







# LIST OF ACRONYMS

4th Generation of Broadband Cellular Network Technology	4G
Chief Executive Officer	CEO
Chief Regulatory Officer	RO
China Mobile Communications Corporation	CMCC
China Mobile Pakistan	CMPak
China-Pakistan Economic Corridor	CPEC
Corporate Social Responsibility	CSR
Pakistan Telecommunications Authority	PTA
Punjab Skills Development Fund	SDF
Sustainable Development Goals	SDGs
Customer, Home, Business, and New	CHBN
Critical Telecom Data & Infrastructure Security Regulations	CTDISR
Point of Contact	POC
National Telecom Security Operations Center	NTSOC
Security Operations Center	SOC
Endpoint Detection and Response	EDR
Digital Trainee Executives	DTEs
Industrial Development Corporation	IDC
Internet of Things	IOT
Information and Communications Technology	ICT
Ministry of Poverty Alleviation and Social Safety	MOPASS
Pakistan Bait-ul-Mal	PBM
New York Stock Exchange	NYSE
Non-Governmental Organization	NGO
Pakistani Rupee	PKR
Renminbi - Official Currency of People's Republic of China	RMB
United Nations	UN
United Nations Children's Fund	UNICEF
Compliance and Anti-Corruption Month	CACM
American Depositary Share	ADSs
Health and Nutrition Development Society	HANDS
Foundation Assisted School	FAS
World Health Organization	WH0
Mother and Child Health	MNCH
Parks and Horticulture Authority	PHA
Women Empowerment Center	WEC
Multiple Input Multiple Output	MIMO
Artificial Intelligence	AI
Business Intelligence	ВІ
Health, Safety, Security, Environment	HSSE

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# **CEO'S MESSAGE**



HUO JUNLI Chairman and CEO

# LEADING WITH INNOVATION: ENABLING PAKISTAN'S JOURNEY TOWARDS DIGITAL PROSPERITY

In 2024, Zong made significant strides in innovation and digital inclusion, reinforcing its commitment to a digitally empowered Pakistan. Guided by China Mobile's global vision of world-class information services and technology innovation company, Zong is driving intelligent connectivity and digital transformation across the country, solidifying its position as:

Excellent Information Services and Technology Innovation Company in Pakistan

**33** 

Our purpose goes beyond telecom infrastructure: we are building a service driven ecosystem where every Pakistani citizen, business, and industry thrives in a connected tomorrow through cutting edge technologies. This is our commitment: to not just build networks, but to build futures, unlocking Pakistan's limitless potential through the power of digital innovation.

Leading Pakistan's Digital Transformation through Unmatched Coverage, Innovation and Sustainable Growth: Surpassing 50 million subscribers isn't just a number, it's national validation of Zong's digital leadership. Each connection represents a Pakistani choosing us as their partner in progress. This trust compels us to deliver nothing less than excellence in every service, every innovation, every community we connect. We're not just expanding networks; we're systematically eliminating digital exclusion through infrastructure that reaches every citizen, because Pakistan's digital future must have no boundaries. Our customers' trust drives us forward, it's the foundation of our mission to provide excellent product and services and enable digitalization in Pakistan.

Powering Pakistan's Digital Future; The Connectivity Foundation for CPEC and Beyond: China Pakistan Economic Corridor is journey towards economic regionalization in the globalized world. As the digital backbone of CPEC, Zong has pioneered seamless 4G connectivity along all major trade corridors, enabling real-time coordination for logistics, security, and infrastructure development. We take pride in being the exclusive provider of high-speed connectivity at Gwadar Port, where its network drives trade automation and next-generation IoT logistics solutions. Our dedicated coverage extends to Pakistan's entire energy ecosystem - from coal and hydro plants to solar and nuclear facilities, while our robust connectivity in Special Economic Zones accelerates industrial automation and smart manufacturing. Beyond connectivity, we are building the technological foundation for Pakistan's economic future, ensuring every CPEC project operates at peak efficiency in our increasingly digital world.



**Driving Digital Inclusion and Education Through Innovation:** Beyond business, Zong is deeply committed to sustainability and corporate social responsibility. We have focused efforts in Digital Intelligence Innovation aim to use digital technology to bridges educational gaps, enhancing access for marginalized communities, and providing digital literacy platforms to reduce digital divide. Under Belt & Road Initiative, we have established Digital Learning Labs in Gwadar and Karachi helping bridge the digital divide and create new opportunities for youth in underserved areas on CEPC route. In addition, a state-of-the-art Digital Lab was also set up in Pir Chinasi, Azad Jammu & Kashmir, in collaboration with the Pakistan Alliance for Girls Education (PAGE), providing modern educational tools and vocational training to empower girls and women in remote regions.

Zong's **Digital Scholars Program**, powered in collaboration with Knowledge Platform, represents a quantum leap in education technology along the CPEC route. By deploying Al-adaptive learning platforms, gamified STEM content, real-time

performance analytics, we are not just educating students, we are creating a tech-savvy generation capable of driving Pakistan's digital economy. By the end of 2024, the program had reached over 35,000 students, with projections to impact more than 50,000 students by the end of 2025.

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over 35,000 students, with projections

Through our **Inclusive Growth Projects**, we prioritize marginalized communities, driving their social and economic empowerment through targeted initiatives and volunteer-driven support.

#### **Key efforts include:**









Ensuring holistic progress that benefits both people and the planet.

Green Development: Leading with Sustainable and Responsible Operations. Beyond education and healthcare, we integrate Green & Low Carbon Initiatives to drive environmental sustainability focusing on biodiversity conservation, responsible resource management, and high-impact CSR programs. At Zong, sustainability is embedded in our operational DNA: we are actively reducing our carbon footprint through renewable energy, energy-efficient technologies, and responsible network infrastructure management. Aligned with CMCC's global "C2 Three Energy" initiative, our innovation strategy strengthens climate resilience and environmental protection, ensuring meaningful progress for people and the planet.

We have successfully transitioned 800+ network sites to 100% solar power, with an additional 180+ currently being solarized. For enhanced energy efficiency, ~76% of our network, over 12,000 sites, now operates on lithium-ion battery technology, demonstrating our commitment to sustainable operations. These sustainable initiatives are delivering tangible results, cutting over **40,000** tons of CO<sub>2</sub> emissions monthly. Through our strategic partnerships for solar deployment, we're accelerating Pakistan's transition to renewable energy while establishing new standards for green telecom infrastructure.

Building the Intelligent Infrastructure of Inclusion: Through our strategic partnership with the Special Communications Organization (SCO), Zong has deployed 88 new sites across 46 cities in Gilgit-Baltistan, breaking down persistent connectivity barriers. This expansion brings reliable mobile internet to residents, empowers local businesses, and accelerates tourism growth delivering on our commitment to leave no one behind in Pakistan's Digital Transformation.

Strengthening Cultural Understanding and Workplace Diversity: At Zong, we build meaningful collaboration through shared cultural understanding. As a bridge between Pakistan and China, we honor the heritage of both nations, celebrating events from Independence Day to the Chinese Spring Festival through immersive workshops, language programs, and cross-cultural exchanges. This vibrant workplace culture drives unity, sparks innovation, and deepens our commitment to serving Pakistan with insight, empathy, and excellence.

Accelerating Pakistan's Digital Empowerment Journey: Looking ahead, Zong stands at the forefront of Pakistan's digital revolution, pioneering intelligent, sustainable, and inclusive connectivity solutions. We remain committed to deepening our investments in transformative technologies, forging strategic partnerships across key sectors, and driving innovation that delivers meaningful societal impact. From rural villages to urban hubs, we're bridging divides through digital access, literacy, and locally tailored solutions. Whether enabling remote education, expanding healthcare, or empowering entrepreneurs, we're proving technology can be Pakistan's great equalizer, creating opportunity, equity, and sustainable progress for all.



# CRO'S MESSAGE



KAMRAN ALI Chief Regulatory Officer

In 2024, Zong reached a strategic inflection point, embedding sustainability at the core of our operations while delivering measurable impact across governance, innovation, and inclusion. We have moved beyond regulatory compliance, institutionalizing robust frameworks in data privacy, cybersecurity, and environmental responsibility to future proof Pakistan's digital landscape.

### Sustainability drives our innovation agenda

From supporting renewable infrastructure to advancing climate-smart connectivity, we are reducing our carbon footprint while bridging Pakistan's digital divide. Our vision remains clear: to be Pakistan's most trusted telecom leader where progress and sustainability advance together, delivering meaningful impact for every community we serve. Every new connection we build extends opportunity, narrowing the digital divide and advancing socio-economic progress.



Our strategy is clear: Through cross-sector collaboration, responsible innovation, and climate-conscious technologies, Zong is shaping Pakistan's digital future, one that delivers progress with purpose. As the nation's trusted digital architect, we are building the infrastructure of opportunity to power sustainable, inclusive growth for generations to come.

DIRECTOR STRATEGY'S **MESSAGE** 



NABILA YAZDANI

Head of Strategy, Communication and Sustainability

China Mobile's contribution in the digitally intelligent age is geared to fully unleash the dynamic momentum of reform and innovation. Therefore, Sustainability is at the core of Zong's mission to contribute to a digitally enabled and transforming Pakistan. Our journey reflects a targeted advancement i.e., from compliance to leadership, from connectivity to impact, and from ambition to action. Accelerating impact defines our sustainability approach where growth is measured by purpose, not just performance. Every innovation drives systemic change, with ESG principles embedded at the core. Sustainability isn't a program, it's Zong's operating model for Pakistan's future.



At Zong, we harness technology to serve people and the planet. In alignment with China Mobile, we are advancing digital intelligence, leveraging Al, smart connectivity, and digital literacy to drive inclusive growth across education, healthcare, and the economy.

Our green transformation is underway powered by solar sites, energy-efficient infrastructure, and circular practices that cut e-waste and optimize resources, all while advocating for sustainable policy.

Inclusive growth is core to our mission. By connecting underserved communities, empowering women-led businesses, and enabling agri-tech, we are turning digital inclusion into a force for equitable, national progress.

At Zong, institutional governance is anchored in integrity. Through strong compliance, data privacy, and ethical frameworks, we ensure trust, accountability, and alignment with the SDGs. By advancing governance systems and driving innovation, we are building a resilient digital ecosystem. We remain committed to collaboration and partnerships, from policy makers to communities, to keep raising the bar; and keep pushing boundaries to ensure sustainable innovation, inclusive policies, and connections that strengthen Pakistan's digital future.

# 8 Section 1: About Us



#### **ABOUT CMCC**

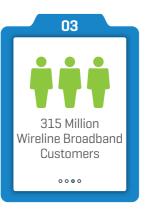
China Mobile Limited (the "Company", and together with its subsidiaries, the "Group") was incorporated in Hong Kong on 3 September 1997. The Company was listed on the New York Stock Exchange ("NYSE") and The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange") on 22 October 1997 and 23 October 1997, respectively.

