICES AND
FRAMEWORKS**

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX

	Direct Operations Workers	Suppliers' Employees/contractors	Members of the Public
	FY2023	FY2023	FY2023
Work-related injuries or ill health (excl. fatalities)	2	0	1

	Direct Operations Workers	Suppliers' Employees/contractors	Members of the Public
	FY2023	FY2023	FY2023
Total recordable fatalities	0	0	0

Health and Safety	FY2023
Wellbeing ambassadors	6
Number of health and safety specialists	8



1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND
FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX

Board Members	Representing	Gender
Mohamed Kamal AbdAllah	Vodacom	Male
Mohamed Shameel Aziz-Joosub	Vodacom	Male
Mariam Cassim	Vodacom	Female
Raisibe Kgomaraga Morathi	Vodacom	Female
Hani Mahmoud	Vodacom	Male
Mohamed Nasr	Telecom Egypt	Male
Maged Osman	Telecom Egypt	Male
Mohamed Shamrokh	Telecom Egypt	Male
Vacant	Telecom Egypt	Male

Executive Team	Role	Nationality	Gender
Mohamed Kamal AbdAllah	Chief Executive Officer	Egyptian	Male
Rasha El Azhry	Finance Director	Egyptian	Female
Ahmed Mandour	Head of Strategy	Egyptian	Male
Ayman Essam	External Affairs and Legal Director	Egyptian	Male
Catalin Buliga	Technology Director	Romanian	Male
Islam Mamoun	Financial Services Director	Egyptian	Male
Kareem Eid	Consumer Business Unit Director	Egyptian	Male
Mahmoud ElKhateeb	Vodafone Business Unit Director	Egyptian	Male
Nagla Kinawi	Human Resources Director	Egyptian	Female
Shahinaz Ghazy	Customer Care Director	Egyptian	Female

Remuneration of board included in Vodacom ESG addendum



A DIGITAL ENABLER OF CHANGE

GRI Content Index

Statement of use

Vodafone Egypt has reported the information cited in this GRI content index for the period from April 2022 to March 2023 with reference to the GRI Standards.

GRI 1 used

GRI 1: Foundation 2021

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX

GRI Standard	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-1 Organisational details	About This Report
	2-2 Entities included in the organisation's sustainability reporting	About This Report
	2-3 Reporting period, frequency, and contact point	About This Report
	2-4 Restatements of information	There have been no restatements of information
	2-5 External assurance	KPMG Inc conducted limited assurance on selected ESG metrics on behalf of Vodacom, which encompassed information relating to the scope, and conclusions are in the independent limited assurance report in Vodafone's ESG addendum available on the website at www.vodafone.com .
	2-6 Activities, value chain, and other business relationships	Vodafone Website, Responsible and Inclusive Procurement, Social Contract
	2-7 Employees	ESG Addendum, Our People
	2-8 Workers who are not employees	ESG Addendum, Our People
	2-9 Governance structure and composition	Governance and Controls
	2-10 Nomination and selection of the highest governance body	Governance and Controls
	2-11 Chair of the highest governance body	Governance and Controls
	2-12 Role of the highest governance body in overseeing the management of impacts	Governance and Controls



A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



GRI Standard	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-13 Delegation of responsibility for managing impacts	Vodafone's Social Contract delegates ESG responsibilities and provides a framework for the responsibilities to be followed. Our Head of Strategy, Transformation, and Wholesale is responsible for the oversight on management of impacts. All senior executives and committees have an open channel communication process for communicating critical concerns and impacts.
	2-14 Role of the highest governance body in sustainability reporting	The CEO reviews and approves all reported information.
	2-15 Conflicts of interest	Conflicts of interest are handled internally based on internal policies related to individual matters. They are not disclosed to stakeholders.
	2-16 Communication of critical concerns	All senior executives and committees have an open channel of communication and process for communicating critical concerns and impacts
	2-17 Collective knowledge of the highest governance body	Vodafone Group direction, vision, and goals are constantly relayed along with analysis related to Egypt's strategy 2030 and KPIs set over the years.
	2-18 Evaluation of the performance of the highest governance body	Evaluations do not take place.
	2-19 Remuneration policies	Fair Pay Principles
	2-20 Process to determine remuneration	Fair Pay Principles
	2-21 Annual total compensation ratio	Vodacom ESG Addendum 2023
	2-22 Statement on sustainable development strategy	CEO Note
	2-23 Policy commitments	Governance and Controls
	2-24 Embedding policy commitments	Compliance, Risk, Audit, Responsible Supply Chain, Human Potential
	2-25 Processes to remediate negative impacts	Governance and Controls, Planet
	2-26 Mechanisms for seeking advice and raising concerns	Governance and Controls
	2-27 Compliance with laws and regulations	Governance and Controls
	2-28 Membership associations	About This Report
	2-29 Approach to stakeholder engagement	Stakeholder Engagement
2-30 Collective bargaining agreements	Vodafone Egypt does not have collective bargaining agreements with employees.	

