

ZONG 4G
LET'S GET DIGITAL



ZONG 4G
LET'S GET DIGITAL



2022

BUILDING PAKISTAN;
**BUILDING A
BETTER FUTURE**
SUSTAINABILITY REPORT – CHINA MOBILE PAKISTAN

THE GREEN EVOLUTION



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LIST OF ACRONYMS

3 rd Generation Wireless Mobile Telecommunications Technology	3G	Lahore University of Management Sciences	LUMS
4 th Generation of Broadband Cellular Network Technology	4G	Memorandum of Understanding	MoU
5 th Generation Technology Standard for Broadband Cellular Networks	5G	Ministry of Information Technology and Telecommunication	MoITT
Air Quality Index	AQI	Ministry of Poverty Alleviation and Social Safety	MoPASS
Azad Jammu & Kashmir	AJK	National University of Sciences & Technology	NUST
Chief Executive Officer	CEO	New York Stock Exchange	NYSE
Chief Regulatory Officer	CRO	Non-Governmental Organization	NGO
China Mobile Communications Corporation	CMCC	Pakistan Telecommunication Authority	PTA
China Mobile Pakistan	CMPak	Punjab Skills Development Fund	PSDF
Customer, Home, Business and New Markets	CHBN	Pakistan Red Crescent Society	PRCS
China-Pakistan Economic Corridor	CPEC	Prime Minister	PM
Code of Conduct	COC	Pakistani Rupee	PKR
Consumer Association of Pakistan	CAP	Pakistan Education & Research Network	PERN
Corporate Social Responsibility	CSR	Parks and Horticulture Authority	PHA
Customer Service Centre	CSC	Pakistan Alliance for Girls Education	PAGE
Critical Telecom Data & Infrastructure Security Regulation	CTDISR	Pakistan Bait-ul-Mal	PBM
Corona Virus Disease of 2019	COVID-19	Rénmínbì - Official currency of the People's Republic of China RMB	RMB
Diversity, Equity, and Inclusion	DEI	Special Communication Organization	SCO
Digital Trainee Executive	DTE	Sustainable Development Goals	SDGs
Electronic Money Institution	EMI	Security Operations Center	SOC
Electronic Commerce Company Limited	ECCL	Societas Socialis	SOS
Gross Domestic Product	GDP	Sindh Institute of Urology & Transplantation	SIUT
Gilgit Baltistan	GB	United Nations	UN
Higher Education Commission	HEC	United Nations Children's Fund	UNICEF
International Monetary Fund	IMF	World Health Organization	WHO
Industrial Development Corporation	IDC		
Information and Communications Technology	ICT		

EXECUTIVE SUMMARY

Sustainability at Zong 4G

At Zong 4G, we are more than a customer-focused company. We believe it is our responsibility to uplift and give back to society. In 2022, we positively impacted 2.5 million people directly by carrying out 15 activities in 17 cities across the country. It has been a remarkable journey to reach this milestone while helping people in need and uplifting society.

Key Focus Areas

Zong 4G's CSR activities center around Digital Intelligence Innovation, Inclusive Growth, Green and Low Carbon Pakistan. Through several key initiatives, Zong 4G has worked to empower the people of Pakistan by providing better access to education, healthcare, a greener environment, and technology.

The trust of Zong 4G's customers and stakeholders is imperative for business operations. In 2022, the company ensured that employees are updated with cyber security and data privacy protocols. Additionally, Zong 4G conducted an awareness month to educate employees on the company's anti-corruption policies and measures. This helped ensure that all employees were familiar with these policies and their role in preventing corruption.

Responsible Business

Gender Inclusion

In building and developing a Digital Pakistan, we recognize the need for diversity and inclusion. In 2022, Zong 4G's main focus was to create more gender-inclusive opportunities allowing our employees to make positive contributions to society. Zong 4G recognizes the need for local diversity in building and developing a successful global network. The company assisted in the establishment of digital labs to empower young girls and women to be more digitally literate. These labs have provided access to tools and resources that enabled women to gain technical skills that could help them secure higher-paying jobs and empower them to participate more actively in their respective societies.

Zong 4G's dedication to social responsibility is a testament to its leadership in the industry. Through its partnerships with Sehat Kahani, Zong 4G has provided free e-Health consultations to underprivileged communities.

Partnering with PSDF, Zong 4G promoted e-education and career empowerment to the talented & deserving youth of the country.

Zong 4G has gone above and beyond in its efforts to make a positive impact on society.

Social Contribution

Environmental Sustainability

Zong 4G focused on cities where it could establish urban forests to support environmental sustainability. To ensure a successful outcome, it worked with local municipalities, non-profit organizations, and community members to identify these areas. It was able to successfully plant two urban forests in Multan and Lahore, with over 1,400 trees.

SECTION 01

ABOUT US

ABOUT CMPAK

China Mobile Pakistan (Zong 4G), Pakistan's leading mobile services provider, is a 100% subsidiary of China Mobile Limited. Taking over in 2007, with a market share of only 2%, Zong 4G has seen exponential growth in the last few years. With a 23.72% market share today, it has emerged at the forefront by providing unrivaled cellular mobile voice and data services to the Pakistani market through 2G, 3G, and 4G technologies. By spearheading digital innovation, in 2019, the company was the first telecom operator in Pakistan to successfully test 5G services and make an international video call on the 5G network. With the recent acquisition of spectrum for AJK and GB, Zong 4G is set to digitalize all of Pakistan.

Leading the digital revolution in the country, Zong 4G continues to make great strides towards its ambition of becoming a digital life partner of millions of Pakistanis. Zong 4G envisions to enable fully connected environment for Pakistan by leveraging the technological edge in 4G LTE by providing the most advanced and cutting-edge products in the market. Drawing heavily from the research and development of its parent company, China Mobile Communications Corporation (CMCC), Zong 4G is extending its advanced services to lay the foundation of Pakistan's future communications infrastructure. Zong 4G is the first and only company to cross the prolific mark of more than 14,000 4G sites, and with 4G leadership and the largest 4G network in Pakistan, the company is providing outstanding data experience to its users.

These high standards of performance are testified by the service awards of "No.1 Operator in Voice and Data Services" by the Pakistan Telecommunication Authority (PTA), "Best 4G Services" and "Leadership in Innovation" by the Consumer Association of Pakistan (CAP).

Zong 4G's pursuit of offering excellence to customers propels its innovation and has led to continued investments in its commercial capabilities, business solutions, and customer care channels for operational excellence. Zong 4G is a frontrunner in developing the digital ecosystem in Pakistan and continues to deliver an unparalleled customer experience by bringing to life endless possibilities of the country's digital potential. Having built the country's largest and widest 4G network, Zong 4G is at the vanguard to digitalize Pakistan.



ABOUT CHINA MOBILE COMMUNICATIONS CORPORATION

China Mobile Limited (the "Company" and together with its subsidiaries, the "Group") launched in Hong Kong on 3rd September 1997. The Company was listed on the New York Stock Exchange ("NYSE") and The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange") on 22nd October 1997 and 23rd October 1997, respectively. The shares of the Company were admitted as a constituent stock of the Hang Seng Index in Hong Kong on 27th January 1998. On 7th May 2021, the NYSE filed Form 25 with the US Securities and Exchange Commission to strike the Company's ADSs from listing and registration, which took effect on 18th May 2021. On 5th January 2022, the Company's RMB ordinary shares ("RMB Shares") were listed on the Shanghai Stock Exchange.

As the leading ICT services provider in mainland of China, the Group provides communications and information services in all 31 provinces, autonomous regions, and directly-administered municipalities throughout the mainland of China and Hong Kong SAR and boasts a world-class telecommunications and information operator with the world's largest network and customer base, a leading position in profitability and market value ranking. Its businesses primarily consist of voice, data, broadband, dedicated lines, IDC, cloud computing, IoT, and other services in the Customer, Home, Business, and New ("CHBN") markets. As of 30th June 2022, the Group had a total of 446,068 employees, 970 million total mobile customers and 256 million wireline broadband customers. For the first half of 2022, the Group's operating revenue reached RMB 496.9 billion.

The Company's ultimate controlling shareholder is China Mobile Communications Group Co., Ltd. ("CMCC"), which, as of 30th June 2022, directly and indirectly, held approximately 69.82% of the total number of issued shares of the Company. The remaining approximately 30.18% was held by public investors. Currently, the Company's corporate credit ratings are equivalent to China's sovereign credit ratings, namely, A+/Outlook Stable from Standard & Poor's and A1/Outlook Stable from Moody's.



CHINA MOBILE COMMUNICATIONS CORPORATION-SUSTAINABILITY STRATEGY

China Mobile Sustainability Model

Win-Win Development with Fullest Sincerity



DIGITAL INTELLIGENT INNOVATION

- Leading in integrated and innovation development
- Empowering a digitally-intelligent future



INCLUSIVE GROWTH

- Cultivating well-rounded talents
- Promoting common prosperity



GREEN AND LOW-CARBON OPERATIONS

- Practicing green and low-carbon operations
- Supporting social initiative in energy saving and environmental protection

MESSAGE FROM CHAIRMAN AND CEO



In 2022, the number of cellular subscribers grew to 194 million, while the NGMS subscribers have grown to **121 million**. The digitalization of the country has been fundamentally progressing and will accelerate in the coming decade. As our country has grown, so has our belief in Zong 4G's role and vision to make a positive impact in Pakistan. Today, we are proud of our long history of helping to create a brighter future. In the past year, our strong values have guided us to navigate through the post-pandemic world, catastrophic floods, and economic and political turmoil. Our brand, Zong 4G is the flag-bearer of change and innovation in society.

As the leader in Digital Innovation, our communication networks and technologies such as 4G, fiber-optic networks, cloud computing, and the Internet of Things, are the pinnacles of digitalization in Pakistan. These vast networks support every aspect of a digital society, enabling millions of Pakistanis to increase their knowledge while providing access to services that can improve health and well-being, enhance skills and increase prosperity for the population as a whole.

In Y2022, we continued to focus on **"Promoting Digital & Intelligent Transformation & Achieving High-Quality Development"** as our key ambition. Pakistan's macroeconomic uncertainties coupled with the worst floods in history made Y2022 very challenging, yet we rose to these exacting situations and maintained our business growth while playing our part as responsible corporate citizens for the well-being of the people of Pakistan. Our strategy and focused approach to the implementation of three tasks; Building Customer-Centric Service Advantages, building a High-Performing Team, and Promoting Digital-Intelligent Transformation, kept us on track to success.

