



LIST OF **ACRONYMS**

4th Generation of Broadband Cellular Network Technology 4G Chief Executive Officer CEO Chief Regulatory Officer CRO 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 **PSDF** 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** Corona Virus Disease of 2019 COVID-19 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 Pakistan Alliance for Girls Education **PAGE** 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 Depository Share **ADSs** Shaukat Khanum Memorial Cancer Hospital and Research Centre SKMCH&RC Non-Resident Indian NRI Health and Nutrition Development Society **HANDS** Foundation Assisted School **FAS** World Health Organization WHO Mother and Child Health **MNCH** Parks and Horticulture Authority PHA WEC Women Empowerment Center Multiple Input Multiple Output MIMO Artificial Intelligence Business Intelligence ΒI Health, Safety, Security, Environment (HSSE)

2023 AT A GLANCE

Sustainability at Zong 4G

At Zong 4G, we uplift society through initiatives in digital intelligence, innovation, inclusive growth, health, and environmental sustainability. In 2023, we reached over 45 million people across Pakistan with activities aimed at enhancing education, healthcare, and environmental sustainability. We are committed to empowering the people of Pakistan by providing better access to these essential services while bridging the digital divide.

In 2023, Zong 4G worked relentlessly to ensure the employees are updated with the company's policies and is committed to digital inclusion and providing seamless connectivity to all Pakistanis. We have implemented various initiatives and projects to enhance our network's capacity and performance. This includes over 2400 data expansions using advanced technologies like Massive MIMO, sector split, and antenna upgrades. These measures have significantly increased our network's capacity, meeting the growing demand for data services. Our deployment of Massive MIMO technology has been particularly impactful, improving network performance and accommodating more customers simultaneously.

Responsible Business

Gender Inclusion

In the effort to build and develop a Digital Pakistan, Zong 4G emphasized the importance of diversity and inclusion in 2023. The company prioritized gender-inclusive opportunities to enhance societal contributions. Recognizing the value of local diversity for a successful global network, Zong 4G supported the creation of digital labs to empower young girls and women with digital literacy in untapped areas. These labs offered tools and resources for women to gain technical skills, secure better-paying jobs, and engage more fully in their communities.

Environmental Sustainability

Zong 4G remains dedicated to environmental sustainability as an integral part of our executive sustainability initiatives. Our tree plantation efforts have seen remarkable growth, positively impacting over 50,000 people by improving air quality and fostering greener communities. We have introduced advanced weather prediction systems, providing farmers with accurate forecasts to enhance their crop planning and yield. Additionally, our adoption of lithium battery technology has significantly reduced our carbon footprint, contributing to cleaner energy consumption. By integrating these sustainable practices, Zong 4G continues to support Pakistan's ecological well-being while driving digital innovation and connectivity.

Social Contribution

Zong 4G is committed to delivering exceptional digital experiences to our customers. Through continuous investments in network expansion, optimization and enhancing our efforts in social contribution, we have created digital labs, helped marginalized students across the country get access to top notch curriculum, and conducted thousands of free medical consultations to people in need. Our efforts are fueled by our belief in the transformative power of connectivity and our commitment to social betterment. We are always actively working to empower individuals and communities in the digital era.

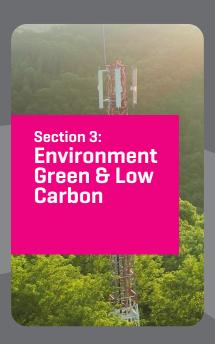




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SECTION 01 ABOUT US





ABOUT CMPAK:

China Mobile Pakistan (CMPAK), a **100%** owned subsidiary of China Mobile Communications Corporation (CMCC), has seen remarkable growth since its acquisition in 2007. Back then, we held a modest market share of **2%**. Today, thanks to the dedication of our team and a focus on innovation, we're proud to report a market share of **24.90%** as of December 2023. Our subscriber base has also flourished, growing from 28 million in 2016 to a staggering **47.1 million**.

AtZong 4G, we're committed to enabling a fully connected Pakistan. We leverage the cutting-edge technology and vast experience of our parent company, China Mobile Communications Corporation [CMCC] – the world's largest telecom service provider. This translates into state-of-the-art services for our subscribers, a fact recognized by the Pakistan Telecommunications Authority's award of "No. 1 Operator in Voice and Data Services."