As the leading ICT services provider in Mainland China, the Group offers communications and information services across all 31 provinces, autonomous regions and directly-administered municipalities, as well as in Hong Kong SAR. It has established itself as a world-class telecommunications and information operator, with the world's largest network and customer base, and holds a leading position in terms of profitability, brand value and market capitalization.

The Group's Business Operation span across voice, data, broadband, dedicated lines, IDC, cloud computing, IoT and other digital services in the Customer, Home, Business and New ["CHBN"] markets. As of 31 December 2024,









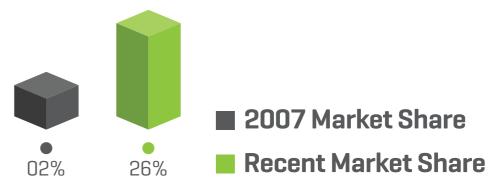
CMCC's international footprint includes subsidiaries in Hong Kong [CMHK] and Pakistan [Zong], with business presence in San Francisco and London as well. It also partners with hundreds of operators worldwide through global roaming agreements. In 2024, the Company was once again recognized among Forbes' "Global 2,000 World's Largest Public Companies" and Fortune magazine's "Global 500" list. The China Mobile brand was once again listed in BrandZ™ **Top 100 Most Valuable Global Brands 2024, ranked 63**. Currently, the Company's corporate credit ratings are aligned with China's sovereign credit ratings, namely, A+/Outlook Stable from Standard & Poor's and A1/Outlook Negative from Moody's.





#### **ABOUT ZONG**

China Mobile Pakistan (CMPak) is a 100% owned subsidiary of China Mobile Communications Corporation. As China Mobile's pioneering overseas venture, CMPak was established following the acquisition of a GSM network license from Millicom. Since its takeover in 2007, when it held a modest 2% market share, Zong has experienced exponential growth. Today, it serves over **50 million** subscribers and holds approximately **26%** of the market share in Pakistan's mobile telecommunications sector.



As Pakistan's leading data services provider and a pioneer in digital innovation, CMPak is committed to empowering the nation through next-generation connectivity and technology-driven solutions.

Beyond delivering Pakistan's fastest mobile network, CMPak is bridging digital divides, accelerating technological adoption, and unlocking new opportunities for individuals, businesses, and communities. From seamless mobile internet access to enterprise-grade digital services, our customer-centric approach ensures that every interaction drives meaningful progress.



Recognized as an award-winning innovator, Zong offers unmatched data services, including Pakistan's fastest 4G network, expansive fiber-optic connectivity, and IoT-enabled platforms designed to support smart living and sustainable business growth. From revolutionizing rural education with solar-powered smart classrooms to enabling smart cities with Al-driven infrastructure, Zong continues to bridge technological gaps and drives progress. Our partnerships with global technology leaders and government initiatives underscore our commitment to delivering exceptional products and services while advancing digitalization across the country. We envision a Pakistan where technology drives inclusivity and prosperity. Through strategic partnerships and relentless innovation, Zong is laying the foundation for a smarter, more connected and digitally empowered nation.



### Honors and Awards



**Best Cloud** Transformation - LEAD Award (Innovation Category), SAMENA 2024



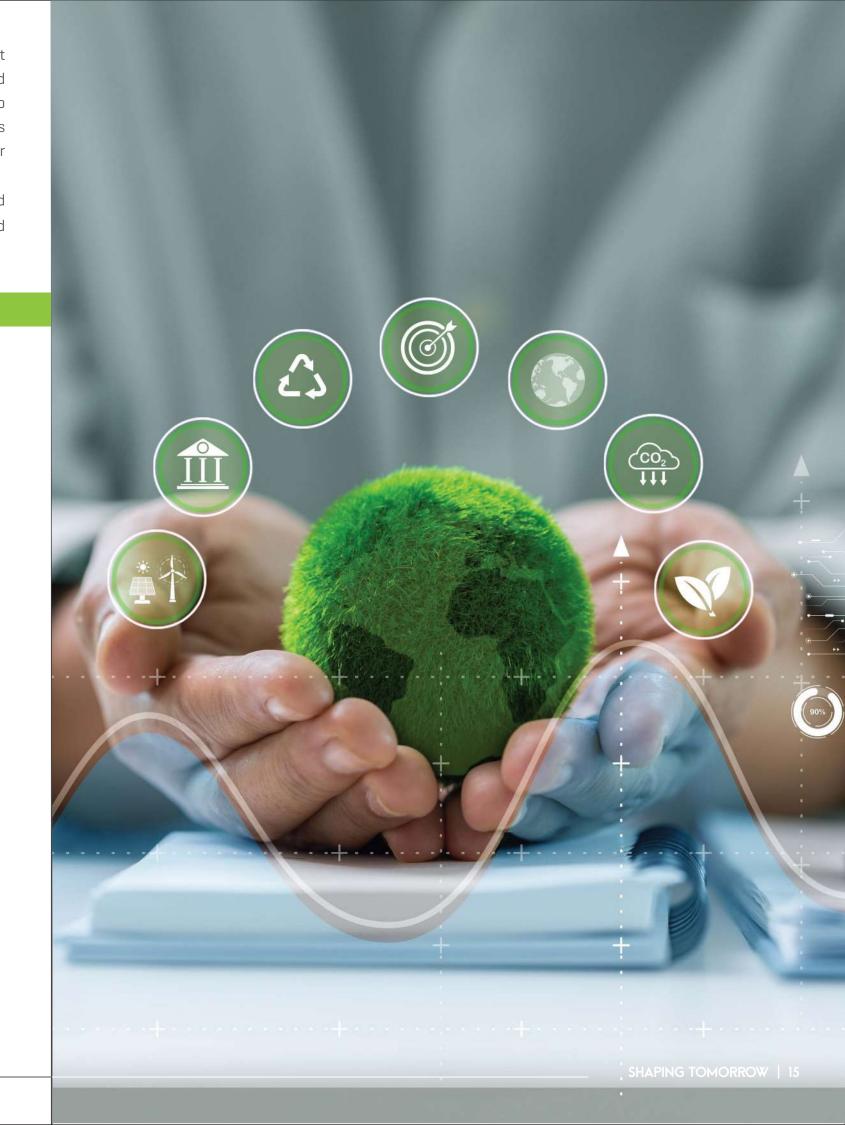
Ranked #3 in Telecom Cybersecurity by PTA, acknowledged by the Telecommunication



Letter of Appreciation from the Prime Minister's Office and Board of Investment for contributions to Pakistan's economic growth



Recognized as an China Chamber of Commerce





### Our Development Strategy

Zong remains firmly aligned with China Mobile's-overarching strategic vision of **Establishing a world-class** information services and sci-tech innovation enterprise.

In pursuit of high-quality and sustainable development, we are strategically accelerating digital and intelligent transformation across all facets of our operations. Driven by a long-term, future focused strategy, we are strengthening organizational stability and resilience, deepening internal reforms, fostering a culture of innovation, and cultivating new drivers of growth. This enables us to stay ahead of evolving expectations and meet the dynamic needs of our customers and the broader digital ecosystem.

Our focus remains on enhancing operational efficiency, strengthening core business capabilities, and sustaining momentum in market competitiveness and profitability. By promoting scientific and technological advancement, talent development, and optimized governance structures, we are building a modern, agile, and future-ready enterprise.

Anchored in strong compliance, proactive risk management, and value-driven corporate culture, Zong is committed to becoming an Excellent Information Services and Technology Innovation Company in Pakistan. We are proud to contribute meaningfully to Pakistan's Digital advancement while fully supporting the long-term strategic direction of the China Mobile Group.



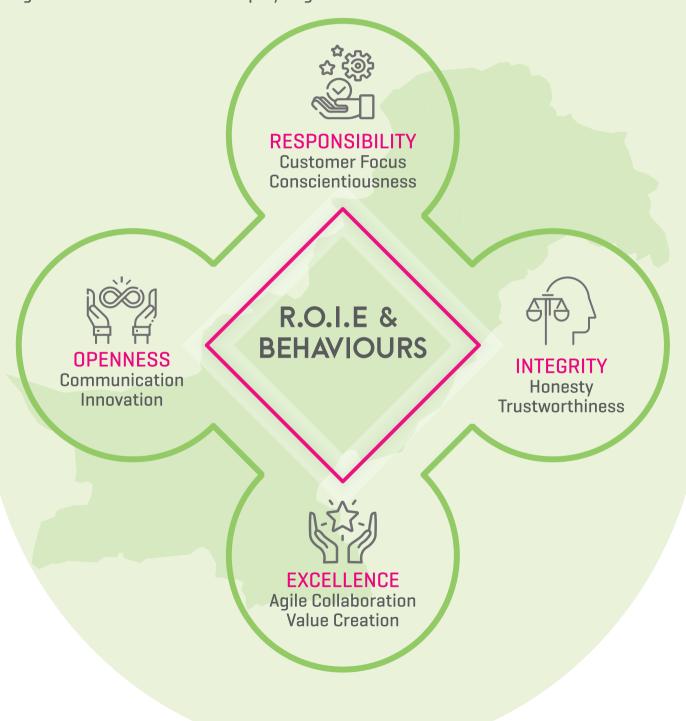


To Provide Excellent Products and Services and Enable Digitalization in Pakistan

# **CULTURAL MANTRA:** Together We Grow

# **CORE VALUES** & BEHAVIOURS

The foundation of Zong's development and its corporate culture is built on the core values of Responsibility, Openness, Integrity, and Excellence—R.O.I.E. These values quide our actions, shape our decisions, and drive our commitment to achieving both organizational success and employee growth.





# **Our Sustainability Strategy**

At Zong, we recognize the importance of our environmental, social, and economic impact and we remain deeply committed to shaping a sustainable, digitally empowered future for Pakistan. Driven by a visionary strategy rooted in environmental stewardship, inclusive growth and technological advancement, our approach is anchored on the following key pillars:

## Digital Intelligent Innovation

Zong's digital intelligence and innovation strategy plays a pivotal role in driving inclusive, sustainable progress across Pakistan's digital landscape. By embedding artificial intelligence,

cloud-native capabilities, and data-driven systems into its core operations, Zong is reimagining how technology can serve people, industries, and public institutions. These efforts are designed not only to enhance internal efficiencies and customer experience but also to future-proof the country's digital infrastructure through scalable, secure, and locally optimized solutions. Zong continues to invest in next-generation network enhancements, software-defined platforms, and intelligent automation—ensuring the readiness and resilience of Pakistan's digital ecosystem for emerging technologies like 5G, IoT, and Al.

Beyond technology, Zong's innovation agenda is grounded in impact. Its initiatives extend into capacity-building, digital upskilling, and expanding access to essential services, especially for youth, women, and underserved communities. By bridging the digital divide through strategic partnerships, skill development programs, and inclusive connectivity solutions, Zong is enabling broader socio-economic participation in the digital economy. These efforts are tightly aligned with national development priorities and global sustainability frameworks, particularly the UN Sustainable Development Goals related to quality education, gender equality, reduced inequalities, and innovation infrastructure.