We maintained our Network Experience Leadership among all the operators, which was reflected in our leading position in the 'Open Signal Report' and PTA QoS report. We sustained our No. 1 position in 'Customer Satisfaction' and 'Net Promoter Score' in the industry. We successfully secured the EMI Commercial license for ECCL and launched PayMax as the Payment Solution of the Future. Our business and technology teams adhered to the company's strategy and transformed products and services for our customers through innovation and digital transformation. During the challenging flood crisis, we stood with the Pakistani people by donating **PKR 10 Million** for flood relief efforts and restored communication through our professional, efficient, and orderly work. We have continued with our CSR mission to make a difference in the lives of communities and digitally enable them through our diverse and innovative activities in e-health, online education, and environmental care initiatives. Employee care remained our top priority; we promoted our performance-oriented culture and appreciated our employee's hard work through special bonuses and annual bonuses for all.

In 2022, we took action to create a better-shared future through investments in economic empowerment, diversity, equity, and inclusion. Our DEI strategy is inculcated into our sustainability endeavor for a broader societal impact. At Zong 4G, we are working towards building a better and sustainable future for the younger generations. Our mission is to provide digital life and excellent service in Pakistan and with every passing day, we are becoming a force for good and positive change in society. Our sustainable priorities are integrated into our strategy. We're focused on areas where we can have a measurable, positive impact on the communities we serve around the world.

“

We seek an exponentially greater impact by fostering collective action: partnering with government, NGOs, and society to address the shared challenge.

”

Climate change is one of the biggest dilemmas faced by Pakistan, which is resulting in various environmental disasters. In 2022, we planted more than 1,400 trees which is a small step towards helping Pakistan combat the climatic challenge. **Our purpose is to connect and digitalize Pakistan to make a difference. Our company and employees make this possible every day. Together, we are leveraging our vast digital network and connectivity to build a more sustainable future for our people, our country, and our planet while staying laser-focused on growth.**

To continue the momentum of our success, we will ensure our sustainable development while moving towards greater profitability. I can confidently say that with strong collaboration, teamwork, and the persistence of all our teams, we will further raise our performance bar in 2023. We will commemorate this journey with an unwavering commitment towards Customer Centricity and Digital Pakistan. We will also focus on empowering Gen Zong, and we will give our customers the confidence to adopt a Digital Lifestyle.

In 2022, our connectivity drove strong results and change, and I'm proud of what we've achieved. Zong 4G is confident about the benefits of the digital society, and I'm certain that through our converged communication technologies and innovative solutions, we will accomplish even more in 2023 and make our contributions to a Digital Pakistan.

Regards,
Wang Hua
Chairman and CEO

MESSAGE FROM CHIEF REGULATORY OFFICER



Dear Readers,

We have witnessed the world going through challenging times for the last two years. As we followed the path of innovation and connectivity, we discovered our purpose - **Building Pakistan; Building a better future**. In that very purpose, we have found the strength we needed to guide us step-by-step towards a digitally connected Pakistan and the overall well-being of our planet.

The core mission of Zong 4G is to create a more capable, digitalized, and connected future for Pakistan. Zong 4G is a leader in Pakistan's telecommunications and digital industries, but it also prides itself on its ability to lead the efforts in ensuring that the telecom industry gives back to the country that is responsible for its success.

Our CSR initiatives have only increased over the years, as we strive to make our contributions as meaningful and impactful as possible. In 2022, we were able to take our output to a higher level by engaging with more organizations and activities that focus on women empowerment, healthcare, and education.

Our CSR activities included providing free medical care to disadvantaged communities through Sehat Kahani during the catastrophic floods of 2022, launching digital labs to assist in the education of children in low-income areas, and collaborating with prestigious organizations like PAGE to provide females with the resources and skills needed for self-empowerment.

“

The year 2022 was a challenging one for Pakistan given the devastating floods impacting three-fourth of the country. With this challenge came the responsibility to stand with the people of Pakistan during these testing times. Fully realizing the importance of converged communications, Zong 4G increased the need of making sure everyone in the country is easily able to connect with their loved ones, government agencies, and rescue services. As a priority, the company ensured the fastest network resolution and upgradation

”

We are constructing a brighter and more sustainable future for the younger generations at Zong 4G. Our goal is to bring high-quality service and digital life to Pakistan, and as each day goes by, we continue to grow into a force for the good in the world. Our plan prioritizes sustainability, focusing on our three focus areas of Digital Intelligence Innovation, Inclusive Growth and Go Green & Low Carbon. These areas are at the heart of our commitment to make a positive social impact through our CSR activities and I have no doubt that if we continue to strive towards this goal, we can make Pakistan a better place for everyone.

Regards,
Kamran Ali,
Chief Regulatory Officer

OUR CORPORATE CULTURE



CORE VALUE

RESPONSIBILITY MAKES PERFECTION



OUR VISION

LEAD THE DIGITAL INNOVATION



OUR MISSION

TO PROVIDE DIGITAL LIFE AND EXCELLENT SERVICE IN PAKISTAN



OUR CORPORATE IDEOLOGY

LET'S ACT:
ATTITUDE, COMMUNICATION, TEAMWORK



CULTURAL PILLARS



OPENNESS



COLLABORATION



INNOVATION



KEY BEHAVIOURS



PROGRESSIVENESS



EXECUTION



TEAMWORK



CUSTOMER
CENTRICITY



INTEGRITY

THE PATH TO
CHANGE
BEGINS WITH A
SINGLE CLICK

SECTION
02

**SUSTAINABILITY
AT ZONG 4G**

With our core value of 'Responsibility Makes Perfection,' as the leading telecommunication and digital company, we at Zong 4G believe to have a responsibility to support the social, societal, and environmental sustainability of Pakistan. With our strategic vision for the year "Building Pakistan, Building a Better Future," we are doing everything we can to enable individuals, communities and entire regions to benefit from the digital world.

OUR SUSTAINABILITY VISION

With a vision to 'Lead the Digital Innovation', we are driving the change through digitalization and improving brand image. Our deep-rooted commitment to uplifting society resonates with our mission 'To provide digital life and excellent service in Pakistan'. To thoroughly implement the concept of "Innovation, Coordination, Openness, and Sharing", we practice the core values of "Accountability, Integrity, and Perfection" to promote the implementation of the company's strategy, and comprehensively support the fulfillment of corporate social responsibility.

OUR SUSTAINABILITY STRATEGY

Zong 4G recognizes the responsibility it has for the environmental, social and economic impact of its business. Our Sustainability vision for the year, "Building Pakistan, Building a Better Future," aims to drive inclusive development for a Digital Pakistan. Our goal is to create value for our shareholders, customers, and society and to maximize the effectiveness of our social investment. We have prioritized the following intervention areas:



Digital Intelligence Innovation

- Digital Health
- Digital Education



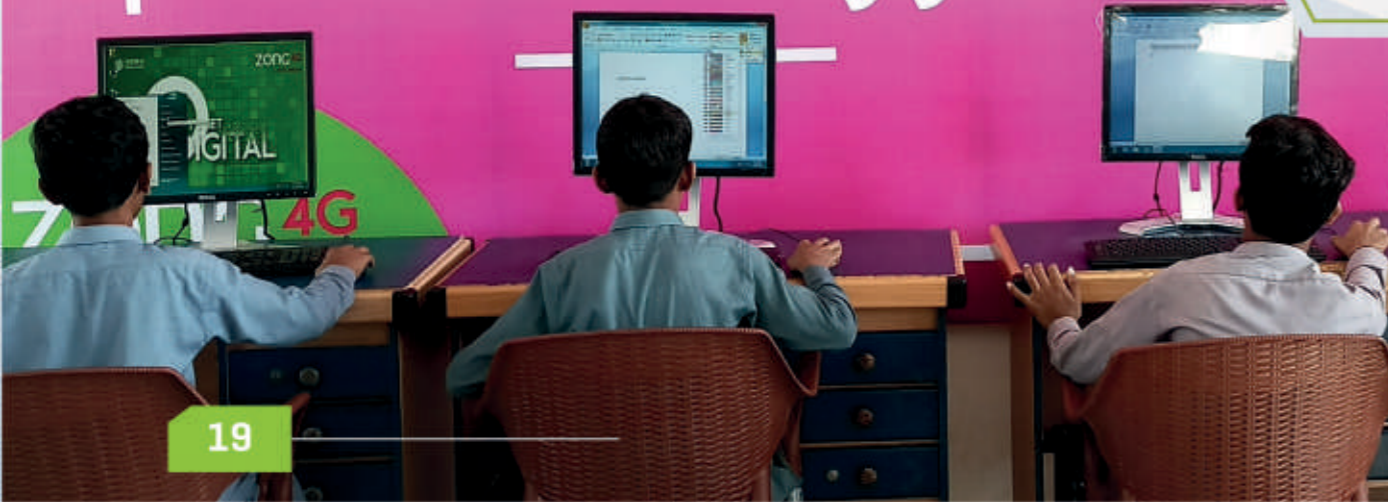
Green and Low Carbon



Inclusive Growth

AND WORK AND
WE ARE BOUND
TO SUCCESS.

- Muhammad Ali Jinnah



While focusing on the aforementioned areas, we have enabled and ensured a sustainable approach which contributed towards the United Nations 2030 Sustainable Development Goals (SDGs). Our strategy has always been to open new doors of learning for the new generation along with providing them inclusive opportunities so that they can become a part of the digital world.

With aim to uplift the underprivileged and the strive to reduce inequality, our company has an unwavering focus on social investments. We have always empowered our employees to be agents of change so they can give back to society in the realms of digital education, digital health, digital intelligence innovation, civic services, and working together towards a Greener and Better Pakistan. We are committed to using our technology for the prosperity of Pakistan. Our employees have been a catalyst for social development and always strategized to uplift the marginalized communities. The vision is to continuously address and overcome environmental, social, and economic challenges in Pakistan through a proactive approach.



OUR CONTRIBUTION TOWARDS UNITED NATIONS 2030 SUSTAINABLE GOALS

The United Nations Sustainable Development Goals (SDGs) set out a series of global ambitions that aim to end poverty, fight inequality and injustice, and tackle climate change by the year 2030. In 2022, we contributed to 10 SDGs. Zong 4G has linked its social responsibility goals with the UN SDGs in a bid to keep contributing towards these global goals and ambitions. Below are our key focused areas and their relevant SDGs.