Our unwavering dedication to our customers is reflected in our extensive network – over **14,908 4G sites** ensure nationwide coverage, providing a stable, affordable, and reliable connection. Looking ahead, Zong 4G remains focused on delivering an even faster, wider, and deeper data experience for all our users.

We believe digitization is the cornerstone of economic growth, and Zong 4G is determined to be a leader in this transformative journey. By spearheading Pakistan's data services market, we're committed to empowering businesses and individuals, paving the way for a more prosperous future.

ABOUT CMCC:

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

As the leading ICT services provider in mainland of China, the Group provides communications and information services in all 31 provinces, autonomous regions, and directly-administered municipalities throughout the mainland of China and Hong Kong SAR and boasts a world-class telecommunications and information operator with the world's largest network and customer base, a leading position in profitability and market value ranking. Its businesses primarily consist of voice, data, broadband, dedicated lines, Industrial Development Corporation IDC, cloud computing, IoT, and other services in the Customer, Home, Business, and New [CHBN] markets. As of 30 June 2022, the Group had a total of **450,000 employees**, **991 million** total mobile customers and **298 million** wireline broadband customers. The Group's operating revenue has reached **RMB 1009.3 billion**.

The Company's ultimate controlling shareholder is China Mobile Communications Group Co., Ltd ["CMCC"], which directly and indirectly held approximately 69.81% of the total number of issued shares of the Company. The remaining approximately 30.19% was held by public investors. Currently, the Company's corporate credit ratings are equivalent to China's sovereign credit ratings, namely, A+/ Outlook Stable from Standard & Poor's and A1/Outlook Stable from Moodys.





CEO'S MESSAGE

Pakistan's digital revolution is fueled by innovation and inclusion. At Zong 4G, we're proud to be at the forefront, connecting over 48 million Pakistanis and fostering progress across the nation. In 2023, Zong 4G continued its dedication to Digital Innovation and Sustainable Growth despite facing adversity in the form of challenging economic conditions and an extremely competitive market landscape.

Zong 4G recognizes that education & healthcare are essential drivers in enabling digitalization in Pakistan, and understands the importance of uplifting marginalized sectors of the population that do not have easy access to technology. As part of our commitment to bridging the digital divide, significant strides were made in enhancing digital education by establishing digital labs in various underprivileged areas. We launched initiatives along the CPEC belt, aiming to enrich educational curriculums in schools across this strategic economic corridor, reinforcing our commitment to the "One Belt - One Road" initiative. Our focus has been on digitally educating students, and preparing them for the demands of a rapidly evolving digital landscape.

While education is at the core of digital enablement, we are dedicated to improving access to healthcare through digital platforms as well, facilitating consultations and conducting healthcare awareness sessions for Zong 4G customers. enhancing their well-being and health awareness.

> Our efforts extend beyond education and healthcare. We actively promote Green Practices by utilizing Zong Linkup (a video conferencing tool) for online meetings, minimizing physical travel, and reducing our environmental footprint, while maintaining effective communication. Furthermore, we are deploying solar energy and scalable lithium-ion batteries to enhance energy efficiency across our operations. These green initiatives not only help us reduce our environmental impact but also ensure greater network availability and reliability for our customers.

Our continuous investment in infrastructure upgrades, technology deployments, and service enhancements has cemented our position at the forefront of digital innovation in Pakistan's telecommunications industry. We are deploying new technologies such as VoLTE, VoWiFi, VRBT, Public Cloud, FTTH, FTTS, and preparing for 5G, which will transform connectivity and drive digital transformation across various sectors.

Our advanced weather forecasting system is another example of our innovative approach, providing site-level weather forecasts to warn relevant resources about potential threats. This system can also be used to inform customers, especially farmers with feature phones, enabling them to take proactive measures in response to upcoming weather conditions.

In alignment with our commitment to providing superior services, we have reached a groundbreaking milestone by becoming the industry's first mobile operator to reach 1 Terabit per second of internet traffic. This achievement underscores our dedication to pushing the boundaries of connectivity and enhancing customer experience.