Through this multifaceted approach, Zong is not only advancing digital transformation at scale but also ensuring that innovation remains inclusive, responsible, and deeply embedded in the vision of a more sustainable and connected future for Pakistan.

# Green & Low Carbon Operations

Zong is driving forward its "Green and Low Carbon" agenda with clear, actionable steps to minimize environmental impact and promote long-term sustainability. At the core of our strategy is the proactive adoption of energy-efficient technologies, targeted reduction of carbon emissions, and integration of renewable energy across our operations.

By implementing eco-friendly practices into our infrastructure policies and culture, we are embedding sustainability into every layer of our business. Our goal is to contribute meaningfully to global climate action by advancing sustainable practices that champion a greener, healthier Pakistan, ensuring long term environmental resilience for future generations.

### **Inclusive Growth**

Inclusive Growth reflects our commitment to driving Pakistan's socio-economic advancement, empowering individuals and communities with equitable opportunities for well-being, resilience, and inclusion regardless of background or geography.

We actively support programs that broaden access to healthcare, enhance education through digital platforms, and uplift marginalized groups through skills training and local capacity building. By fostering workforce diversity, championing women in technology, and enabling community-driven development, we are ensuring that our growth as a company translates into positive, lasting impact for the people we serve. Through Inclusive Growth we extend the impact of our success beyond business; building stronger communities, enabling resilient livelihoods, and contributing to a more equitable and inclusive society.





# Section 2: Sustainable Journey



# **ALIGNMENT WITH THE** UNITED NATIONS SUSTAINABLE **DEVELOPMENT GOALS (UN SDGS)**

At Zong, sustainability is more than a responsibility — it's a driving force behind everything we do. Our commitment to the United Nations Sustainable Development Goals (UN SDGs) quides our mission to create meaningful, measurable change across Pakistan. From advancing healthcare and education to championing gender inclusion, economic empowerment, and environmental sustainability, we are taking bold, targeted actions to address the country's most critical challenges head-on.



In 2024, Zong partnered with Alkhidmat Foundation to launch Mobile Health Units across remote Sindh, offering free consultations and medicine, while online sessions with Sehat Kahani on maternal care, mental health, and disease prevention helped extend healthcare access to underserved communities.



Zong empowered women through vocational training, digital learning in schools, inclusive hiring initiatives, and a Women's Day session that fostered dialogue—leading to increased female participation in education and formal employment.



Zong extended affordable digital access and launched programs like Digital Scholars and Digital Labs in underserved areas, helping bridge the digital divide and open up opportunities for marginalized communities.



Through solar-powered cell sites, lithium-ion batteries, and participation in the Breathe Pakistan Conference, Zong advanced its green agenda, lowering emissions and improving energy efficiency.



Through the Zong Digital Scholars Program, over 3,000 students in 60 schools accessed digital Math and Science education, and a digital screen donation to Kohsar Primary School enhanced interactive learning, improving digital education in low-resource



By launching Digital Labs, promoting local hiring, and introducing the Digital Trainee Executive Program, Zong created more career pathways and focused on empowering youth and women, expanding employment and skills development.



In partnership with Waste Hero, Zong rolled out recycling initiatives and adopted sustainable internal practices, reducing waste and promoting responsible consumption.



By collaborating with Sehat Kahani, Knowledge Platform, Waste Hero, D3 Communications, and Breathe Pakistan, Zong drove progress across health, education, sustainability, and digital inclusion, strengthening collective action for impact.



# Snapshot of Pakistan - Current Situation



#### Access to Connectivity: Bridging the Digital Divide for Inclusive Growth

Connectivity is the backbone of Pakistan's socio-economic transformation. However, large segments of the population remain excluded from digital networks and services, limiting access to education, healthcare, financial inclusion and economic opportunity. This persistent digital divide undermines national progress and restricts innovation. Bridging the digital divide is therefore essential to unlock the full potential of Pakistan's citizens, empower underserved communities, and ensure that sustainability efforts deliver enduring social and economic benefits.

Despite over **116 million Pakistani** active internet users, nearly half the population remains offline and without digital access. While **smartphone adoption has grown** from 10% in 2014 to 51% by 2020, this still trails global averages and stagnates digital participation among older and lower-income demographics.<sup>2</sup>

(1 Data Reportal, 2023)

[² Ejaz, Waqas et al. "Smartphone use and well-being in Pakistan: Comparing the effect of self-reported and actual smartphone use." Digital health vol. 9 20552076231186075. 12 Jul. 2023.]

barriers to connectivity. They are 38% less likely than men to own a mobile phone and 49% less likely to use mobile internet. This disparity excludes a significant portion of the population from digital empowerment, limiting opportunities for female entrepreneurs, students, and professionals. To drive inclusive digital transformation, we are committed to expanding network infrastructure, accelerating smartphone penetration, advancing digital literacy and driving gender Inclusion. These actions are critical to enabling equitable participation in Pakistan's Digital Economy, catalyzing grassroot innovation and ensuring that our sustainability efforts deliver long-term inclusive socio-economic impact.



#### Education

Persistent Literacy Gaps Despite Policy Efforts: Despite various national and provincial education policies, Pakistan continues to face significant challenges in ensuring universal literacy, particularly among marginalized populations. According to the Pakistan Economic Survey's Labor Force Survey 2020–21, the literacy rate for individuals aged 10 and above stands at 62.8%, which means that nearly four out of every ten Pakistanis still lack basic reading and writing skills. This gap remains a critical barrier to inclusive development and social mobility.



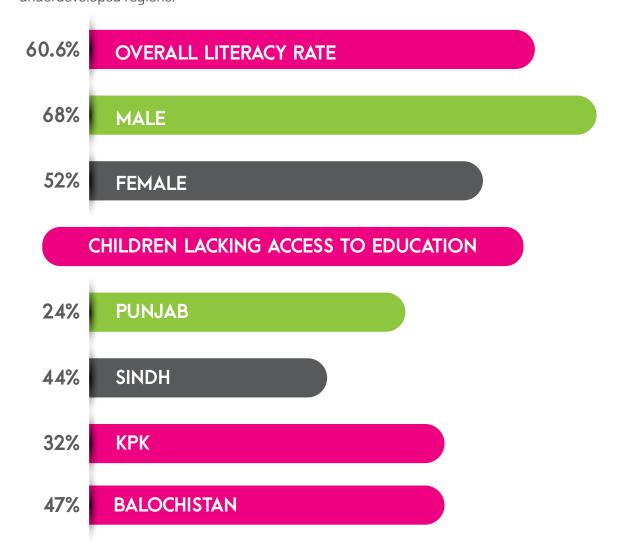
**Gender and Rural Disparities in Literacy:** A major barrier is the **gender disparity** in literacy. The male literacy stands at 68%, while the female literacy lags at 52%, yielding a gender gap of 15 percentage points. This divide is even wider in rural areas, where restrictive social norms, economic constraints, and safety concerns limit girls' access to education. Overall Urban literacy rate is 77.3%, compared to 54.0%, in rural areas - a disparity of 23.3 percentage points.



Pakistan faces one of the world's most urgent education challenge, with an estimated 22.8 million children aged 5–16, approximately 44% of this age group are out of school. According to UNICEF, this places Pakistan as the country with the second-highest out-of-school population globally.



Regional Disparities Deepen the Literacy Challenge: Regional inequalities further exacerbate Pakistan's literacy crisis. Provinces like Punjab report a relatively higher literacy rate of around 70%, supported by better infrastructure and educational outreach. In contrast, Balochistan lags behind, with literacy rates near 40%, and female literacy dropping to as low as 24% in some districts. Other contributing factors include rapid population growth, a shortage of qualified teachers, inadequate school facilities, and limited access to technology in underdeveloped regions.





#### Environmental Landscape

#### **Pollution: A Mounting Environmental Crisis**

Pakistan is facing critical environmental challenges driven by rapid urbanization, population growth, and unsustainable consumption. Among the most critical issues is the surge in solid and hazardous waste compounded by inefficient waste management and limited public awareness.

Plastic pollution is particularly alarming. Pakistan generates approximately **3.9** million tons of plastic waste annually, with nearly 65% mismanaged, ending up in open dumps, waterways, and oceans, severely damaging land and marine Population.

#### **Municipal Solid Waste**

(MSW) is another growing concern with an estimated 48.5 million tons produced annually, largely from urban centers like Karachi, Lahore, and Islamabad facing acute challenges in waste collection, segregation, recycling, and disposal. 60% of MSW is composed of organic waste, while 20-30% consists of recyclables such as plastics and paper. However, due to a lack of formal recycling infrastructure and limited public awareness, recycling rates remain below 10%.

**Hazardous waste** from industries, healthcare facilities, and electronic devices (e-waste) is also rising, often handled without proper regulation, posing serious risks to human health and environment.

Data/Estimate	Value
Annual Municipal Solid Waste (MSW) Generation	48.5 million tons/year
Plastic Waste Generated Annually	3.9 million tons
Mismanaged Plastic Waste	65%
Organic Waste Proportion in MSW	60%

**Path Forward, A Strategic Response:** Overcoming these challenges requires a holistic approach to building and strengthening robust waste-management systems, raising public-awareness, and promoting recycling and sustainable eco-friendly consumption. Adopting green, low-carbon practices is essential to mitigate environmental damage and accelerate Pakistan's journey toward sustainable development.



### Deforestation: A Growing Ecological Threat

Forests cover just over 5% of Pakistan's land, far below the global average of 31%, and are shrinking rapidly with around 27,000 hectares lost annually. The most severe losses occur in the northern and western uplands, driven by population pressure, and economic reliance on forest resources. Illegal logging is rampant, with unauthorized timber harvesting exceeding legal operations by four times, while expanding agriculture and settlements further accelerate forest loss.

The consequences of deforestation are severe; habitat destruction threatens biodiversity in regions like the Himalayan foothills and Indus plains; soil erosion worsens, increasing landslides and flood risks; and watersheds degradation disrupts water absorption and flow. For rural communities, deforestation means vanishing resources, fuelwood, fodder, and medicinal plants, leading to deeper poverty and food insecurities.

Combating deforestation demands coordinated effort by the public and private sectors. Strengthening land-use policies, enforcing logging regulations, and promoting alternative fuels like biogas and efficient cookstoves can ease pressure on forests. Empowering local communities in forest stewardship is key to balancing conservation with livelihoods. Without decisive action, Pakistan risks not only its forests, but also the ecological and socio-economic stability they sustain.



## Gender Disparity in the Workforce

**Female labor force** participation in Pakistan remains critically low. According to the World Bank, only 22.74 percent of the total labor force was female in 2023. The divide is even wider in employment quality, only 6.1% of working women are in the formal sector while **93.9% are engaged in informal** work without job security, social protections, or formal contracts.