HEALTH



Good Health and Well Being:

Through collaboration with Sehat Khani, Zong 4G has ensured healthy lives and promoted well-being for people of all ages via free consultations and medical relief funds in times of flood.

DIGITAL INTELLIGENCE INNOVATION AND EDUCATION



No Poverty:

Zong 4G is trying to digitally bridge the gap to reduce poverty and has undertaken exclusive partnerships to uplift society. Our projects with HANDS, PSDF, etc are all aimed towards promoting skill development and eventually contributing towards reducing poverty.



Quality Education:

Through its focus on Digital Intelligence, Zong 4G ensures inclusive and quality education with the goal of promoting life-long learning opportunities for all, through activities such as visits to SOS villages in remote areas, and empowering female students digitally, etc.



Decent Work and Economic Growth:

Zong 4G has empowered the youth of the country through its collaboration with PSDF by providing comprehensive courses on e-lancing which will enable them to develop their skills and subsequently establish their careers through freelancing.

GREEN AND LOW CARBON



Responsible Consumption and Production:

Zong 4G's work-from-home model which continued for 2.5 years ensured sustainable consumption.



Climate Action:

Understanding the criticality of climate change, Zong 4G undertook several initiatives for environmental sustainability. We established two urban forests this year to contribute towards environmental stewardship. Furthermore, as the floods hit Pakistan, we took urgent action to provide relief and donations to the victims.

INCLUSIVE GROWTH



Life on Land:

To address climate change and substantially increase afforestation, Zong 4G has ensured to develop urban forests. In order to combat desertification, and halt and reverse land degradation, Zong 4G also distributed seed pouches in its customer service centers in 5 major cities.



Gender Equality:

Zong 4G's numerous contributions to inclusivity have proven that it takes gender equality into consideration in every activity it carries out. Through its partnerships with PAGE, HANDS and PBM, Zong 4G has ensured digital & gender inclusion to empower females.



Reduced Inequalities:

Zong 4G is working relentlessly to reduce inequalities in society. The aim is to bridge the gap between privileged and marginalized groups by working on Digital Intelligence and Gender Inclusivity.



PAKISTAN'S SNAPSHOT

Digital Intelligence Innovation

Digital Education

COVID-19 shifted global attention towards virtual classrooms and online learning culture. Globally, the conventional form of teaching in classrooms has started taking a backseat, and virtual classrooms are becoming prevalent. However, this sudden shift towards digital education highlighted the challenges in terms of the implementation of e-learning around the world, and Pakistan is no exception. A lack of access to any digital resources and inadequate knowledge regarding their usage within the rural areas of Pakistan has created a massive divide when it comes to the accessibility to education among different social strata.

58 million of Pakistan's population over the age of 15 is illiterate (UNESCO, n.d.), and 22 million children (44%) between the ages of 5 and 16 are currently out of school (Faran & Zaidi, 2021). Education has been a problem for decades, possibly because Pakistan only spends 2.8% of its GDP on education, significantly less than the minimum requirement of 4%. (Gill, 2021).



Digital Health

Pakistan has faced several challenges in providing adequate healthcare services to its population. More than 50% of the population does not have access to basic health facilities and the healthcare system in the country has faced issues such as shortage of medical staff, lack of resources and funding, and inadequate infrastructure.

- 1) Life Expectancy: Approximately 69 years (as of 2021)
- 2) Infant Mortality Rate: Around 57 deaths per 1,000 live births
- 3) Maternal Mortality Rate: Around 170 deaths per 100,000 live births

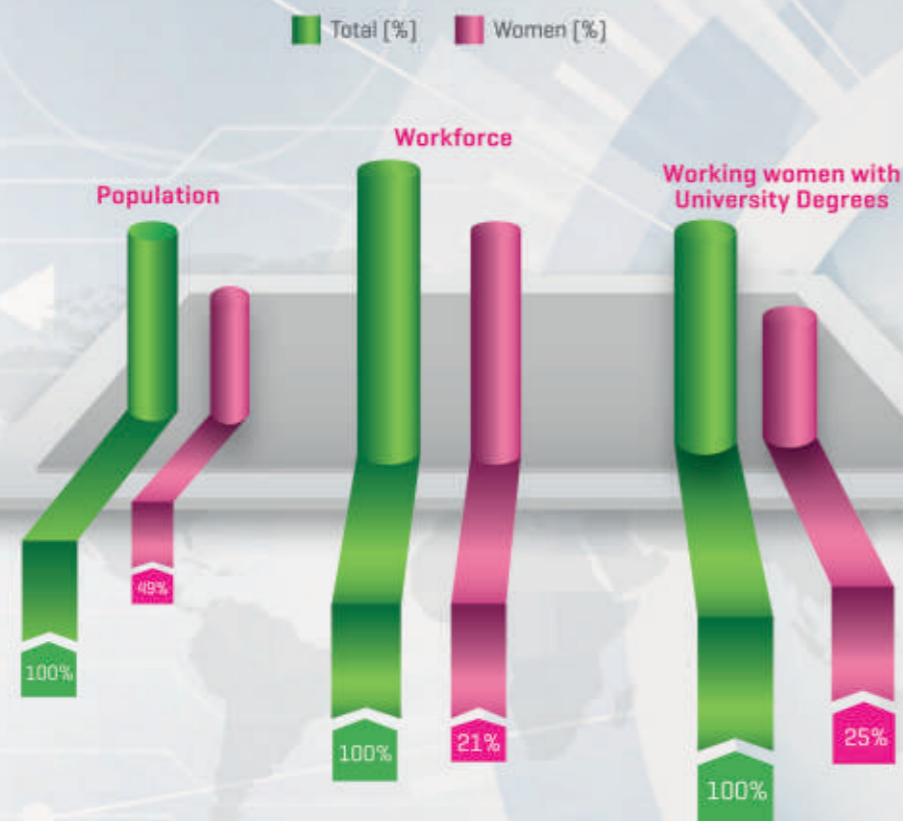
Pakistan's healthcare budget is set to decrease which will place added pressure on an already underperforming healthcare system. PKR 7 Billion will be allocated to public healthcare services, a decrease from the estimated PKR 13.3 billion allocated in the 2021-2022 period. Pakistan's current healthcare spending is 3% of its GDP, well below the World Health Organization's (WHO) recommendation that a country should spend at least 6% of its GDP on healthcare.



Inclusive Growth – Women Empowerment

Despite women making up 49.5% of the total population in Pakistan, their workforce participation rate is remarkably low, standing at only 21%. Furthermore, only 25% of women with a university degree are currently employed in the country. This is a result of various structural and cultural challenges faced by women in Pakistan. Having the lowest level of gender parity, Pakistan is yet to capitalize on its youth which accounts for approximately 64% of the population, especially its female youth, to further economic progress and expand its skilled workforce.

Inclusive Growth - Women Empowerment



Women empowerment is a valuable instrument in developing nations like Pakistan for lifting millions of people out of the cycle of poverty, lowering mortality rates, decreasing dependency burdens, reducing gender inequalities, and promoting long-term sustained development of the world. According to IMF research, if the participation rate of women in the workforce is equal to that of men, it is predicted that Pakistan's GDP will increase by nearly one-third.

Environment

Pakistan has been declared among the top ten countries that have been most affected by climate change. This climate disaster is resulting in enormous economic, social, and environmental consequences. Increasing deforestation is one of the biggest factors that contribute to climate change. About 39 thousand hectares of forests are vanishing annually at an annual depletion rate of more than 1.5% [Schweikert et al. 2014]. On addition to this, Pakistan has been unable to achieve the UN's set target of 25% of forest cover on its total area, despite two nationwide plantation drives carried out by the government annually. As a consequence of deforestation, there is increasing risk of landslides, slope destabilization, floods, increase surface runoff, and soil erosion. Statistics from the 2010 floods demonstrate the devastating effects on the 20 million individuals who lost their homes, were injured or went missing. Similarly, another flood in Pakistan in 2012 wreaked havoc. The recent floods of 2022, have affected at least 33 million people and killed at least 1,739.



OUR ACCOLADES IN 2022

ZONG 4G'S CORPORATE SOCIAL RESPONSIBILITY PROGRAM WAS RECENTLY AWARDED.



"Outstanding CSR Case" Award for "Promoting Global Development" from the Chinese Government.



"Outstanding CSR Case" Award from the Chinese Government in Y2022. Out of the 172 cases submitted, only 35 cases won this award and Zong 4G is one of them.



Honorable "SDG Solutions" Award from the Chinese Ministry of Commerce in year 2022 for our CSR projects

OUR 15 YEARS JOURNEY OF DIGITAL INCLUSION

As a responsible corporate citizen, Zong 4G has always been at the forefront when it comes to sustainability. Since its inception in 2008, Zong 4G has prioritized sustainability as its primary agenda. Zong 4G actively invests in social initiatives, recognizing the significant impact it can have on people's lives. With a focus on reducing the carbon footprint, promoting digital innovation, driving inclusive growth, and preserving the environment, Zong 4G has taken significant steps to lead the industry towards sustainability and progress.

One of the key ways Zong 4G has demonstrated its commitment to sustainability is by reducing its carbon footprint. The company has implemented various energy-efficient measures, such as using renewable energy sources and minimizing waste generation, to reduce its environmental impact. Zong 4G has also implemented eco-friendly policies, such as encouraging remote work and reducing unnecessary travel, to further reduce its carbon footprint.

Zong 4G is also committed to preserving the environment and protecting biodiversity. The company has implemented various measures to minimize its impact on the environment, such as reducing water consumption and minimizing waste generation. With a firm belief that the preservation of the environment is key, Zong 4G has planted thousands of trees across the country and has developed several urban forests in a bid to fight climate change.

In addition to reducing environmental impact, Zong 4G is committed to promoting digital innovation and driving inclusive growth. The company has introduced various digital services, such as e-learning and telemedicine, to bridge the digital divide and promote inclusive growth. By leveraging its advanced digital infrastructure, Zong 4G is making it easier for people to access essential services and participate in the digital economy.

The company's commitment to sustainability is not just a business strategy, but a core value that is reflected in everything it does. Zong 4G is leading the industry towards sustainability and progress, setting an example for others to follow.