As we move into 2024, it will be our priority to keep our vision of becoming an excellent information service provider as our main focus and continue our efforts to enable Pakistan digitally. We plan on expanding our network, adding 1,000 new physical sites, and upgrading existing ones, especially in regions like AJK and GB. We are also expanding our data center infrastructure and public cloud services to support various sectors, including healthcare, banking, government, and education, driving efficiency and innovation. These efforts are part of our contributions to digitally transform Pakistan and ensure a more connected and prosperous future.

At Zong 4G, every step we take is with a purpose: to connect, enable, and digitalize Pakistan for a brighter, more sustainable future. We are making a difference every day, and together, we are building a legacy of positive change for the generations to come.

Mr. Huo Junli CEO AND CHAIRMAN

At Zong 4G, every step we take is with a purpose: to connect, enable, and digitalize Pakistan for a brighter, more sustainable future. We are making a difference every day, and together, we are building a legacy of positive change for the generations to come.



One of our key achievements in Zong's Sustainability efforts this year was the expansion of digital education initiatives in underserved regions. By establishing digital labs in less privileged areas of Sindh, we have provided students with access to state-ofthe-art technology, fostering a conducive environment for acquiring essential digital skills.

CRO'S **MESSAGE**

As we reflect on the accomplishments and challenges of 2023, I am proud to share the significant strides Zong 4G has made in fostering a digitally connected and inclusive society, steering us through a transformative year of innovation and growth. This year has been a testament to our unwavering commitment to driving progress and making a meaningful impact in the lives of individuals and communities across the nation.

One of our key achievements in Zong's Sustainability efforts this year was the expansion of digital education initiatives in underserved regions. By establishing digital labs in less privileged areas of Sindh, we have provided students with access to state-of-the-art technology, fostering a conducive environment for acquiring essential digital skills. This initiative not only bridges the educational divide but also prepares our youth for the demands of a rapidly evolving digital landscape. It is our belief that every child, regardless of their socio-economic background, should have the opportunity to learn, grow, and succeed in this digital age.

While education is at the core of digital enablement, we are dedicated to improving access to healthcare through digital platforms. This year, we facilitated over 10,000 consultations for Zong customers, and conducted healthcare awareness sessions for over 2000 people, enhancing their well-being and health awareness.

Our partnerships have been instrumental in driving social change. Collaborating with various stakeholders, such as Sehat Kahani and Knowledge Platform, we have been able to amplify our efforts and reach more communities.

Together, we have made significant strides in addressing social inequities and providing opportunities for those who need them most.

Our commitment to environmental conservation, digital enablement, and community upliftment has been recognized through numerous prestigious awards over the years. These honors highlight our dedication to making a positive impact on society through our diverse and impactful initiatives. We are immensely proud of these accolades, not just because they recognize our efforts, but because they reaffirm our commitment to our core values and mission.

Looking ahead, we remain steadfast in our resolve to continue this journey of innovation and growth. We will continue to invest in our communities, our environment, and our future, ensuring that the benefits of technology and connectivity are accessible to all.

Together, we will continue to pave the way for a brighter, more connected future.

Kamran Ali Chief Regulatory Officer



VISION

Excellent Information Services and Technology Innovation company in Pakistan.

MISSION

To provide excellent products and services and enable digitalization in Pakistan.



CORE VALUES

CULTURE MANTRA

Together we grow!

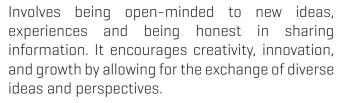
CULTURAL VALUES-



INTEGRITY

Being honest and exhibiting high moral principles involves making ethical decisions and adhering to both company policies and local regulations. This fosters mutual trust among all stakeholders.







Obligation or duty to fulfill one's commitments, duties, and obligations in a conscientious and accountable manner. It involves taking ownership of one's actions, decisions, and their consequences.



Consistently surpassing standards, achieving remarkable results, and demonstrating superior performance. It involves establishing a reputation for delivering efficient products, services, and experiences by doing everything in the best possible way.



VALUES AND BEHAVIORS

Integrity



HONESTY

Displaying honesty involves communicating truthfully and sincerely in all tasks, prioritizing transparency and sharing information without distortion.



TRUSTWORTHINESS

Involves being open-minded to new ideas, experiences and being honest in sharing information. It encourages creativity, innovation, and growth by allowing for the exchange of diverse ideas and perspectives.

Openness

COMMUNICATION-

Displaying honesty involves communicating truthfully and sincerely in all tasks, prioritizing transparency and sharing information without distortion.