This imbalance reinforces economic vulnerability and deepens gender inequality in workplace rights and opportunities. Despite reforms like the Protection against Harassment of Women at the Workplace (Amendment) Act 2022, the implementation and enforcement remain inconsistent. Women remain underrepresented in male-dominated fields like engineering and technology, facing systemic barriers in education hiring and career progression. Achieving inclusive economic growth requires more than policy frameworks it demands targeted investments, effective enforcement of labor protections and proactive measures to expand women's access to quality education, formal employment, and leadership opportunities.

Female Labor Force Participation Rate in Pakistan	Percentage	Year
Female (% of total labor force)	22.74%	2023
Female (% of female population ages 15+)	24%	2023
Women's labor force participation rate	21%	2024

#### **Healthcare: Strengthening Access and Equity**

Pakistan allocates around 1.2% of its GDP to healthcare, significantly below the WHO's recommended 5%. As a result, over 60% of health expenditures are out-of-pocket costs, creating significant financial barriers,

especially for low-income families.

Geographic disparities further limit access: Only 33% of rural households can reach a healthcare facility within 30 minutes, leaving millions vulnerable to delayed or inadequate care. Additionally, the health system faces a critical human resource shortage, with only one doctor per 1,300 people—below the WHO's 1:1,000 standard—undermining the delivery of essential services.

Doctor-to-Patient Ratio: Pakistan vs. WHO Recommendation		
	Doctor	People
Pakistan	01	1,300
WHO's	01	1,000

Pakistan also battles a deep-rooted malnutrition crisis: 40% of children under five are stunted and 17.7% suffer from wasting, driven by chronic undernutrition and poor access to clean water, sanitation, and basic health services, especially in underserved areas.

Addressing these challenges requires a comprehensive approach: Boost public health spending to meet global standards, upgrade rural health infrastructure for timely access to care, expand and train the healthcare workforce to meet growing demand.

Strengthening healthcare delivery and ensuring equitable access are essential to improving population health and advancing sustainable development in Pakistan







# Section 3: Digital Intelligent Innovation



# DIGITAL INCLUSION: EMPOWERING AN EQUITABLE DIGITAL FUTURE

At Zong, digital inclusion is a core pillar of our sustainability strategy. We are committed to making connectivity and technological progress accessible, affordable and impactful for all, regardless of geography, income and background.

Through the strategic expansion of our high-speed digital infrastructure, we are bridging regional divides and connecting underserved areas. As a pioneer in ICT solutions in Pakistan, we are continuously scaling our DICT, Cloud, IoT, and Shared Internet services, empowering businesses, communities and institutions to thrive in a digital-first future.

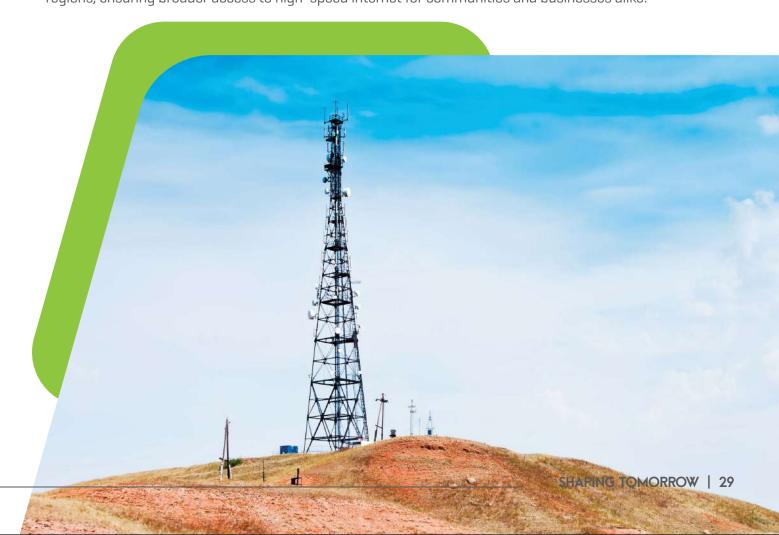
But access alone isn't enough. We are also addressing affordability and usability through inclusive product design, low-cost data packages, and user-friendly digital platforms. Our digital literacy programs and community outreach initiatives equip individuals, students, professionals and entrepreneurs alike with the skills to succeed in an increasingly connected world.

Zong is building more than networks—we're building pathways to opportunity, ensuring that no one is left behind in Pakistan's digital transformation.



#### Powering Connectivity Across Pakistan

In 2024, Zong accelerated its nationwide network expansion by deploying over **1,000 new sites**, strategically enhancing coverage, service quality and digital inclusion across both commercial hubs and underserved regions, ensuring broader access to high-speed internet for communities and businesses alike.



A major focus of this expansion was along the China-Pakistan Economic **Corridor (CPEC)** route, where an additional 14 new sites brought our total to over 786 along the route. As a critical trade and economic hub, CPEC connectivity enhancements enabled seamless mobile services for transporters, logistics providers, and businesses supporting real-time tracking, digital transactions and uninterrupted communication, reinforcing Pakistan's role in regional trade and global commerce.



For local communities and customers, these expansions provide faster and reliable data speed, reduced network congestion, higher bandwidth and uninterrupted access to streaming, e-learning, digital and financial services. The digital transformation also benefited businesses, as e-commerce operations thrived, customer engagement surged with improved infrastructure, driving economic activity and financial inclusion.

The enhanced network infrastructure also enabled greater access to remote work and online education. Professionals could work seamlessly from anywhere, while students in remote areas gained reliable access to virtual classrooms, learning resources, and certification programs—advancing digital equity and equal learning opportunities nationwide.

By bridging connectivity gaps and ensuring high-speed internet for underserved regions, Zong continued to drive digital inclusion, economic empowerment, and technological progress across Pakistan. The 2024 network expansion reinforced Zong's leadership in digital connectivity while driving innovation, strengthening the digital economy and improving quality of life for millions of users.



## Expanding 4G Connectivity in Gilgit-Baltistan

Recognizing the urgent need for improved connectivity in Gilgit-Baltistan, Zong strategically partnered with the Special Communications Organization (SCO) to overcome technical and logistical challenges. This collaboration led Zong to successfully upgrade 59 sites across 15+ cities to 4G. Delivering a transformative leap in connectivity for residents, academics, businesses, and tourists who rely on strong network coverage for communication, e-commerce, and remote work.

The enhanced 4G network enabled local businesses to scale through seamless online transactions, digital marketing, and expanding customer reach. Entrepreneurs and small enterprises in Gilgit-Baltistan were able to leverage e-commerce platforms unlocking markets beyond the region. Additionally, remote work opportunities flourished, empowering professionals to engage in digital employment opportunities, reducing dependency on traditional job markets.



The impact on education and communication was equally profound. Students in Gilgit-Baltistan, who previously faced challenges in accessing online learning materials, were now able to benefit from uninterrupted access to online education platforms. Healthcare services also improved through greater access to telemedicine and virtual consultations becoming more accessible, reducing travel burdens for patients.

Customer feedback following the network expansion was overwhelmingly positive, with many users reporting greater satisfaction due to faster speeds, reduced latency, and uninterrupted, reliable access to digital services. The expansion reaffirmed Zong's commitment to bridging the digital divide and advancing inclusive connectivity in one of Pakistan's most remote areas, bringing Gilgit-Baltistan into the heart of the digital revolution.



### Knowledge Platform: Belt and Road Initiative

#### Zong Digital Scholars Program: A Transformative 3 Year Journey

In partnership with Knowledge Platform, the Zong Digital Scholars Program was launched to bridge the digital divide and equip students, especially in underserved and rural communities with essential digital literacy skills. As part of Zong's sustainability vision and aligned with the Belt and Road Initiative, the program targeted educational uplift along the CPEC route.

By introducing technology-enabled, interactive learning platforms, the initiative replaced traditional models with engaging digital classrooms, Al-powered analytics, gamified content, and structured online tutoring. This shift empowered students and educators alike to embrace **innovative**, **future-ready learning practices**.



This program significantly **reduced educational inequalities**, giving students access to high-quality, data-driven instructions and preparing them for academic and professional success in a digital world. It set a new benchmark for inclusive, tech-driven education in Pakistan, advancing both national development goals and the broader vision of digital inclusion under the Belt and Road framework.



#### Reach and Implementation

The Zong Digital Scholars Program surpassed its initial enrollment targets, reaching 3,359 students across 60 schools in 42 cities spanning five provinces. Focused on enhancing academic performance and digital literacy, the program delivered personalized, technology enabled learning experiences, tailored to diverse student needs.



The program was structured into two core learning streams:

Math Tutoring Program (Grades 9-10): Delivered curriculum-aligned tutoring using Al-driven adaptive exercises, real-time problem-solving support, and interactive simulations, significantly strengthening students' mathematical reasoning and problem-solving skills.

**English & Science Self-Study Program:** To supplement traditional classroom instruction, this program offered comprehensive digital content in Biology, Chemistry, Physics, General Science, and Mathematics through educational videos, gamified modules, and self-assessments, simplifying complex concepts and concepts and enhancing engagement.

Through Al-powered assessments, the program provided real-time insights into student performance, identified learning gaps, and enabled real-time adjustments to teaching techniques. This data-driven approach ensured targeted interventions, maximizing students' progress and overall learning impact.

#### **Educational Impact and Student Performance**



The integration of technology-enhanced learning transformed student engagement by making education more **interactive**, **personalized**, and **intuitive**. Multimedia content, real-world applications, and immersive tools supported better retention, encouraged self-paced learning, and boosted students' confidence and independence.

Educators observed marked improvements in student participation, critical thinking, and motivation. Beyond academic gains, the program fostered a culture of active, continuous learning, where students collaborated, explored concepts independently, and effectively used digital tools to deepen understanding.



## Teacher Training and Capacity Building

To ensure lasting impact, the Zong Digital Scholars Program prioritized teacher training, equipping **210 educators** with the skills to effectively deliver technology-enabled instruction The training focused on modern pedagogical techniques, IT literacy, and blended learning strategies enabling seamless integration of digital tools into everyday teaching.

#### Teacher training focused upon:

- Digital Instruction Techniques: Teachers were trained to utilize digital platforms, use of interactive whiteboards, Al-powered grading tools, and data-driven assessments to enhance classroom teaching effectiveness.
- ▶ Blended Learning Strategies: Integration of traditional teaching methods with digital platforms to create engaging, student-centered learning environment.
- Student Engagement Strategies: Educators were introduced to applications of adaptive learning techniques, to personalize instructions and support diverse learning needs to ensure that no student was left behind.

By building teachers' capacity, the program extended its impact beyond students, transforming classrooms, empowering educators and laying the foundation for sustainable digital education across entire schools and communities.