CELEBRATING

15 YEARS

OF MAKING PAKISTAN DIGITAL

Leading in times of Disasters

Zong 4G has demonstrated its commitment to supporting communities during disasters and emergency situations through its sustainability efforts.

In response to the **COVID-19 pandemic**, Zong 4G announced a comprehensive plan to maintain network services, assist government authorities, facilitate customers, and ensure that the economy continues functioning digitally. The company provided free unlimited data and voice connectivity to the National Disaster Management Authority, free SMSes, mobile broadband, and CMPak bolt devices to provincial governments. Zong 4G partnered with several organizations, including the Federal Government, Provincial Governments, National Disaster Management Authority, National Institute of Health, Indus Hospital, Higher Education Commission, and Pakistan Red Crescent Society, to support relief activities across the country. The company donated telecommunication products and medical supplies to provincial governments, procured **16,000 N95 surgical masks** from China, and set up a Coronavirus prevention hotline to provide medical advice and emergency aid.

During the worst floods in Pakistan's history from 2010 to 2013, Zong 4G and its employees actively participated in relief activities by dispatching food, ration, and medicinal aid to the affected areas. The company also donated **PKR 10 million** to the Sindh government in 2022 and set up 33 medical camps with Sehat Kahani to provide primary and immediate healthcare to more than 13,000 flood-affected people. The company's employees demonstrated a spirit that reflects the company's values and enterprise image.

Zong 4G has also mobilized its employees to contribute to relief funds and opened a free message portal for the government to raise donations from its users. The company has demonstrated a strong commitment to sustainability and social responsibility by supporting communities during disasters and emergency situations. Zong 4G's efforts to provide relief and aid to the affected people during times of crises reflect its values and vision of being a socially responsible organization. Through its sustainability efforts, Zong 4G has made a significant contribution to the well-being and development of the communities it serves.



Digital Health – Zong 4G's Transformational Role

Health and e-health have become increasingly important in Pakistan as the country faces a range of healthcare challenges, including limited access to healthcare in remote areas, inadequate healthcare facilities, and a high burden of infectious and non-communicable diseases. In this context, e-health, which refers to the use of digital technologies and communication tools to improve healthcare access and delivery, has emerged as a promising solution.

Through e-health initiatives, people can access medical consultations, diagnostic services, and treatment remotely, reducing the need for physical travel and enhancing the efficiency of healthcare delivery. In this regard, Zong 4G, a leading telecommunications provider in Pakistan, has made significant efforts to support e-health initiatives in the country.

Zong 4G's sustainability pillar of e-health includes a range of initiatives that support healthcare access, awareness, and treatment. **Over the last 15 years, the company has partnered with several healthcare organizations, including PRCS, Shaukat Khanum Memorial Hospital, and The Indus Hospital, to support COVID-19 treatment and awareness campaigns, blood donation drives, and diabetes screening and awareness programs.** The company has also collaborated with DoctHERS and Sehat Kahani to provide online medical consultations and relief to flood-affected communities in Sindh. Zong 4G has additionally organized breast cancer awareness sessions and COVID-19 safety campaigns across different regions in Pakistan, demonstrating the company's commitment to promoting public health and well-being.

Through these efforts, Zong 4G has demonstrated its commitment to supporting e-health initiatives in Pakistan and contributing to improving the country's healthcare landscape.



Digital Intelligence Innovation – Zong 4G's contribution to a Digitally inclusive Pakistan

Digital innovation is crucial for the growth and development of Pakistan in the modern world. It provides opportunities to expand businesses, improve governance, and create new avenues for learning and education. The importance of digital innovation in Pakistan cannot be overstated as it can help the country overcome the barriers of distance and connectivity, which have been a challenge for many years. With the advancement of technology, access to digital tools and resources has become easier, and this has opened up new possibilities for individuals, businesses, and organizations.

Zong 4G has been at the forefront of promoting digital innovation and e-education in the country. Their efforts to provide training to students on how to e-lance, equipment of police stations for child safety, and 4G awareness sessions in multiple cities across Pakistan have been a significant contribution towards building a more digitally inclusive society. The virtual tour of Quaid-e-Azam's birthplace and Zong 4G's recycling initiatives to help the underprivileged are also examples of their commitment to promoting digital innovation for the betterment of society.

Zong 4G has not only been active in promoting digital innovation and e-education but has also been actively participating in youth development initiatives. Through partnerships with universities such as LUMS, Iqra, and NUST, Zong 4G has facilitated on-campus activities, conferences, and workshops to promote the development of young leaders. Zong 4G has also been involved in providing high-speed 3G broadband services to 100,000 students nationwide through a project with the Higher Education Commission (HEC). This initiative has enabled students to access global educational resources available on HEC's Digital Library through PERN (Pakistan Education & Research Network).

Furthermore, Zong 4G has also been an active participant in Islamabad Model United Nations and the 10th Young Leaders' Conference, which provides a platform for young people to engage in discussions, develop their skills and contribute to society. These efforts by Zong 4G showcase their commitment towards developing the next generation of leaders and fostering a culture of innovation and excellence in Pakistan.



Zong 4G's efforts to facilitate e-learning for 80,000 students from Virtual University, building digital labs in schools, and partnering with government authorities to create awareness around COVID-19 are noteworthy. The Company's initiatives to provide free connectivity to NDMA and facilitate community schools for underprivileged students in Islamabad and orphans of SOS Village Lahore showcase their commitment to creating a more equitable and inclusive society.

Digital innovation is essential for the growth and development of Pakistan, and Zong 4G's efforts to promote e-education and digital innovation are geared towards helping Pakistan and its youth recognize their potential. By providing access to digital tools and resources, Zong 4G is contributing to building a more digitally inclusive society and creating opportunities for individuals and businesses to thrive.

Creating a socially inclusive society

Inclusive growth is vital for the sustainable development of any country. It refers to the growth that benefits all individuals in society, regardless of their socio-economic background. In Pakistan, where income inequality is a significant issue, it is crucial to promote inclusive growth to ensure that every citizen has an equal opportunity to succeed. By providing access to education, healthcare, and employment opportunities, we can reduce poverty and promote social mobility, ultimately creating a more prosperous and equitable society.

To this end, the company has partnered with various organizations and initiatives to support students, children, and vulnerable groups across the country. Zong 4G's educational initiatives have included providing support to students at WISE college in Lahore, and offering tours of their headquarters to students from Roots Millennium School. In healthcare, Zong 4G employees have spent time volunteering at the Autism Research Center and visiting children fighting cancer at the Shaikat Khanum Memorial Cancer Hospital & Research Center in Peshawar. The company has also supported various community engagement programs, such as hosting iftar for students at Mashal Model School, volunteering at the Basera Trust Orphanage, and spending time with residents at Bint-e-Fatima old age homes. Through these efforts, Zong 4G is actively working to promote inclusive growth and civic duty and to make a positive impact on the communities it serves.

Zong 4G's employees also play an active role in giving back to society. By volunteering their time and resources to organizations that support people in need, they demonstrate a sense of civic duty and contribute to building a more inclusive and equitable society. These initiatives not only benefit the communities they serve but also foster a sense of empathy and understanding among Zong 4G employees, promoting a culture of social responsibility within the organization.

By promoting social mobility and providing access to education, healthcare, and employment opportunities, Zong 4G is contributing to building a more prosperous and inclusive Pakistan.

SUSTAINABLE JOURNEY OVER THE YEARS

Over the last 15 years we have contributed to uplift



Health/E-health

- Zong 4G partnered with PRCS for COVID-19
- Zong 4G held Breast Cancer Awareness Campaign, Islamabad
- Zong 4G partnered with DoctHERS
- Zong 4G organized a blood donation drive with Shaukat Khanum Memorial Hospital in Islamabad
- Zong 4G organized a blood donation drive with Fatimid Foundation in Karachi
- Zong 4G organized a diabetes screening & awareness program at Zong HQ, Islamabad on world diabetes day

Zong 4G and UNICEF Pakistan partnered to create awareness around COVID-19

Zong 4G donated PKR 7 million to PM's relief fund

Zong 4G joined hands with The Indus Hospital for COVID-19

Zong 4G and SIUT joined hands to relay authentic healthcare messages to the public in Pakistan

Zong 4G partnered with district authorities in Baluchistan to fight COVID-19

Zong 4G held Breast Cancer awareness session

Zong 4G initiated an awareness campaign about COVID-19 safety measures at Shikarpur



Zong 4G held Flood Relief Efforts with Bint-e-Fatima Old Age Home, Karachi

Zong 4G held online Breast Cancer awareness sessions for employees and their families

Zong 4G and Sehat Kahani collaborated to provide medical relief to Flood Affectees in Sindh

Zong 4G and Sehat Kahani conducted 12,000 free online consultations

Digital Intelligence Innovation

Zong 4G provided equipment to police station for Child Safety – Sheikhpura

Zong 4G conducted 4G awareness sessions – Multiple Cities across Pakistan

Zong 4G organized a virtual tour of Quaid-e-Azam's Birthplace, Karachi

Zong 4G Initiated a recycling project to help the underprivileged in collaboration with Mashal Model School

Zong 4G held awareness session in LUMS about 4G evolution and toward 5G

Zong 4G offered unlimited free connectivity to NDMA

Zong 4G Partnered with Government Authorities in Multan to create Awareness around COVID-19

80,000 students from Virtual University connected for e-learning with Zong 4G

Zong 4G facilitated a community school for the underprivileged in Islamabad

Zong 4G facilitated Orphans of SOS Village Lahore

Zong 4G built a Digital Lab in Hands School Karachi

Inclusive Growth/Civic Duty

Zong 4G extended education support for students of WISE College, Lahore

Zong 4G's "A New Hope" Volunteers visited the children's ward at the Pakistan Institute of Medical Sciences, Islamabad

Zong 4G's "A New Hope" Volunteers hosted iftar at Mashal Model School, Islamabad

Zong 4G employees spent a day volunteering at the Autism Research Center

Students from Roots Millennium School Toured Zong 4G Headquarters

Zong 4G supported the Spirit of Deaf Cricket Team

Zong 4G's employees spent a day volunteering at Mashal Model School

Zong 4G's "A New Hope" volunteers spread happiness at Basera Trust Orphanage

Zong 4G volunteers visited Bint-e-Fatima Old Age Homes

Zong 4G's "A New Hope" volunteers spent a day with children fighting cancer – SKMC

Zong 4G's "A New Hope" volunteers shared smiles at SOS Village Quetta, Balochistan

Zong 4G educated students of 'The Millennium Universal College' at Islamabad

Zong 4G's "A New Hope" volunteers visited children fighting cancer at Shaukat Khanum Memorial Cancer Hospital & Research Center Peshawar

WE ARE BOUND
TO SUCCESS.