TRUSTWORTHINESS -

Effective communication is characterized by clarity, transparency, and consistency. It improves collaboration and decision-making across departments and hierarchical levels.



Responsibility:



CUSTOMER FOCUS

Depict actions, attitudes, and characteristics that prioritize the needs, preferences, and satisfaction of customers.



CONSCIENTIOUSNESS

Being diligent, thorough, and attentive to one's responsibilities and duties. It implies a desire to do a task well, and to take obligations to others seriously.



AGILE COLLABORATION-

Involves frequent interactions, adaptability to change, and a focus on delivering value to customers or stakeholders



VALUE CREATION-

Effective communication is characterized by clarity, transparency, and consistency. It improves collaboration and decision-making across departments and hierarchical levels.





SECTION 02 SUSTAINABLE JOURNEY

OUR SUSTAINABILITY STRATEGY

Zong 4G acknowledges its role in shaping societal change and the responsibility for its environmental, social, and economic impacts.

We prioritize the following areas:

1. Digital Intelligence Innovation



This focuses on leveraging advanced technologies to drive digital transformation and inclusivity. By investing in AI, IoT, and big data analytics, we aim to enhance our network capabilities, optimize operations, and provide smarter solutions for our customers. This pillar also encompasses digital health and digital education, supporting initiatives that provide individuals with essential healthcare information and access to quality education through digital platforms. Through continuous innovation, Zong 4G is committed to leading Pakistan towards a digitally advanced and sustainable future.

2. Green and Low Carbon initiatives

Zong 4G's sustainability pillar, "Green and Low Carbon," is dedicated to minimizing environmental impact and promoting sustainable practices. We focus on reducing carbon emissions, enhancing energy efficiency, and integrating renewable energy sources into our operations. Our commitment includes adopting green technologies and implementing environmentally responsible policies across all levels of the organization. By fostering a culture of sustainability, we aim to contribute significantly to the global efforts against climate change and ensure a healthier, greener future for Pakistan.



3. Inclusive Growth



Inclusive growth refers to economic development that benefits all segments of society, especially marginalized or disadvantaged groups. Zong 4G, as a telecommunications company, is contributing to inclusive growth through various initiatives. By expanding network coverage to underserved affordable communication offering services, and providing digital literacy programs, Zong 4G is enabling more people, particularly in rural and remote areas, to participate in the digital economy. Additionally, their emphasis on hiring locally and fostering diversity in their workforce ensures that opportunities for employment and career advancement are accessible to a wide range of individuals. Through these efforts, Zong 4G is not only driving economic growth but also fostering social inclusion and empowerment.



ALIGNMENT WITH SUSTAINABLE DEVELOPMENT GOALS

GOOD HEALTH AND WELL-BEING



By raising awareness about cancer and soliciting donations to support cancer patients, the partnership between Zong 4G and Shaukat Khanum Memorial Cancer Hospital and Research Centre (SKMCH&RC) contributes directly to this SDG which aims to ensure healthy lives and promote well-being for all at all ages.

QUALITY EDUCATION



The Zong Digital Scholars Program, in partnership with Knowledge Platform, plays a pivotal role in advancing the crucial objective of ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all within Pakistan. Additionally, the introduction of the Book Nook in Zong HQ promotes literacy which is the key component of this SDG.

GENDER EQUALITY



The collaboration between Zong 4G, Pakistan Bait-ul-Mal (PBM), and the Ministry of Poverty Alleviation and Social Safety (MOPASS) promotes gender equality by empowering women with essential digital skills. Through the creation of digital labs, we have worked towards reducing the gender disparity.

DECENT WORK AND ECONOMIC GROWTH



Our digitals labs, training sessions and inclusive educational online curriculums across the country have helped in skills development and vocational training. It has helped in driving the beneficiaries towards better employment opportunities.





REDUCED INEQUALITIES



Zong 4G's numerous contributions to reduce inequalities shows that we actively work towards reducing the unfair disparities in society. Our aim has always been to bridge the gap which is why Zong 4G proudly works relentlessly towards our pillars; Inclusive Growth and Digital intelligence.