# **Recognition and Community Engagement**

To drive sustained motivation and impact, the Zong Digital Scholars Program implemented a **recognition and incentive system**, rewarding students, teachers, and schools for academic performance, engagement, and educational success. Top-performing students earned certificates, digital badges, and leaderboard rankings,

fostering healthy competition and a culture of excellence. Monthly and annual awards celebrated outstanding achievements across student, educator, and institutional levels, reinforcing the value and credibility of digital learning. To extend impact beyond the classroom, Zong created online learning communities on platforms like Facebook and Instagram. These interactive spaces enabled students and educators to share resources, exchange ideas, and access additional academic support, fostering cross-regional collaboration and peer learning.

This strong focus on community engagement and recognition ensured the program's long-term sustainability, turning digital education into an ongoing, inclusive, and empowering experience for learners and educators alike.



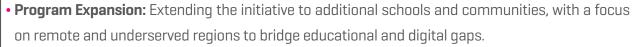
The success of the Zong Digital Scholars Program highlights the power of smart, scalable digital solutions in transforming education across Pakistan, particularly in underserved regions.



## Digital Scholar Program Future Outlook: 2025 & Beyond

From 2024 onwards, the Zong Digital Scholars Program enters a pivotal growth phase focused on scaling access, empowering youth and women, and driving long-term impact and sustainability. The program continues to harness digital innovation to democratize education, break down barriers and expand learning and economic opportunities for marginalized communities across Pakistan.

#### **Scaling Access and Reach**





- Wider Student Engagement: Enrolment of 30,000 in-school participants by the end of 2025, providing them with game-based digital learning modules to boost engagement, critical thinking and academic performance.
- **Women's Empowerment: Enabling 5,000 young women** (ages 18–24) to participate in interactive digital literacy and skills-building programs, fostering economic inclusion for future employability.

#### **Deepening Impact Through Certifications**



- Recognizing Achievement: Certifying 7,500 students and 400 young women to validate learning outcomes, enhance credibility and support future academic and career opportunities.
- **Boosting Engagement:** Leveraging gamified, interactive learning formats to sustain interest, build digital confidence and improve retention.
- **Enhancing Skill Progression:** Offering structured learning pathways within the platform to guide participants through progressively advanced digital and academic skills development.

#### Creating Pathways for Women's Empowerment



- **Digital Upskilling for Employment:** Equipping young women with essential digital skills to enhance job readiness and promote active participation in the digital economy.
- **Workplace-Relevant Skill Development:** Fostering soft skills, digital communication, and problem-solving abilities aligned with the demands of modern work environments.
- **Community-Driven Inclusion:** Partnering with local organizations and community networks to identify high-potential female participants and connect them to training, mentorship and employment pathways.

#### Sustainability and Policy Alignment



- Institutional Integration: Strategic engagement with stakeholders to embed digital learning with public education systems for long term impact.
- **Goal Alignment:** Advancing **SDG 4 (Quality Education)** and **SDG 5 (Gender Equality)** by promoting inclusive, equitable, and technology-driven learning opportunities.
- **Sustainable Growth Models:** Exploration of hybrid funding mechanisms and cross sector partnerships to ensure the program's scalability and continuity beyond 2025.

### Kohsar School Project: Advancing Inclusive Digital Education

As part of our commitment to **Digital Intelligence & Innovation and Inclusive Growth,** Zong partnered with Islamabad Model School (I-V) F-6/3, commonly known as Kohsar School, to improve access to digitally enabled education for marginalized and underserved communities. Located in Kohsar Market, Islamabad, the school serves as an essential educational facility for approximately 400 primary-level students, over 70% of whom come from marginalized communities including minority groups and children facing socio-economic and nutritional challenges. To address basic needs, a daily lunch program—supported by a charitable trust—has been implemented.



400 PRIMARY-LEVEL STUDENTS

70% marginalized communities





#### Project Overview

To bridge the digital divide and enhance educational outcomes by integrating digital tools into the classroom experience, providing students with early exposure to technology and modern learning methods.

**Zong's Intervention and Impact:** Zong installed a state-of-the-art interactive digital board, marking a critical first step in transforming the school's learning environment.

#### This initiative includes:

#### Enhanced classroom engagement

through interactive and visual learning, especially effective for young learners with limited prior exposure to technology.

#### Promoted early digital literacy,

preparing students for future
academic and professional
opportunities in an increasingly
digital world.

Supported gender-inclusive
education, ensuring equal
access to technology for all
students regardless of
background.

### **Future Vision and Alignment**



Kohsar School is undergoing significant transformation with plans to develop a Robotics Lab, Tech Learning Space, Art Studio, Math Lab, Library, Early Childhood Development [ECD] Centre, and a Sports Arena. However, resource constraints continue to limit progress. Zong's contribution directly aligns with these development goals by

addressing immediate digital access needs and setting the foundation for technology-driven, inclusive education.

Through this project, Zong reinforces its commitment to bridging social and digital inequalities, empowering children from marginalized communities with the tools, skills, and opportunities they need to thrive.





# Section 4: Green And Low Carbon Operations





## Reducing Our Carbon Footprint

Zong is actively accelerating the shift to sustainable energy across its network operations, cutting reliance on conventional power sources and significantly lowering its carbon footprint.

As of 2024, **805 Zong network sites are fully solar-powered**, with an additional 325 sites currently being solarized. Furthermore, 76% of Zong's network; **12,000+ sites are powered by lithium-ion batteries**, with 500 more in deployment. These advancements are significantly enhancing energy efficiency, promoting renewable energy adoption and reducing environmental impact across telecom sector.

Through these actions, Zong had a substantial impact on carbon footprint reduction. We have successfully reduced CO<sub>2</sub> emissions by 40,000 tons per month. With further expansion, these initiatives will continue to grow, contributing to Pakistan's broader climate action goals.



## Future Sustainability Targets & Industry Trends

Zong has set forth a comprehensive sustainability roadmap to drive energy efficiency, environmental responsibility, and future network readiness.

Scaling Green Energy Solutions: Continued deployment of lithium-ion battery technology and high-capacity rectifiers, ensuring long-term energy sustainability while maintaining network reliability.

Lifecycle Modernization: As part of its proactive infrastructure management, Zong has implemented a systematic end-of-life monitoring system that enables timely replacement of outdated batteries and systems with energy-efficient alternatives, enhancing network resilience and reducing environmental impact.

Smart Energy Optimization: To further optimize energy consumption, Zong has deployed advanced power-saving modes across its network infrastructure, reducing energy usage during low-traffic periods. This smart power management approach minimizes energy waste while ensuring uninterrupted network performance. Additionally, free cooling battery solutions have been introduced to reduce cooling-related energy consumption, further lowering operational costs and emissions.



### 5G Ready Infrastructure

In alignment with global telecom trends, Zong is optimizing power efficiency, data throughput, and network sustainability to support seamless 5G integration, ensuring future-ready connectivity that is also environmentally responsible.

Zong's sustainability-driven network strategy is not only minimizing its environmental footprint today but also positioning the company as a green leader in Pakistan's digital future.



# **Best Practices for Green Energy Integration in Telecom Infrastructure**

To build a sustainable telecom ecosystem, Zong has adopted best-in-class green energy solutions across its network. This includes the deployment of high-capacity, high-performance solar modules that maximize energy generation and efficiency at solar-powered sites. These advanced technologies significantly reduce reliance on non-renewable energy, lower operational emissions, and enhance overall network energy performance.



# **Exclusive Technologies and Innovations for Sustainability**

We are actively piloting next-generation technologies to strengthen our sustainability efforts. One of the latest initiatives includes iSSU solar modules with integrated PV optimizers, designed to minimize energy losses and maximize solar power output. These advanced systems significantly improve renewable energy efficiency, making Zong's green energy solutions more scalable, reliable, and impactful across its network infrastructure.



# **Challenges in Implementing Sustainable Telecom Solutions**

Despite significant progress in green energy adoption, the implementation of sustainable energy solutions in telecom networks presents several challenges.

**Space Constraints:** Many operational sites have limited space, restricting large-scale solar panel installations. Zong's planning team is actively collaborating with partners to optimize site layouts and implement space-efficient solar designs.

**Investment Payback Period:** Solar deployment is prioritized at sites with a return on investment (ROI) within four years. This targeted approach ensures economic viability while maximizing environmental impact. By addressing these challenges through smart planning and strategic investment, Zong continues to scale sustainable energy solutions responsibly and effectively.



# Sustainable Data Centers & Key Technical Projects

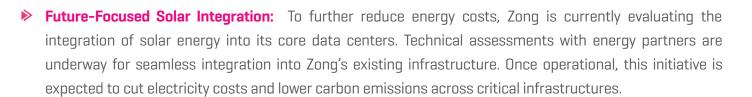
As part of its long-term sustainability strategy, Zong is investing in next-generation energy-efficient data centers to support future network growth while reducing environmental impact. A new multi-floor green data center is under construction in Faisalabad, designed to meet expanding network demands with optimized energy usage. Additionally, in Karachi, land acquisition is underway for a **Tier 3-certified data center**, that will adhere to strict global standards for efficiency, reliability and sustainability.



### Key Sustainability Features and Technical Advancements

Advanced Cooling & Power Systems: To improve energy efficiency in its data centers, Zong has integrated state-of-the-art cooling solutions and advanced power management systems. Integration of Variable Frequency Drive (VFD) compressors and double-conversion online UPS systems significantly reduces power consumption while maintaining high availability.

being deployed across core network sites for their longer life cycle, thermal efficiency, and faster charge-discharge capacity, further reducing operational energy demand. Real-Time Monitoring To improve oversight and operational efficiency, Zong has also implemented Data Center Infrastructure Management (DCIM) systems, enabling real-time monitoring of critical components. This enhances operational efficiency and ensures immediate response to any potential system failures, contributing to higher sustainability performance.



Zong's forward-looking data center strategy is a cornerstone of its mission to build a resilient, efficient, and climate-conscious digital infrastructure in Pakistan.



**Rethinking Waste, Reclaiming Space:** Zong's partnership with Waste Hero launched a dynamic sustainability initiative focused on waste management education, recycling advocacy, and environmental stewardship, reinforcing Zong's commitment to green, low-carbon operations.



**Awareness & Engagement:** Targeted outreach engaged students, professionals, corporate employees, and environmental advocates through interactive sessions, advocacy campaigns, and experiential learning activities.



**Behavioral Change Through Education:** Participants were equipped with practical knowledge on responsible waste disposal, e-waste impacts, and recycling benefits, promoting real-world application of sustainable habits.



**Community Empowerment:** By combining hands-on learning with behavioral strategies, the initiative encouraged communities to adopt eco-friendly practices and contribute meaningfully to climate action and resource conservation.

# From Waste to Wisdom: School Session on Responsible Disposal

As part of the "Rethinking Waste, Reclaiming Space" initiative, Zong conducted a targeted awareness session at Excellence College of Commerce & School in Islamabad, engaging 75 students in an interactive learning experience on responsible waste management (waste segregation, upcycling, and recycling).