- Muhammad Ali Jinnah



Zong 4G's "A New Hope" volunteers conducted an awareness session on the ethics of social & digital media for children of Alif Leam Meem in Lahore

Zong 4G helped Pakistan to fight COVID-19

Zong 4G facilitated the Women Vocational Center in Rawalpindi

Zong 4G facilitated Naureen Zindagi Welfare Trust Orphanage in Islamabad

Zong 4G set up Digital Lab at Pak-China Friendship School Gwadar to empower female students

Zong 4G and its employees donated PKR 10 Million to Flood Affectees of Sindh

Zong 4G held a training program on Digital Learning & Freelancing at SOS Orphanage in Muzaffarabad

Zong 4G partnered with PAGE to set up a Telecentre for Females in Pir Chinasi, AJK

Zong 4G facilitated Pakistan Bait-ul-Maal's Women Empowerment Center in Islamabad with a Digital Lab

Zong 4G's employees planted trees in 'Mera Mulk Mera Bagheecha' Campaign

Zong 4G & HANDS Pakistan partnered with PHA to develop Urban Forest in Multan, Pakistan

Zong 4G & HANDS partnered to develop an urban forest in Lahore's Safari Wildlife Park

Zong 4G conducted the "Plant a Seed" campaign in company CSCs across 5 major cities



Zong 4G took a heartwarming step towards empowering women in their community. Through a collaboration with PBM's 14 women empowerment centers across Pakistan, Zong 4G has provided women with an opportunity to showcase their talent by creating embroidered sleeves for their sustainability report. The sleeve that you received this report in was created by the hardworking women from 14 Women Empowerment Centers spread across the country.



By incorporating these sleeves into their sustainability report, Zong 4G is not only highlighting the importance of empowering women in their community but also providing a platform for their work to be appreciated and recognized. For the readers and recipients of the report, these sleeves represent a powerful message of hope, resilience, and progress. They serve as a reminder that small actions can have a big impact on people's lives, and that by supporting women's empowerment initiatives, we can help build stronger and more sustainable communities.

Moreover, these embroidered sleeves are a symbol of the rich cultural heritage of Pakistan, and by showcasing them in their report, Zong 4G is helping to preserve and promote this heritage.



SECTION

03

DISASTER
RELIEF

FLOOD DONATION TO THE SINDH GOVERNMENT

From July to October 2022, Pakistan was hit by one of the worst humanitarian disasters in recent history. This has resulted in unprecedented national damage. Over **33 million** people were impacted with over **12,000 injuries** and **1,800 deaths**. According to World Health Organization, 2 million houses were damaged or destroyed and over 1 million crops were damaged. Zong 4G understood the severity of the disaster and donated PKR 10 million to the Government of Sindh for the citizens affected by the flood. As one of the country's largest telecommunications networks, Zong 4G believed it had the responsibility to assist Pakistan. The employees of the company stepped up and donated a day's salary. Zong 4G matched the donation made by the employees and contributed **150%** of the total amount collected from the salaries.

To accomplish this, Zong 4G has collectively donated **10 million rupees** to the Sindh government, for rehabilitating the province's flood victims. This cheque was presented to Mr. Muhammad Ismail Rahoo, Provincial Minister of Environmental Coastal Development.

Zong 4G also elaborated on its commitment towards rebuilding Pakistan at the occasion. As part of its social contract, the telecommunications leader has completed two out of the three planned phases of flood relief activities.



“

Zong 4G has once again come through for their country in a time of crisis. The amount that has been raised for the victims of the floods in Sindh is commendable.

Mr. Muhammad Ismail Rahoo,
Provincial Minister for Environment, Climate Change and Coastal Development

”

Phase 1
Robust
Connectivity

Phase 2
Delivering
Necessities
for Survival

Phase 3
Rehabilitation
and Rebuilding
the Country

CONNECTING PEOPLE IN TIMES OF CRISIS

The devastating floods not only resulted in monumental damage to human life and property but a large portion of network and telecom infrastructure was also damaged, which led to connectivity issues. As per PTA Reports, a total of **3,386 sites** of all telecom operators were affected, which make up 6.55% of the total sites across Pakistan. It was an area of concern for several reasons, but most importantly, our users did not have network coverage in a time of crisis and emergency. Therefore, during this critical time, Zong 4G fully understood the increased need of making sure everyone in the country is easily able to connect with their vulnerable loved ones, government agencies, and rescue services. As a priority, the company deployed all its technical teams in the disaster-struck areas, who worked to resolve all network issues.

Moreover, to further facilitate people, Zong 4G announced free-of-cost services for all impacted areas. We provided **4.6 million free minutes** to stand by the people of Pakistan during these trying times.

Additionally, the company tried its best to ensure that not only its employees and their families were safe but also that no customer suffered outages or network lags in their mobile or 4G services.

Zong 4G stood steadfast with the nation in its challenging times when millions of Pakistanis found themselves affected by the crisis.

To this end, the Company pledged to do everything within its power to ensure the safety, security and well-being of customers, employees, and all stakeholders. While a section of Zong 4G's technical network team was involved in network restoration activities on the ground, another part of the team was dedicated to continuously enhancing the quality of the network to make it the best and first choice for customers. Even during such trying circumstances, Zong 4G's technical staff managed to perform network improvement campaigns for seamless connectivity.

The Minister of IT and Telecommunication, Syed Amin Ul Haque applauded the network's superior quality during this time of crisis.

“

Zong 4G has shown remarkable resilience and will in the face of adversity, demonstrating excellent leadership in network restoration in flood-affected areas. The work done by the technical staff has been excellent and should be commended.

Syed Amin Ul Haque,
The Minister of IT and Telecommunication

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COMING TOGETHER WITH SEHAT KAHANI IN A TIME OF CRISIS FOR FLOOD AFFECTEES

The recent floods have been one of the worst calamities to hit Pakistan in years. With over 8 million people in need of essential healthcare and 2,000 healthcare facilities damaged, immediate support was required to help the affectees. As a socially responsible organization, Zong 4G was the first to step forward and collaborate with Sehat Kahani to set up **33 Medical Camps** in Sindh, which was one of the most-impacted provinces of the country.

The Company established medical camps for the flood-affectees, offering free medical consultations, giving awareness about the prevalent diseases and also providing medications for viral diseases. Additionally, food was also provided to the underprivileged. Over 13,000 free consultations were given.

The company's employees also stepped up to volunteer and help with the logistical needs of the medical camps, as well as other on-the-ground relief activities. With Zong 4G's state-of-the-art connectivity technology and Sehat Kahani's medical expertise coming together, the program was well-positioned to provide reliable and high-quality medical care to all those devastated by the natural calamity. Both organizations are fully committed to prioritizing the needs of the people of Pakistan.

By leveraging its industry-leading partnerships with various CSR organizations in the areas of E-health and Tele-medicine, Zong 4G is committed to continue working for the rehabilitation and relief of flood-affected people across the country in this time of need.





SECTION
04

**HEALTH,
SAFETY, AND
ENVIRONMENTAL
CONTRIBUTION**

GOING GREEN AND HAVING A LOW CARBON IMPACT

Urban Afforestation – For a Healthier Multan

With climate change being one of the most critical challenges faced by Pakistan; the significance of planting trees and preserving the environment is greater than ever. In line with Zong 4G's commitment to a clean and green Pakistan, Zong 4G and HANDS partnered with the Parks & Horticulture Authority (PHA), Multan to develop an urban forest in the Aam Khas Bagh.

The Zong 4G team, along with HANDS, successfully planted hundreds of trees in the city to develop an urban forest. After coordination with PHA, a diverse selection of trees including Tabebuia Yellow, Sukhchain, Terminalia, Amaltas, Guava, and Lemon, along with eight other types of trees, were planted.

PHA Chairman, Mr. Ejaz Hussain Janjua, an esteemed representative from the differently-abled community, Mr. Nadir Ali Khan, District Project Manager, along with Zong 4G volunteers participated in the tree plantation drive.



“

This activity has been initiated as a part of the HANDS Natural Resource Management Department's plans to promote tree plantations in urban settlements to reduce environmental stress, and our afforestation drive will contribute to making Multan more resilient to climate change. We thank our partners, Zong 4G for taking the initiative and we hope that together we will continue to develop more urban forests in the future.

Ms. Raima Mehmood,
Manager Natural Resource Department, HANDS

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Planting Hope – For a Smog-Free Lahore

Lahore city has been rated one of the most polluted cities in the world. The city has observed an AQI of over 300 which is rated as hazardous according to the WHO guidelines. In order to improve the air quality in Lahore, planting trees is a step in the right direction as they absorb harmful pollutants.

Zong 4G's volunteers stepped up to plant evergreen and fruit trees in the Wildlife Park as part of the company's commitment to creating a greener and safer environment for future generations of the country. The plantation campaign aims to develop urban forests to fight the on-going environmental concern of smog and climate changes that have impacted Lahore.

Pakistan has been hit hard by the worst effects of climate change, including rapidly rising temperatures and, most recently, widespread flooding. One of the first lines of defense against the climate crisis is the planting of trees, especially native trees.

“

Pakistan is in dire need of environmental sustainability efforts. We thank Pakistan's leading telecom company, Zong 4G, for sharing our vision to help protect and save the environment. Through consistent and sustained efforts, we can help fight climate change.

Amir Naseem,
Executive Manager, Central Punjab, HANDS

”



PLANTING THE SEEDS FOR A GREENER TOMORROW

Zong 4G placed seed pouches at customer service centers in order to spread the message of 'Saving the Environment'. Zong 4G placed Seed Pouches comprising fruit, vegetables as well as flowering seeds in their CSCs (Customer Service Centers) for walk-in customers. These seeds can be easily planted and don't require much upkeep, therefore, making this an effective method to promote tree plantation and increase the number of trees planted in the country.

These fun and creatively designed pouches will directly contribute to the efforts to create a better environment for a better tomorrow. The execution actively addresses climate change and contributes towards the SDGs on a national scale.

Zong 4G focused on five of the major cities of Pakistan which include: Karachi, Lahore, Islamabad, Quetta, and Faisalabad.