RESPONSIBLE CONSUMPTION AND PRODUCTION



For women's day, we created tote bags made of cloth. By substituting disposable plastic bags with reusable alternatives, we are not only reducing plastic waste but also actively contributing to lowering our carbon footprint, aligning with the SDG on Responsible Consumption and Production as well as Climate Action.

CLIMATE ACTION



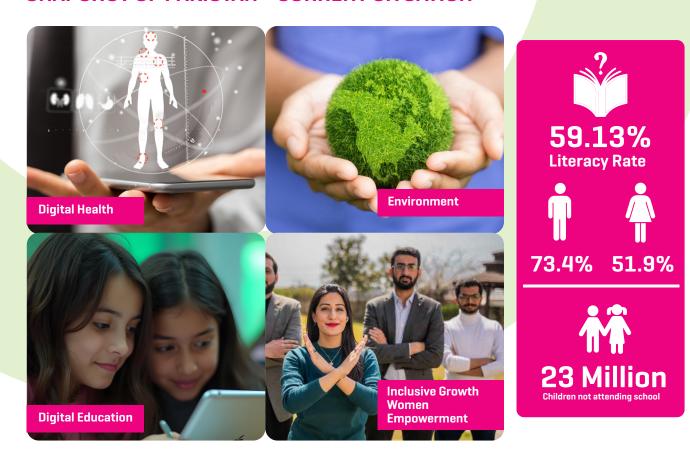
By reducing the use of plastic bags and promoting the adoption of reusable alternatives, Zong 4G is actively contributing to mitigating climate change and preserving environmental resources.

PARTNERSHIPS FOR THE GOALS



By joining forces with SKMCH&RC, Zong 4G demonstrates the power of collaboration between the private sector and non-profit organizations in addressing complex societal challenges.

SNAPSHOT OF PAKISTAN - CURRENT SITUATION



DIGITAL INTELLIGENCE INNOVATION

In 2023, Pakistan's overall literacy rate was 59.13%¹, with male and female literacy rates at 73.4% and 51.9%², respectively. There have been significant improvements in younger age groups, with the literacy rate for individuals aged 15 and above estimated at around 65%. The Economic survey 2023 highlighted that 32% of children in Pakistan are out of school, with a higher proportion of girls than boys being deprived of education. This has contributed to Pakistan having the highest number of outof-school children in the world, with over 23 million children not attending schools. Efforts to improve literacy among children aged 5 to 16 have led to increased school enrollment, which is approximately 77%, although retention rates remain a focus. Despite these efforts, Pakistan spent only 1.7% of its GDP on education in FY23, highlighting the need for greater investment in the education sector. There is reason for hope as women's literacy has increased by up to 10% in three years, showing progress towards narrowing gender gaps in literacy rates. Pakistan's primary level has played a pivotal role in boosting the overall literacy rate, witnessing a jump from 53% to 57%, while male literacy has shown significant growth. However, Pakistan currently ranks 150th out of 189 countries on the Human Development Indicator, indicating the need for continued efforts to improve overall development.

Zong 4G's educational initiatives are reshaping access to learning for the underprivileged. The company is actively pursuing digital education programs as an innovative approach to complement traditional methods, aiming to enhance Pakistan's literacy rate and educational reach. These efforts are geared towards providing sustainable solutions for improved education accessibility across the country.

¹ https://www.dawn.com/news/1774854

² https://propakistani.pk/2024/01/05/breakdown-of-literacy-rates-of-all-provinces/

DIGITAL HEALTH

Access to basic healthcare remains a significant challenge in Pakistan, with more than half of the population lacking such access. Additionally, approximately 42% of Pakistanis lack any form of health coverage, further exacerbating the healthcare crisis in the country. Contributing to these challenges are factors such as insufficient funding and resources, as Pakistan allocates only about 2.8% of its GDP to health, falling short of the WHO's recommended standards. Furthermore, the healthcare system is strained by a shortage of medical staff and inadequate infrastructure, particularly in rural areas, compounding the difficulties faced by those seeking medical care. Pakistan's health situation is as follows:



- 1) Life expectancy: Approximately 67.79 years a 0.23% increase from 20223
- 2) **Life Expectancy**: The life expectancy in Pakistan is approximately 67.3 years for men and 69.2 years for women [UN Women].
- 3) Infant Mortality Rate: Around 55.777 deaths per 1000 live births, a 1.95% decline from 2022
- 4) Maternal Mortality Rate: Around 154 women die for every 100,000 live births (UN Women) [UNFPA Pakistan].