#### **Key Focus Areas:**

- ▶ **Understanding Waste Types:** Students were introduced to organic, recyclable, and hazardous waste, exploring their environmental impacts through real-life examples and visual demonstrations.
- **Best Practices for Segregation:** The session emphasized proper waste sorting, illustrating how effective segregation reduces pollution, protects health, and supports long-term sustainability.
- ▶ Hands-on Learning: Students participated in interactive sorting exercises and explored upcycling techniques, learning how to repurpose waste into functional items, encouraging creativity and sustainable thinking.
- > Youth as Change Agents: The session concluded with a student pledge to practice waste segregation at home and at school, and to promote responsible habits within their communities.

The session instilled a strong sense of environmental responsibility in students, transforming them into youth sustainability ambassadors and advancing Zong's mission to embed eco-conscious behaviors in future generations.





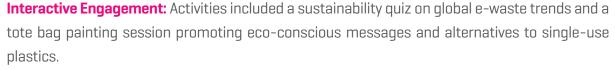
To address the rising challenge of electronic waste, Zong launched a corporate e-waste awareness campaign at its Islamabad headquarters, engaging 100+ employees in a dynamic session on sustainable e-waste practices with a focus on:



**Hazards of E-Waste:** Employees learned about the environmental and health risks posed by toxic substances such as lead, mercury, and cadmium found in discarded electronics.



**Responsible Disposal Strategies:** The session covered recycling protocols, donation programs, and ethical disposal through certified e-waste recyclers, along with refurbishment and resale options to extend device life.



The campaign strengthened employee awareness and commitment to green workplace practices, including reducing e-waste, adopting paperless solutions, and actively contributing to Zong's corporate sustainability goals. It also fostered a more environmentally responsible culture within the organization.





#### Powering Down Pollution: E-Waste Awareness at NICAT

As part of Zong's ongoing environmental advocacy efforts, a focused e-waste awareness session was held at NICAT Rawalpindi in partnership with Waste Hero, engaging 50+ university students, professionals, and entrepreneurs on the economic and environmental impacts of e-waste, emphasizing innovative, sustainable business models that address the pressing waste challenges while promoting green entrepreneurship. Their focused areas includes:

**E-Waste & the Circular Economy:** Participants explored circular economy models, including reuse, refurbishment, and repurposing as alternatives to conventional disposal, highlighting their role in reducing pollution and resource waste.



**Sustainable Entrepreneurship:** Presented local and global case studies of innovative startups turning e-waste into business opportunities through green manufacturing, eco-tech solutions, and sustainable product design.



**Policy & Innovation Dialogue:** Discussions focused on scalable models, tech-enabled sustainability, and the role of policy in encouraging responsible e-waste disposal and innovation in green industries.



The session sparked strong interest in eco-entrepreneurship, with many attendees expressing intent to launch sustainability-focused ventures. The initiative positioned e-waste management not only as an environmental responsibility but also as a strategic business opportunity, reinforcing Zong's leadership in driving green innovation and youth empowerment.





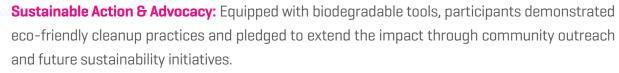
### Clean the Trail: Hike for a Cause at Trail 5

As the culminating event of the Waste Hero Initiative, Zong organized a cleanup hike at Trail 5 in Islamabad, reinforcing its commitment to environmental protection and ecological responsibility. Mobilized 35+ volunteers, including students, professionals, and environmental advocates, to promote ecological responsibility through direct action.



**Community Engagement for Conservation:** Participants actively removed over 7 kg of non-biodegradable waste, including plastics and wrappers, helping to restore the natural integrity of a heavily visited hiking trail.

**Environmental Education on the Move:** Guided by environmental experts, the hike included interactive discussions on biodiversity preservation, the dangers of plastic pollution, and practical steps for ecosystem protection.



This initiative transformed a routine hike into a platform for hands-on environmental stewardship, reinforcing Zong's commitment to climate action and community empowerment. Many participants committed to becoming long-term advocates for sustainability and conservation, multiplying the event's impact well beyond Trail 5.





# Section 5: Inclusive Growth





# Alkhidmat Foundation x Zong: 3,000 Free Consultations and Medicines Delivered Across Sindh

In 2024, Zong partnered with Alkhidmat Foundation to address critical healthcare gaps in some of Sindh's most underserved communities. Recognizing the critical need for accessible medical care in areas with limited or nonexistent healthcare infrastructure, Zong and Alkhidmat jointly launched an extensive Mobile Health Unit [MHU] campaign to bridge the gap in medical access for vulnerable populations.

The initiative brought primary healthcare directly to the doorsteps of those with little or no access to medical services.



**Mobile Healthcare Access:** The comprehensive healthcare intervention focused on providing primary medical care to individuals who had long been deprived of basic health services due to geographical isolation, economic constraints, and systemic healthcare challenges. Deployed across 9 remote districts, the MHUs were fully equipped with diagnostic tools, essential medicines, and staffed by 15 medical professionals and 30 volunteers, ensuring quality on-site care.

**Targeted Districts:** Dadu, Shahdadkot, Larkana, Sukkur, Khairpur, Shikarpur, Hyderabad, Mirpurkhas, and Jamshoro, areas historically underserved by traditional healthcare infrastructure.





**Free Medical Services:** From November 11 to December 30, 2024, over 3,000 patients received comprehensive consultations and free medicines, eliminating the financial and physical barriers to basic treatment.

**Inclusive Impact:** Special emphasis was placed on vulnerable populations, women, children, and the elderly, who often face the highest barriers to accessing care due to mobility and affordability challenges. The initiative ensured that timely and effective healthcare was no longer a distant dream but an accessible reality.





### Outcomes & Impact

**Voices from the Ground; Stories of Hope and Healing:** The true impact of the Mobile Health Unit campaign was best captured in the heartfelt voices of those it touched.



Ayesha, a patient from a remote village, shared with emotion: "This service saved my life by bringing healthcare to my doorstep. For days, I had been in pain with no means of traveling to a doctor, but the Mobile Health Unit arrived just in time."

**Faisal Shaikh**, a respected local leader, echoed the sentiment: "The collaboration between Alkhidmat Foundation and Zong has transformed healthcare access in our area. What was once a major challenge for our people is now a source of relief and hope."



These testimonials reflect more than gratitude—they underscore the life-changing difference that accessible, compassionate care can make when it reaches those who need it most.

This impactful partnership showcased the power of corporate-nonprofit collaboration in tackling critical social challenges. By combining Zong's technological infrastructure with Alkhidmat Foundation's grassroots reach, the initiative became a model for how public-private alliances can deliver scalable, sustainable, and life-changing improvements in healthcare access.

This initiative also aligns closely with Zong's sustainability and social inclusion agenda, reinforcing its commitment to empowering communities through high-impact, purpose-driven action. The success of the healthcare campaign not only deepened collaboration with the Alkhidmat Foundation but also set a strong benchmark for future partnerships aimed at advancing healthcare accessibility and equity across Pakistan.

Looking ahead, Zong remains committed to advancing community well-being and healthcare inclusion, ensuring that even the most remote and vulnerable populations have reliable access to essential services for healthier, more dignified lives.







# Empowering Inclusion: Zong's Awareness Session on Down Syndrome with KDSP

In November 2024, reaffirming its dedication to fostering an inclusive and empathetic workplace culture, Zong partnered with the **Karachi Down Syndrome Program (KDSP)** to conduct a powerful awareness session at its Islamabad headquarters. The session was led by the esteemed **Dr. Tayyaba Khan-Quraeshi** from KDSP, a renowned expert and passionate advocate from KDSP, whose organization is dedicated to enhancing the lives of individuals with Down Syndrome and empowering their families.

The session was a key milestone in Zong's **Diversity, Equity, and Inclusion (DEI)** journey, which embeds empathy, understanding, and respect for all individuals at the core of the company's values.

The session aimed to cultivate empathy, understanding, and respect among employees by shedding light on the lived experiences of individuals with Down syndrome. Dr. Tayyaba shared compelling insights and personal stories that highlighted both the challenges and extraordinary capabilities of individuals with Down syndrome

empowered when through acceptance and opportunity. Interactive activities enabled employees to engage meaningfully with the content, providing firsthand perspectives on the resilience and this potential of **Stories** community. families shared by **KDSP** supported



brought a human lens to the discussion, inspiring participants with real-life examples of achievement in education, sports, and the workplace.

By the end of the session, employees expressed a profound shift in awareness and a renewed personal commitment to fostering inclusive environments. What began as a knowledge session evolved into a deeper emotional and cultural transformation within Zong's workforce.

This initiative not only aligned with Zong's broader DEI strategy but also served as a catalyst for ongoing dialogue and action. It underscored Zong's belief that inclusion is not merely a policy; it's a lived value, embedded in every interaction and decision.

Looking ahead, Zong remains committed to advancing inclusive practices and partnerships that challenge stigma, build empathy, and create a more equitable Pakistan—where every individual, regardless of ability, has the opportunity to thrive.



# Podcast with Circle Women: Empowerment and Individuality

As part of Zong's commitment to inclusive growth and promoting gender equality, a special episode of **The Telecom Shift** podcast titled **"Enabling Women's Economic Participation"** spotlighted the transformative role of digital and financial literacy in empowering women across Pakistan. Hosted by Shayan Mahmud, the episode featured Shehab Farrukh Niazi, Program Manager at CIRCLE Women Association, and Andleeb Aslam, Head of Communications & Sustainability at Zong. Together, they explored how digital tools are helping women overcome systemic barriers, from limited access to mobile technology and financial services to entrenched social norms.



The episode highlighted how access to technology and digital skills acts as a powerful catalyst for women's empowerment, enabling them to bridge the gender divide and participate actively in Pakistan's economy. The speakers addressed persistent societal and cultural barriers such as limited access to mobile devices, digital platforms, and financial services while emphasizing how these obstacles can be turned into opportunities through targeted interventions.

Listeners were inspired by real-life success stories from **CIRCLE Women's programs**, where women from marginalized communities leveraged digital tools to become nano-influencers, entrepreneurs, and key contributors to their households. These examples underscored how even modest investments in digital and financial literacy can drive resilience, unlock opportunity, and ignite meaningful economic participation.

These programs were designed to equip women with essential skills in online entrepreneurship, financial literacy, and digital safety, enabling them to build sustainable livelihoods and actively engage in Pakistan's growing digital economy.

**Shehab Farrukh Niazi shared CIRCLE Women Association's** on-the-ground experience, highlighting their unique approach to capacity building through mentorship and storytelling. She emphasized the need to empower women not just with technical skills but also with the confidence to navigate digital spaces and expand their networks, breaking long-standing social and cultural barriers.