Zong 4G is aware of the ongoing climate change challenges faced by our country. Therefore, our fight against environmental concerns will continue with multiple projects lined up for the future.





SECTION
05

**SOCIAL
CONTRIBUTION**

DIGITAL INTELLIGENCE INNOVATION

Making Health More Accessible

Zong 4G and Sehat Kahani entered into a strategic collaboration to bring healthcare services to underserved communities through innovative technology-based solutions. The partnership aimed to utilize Sehat Kahani's telemedicine platform to connect patients in need of quality care with online doctors for free.

As a part of the collaboration, Zong 4G provided access to free online health consultations to over **12,000** individuals from underserved communities. This was achieved by offering a promo code, **ZONGSEHAT**, which enabled customers to gain access to these services. Through the combined efforts of Zong 4G and Sehat Kahani, the target of providing free consultations was achieved two months ahead of schedule. The partnership focused on providing health services in areas where they were most needed. In total, over **7,000** consultations related to COVID-19 and over 5,000 non-COVID general health care consultations were provided. Additionally, the collaboration included patient follow-up services through Sehat Kahani's call center.

In an effort to increase health literacy and promote accurate health information, Zong 4G also conducted several health awareness sessions through popular online platforms, including Facebook Live and Twitter Spaces. The sessions covered a range of health concerns, including diabetes, obesity, mental health, COVID-19, and more, and reached millions of individuals with valuable information and resources.

This collaboration represents a significant step towards promoting access to quality healthcare services for all. By utilizing the latest technology and leveraging the expertise of Sehat Kahani, Zong 4G has demonstrated its commitment to improving the health and well-being of communities across Pakistan. The success of this partnership highlights the potential for innovative collaborations between the private sector and telemedicine companies to bring healthcare services to underserved populations and make a lasting impact on public health.

Free Medical Consultations all over Pakistan

We congratulate Zong 4G for an impactful collaboration of over 12,000 e-health sessions. Our aim was to ensure that each and every Pakistani has access to health services and our partnership with Zong 4G is a sheer reflection of that. Through sustainable and digital health services, we are creating a more inclusive Digital Pakistan.

Dr. Sara Saeed Khurram,
CEO of Sehat Kahani



DIVERSITY AND INCLUSION

Potential Unlocked: Empowerment of Females in Pir Chinasi

Zong 4G partnered with PAGE to establish a Telecentre in Government Girls High School Khilla, in Pir Chinasi, Azad Jammu and Kashmir. The project is focused on Gender Inclusion through educating and digitally enabling marginalized girls from Azad Jammu Kashmir.

ZONG 4G has equipped the school with a state-of-the-art digital computer lab with a printer, projector, and other accessories, in an effort to digitalize the students' learning experience. Along with that, E-commerce and financial inclusion courses will be developed in collaboration with PAGE and taught to the women of the centers for capacity building. This project was executed as a part of Zong 4G's MoU with PTA last year to work on gender inclusion and to increase the opportunities available to marginalized women.

Fajer Rabia Pasha, Executive Director PAGE, spoke in high praise of the project,

“Initiatives focused on Gender Inclusion and Education for Women such as this one started in partnership with Zong 4G are crucial and these will truly lead to a brighter future for the young girls of the country. We are grateful for Zong 4G's support and effort in making our shared vision a reality.”

Fajer Rabia Pasha,
Executive Director PAGE,

Embracing Equity for a Digital Pakistan

Zong 4G, a leading telecom company in Pakistan, has entered into a partnership with Pakistan Bait-ul-Maal and the Ministry of Poverty Alleviation and Social Safety (MOPASS) to establish a digital lab within the 'Women Empowerment' vocational center in Islamabad. The partnership has been formalized through the signing of a Memorandum of Understanding (MoU).

Pakistan Bait-ul-Maal (PBM) is a well-established charity and social welfare organization, established in 1992, that operates with the aim of alleviating poverty and providing support to the needy and underprivileged population in the country. The digital lab, established through this partnership, aims to empower women and promote digital education and innovation.

The lab will offer training and exposure to digital technologies, allowing women enrolled in the vocational center to develop the digital skills that are increasingly in demand in the digital economy. This will provide a platform for these women to showcase their digital skills and creativity, enabling them to improve their livelihoods. Zong 4G has a long-standing commitment to promoting digital education, innovation, and women empowerment. This partnership aligns with the company's efforts in this regard and demonstrates its commitment to sustainability and making a positive impact on society. By empowering marginalized women with digital skills, the company is contributing to the development of human capital and promoting economic growth and equality.

The partnership between Zong 4G, Pakistan Bait-ul-Maal, and the Ministry of Poverty Alleviation and Social Safety represents a significant effort to promote digital literacy and empower marginalized women in Pakistan. The digital lab will play a crucial role in promoting digital education and innovation and will help create a sustainable future for women in the country.



“We are always appreciative of Zong 4G’s focus towards the betterment of society and this partnership is another example of their commitment and determination to provide the tools necessary for future generations to succeed.”

Mr. Amir Fida Paracha,
MD Balt-ul-Maal

Trainings for Tomorrow: A STEP TOWARDS GETTING DIGITAL

Zong 4G partnered with SOS to support digital education and freelancing skills for children in Muzaffarabad. The training session was aimed at educating the students and addressing the neglected area of Muzaffarabad. By tapping into such opportunities, Zong 4G aims to promote a digitally enabled and empowered society across the country.

The Zong 4G team conducted a comprehensive ‘digital learning’ session and also distributed books focusing on digital learning, and IQ level building, along with learning material and stationery kits. The students were also encouraged to enroll in the government’s Digi Skills program for free Digital Learning Courses and Certifications. A special session was also conducted for students where they were encouraged to identify their skills in freelancing. The sessions ensured to open digital horizons for children at the SOS Village so that they can dream of a digitally enabled future. It aims to redirect the trajectory of the children’s lives toward prosperity, self-reliance, and financial independence.

“The representative from the SOS village, Mr. Nazir Khan commented,

This initiative is crucial to ensure that our children have a bright and promising future and we appreciate the efforts of Zong 4G and their team to help us make it a possibility.”

Mr. Nazir Khan,
SOS village representative



DIGITAL TRANSFORMATION

Digital Trainee Executive Program

Zong 4G successfully recruited the crème de le crème of the industry through its 2022 Digital Trainee Executive (DTE) Program. Pursuing its legacy of providing employment opportunities to fresh graduates through its Graduate Trainee Programs, Zong 4G has onboarded 30 fresh graduates from across Pakistan who joined the company as executives on track towards becoming Zong 4G’s Future Leaders.

The company received over 13,000 applications from the top universities of the country for various fields for the realization of the vision of Digital Pakistan. Zong 4G’s DTE Program is a fast-track development program combining on-the-job training with personal as well as group coaching to build up future leaders equipped with strong business acumen and relevant leadership and functional competencies.

Furthermore, the program will enable the DTE’s to gain an in-depth exposure of tech including Information Technology, IT Infrastructure, Software Engineering, Information Security, Big Data, and Data Analytics, which will stretch and challenge, as well as build their technical expertise.

To welcome the DTEs a meet and greet session along with a comprehensive orientation, including a detailed overview of the company’s business and products, was organized. The sessions, facilitated by industry experts provided insights as well as helped develop their performance expectations. Moreover, through a structured development framework and mentorship, the DTEs will be assisting their respective teams in the execution of digital transformation and strategic projects, alongside other pertinent tasks.



As Pakistan's fastest-growing digital organization, Zong 4G has been nurturing the leaders of the future and providing them opportunities to thrive, innovate, and lead in the digital arena. Zong 4G is an equal opportunity employer and the fastest-growing digital organization in Pakistan when it comes to shaping a future that encompasses digital transformation. Being an inclusive company, a diverse set of fresh graduates – especially women were recruited, mostly in technical departments.

Being a leading customer and talent-centric organization, Zong 4G energizes and engages with its people. The company appreciates the talent, energy, and innovative mindset of this young workforce and has been relentlessly focused on providing enriching careers and long-term growth opportunities in a fair and collaborative work environment. The DTE program aims at equipping fresh talent with the required skills and expertise to ace Pakistan's upcoming digital revolution, evolving them into 'future-ready' professionals set to excel.



As a recent LUMS graduate, I am overjoyed to have been selected from a large pool of applicants to join Zong 4G as a Digital Trainee Executive. Being part of a company that values and invests in the growth and development of its people is truly an amazing opportunity. As a member of the HR team, I bring my passion and hard work to the table, eager to contribute to creating a positive and supportive work environment for all employees.

At Zong 4G, I have the opportunity to learn from experienced professionals and apply my knowledge and skills in a real-world setting. I am confident that this experience will help me grow both personally and professionally, and I am grateful for the opportunity to be a part of such a dynamic and forward-thinking company. I am excited to be a part of a company that is dedicated to providing opportunities for fresh graduates and investing in their future success. I am confident that my time at Zong 4G will be a valuable and rewarding experience, and I look forward to the positive impact that I will make in my role.

Laiba,
DTE - HR



WORK, WORK
AND WORK AND
WE ARE BOUND
TO SUCCESS."

- Muhammad Ali

CREATING CAREERS

Zong 4G, in partnership with the Punjab Skills Development Fund (PSDF), launched a customized e-lancing course aimed at empowering 10,000 deserving students in Pakistan. The objective of the program was to provide these students with the knowledge and skills necessary to monetize their talents and attain financial independence through freelancing.

Freelancing has emerged as a crucial component of the digital economy, offering numerous opportunities for individuals to monetize their skills and turn their passion into a profitable venture. In Pakistan, the estimated value of freelancing was over \$397 Million in 2021 (Economy.pk), with projections for continued growth in the future.

Zong 4G's collaboration with PSDF to provide a course on "How to e-lance", to deserving students was a significant step towards harnessing the potential of freelancing in Pakistan and empowering young people to achieve financial independence.