The Federal Budget 2023 was passed on 9th June and the health sector was allocated PKR 24.25 billion making up 2.8% of the total development budget and 0.05 per cent of GDP. According to the Pakistan Medical Association (PMA), the health budget as per the recommendations of the World Health Organization needs to be enhanced to 6% of GDP. Unfortunately, seeing the current GDP makes 6 percent of GDP a far-sighted avenue of growth.

In 2023, Zong 4G strengthened its partnership with Sehat Kahani to enhance the health and wellbeing of both Zong employees and the general public, focusing on areas such as Maternal and Child Health [MNCH], Oncology, Mental Health, and other disease areas. Through social media-based awareness sessions and sponsored consultations via the Sehat Kahani Clinic and Mobile Application, the initiative positively impacted lives across Pakistan.

Our initiative of Shaukat Khanum SMS Campaign enhances access to quality healthcare services, especially for those who are underprivileged. By offering free cancer treatment to these patients, we are working towards the goal of universal health coverage and addressing the burden of non-communicable diseases like cancer, which are significant causes of morbidity and mortality globally.

By incorporating healthcare awareness into our sustainability initiatives, we aim to create a future where health and well-being are paramount, ensuring that no woman has to endure in silence due to a lack of information or support.

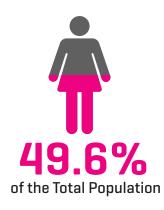
5 https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS?locations=PK
6 https://data.worldbank.org/indicator/AG.LND.FRST.ZS?locations=PK
SHAPING TOMORROW 25

INCLUSIVE GROWTH – WOMEN EMPOWERMENT

Despite women making up 49.6 percent of the total population in Pakistan, they have a remarkably low participation rate of around 22 to 26% in the current workforce. The prior mentioned stats are a result of various structural and cultural challenges faced by women in Pakistan. Having the lowest level of gender parity, Pakistan is yet to capitalize on its youth which accounts for approximately 64% of the population, especially its female youth, to further economic progress and expand its skilled workforce.

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

Labor force, female (% of total labor force) in Pakistan was reported at 23.18 % in 2023, according to the World Bank collection of development indicators, compiled from officially recognized sources. (Trading Economics)







Zong 4G, in collaboration with Pakistan Bait ul Mal (PBM) and supported by the Ministry of Poverty Alleviation and Social Safety (MOPASS), is driving inclusive growth and women empowerment through their digital lab initiative. This effort reached a significant milestone as the first graduates were celebrated, highlighting the program's success in providing women with essential digital skills. In December 2022, Zong 4G inaugurated the state-of-the-art lab at PBM's women empowerment center in Islamabad. The graduation ceremony also honored 35 women from PBM's vocational centers who contributed by crafting handmade sleeves for Zong 4G's 2022 Sustainability Report. Certificates and tokens of appreciation were awarded, showcasing a deep commitment to women empowerment and equal opportunities. This significant collaboration aligns with Sustainable Development Goal 5 (Gender Equality) and Goal 8 (Decent Work and Economic Growth). By promoting digital skills and employability, and recognizing women's contributions, Zong 4G and PBM are fostering economic growth and sustainability, ensuring that women play an integral role in shaping a prosperous future.

5 https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS?locations=PK

6 https://data.worldbank.org/indicator/AG.LND.FRST.ZS?locations=PK



ENVIRONMENT

Pakistan has been declared among the top ten countries most affected by climate change, resulting in enormous economic, social, and environmental consequences. One of the biggest factors contributing to climate change is increasing deforestation. Currently, Pakistan has **4.2** million hectares of forest and planted trees, which equates to **4.8** percent of the total land area, significantly less than the international recommendation of **12%**. **40%** of the forest area comprises coniferous and scrub forest in the northern hills and mountains.

According to the latest population census, Pakistan's population stands at **241.49 million** as of 2023, placing additional pressure on the country's already thinning resources. Between 2000 and 2010, Pakistan lost **43,000** hectares of forest land annually, according to the World Wildlife Fund. By 2010, Pakistan had **648,000** hectares of tree cover, extending over **0.74%** of its land area. In 2023, the country lost an additional **148 hectares** of tree cover, equivalent to **60.2 kilotons** of C02 emissions.