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



GRI Standard	DISCLOSURE	LOCATION
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Materiality Approach
	3-2 List of material topics	Materiality Approach
	3-3 Management of material topics	Actioning Our Purpose, Materiality Approach, Digital Society, Inclusion for All, Planet, Our People, Governance and Controls, Economic Impact
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Economic Impact, Vodacom Integrated Report
GRI 202: Market Presence 2016	202-1 Ratios of standard entry level wage by gender compared to local minimum wage	There is no differentiation in the entry level wage by gender. An annual fair pay exercise is conducted to make sure employees are paid above minimum wage.
	202-2 Proportion of senior management hired from the local community	90% of senior management is hired from Egypt.
GRI 203: Indirect Economic Impacts 2016	203-1 Infrastructure investments and services supported	Responding to Climate Change, Reducing Emissions, Access for All, Digitalising Business, Digitalising Critical Sectors, Gigabit Network
	203-2 Significant indirect economic impacts	Access for All, Economic Impact
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	Responsible and Inclusive Procurement
GRI 205: Anti-Corruption 2016	205-1 Operations assessed for risks related to corruption	None
	205-2 Communication and training about anti-corruption policies and procedures	Governance and Controls, Our People, ESG Addendum
	205-3 Confirmed incidents of corruption and actions taken	None
GRI 206: Anti-Competitive Behaviour 2016	206-1 Legal actions for anti-competitive behaviour, anti-trust, and monopoly practices	None
GRI 207: Tax 2019	207-1 Approach to tax	Economic Impact
	207-2 Tax governance, control, and risk management	Economic Impact
	207-3 Stakeholder engagement and management of concerns related to tax	Economic Impact
	207-4 Country-by-country reporting	Egypt is the only jurisdiction.
GRI 301: Materials 2016	301-2 Recycled input materials used	Driving Circularity

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



PAGE
102

GRI Standard	DISCLOSURE	LOCATION
GRI 302: Energy 2016	302-1 Energy consumption within the organisation	Reducing Carbon Emissions, ESG Addendum
	302-2 Energy consumption outside of the organisation	Reducing Carbon Emissions, ESG Addendum
	302-3 Energy intensity	Reducing Carbon Emissions, ESG Addendum
	302-4 Reduction of energy consumption	Reducing Carbon Emissions, ESG Addendum
	302-5 Reductions in energy requirements of products and services	Not calculated
GRI 303: Water and Effluents 2018	303-1 Interactions with water as a shared resource	Driving Circularity, ESG Addendum
	303-2 Management of water discharge-related impacts	Driving Circularity, ESG Addendum
	303-3 Water withdrawal	Driving Circularity, ESG Addendum
	303-4 Water discharge	Driving Circularity, ESG Addendum
	303-5 Water consumption	Driving Circularity, ESG Addendum
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Reducing Carbon Emissions, ESG Addendum
	305-2 Energy indirect (Scope 2) GHG emissions	Reducing Carbon Emissions, ESG Addendum
	305-3 Other indirect (Scope 3) GHG emissions	Reducing Carbon Emissions, ESG Addendum
	305-4 GHG emissions intensity	Reducing Carbon Emissions, ESG Addendum
	305-5 Reduction of GHG emissions	Reducing Carbon Emissions, ESG Addendum
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	Driving Circularity, ESG Addendum
	306-2 Management of significant waste-related impacts	Driving Circularity, ESG Addendum
	306-3 Waste generated	Driving Circularity, ESG Addendum

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



GRI Standard	DISCLOSURE	LOCATION
GRI 306: Waste 2020	306-4 Waste diverted from disposal	Driving Circularity, ESG Addendum
	306-5 Waste directed to disposal	Driving Circularity, ESG Addendum
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	All suppliers are screened using environmental criteria, more information in Responsible and Inclusive Procurement
	308-2 Negative environmental impacts in the supply chain and actions taken	No negative environmental actions detected, more information in Responsible and Inclusive Procurement
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	Our People, ESG Addendum
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Our People, ESG Addendum
	401-3 Parental leave	Our People, ESG Addendum
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	Protecting People
	403-2 Hazard identification, risk assessment, and incident investigation	Protecting People
	403-3 Occupational health services	Protecting People
	403-4 Worker participation, consultation, and communication on occupational health and safety	Protecting People
	403-5 Worker training on occupational health and safety	Protecting People
	403-6 Promotion of worker health	Protecting People
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Protecting People
	403-8 Workers covered by an occupational health and safety management system	Protecting People
	403-9 Work-related injuries	Protecting People
	403-10 Work-related ill health	Protecting People

A DIGITAL ENABLER OF CHANGE

1.0 CONNECTING FOR A BETTER FUTURE

2.0 DIGITAL SOCIETY

3.0 INCLUSION FOR ALL

4.0 PLANET

5.0 OUR PEOPLE

6.0 RESPONSIBLE BUSINESS

7.0 APPENDICES AND FRAMEWORKS

7.1 MATERIALITY ASSESSMENT

7.2 STAKEHOLDER ENGAGEMENT

7.3 ECONOMIC IMPACT

7.4 ESG ADDENDUM

7.5 GRI INDEX



PAGE
104

GRI Standard	DISCLOSURE	LOCATION
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Our People, ESG Addendum
	404-2 Programmes for upgrading employee skills and transition assistance programmes	Our People, ESG Addendum
	404-3 Percentage of employees receiving regular performance and career development reviews	Our People, ESG Addendum
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	Governance and Controls, ESG Addendum
	405-2 Ratio of basic salary and remuneration of women to men	Our pay is based on performance and free from any kind of discrimination.
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	None
GRI 407: Freedom of Association and Collective Bargaining 2016	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	None
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	None
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	None
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programmes	Inclusion for All
	413-2 Operations with significant actual and potential negative impacts on local communities	None
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	All suppliers are screened using social criteria, Responsible and Inclusive Supply Chain
	414-2 Negative social impacts in the supply chain and actions taken	None
GRI 416: Customer Health and Safety 2016	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.
	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	None
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Confidentiality constrains. Providing this information has potential risks on operations.

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