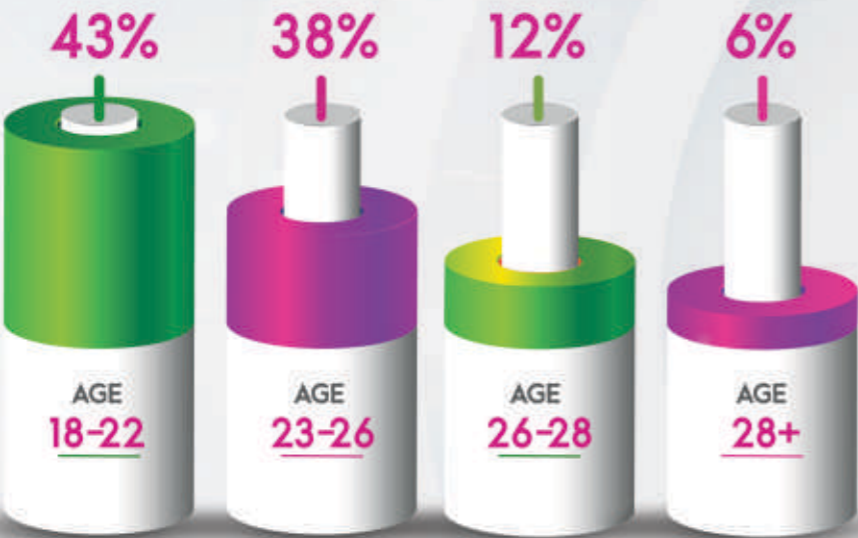
The students enrolled in the program were primarily from marginalized areas with limited access to higher education opportunities, but possessed valuable skills that could be leveraged through freelancing. The customized e-lancing course provided by Zong 4G and PSDF taught these students the essential knowledge and skills required to succeed in the competitive world of freelancing, including client management and business development.



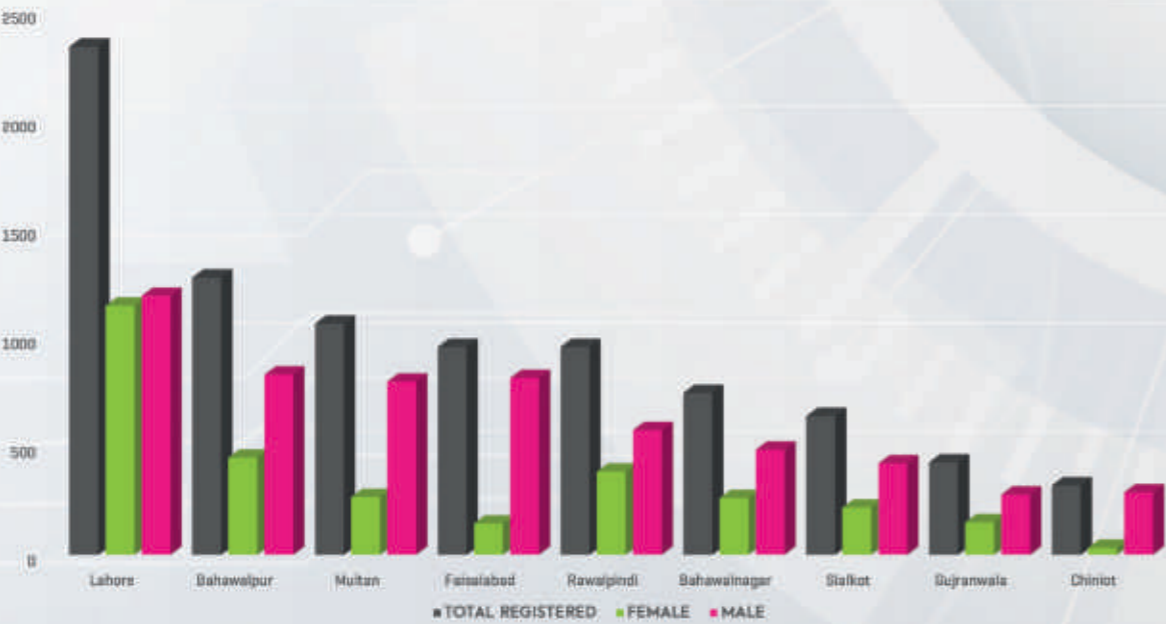
FINANCIAL ENABLEMENT

The benefits of freelancing extend beyond individual financial independence, as it also contributes to the growth of the national economy. By promoting entrepreneurship and creating new job opportunities, initiatives such as this one contributed to reducing unemployment and driving economic development. This initiative demonstrated Zong 4G's commitment to empowering people and communities through technology and contributing to the growth of the nation's digital economy.

PSDF participant demographics



PSDF REGISTRATIONS



DISTRICT	TOTAL REGISTERED	FEMALE	MALE
LAHORE	2,340	1,147	1,193
BAHAWALPUR	1,276	447	830
MULTAN	1064	266	798
FAISALABAD	957	144	814
RAWALPINDI	957	383	574
BAHAWALNAGAR	745	261	484
SIALKOT	638	217	421
GUJRAWALA	425	149	277
CHINIOT	319	32	287
SARGODHA	314	57	257
LAYYAH	304	91	213
SHEIKHUPURA	297	45	252
ATTOCK	278	42	236
MUZAFFARGARH	213	32	181
JHELM	180	40	140
SAHIWAL	106	27	80
KASUR	98	10	88
TOTAL	10,512	3,386	7,126

Progression into the Digital World

In Gwadar, students face a lack of basic computer knowledge and digital empowerment, limiting their access to the opportunities presented by technology. To address this challenge, Zong 4G extended its support by providing a digital lab infrastructure, for over 300 students, at the China-Pakistan Gwadar Middle School, also known as Faqeer Middle School. The lab was equipped with a projector and screen, printing facilities, and digital learning materials, aimed at improving the students' digital literacy and skills. Access to technology and digital literacy is a critical aspect of education and workforce development. However, many students in Gwadar were not equipped with the necessary digital skills and knowledge to fully participate in the digital economy.

Investing in digital infrastructure has the potential to revolutionize education. The provision of digital equipment, materials, and resources enables students to learn at their own pace, explore new subjects, and develop critical skills essential for success in the twenty-first century.

Zong 4G's investment in digital infrastructure in Gwadar demonstrates the company's commitment to improving access to education and promoting digital literacy. This initiative will have a lasting impact on the students and the community, providing them with the tools and resources necessary to succeed in a rapidly changing digital world.

Facilitating the Gwadar Lab for Women Digital Empowerment

“Zong 4G's Digital Lab has helped the Pak-China School transform into the only non-profit digital school in Gwadar. Our students are very keen on learning about digital technology and always look forward to their newly commenced computer lessons. We would like to thank Zong 4G for their consistent support and efforts in promoting inclusive growth.”

Naseem Baloch,
Head Coordinator, Pak-China Gwadar Middle School

Build a Lab – Build the future

Zong 4G and HANDS, one of Pakistan's leading non-profit organizations, joined forces to create a computer lab for an underprivileged school in Karachi. The school, which began as a one-room facility, has since grown into a small campus. However, the school was lacking a crucial component – a digital lab – hindering the growth and development potential of the students. This partnership was established with the goal of closing the digital divide and providing high-quality education to the marginalized students in Karachi.

In today's fast-paced digital world, access to technology and digital literacy is becoming increasingly essential for education and workforce development. This is particularly true for underprivileged students who lack the necessary skills and resources to fully participate in the digital economy. To bridge this gap and ensure equal access to opportunities, Zong 4G and HANDS took on the challenge to provide a digital lab facility to an underprivileged school in Karachi.

Establishing this digital lab has the potential to completely transform the educational experience for students studying there. With access to technology, digital resources, and hands-on experience, students can learn at their own pace and explore new subjects. Furthermore, interactive learning experiences, collaboration with peers, and access to digital materials will enhance the students' educational journey.

The partnership between Zong 4G and HANDS to create a computer lab in an underprivileged school in Karachi showcases their commitment to promoting digital literacy and equal access to education. This initiative has the potential to have a long-lasting impact on the students and the community, providing them with the resources necessary for success in a rapidly changing digital world.

Commenting on the partnership

“We express our gratitude to the Zong 4G team for their support to these future changemakers of the country. This digital lab will help these children to learn the required skills and gain confidence to thrive in a digital society.”

Arsalan Ashraf,
HANDS

Building a successful and inclusive digital education ecosystem, Zong 4G's social responsibility endeavors are creating opportunities and helping to address social needs, empowering marginalized groups, and creating a more equal society.

SECTION
06

**RESPONSIBLE
BUSINESS**

ANTI-CORRUPTION

At Zong 4G, we are committed to operating with integrity, accountability, and ethics. The trust of our customers and stakeholders is of utmost value. Thus in 2022, we conducted an anti-corruption month which led to the following:

Kick-off meeting was conducted with all Heads of Departments (HODs)

29 HODs conducted sessions on anti-corruption with their teams

1,331 employees signed Statement of Commitment (SOC)

Responsibility cards received from 60 HODs & DDs

121 potential fraud risks were identified during the anti-corruption month

ZONG 4G CONDUCTS PUBLIC SERVICE CAMPAIGN FOR THEFT AWARENESS

Zong 4G identified a significant problem among mobile customers in the country regarding fraudulent calls and SMS from scammers aiming to steal personal information and money. In response to this problem, Zong 4G launched two digital campaigns this year to raise awareness about theft and how to avoid scams. The initial phase of the campaign educated all Pakistanis on how to avoid becoming victims of fraud and scams. This phase comprised several strategies, such as social media posts, memes, and the witty hashtag **#YehWrongNumberHai**, to increase awareness and educate the public about scammers' usual methods. The campaign also gave guidelines on how to recognize and avoid fraud, such as never providing personal information over the phone or by text message.

The second phase of the campaign was more targeted, directed specifically at people in Punjab, where a significant number of complaints about such scams had been filed. This phase consisted of a series of videos featuring social media influencers, employing humor and relevant settings to educate viewers on how to avoid scammers. The videos were fully in Punjabi, and followed the theme of the local legend **'Maula Jutt'**, and featured the region's signature badinage. The success of these public awareness campaigns in reducing complaints about such calls on the **Pakistan Telecommunication Authority (PTA)** portal demonstrates that the public has been educated and empowered to protect themselves from fraud and scams. Consequently, this initiative has played a crucial part in preventing the public from falling victim to these frauds in the future. Furthermore, these public service campaigns contributed to the creation of a safer and more protected environment for mobile users in Pakistan, which would ultimately result in a more secure economy and society as a whole.



CYBER SECURITY AND DATA PRIVACY

Cyber security has become increasingly important in today's world as business processes are progressively digitalized. Zong 4G has been making continuous efforts to bring significant developments in cyber security of the organization.