Despite two nationwide plantation drives carried out annually by the government, Pakistan has been unable to achieve the UN's target of **25%** forest cover. Deforestation has led to increased risks of landslides, slope destabilization, floods, increased surface runoff, and soil erosion. The devastating effects of these environmental changes are evident in the statistics from the 2010 floods, which affected **20 million** individuals, and the recent 2022 floods, which impacted at least 33 million people and resulted in at least **1,739** deaths.

Our organization is committed to addressing these environmental challenges by implementing sustainable practices and supporting reforestation efforts. We recognize the urgent need for environmental conservation and are dedicated to contributing to a greener and more resilient Pakistan.

OUR AWARDS IN YEAR 2023:



"Annual Excellence in Social Responsibility Award" from China Mobile



"Outstanding Contribution Award for China-Pakistan Economic Corridor" from the Pakistani government



SECTION 03

ENVIRONMENT GREEN & LOW CARBON



Reducing our Carbon Footprint

Zong 4G adopts a customer centric approach for its consumers for seamless coverage 24/7 by upgrading power backup with Lithium-Ion solution with 100% Network Availability. Zong 4G aims to be a leaner and greener organization and reduce its carbon footprint by as much as possible. In lieu of this solar deployment the network is also in progress to help make the environment cleaner and ensure a greater availability of services. With the current fuel crisis in the country, it is imperative for Zong 4G to bring about as much fuel savings as possible to help with the fuel shortage as well as reduce the cost of operations which can be trickled down to the consumer. These services have not only helped to attract new customers but have also provided existing customers with more reasons to stay with the company. The company's commitment to innovation and customer service has helped it to build a loyal customer base.



Sustainable **Connectivity and Green Energy Solutions**

In an era of connectivity, Zong 4G remains dedicated to enhancing the user experience while maintaining a balance with environmental sustainability. Through strategic investments and innovative solutions, Zona 4G is committed continuously improving performance and reliability to ensure customers enjoy seamless services.

line with this commitment to environmental sustainability, Zong 4G has invested over 600 million PKR to solarize 95 cell site towers during the last year. This initiative not only reduces our carbon footprint but also contributes to green energy initiatives, aligning with global efforts to combat climate change.

Moving forward, Zong 4G plans to extend this investment to more sites, showcasing our commitment to providing cuttingedge sustainable cellular and data services. By incorporating IoT solutions for solar, we aim to further enhance the efficiency and effectiveness of our green energy initiatives, demonstrating our dedication to both our customers and the planet.

Urban Forest Development

In a collaborative effort between HANDS and Zong 4G, urban forests were established in Lahore and Multan, based on Dr. Akira Miyawaki's methodology, aiming to create fast-growing, self-sustaining ecosystems within three years. These forests, developed using 100% native species and organic biomass without fertilizers, chemicals, or pesticides, were quided by expert advisors through site assessment, species selection, and soil preparation. Consultations with the Parks and Horticulture Authority (PHA) and the Punjab Forest Department helped finalize the proposal and determine suitable locations. The initiative resulted in 700 trees being planted in each city, with Multan's plantation in the historic Aram Bagh and Lahore's in Safari Park. This effort has contributed significantly to environmental sustainability and biodiversity, reducing air pollution, mitigating the urban heat island effect, and providing vital habitats for local wildlife. Additionally, these urban forests have enhanced the scenic appeal of the cities, attracting visitors to Aram Bagh and Safari Park for recreation and relaxation. The collaborative activities foster a sense of ownership and pride among locals, while access to these green areas reduces stress and enhances overall satisfaction by offering spaces for outdoor activities and relaxation.







Reusable Tote Bags

On Women's Day 2023, we organized a special activity for our women employees, providing them with reusable tote bags as part of our commitment to sustainability. We are pleased to share our continued focus on Sustainability, exemplified by our latest initiative to reduce the use of plastic bags.

In line with our vision of achieving a sustainable future, we created tote bags for female employees celebrating Women's Day at Zong Headquarters. This initiative highlights our commitment to go green and promote inclusive growth and it aims to raise awareness about the environmental impact of single-use plastics and encourage a shift towards more eco-friendly practices. We believe that through such initiatives, we can inspire others to join us in creating a more sustainable future. Let us all, as responsible individuals, work together to preserve our planet for future generations.