This episode of **The Telecom Shift** highlighted the shared vision of Zong and CIRCLE Women **to build inclusive digital ecosystems that equip women with the tools, knowledge, and support needed to thrive**. It reinforced the belief that digital inclusion goes beyond access to technology—it's about unlocking pathways to financial independence, amplifying women's voices, and uplifting entire communities.

Zong remains committed to empowering women through digital innovation, ensuring no one is left behind. The conversation offered powerful insights into how digital and financial literacy are already transforming women's economic participation in Pakistan.



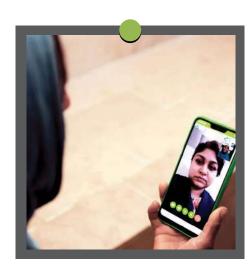
# Sehat Kahani: Promoting Health and Well-Being through Digital Awareness

As part of its ongoing Sustainability and Employee Well-Being Initiatives, Zong partnered with Sehat Kahani, Pakistan's leading digital healthcare platform, to promote health awareness and education among employees and the wider public. Focused on democratizing healthcare, Sehat Kahani connects patients with qualified doctors through its digital platform and e-clinics, with a special emphasis on serving underserved communities across the country.

#### Health Awareness Campaign and Interactive Sessions

In collaboration with Sehat Kahani, Zong launched a targeted 20-post social media campaign to raise awareness about critical health issues. The campaign addressed symptoms, prevention, and management of common waterborne and airborne diseases; maternal and child health issues, mental well-being, and cancer awareness, empowering individuals to make informed healthcare decisions make about their health and well-being.

To reinforce the message, a series of interactive health sessions were conducted, offering participants practical insights and encouraging proactive health management.











### Sessions for the General Public

Through live broadcasts on Facebook and YouTube, these sessions reached a wide audience and focused on practical strategies for managing two of Pakistan's most common health issue:

> Hypertension Management

Blood Glucose Control





#### Sessions for Zong Employees

Conducted via Zoom, these wellness sessions were tailored to support employees in maintaining a healthy and balanced work life:

- Bringing Positivity in Your Work Life
- Managing Chronic Headaches
- Nutrition and Healthy Eating





#### Impact and Commitment

This partnership underscores Zong's commitment to improving health and wellness for both its employees and the wider community. Zong is actively promoting accessible healthcare, enhancing health literacy, and contributing to sustainable development goals, Good Health and Well-Being (SDG 3).

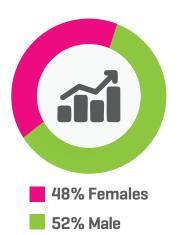


Together, Zong and Sehat Kahani are driving a shared vision of a healthier, more informed, and resilient society, where quality healthcare and essential health education are a universal right, not a privilege.

# Inclusion of Youth in the Workforce: Zong Digital Trainee Executive Program

Zong reaffirmed its commitment to youth empowerment and digital innovation through the 2024 Digital Trainee Executive (DTE) Program, welcoming 35 high-potential graduates from across Pakistan at its Islamabad headquarters. With female participation exceeding 48%, the program reflects Zong's dedication to nurturing a diverse, inclusive, and future-ready workforce.

Designed to equip participants with the skills and mindset needed to lead in a fast-paced digital economy, the DTE Program offers structured training, cross-functional rotations, and hands-on exposure to emerging technologies. Trainees receive mentorship from industry experts and contribute to high-impact projects in digital services, IT, and telecom.





Top talent was recruited through a nationwide virtual outreach, including targeted social media campaigns and engagements with over **20 universities**, where Zong leaders directly interacted with students. The program kicked off with a comprehensive corporate orientation, immersing trainees in Zong's agile culture, innovation strategy, and sustainability vision.

By investing in youth and providing them with real-world platforms to grow, Zong is not only building a strong talent pipeline but also positioning young leaders at the heart of Pakistan's digital transformation.

This initiative reinforces Zong's role as a catalyst for inclusive growth, innovation, and socio-economic progress in Pakistan.





# Section 6: Governance





### Fostering a Culture of Compliance and Integrity

Zong is committed to the highest standards of ethics, integrity, and corporate governance. To reinforce this, we implemented a robust **Anti-Corruption and Compliance Program** promoting a strong culture of ethical conduct across the organization. Each department integrates compliance into its operations, supported by designated part-time compliance personnel who guide and monitor adherence to company policies.



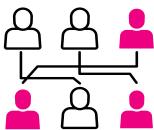
Our Compliance Management framework strengthens risk identification and assessment, enhances internal controls, and ensures responsible, transparent business practices.



### Strengthening Compliance Management Reviews

To further embed compliance within Zong's corporate governance framework, we maintain a strong focus on continuously enhancing compliance reviews and assessments. These structured evaluations offer clear insights into current compliance maturity, and identify areas for improvement and action.

A dedicated **Compliance Cross-Functional Team** (CFT), comprising representatives from across the organization, plays a pivotal role in conducting regular reviews, promoting cross-departmental information sharing, and ensuring alignment with applicable laws, regulations, and internal standards. This collaborative approach strengthens accountability, supports proactive risk management, and reinforces a culture of integrity across the organization.





### Compliance Awareness & Communication

As part of our long-term vision to build a values-driven and ethical corporate culture, Zong launched a comprehensive Anti-Corruption and Compliance Program aligned with CMCC's global best practices. This initiative blends ongoing training, strategic communication, and employee engagement campaigns to foster accountability and ethical behavior across the organization.

In 2024, over **1,400** employees participated in department-led and self-paced e-learning sessions, while targeted legal and regulatory trainings deepened employee awareness of risk and responsibility. A high-impact Compliance Initiatives Event, led by the senior leadership and streamed to **1,500+** employees, reinforced our unwavering commitment to integrity and compliance. Additionally, **3,000+** employees pledged their commitment by signing our Integrity & Code of Conduct Statement, affirming shared ownership of our compliance values.

By embedding compliance into our governance, risk, and operational frameworks, Zong continues to lead with integrity, laying the foundation for long-term, sustainable growth. Our commitment to compliance is a testament to our belief that ethical conduct is the backbone of trust, reputation, and business excellence.



## Cyber Security & Data Privacy

In today's digital era, trust starts with strong cybersecurity and data protection. At Zong, we have embedded a resilient cybersecurity framework at the core of our digital operations, ensuring the confidentiality, integrity, and availability of our systems, services, and customer data. With a proactive, risk-based approach, we continuously monitor our IT infrastructure, digital platforms, and customer-facing applications to identify and neutralize vulnerabilities before they escalate, safeguarding service continuity and strengthening customer confidence.

At the core of this effort is Zong's 24/7 Security Operations Center (SOC), which functions as the nerve center for cyber defense. Equipped with advanced SIEM systems (Security Information and Event Management), Al-driven anomaly detection, and real-time threat intelligence platforms, the SOC ensures constant surveillance, swift incident response, and effective threat mitigation.



This integrated security stance not only protects Zong's digital ecosystem but also reinforces its commitment to operational excellence, regulatory compliance, and data privacy in an ever-evolving digital landscape.

Zong's cybersecurity framework is built upon a multi-layered architecture, incorporating:



- Next-generation firewalls
- ▶ Endpoint Detection and Response (EDR) solutions
- Multi-Factor Authentication (MFA)
- End-to-end encryption (data at rest and in transit)
- Automated vulnerability scanning
- Regular penetration testing and red teaming exercises

Zong reinforces its cybersecurity efforts with ongoing employee training and awareness programs, making security a shared responsibility across the organization. A key milestone in our journey is achieving ISO 27001 (Information Security Management), ISO 27017 (Cloud Security), and ISO 27018 (Cloud Privacy) certifications global benchmarks that affirm our commitment to best practices in data governance, cloud security, and personal data These certifications offer clear assurance to customers, partners, and regulators that Zong upholds the highest standards of digital trust and compliance.

We continue to strengthen our cybersecurity infrastructure with advanced controls, including next-generation firewalls, endpoint detection and response (EDR) solutions, multi-factor authentication, data encryption in transit and at rest, and automated vulnerability scanning. Regular penetration testing and red teaming exercises simulate real-world threats to keep our systems resilient, while company-wide awareness and training programs reinforce the human firewall. Data privacy remains a core priority, backed by robust policies, data classification frameworks, and strict access controls to protect customer information. Privacy Impact Assessments (PIAs) are routinely conducted for new services to ensure compliance with local and international data protection regulations because protecting customer trust starts with protecting their data.

Looking ahead, Zong is advancing toward Zero Trust Architecture (ZTA) and Al-driven security automation to further elevate its cybersecurity maturity. By leveraging predictive analytics and machine learning to monitor user behavior and anticipate threats, we are building a proactive defense against evolving cyber risks. With continued investment in advanced cutting-edge technologies, skilled talent, and strong governance, Zong is safeguarding its digital ecosystem while strengthening trust with customers, partners, and regulators, reinforcing our commitment to being a secure, responsible, and future-ready leader in Pakistan's digital landscape.





# Workplace Safety & Security: A Culture of Preparedness and Resilience

At Zong, the safety and security of our people, assets, and operations are at the heart of our long-term sustainability strategy. Our Health, Safety, Security, and Environment (HSSE) teams are dedicated to fostering a proactive people-first safety culture, driven by risk-based planning, stakeholder coordination, and continuous capacity-building. In 2024, we strengthened our security framework with a comprehensive annual HSSE action plan, aligned with CMCC global guidelines.



#### The plan focused on six key areas:

Cultivating safety awareness across the organization, defining clear safety responsibilities, proactively identifying and mitigating operational risks, reinforcing HSSE leadership capacity, enhancing emergency readiness, and raising overall security standards. These priorities were operationalized through regular risk assessments, mandatory compliance declarations, structured awareness sessions, and continuous training for both employees and frontline security personnel to keep our operations safe, resilient, and ready for the future.

Zong strengthened its security with a comprehensive approach, combining physical safeguards, smart surveillance, and highly trained personnel. Enhanced security protocols were implemented across office and residential sites, including reinforced barriers, 24/7 CCTV monitoring, and the deployment of professional security teams, many with military backgrounds. Expatriate safety remained a top priority, supported by secure accommodations with built-in safe rooms, protective equipment, contingency supplies, and the use of armored transport for all movements.

In 2024, over 2000 expatriate movements were carried out with zero incident reports, reflecting the effectiveness of our rigorous protocols and incident-prevention systems.

Preparedness is at the core of Zong's safety approach. Throughout the year we conducted regular emergency drills, monthly briefings, and scenario-based training while closely coordinating with law enforcement and emergency response agencies to stay ready for any situation. Timely alerts via email and SMS kept employees informed about emerging risks, protests, and regional disruptions, ensuring quick, informed responses. Our Production Safety Month in June and Fire Safety Month in November featured large-scale evacuation drills and collaboration with government departments, while focused sessions throughout the year strengthened our teams' readiness for a wide range of emergencies.