The company has ensured Cyber Security & protection of the digital footprint by performing rigorous assessment exercises of digital transformations & customer-centric applications, finding loopholes in security posture and fixing them immediately. This helped in maintaining our standards of service and increased the customers' confidence and trust in Zong 4G. Moreover, a Security Operations Center (SOC) has been developed for cyber vigilance against attack vectors and network security baselining for secure infrastructure.

Additionally, Zong 4G carried out a project for customer data protection in light of CMCC guidelines, regulatory compliance, and industry best practices. Continuing the efforts, the information team also updated Zong 4G's privacy policy and communicated the same to all customers.

Zong 4G takes precautionary measures to secure the personal information of its employees and customers. Therefore, awareness sessions for employees, vendors and customers were held pertaining to data privacy and security measures.

Furthermore, in accordance with PTA's Critical Telecom Data & Infrastructure Security Regulation (CTDISR) 2020, Zong 4G took key initiatives to ensure compliance of regulations and scored **93.75%** in compliance audit conducted by PTA.





SECTION
07

VOICES OF
YOUTH

THE RIGHT CALL, THE RIGHT TIME

Access to healthcare is a challenge. But access to quality healthcare? An even bigger one. Critical times call for critical measures – Zong 4G's partnership with Sehat Kahani enables millions nationwide to make the right call, at the right time. Customers could reach out to medical professionals that have a thorough understanding of the physical and mental toll of illnesses.

The COVID lockdown was abrupt and impacted every single person, albeit in different ways. People were not able to go out. The crisis tested the humanity in us. During this time, I was living on my own in an apartment in Gulshan. I was expecting my first child and was more cautious than ever about leaving the house unnecessarily. My husband works in Dubai, and being alone all the time has its own set of complications – I felt the brunt mentally. I was taking extra care of myself, ensuring my baby was born in the best of health – a dream all mothers have. Out of the blue, one day, I felt a severe, stabbing pain in my abdomen. I clutched the sofa and lay down, with no clue what was happening to my body. I was alone and did not want to take a risk by driving to the nearest hospital, and the pain would not allow me any mobility. I knew about the Zong 4G promo code and the Sehat Kahani app. Panicking, I quickly booked a consultation, and the doctor informed me I was going through labor. My due date was 15 days away. The doctor steered me through everything over the phone and helped me calm down enough to work out what I needed to do. I called my mother, and thankfully she reached on time. Looking back, I realize now how important that call was for me and how lucky I was to get in touch with a doctor who understood my mental state and calmed me down – it was all I needed at that moment. My daughter is the greatest gift, and I have both Zong 4G & Sehat Kahani to thank for this. To all the women out there – download the app, and make sure you're always safe."

Maria

THE BALANCE OF LIFE & DEATH

Access to healthcare is a basic right. The recent floods in Pakistan have displaced more than 33 million people nationwide. Diseases run rampant, and doctors are few in number. Zong 4G stepped up to partner with Sehat Kahani, ensuring that its customers' next consultation is just a tap away, providing connectivity like never before.

It's not easy living apart from your loved ones. No place holds comfort like the warmth of your own mantel, your own home. I missed the constant chatter with my father, and the quiet jokes. So as soon as I got some time off, I decided to visit him in Mardan. It was then that I realized he had been ill. He was experiencing severe shortness of breath and COVID-like symptoms. I panicked immediately, and all of us were extremely worried. I didn't want to wait till we got to a medical facility, so I used a service that was trusted and convenient – the Sehat Kahani App. As the doctor took his history, she requested us to take immediate action and escort him to the hospital. Upon arrival, it was confirmed that he was undergoing a cardiac attack. Had he not received the initial prognosis we had received at home, my father may not have survived. Just the thought still makes my hands tremble. Over time, he kept on taking follow-up consultancies and exercises from the App to stay healthy. For me, the Sehat Kahani platform proved to be the difference between life and death. It is an excellent initiative, one I truly hold close to my heart, and has saved the lives of many – my father is a living example. Zong 4G's partnership with the service is the future of medicine and has made it easier to access healthcare, swiftly. Just use the promo code ZongSehat and get the care you need at the right time, in the right place.

Abdul Samad

EMPOWERED WOMEN, EMPOWERED COUNTRIES

Youth represents a major portion of Pakistan's population. Zong 4G's mission of visualizing a digitally transformative future for the country encompasses awareness sessions on freelancing opportunities and the utilization of skill-enhancing platforms. It's all about taking the first step into a world of possibility.

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I've been living in the SOS Village Sialkot for the past 6 years. I grew up watching the same reality unfold every single day. Wake up, take lessons, sit with my friends, and go back to sleep. It had been going on for years, and it would always be so. Could things ever change? I didn't know. I had never seen anyone break the cycle. Had never seen anyone, especially any woman, distort our idyllic picture of the world, shake us, and tell us all that we could be. On a day much like any other, the Zong 4G team ventured into our village. They organized a CSR session on digital awareness. I didn't even know what it was. As the session went on, I began to gain more clarity. Zong 4G emphasized the importance of digital platforms and skills that required minimum investment but yielded significant returns. I understood the concept of freelancing and the roadmap one could follow to become successful. It was no longer a dream, it was something tangible, close enough to touch, close enough to experience. I enrolled myself in a free Digi skills certification program and learned all I could. It was a journey of self-realization. I realized I had a knack for design, and further explored E-Commerce, and graphic designing, amongst other skills. I cannot explain how I felt the day I received my first paycheck. I began teaching other girls in my village, showing them what could be achieved through hard work and dedication. Today, I am still learning whilst steering so many girls toward a brighter future. But it could never have been possible without Zong 4G, and the day their team changed my life. It was the first day of the rest of my life. One empowered woman can change the world – in her own way.

Unaiza

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ALL IT TAKES TO CHANGE A LIFE

Steering the helm towards a Digital Pakistan, Zong 4G partnered with Sehat Kahani to offer flood affectees a reliable, integrated solution, democratizing healthcare for all. This partnership touched many lives, resounding in the heart of the nation.

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I was in a very dark place in my life. Rock bottom. There were days I felt nothing I did would amount to anything, not even my profession. My passion for medicine began drifting away as I lost interest in all I had once cherished so dearly. My self-confidence completely plummeted. I saw no light at the end of the tunnel, particularly after my divorce. But everything changed the day I was introduced to Zong 4G's powerful initiative with Sehat Kahani. Accessing healthcare was a major challenge for Pakistan, but with the ZongSehat promo code, a much wider pool of patients had access to stellar healthcare. Zong 4G was able to make connectivity much more tangible – I was able to reach out to thousands of patients from the comfort of my home. It was a huge privilege. I realized now was the time to tap into my potential, to dust off the dreams that I had kept stowed away for so long. I began the journey towards my post-graduation exam, and cleared it – a huge milestone for me. I was independent, free, and somewhere I had always been destined to reach. I have been providing consultations on the Sehat Kahani App for the past 3 years and can say this with confidence – not only did Zong 4G's initiative allows millions of Pakistanis a gateway to top-tier healthcare as is their right, but also offered innumerable women like me a chance to start anew, to revitalize their passion and write their own story.

Dr. Sauleha

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FOR THOSE WHO DARE TO DREAM

Pakistan is a youth-led nation, brimming with vast potential. Zong 4G partnered with PSDF to generate meaningful employment opportunities for the future leaders of the country. In knowledge, lies power. Thousands took the first step towards a progressive, brighter tomorrow with Zong 4G.

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I've always been someone with ambition, with drive. The problem with goal-setting in my context has been the journey, the path. What road leads to where I envision myself to be? Growing up, I knew I had to alter the course of my life in a significant way to reach the true cap of my potential. I was willing to roll up my sleeves and put in the work – I just never knew how. Never fully comprehended what success meant to me, and whether I could even get there – I would lie awake at night, toiling in self-doubt, wondering if it was all just a grand pipe dream. One day, I came across Zong 4G's partnership with PSDF and immediately began my research. It dawned on me that these were real-time, marketable skills that could help me enter an upcoming industry that offers hordes of information. Hope began to flare in my chest. It was shot at a meaningful outcome. I joined the program in 2022 and enhanced my content skills. I immersed myself in e-lance and then began providing freelance services online. I had a natural flair for colors and design. I could tangibly visualize and feel creative visuals in my mind. Graphic design immediately became a service I excelled at, adding to my natural inclination toward the field. Upon completion of the course, I began getting jobs on Fiverr and handled each one with fervent thought, care, and inspiration. I am now self-sufficient, independent, and on track towards equipping myself with a better skill set, as well as bright-eyed clarity on how I want to steer my life. If it wasn't for that fortunate day with Zong 4G, I would never have known about PSDF and who I was destined to become. Thank you for offering me and so many others a candle in the dark.

Abdul Wahab

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AN OUTLOOK ON THE FUTURE



A message from Head of Department - Communications & Sustainability.

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As the leading network provider in the country, Zong 4G always keeps its customers in the highest regard. Our customer-centric approach and strategy echo through all our operations and activities. As a socially responsible corporation, it is Zong 4G's priority to give back to the community responsible for its success. The people of Pakistan and their betterment is a pillar in the foundation of the company and around which we have centered our Sustainability Efforts.

In 2022, the company was at the forefront of social endeavors to bridge the socio-economic divide in the country. We have worked on several initiatives to improve the nation's digital infrastructure and innovate the processes in the areas of digital health, women empowerment, and career and skill development.

Our efforts are not only positively impacting the country but are also being recognized internationally. We were honored to receive three awards from the Chinese Government for our sustainability strategy and projects. In 2022 alone, we have positively impacted a total of 2.5 million Pakistani lives and we plan on increasing that number in the years to come. We are proud to play our part in uplifting and supporting our country towards a sustainable and brighter future.

In 2023, we aim to build on our commendable efforts and increase the number of lives we have impacted monumentally. We will continue to strengthen our foundation and follow our vision to create a better tomorrow for the country by focusing on the pillars of our sustainability efforts.

We plan on beginning the year with a strong emphasis on our current projects as well as commissioning new, promising, and innovative initiatives that will amplify the momentum we have gained over the past year, empowering our beneficiaries to build a better future for themselves, with the help of Zong 4G.

We will be using our network presence to empower people, businesses, communities, and the planet while staying laser-focused on growth. By reinforcing our industry leadership, we will make social investments to bridge the social divide to reach out to the remotest areas of the country. Let's continue our motto of #Let'sGetDigital to create a Digital Pakistan!

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Maheen Akhtar