Throughout the year, our teams carried out four quarterly production safety risk assessments, identifying actionable risks and their resolution. This structured, transparent approach reflects our ongoing commitment to accountability, risk mitigation, and continuous improvement. Beyond operational safety, Zong remained committed to community health and employee well-being. In August, we partnered with the **Pakistan Red Crescent** to host a nationwide blood donation drive, providing employees with the opportunity to donate blood and benefit from on-site health screenings.





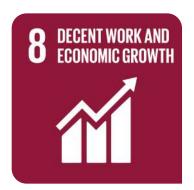






Through these initiatives, Zong continues to uphold its responsibility to provide a safe, secure, and supportive working environment, aligned with SDG 3 (Good Health and Well-being), SDG 8 (Decent Work and Economic Growth), and SDG 16 (Peace, Justice, and Strong Institutions). Our integrated HSSE framework goes beyond compliance, reflecting a lasting investment in human resilience, institutional trust, and sustainable operational continuity.







In 2024, the company executed a robust program of health, safety, and awareness initiatives in alignment with its sustainability objectives. Quarterly self-inspections and assessments were carried out consistently, culminating in a final review in December. Two dedicated Safety Months were held, featuring over 20 emergency drills and two full-scale mock drills to test and enhance readiness. To build internal capacity, more than 30 awareness sessions and over 50 training programs were delivered to security personnel across the organization. Awareness efforts were further reinforced through targeted email and SMS campaigns, aimed at driving broader employee engagement. A government-level fire emergency drill was also conducted to strengthen coordination with public safety authorities. Additionally, two health awareness programs were implemented to promote employee well-being.



#### VOICES OF IMPACT: TESTIMONIALS FROM OUR BENEFICIARIES



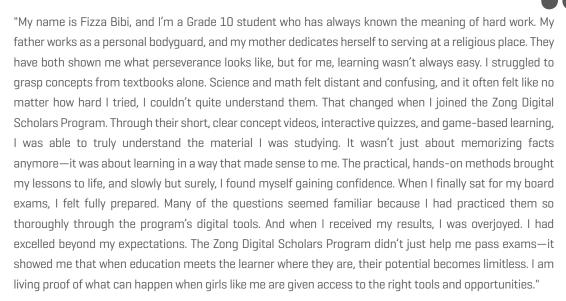
#### Kids' Testimonials

"I've always dreamed of becoming a dentist, but for a long time, that dream felt distant because I struggled with certain subjects—especially mathematics. I'm Alishba Zeeshan, a Grade 10 student from Aliabad College, and I come from a hardworking family. My mother works as a chef, and my father is a sales representative. They've always taught me to persevere, even when things feel hard. And for me, math was hard. It was confusing and intimidating, and I constantly doubted whether I could ever truly understand it. That changed when I became part of the Zong Digital Scholars Program. The interactive videos, engaging game-based learning, and expert guidance offered through the program didn't just teach me math—they made me enjoy it. For the first time, I wasn't afraid of equations or complex concepts. Instead, I found myself looking forward to learning, feeling more confident with every lesson I completed. When my final board exams arrived, I was nervous but prepared. I applied everything I had learned through the program, and the results were beyond what I had ever imagined for myself. I scored far better than I expected, and I realized that this was just the beginning. The support I found in Zong's program brought me one step closer to becoming the dentist I have always dreamed of being. I now believe that when young girls like me are given the right resources, there is no limit to what we can achieve. Digital learning didn't just help me pass an exam—it empowered me to believe in my potential and take control of my future."

By Alishba Zeeshan



#### Testimonial 2



By Fizza Bibi



#### Testimonial 3

"My name is Rahina, and I am a Grade 10 student with an unwavering dream of becoming a surgeon one day. Growing up, I watched my mother work tirelessly as a CSSD manager and my father manage his own business. Their dedication inspired me to work just as hard, but I knew that achieving my dream required a strong foundation in my studies. For a long time, I struggled to build that foundation. Traditional learning methods often left me feeling overwhelmed and unsure. But everything changed when I became part of the Zong Digital Scholars Program. Through their engaging, concept-based videos, interactive quizzes, and fun game-based learning methods, I was able to master subjects I once found intimidating. I no longer felt stuck memorizing information without understanding it—instead, I could actually apply what I learned in meaningful ways. When it came time for my board exams, I approached them with confidence and determination, and I passed with flying colors. More than just grades, the program gave me the skills and mindset I needed to chase my dreams without hesitation. To every girl who feels uncertain about their future, I say this: Stay focused, work hard, and never give up—because every challenge is an opportunity to grow. With the right support and tools, nothing is impossible. Thanks to the Zong Digital Scholars Program, I am now closer than ever to becoming the surgeon I have always aspired to be."

By Rahina Rahim



#### Testimonial 4



"I've always been captivated by the digital world—everything from cybersecurity to computer science seemed fascinating to me. But for the longest time, my learning experience didn't match that excitement. I'm Aneewa Faisal, a Grade 10 student, and for years, I struggled with the dry, uninspiring nature of textbooks that made it difficult to truly grasp the complex concepts I was so eager to learn. It was frustrating to have a passion for something that felt out of reach. That all changed when I joined the Zong Digital Scholars Program. The interactive lessons, visual explanations, and gamified quizzes transformed the way I understood my subjects. Learning became fun and engaging rather than a chore. Even on days when I had to miss school, I never felt like I was falling behind because I could always catch up through the platform's easy-to-use tools. More importantly, for the first time, I found a way of learning that didn't dampen my passion—it fueled it. With this newfound clarity and confidence, I not only improved in my studies but became one of the top scorers in my board exams. I am now more certain than ever that the digital world is where I belong, and I am ready to take on the future. The Zong Digital Scholars Program helped me believe in my potential and turned my interest in technology into a real pathway for success."

By Aneewa Faisal





#### Testimonial 5

"My name is Alveena Amir, and as the eldest of six siblings raised by a single mother, I have always known that education is our family's greatest hope. My mother works day and night as a factory tailor to provide for us, and every day my siblings and I walk 30 minutes to school because we understand how important knowledge is for building a better life. I have always loved science, but I often found myself struggling with difficult topics in biology and chemistry. The more I struggled, the more I worried about whether I could truly pursue my dream of becoming a pharmacist and making a real difference in my family's life. That's when I discovered the Zong Digital Scholars Program. The interactive videos, clear visual explanations, and gamified learning tools made complex subjects easy to understand. I was able to grasp difficult concepts that had once felt impossible. Then, in the middle of my school year, I fell ill and was forced to miss classes. I was terrified that I would fall behind and lose the progress I had made. But because of the Zong digital learning platform, I was able to keep up with my lessons from home. I didn't miss a single concept, and I stayed on track with my studies. With this strong foundation, I am more determined than ever to pursue my dream of becoming a pharmacist. For me, education isn't just about passing exams—it's about creating a future where I can support my family and make a difference in my community. The Zong Digital Scholars Program didn't just help me learn; it gave me hope and empowered me to believe that my dreams are within reach."

By Alishba Zeeshan

#### Testimonials by Alkhidmat Foundation

"I am truly grateful to Alkhidmat Foundation and Zong for bringing essential healthcare services right to our village. Their team provided us with free medical check-ups and much-needed medicines, and for that, I cannot thank them enough. Living in a remote area, access to basic healthcare is often a challenge for us. Hospitals are far away, and transportation can be difficult to arrange, especially when someone is unwell. I had been feeling sick for several days and had no way of getting to a hospital for treatment. When the Alkhidmat Foundation and Zong arrived, it felt like a blessing. The doctors were kind and attentive, and they took the time to listen to all our concerns. Receiving proper medical attention and medicines without having to travel was a huge relief for me and for so many others in our village. This initiative has made a real difference in our lives, and we feel deeply cared for and supported. I hope they continue to reach out to more communities like ours because their efforts bring hope, health, and healing where it is needed most."

By a villager from Kotri

"The Knowledge Platform's role in the Zong Digital Scholars Program has been instrumental in empowering students at The Asian Grammar School Pishin to excel digitally. Their dedication to bridging the digital divide and equipping young minds with essential skills is truly commendable. Through their program, students have gained invaluable knowledge and practical experience, preparing them for the challenges of the digital age. As a principal, I've witnessed firsthand the positive impact of their efforts on my students and colleagues. I'm grateful for the opportunity they've provided our students to enhance their digital skills and pave the way for a brighter future. Thank you, Knowledge Platform, for your unwavering commitment to education and empowerment."

Teacher's Testimonials 6

Naqeeb Ullah Khan, Principal, The Asian Grammar School Pishin, Balochistan

#### Teacher's Testimonials 7:

"I am grateful to the Zong Digital Scholars Program for granting us access. It's a fantastic educational platform. Our students can navigate through school-based assessments, chapter-based resources, and subject-based materials. As a result, my students are achieving excellent marks, feeling motivated by the badges and certificates they earn based on their performance. This platform is truly remarkable and is effectively aiding students in preparing for their final exams. I urge all fellow teachers and schools to leverage this program to its fullest potential."

Ma'am Dilshad, Diamond Jubilee High School, Sultanabad



#### Testimonial 8

"Overall, my experience has been fantastic! The feature I love is the access to videos and quizzes. It's so convenient to study at my own pace and review the material whenever I need to. Plus, the math tutoring has been a game-changer for me. It's helped me improve my math skills and feel more confident in the subject. This program has made a positive impact on my studies. I'm very thankful to those who provide this platform. Keep up the great work, Zong Digital Scholars program!"

Alisha Kiramat Diamond Jubilee High School, Altit Hunza

#### Testimonial 9

"Zong Digital Scholars is an excellent program.l am delighted with it. In this program, there are new assignments for us and so many helpful videos that help us learn better. We are very thankful to Knowledge Platform for making the learning process easy and fun! Thank you so much!"

Anosha Naqeeb, The Asian Grammar School Pishin Balochistan

#### Testimonial 10

"This platform is a great tool for students and their learning. By using this platform, many of us are satisfied with our studies. It really gave us help in increasing our understanding and also thanks to those who made this platform a great tool for us."

Noor ul Huda, DJ High School Altit Hunza

#### Testimonial 11

"First, thank you for providing us such a great platform where we can learn many concepts. This platform is really helpful and many of us are satisfied. I'm also thankful to the teachers who are there to support us and those who provided this great platform. We can learn many concepts through video lectures and assignments. I'm personally very thankful to Zong and Knowledge Platform."

Aleesha Sultan D.J High School Altit School

#### Testimonials by Alkhidmat Foundation

"I hadn't seen a doctor in over two years because the nearest clinic was hours away and we couldn't afford the travel. When the Mobile Health Unit came to our village, it felt like a miracle. They treated my children, gave us medicine, and explained everything patiently. May Allah bless everyone who made this possible."

By a villager from Sukkur

#### Testimonials by Alkhidmat Foundation

"Living in a remote village, we've always felt forgotten when it comes to healthcare. But this time, we were seen and cared for. The doctors treated my chronic pain and even gave free medicine. I can now go back to work with peace of mind."

By a villager from Mirpurkhas

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