Proactive Security Measures and Risk Management

Zong 4G proactively implements a range of preemptive measures to avoid potential security threats. Our ongoing efforts include revisiting and closely monitoring existing mechanisms to ensure their effectiveness. We continuously strengthen emergency training, exercises, and awareness sessions for our employees. Communication with law enforcement agencies, the police, and the Chinese Embassy in Pakistan is reinforced to gather timely information and prepare contingency plans during political events, protests, and periods of instability. Regular risk assessment activities are conducted to ensure the safety of our staff and CMPak infrastructure. We maintain close coordination and information sharing with expatriate points of contact, providing the latest advisories and updates on threats. As part of our commitment to security, we have installed RFID machines and CCTV systems nationwide, and audio-video-based cameras in procurement rooms at our headquarters, in compliance with CMCC audit requirements. Notably, we have conducted over 25 Health, Safety, Security, Environment (HSSE) related training sessions and awareness programs for our security personnel and employees, underlining our dedication to their safety and preparedness.





SOCIAL DIGITAL INTELLIGENCE INNOVATION

KNOWLEDGE PLATFORM: ONE BELT - ONE ROAD INITIATIVE

Zong Digital Scholars Program was an initiative launched in collaboration with Knowledge Platform, a leading educational technology company in Pakistan. This program was a cornerstone of our commitment to leveraging digital technology for educational enhancement, particularly targeting under-resourced areas across the nation – covering the entire CPEC route. Through this initiative, we aimed to transform the educational landscape for **3,000** students in **60** schools, providing them with digital tools and resources to bolster their learning experiences.

It is a strategic component of Zong 4G broader sustainability initiative to enhance educational opportunities in remote and marginalized regions of Pakistan. By implementing this program, we sought to address significant challenges such as the digital divide, lack of quality resources, and inadequate educational infrastructure which disproportionately affect rural and underprivileged areas.

Program Goals:

The primary goals of the Zong Digital Scholars Program were:



Enhance Digital Literacy

Equip students with the digital skills necessary to succeed in a technologically advanced society.



Improve Educational Outcomes

Use digital tools to enhance the quality of education in Mathematics, Sciences, and English, leading to better academic performance.



Facilitate Access to Quality Resources:

Provide access to high-quality educational materials and innovative teaching methods.



Promote Inclusivity in Education:

Ensure students from underprivileged backgrounds receive the same quality of education as those from more affluent areas.



Foster a Competitive and Collaborative Learning Environment

Introduce a system of monthly and annual awards to recognize exceptional students, teachers, and schools.



STRATEGIC EDUCATIONAL CONTENT AND TOOLS

At the core of this initiative was the development of two key program streams:

Math Tutoring Program: Targeting Grades 9 and 10, this program was designed to improve mathematical skills through direct tutoring and digital learning platforms, facilitated by both Knowledge Platform teachers and school faculty.

English and Sciences Self-study Program: This provided comprehensive content aligned with the national curriculum in subjects including Biology, Chemistry, English, General Science, Mathematics, and Physics, supplemented with digital resources like educational games and videos.

IMPACT AND ACHIEVEMENTS

The implementation of the Zong Digital Scholars Program brought about significant improvements in student engagement and academic performance. Overall campuses have shown improvement of 75% with the highest improvement in Mathematics in the first six months. Participating schools were equipped with the necessary tools to create conducive learning environments that fostered educational interaction and engagement.

Mr. Mahboob Mahmood, CEO and Founder of Knowledge Platform, reflected on the collaboration:

"We are thrilled to innovate with Zong 4G to develop a new model for edtech." Knowledge Platform and partner school teachers will work together with students. We will all teach and learn together. We will closely watch how this practice evolves so we can improve and scale our model."

The Zong Digital Scholars Program, in collaboration with Knowledge Platform, has been specifically designed to tackle the educational challenges faced by underserved communities. By providing digital tools and content, the program ensures that:

Quality Education is Accessible: Students in remote and marginalized areas receive the same quality education as those in urban centers, breaking down barriers imposed by location and resource limitations.

Enhanced Learning Outcomes: The introduction of digital resources, such as interactive games and comprehensive lesson plans, directly contributes to improved learning outcomes, making education more engaging and effective.

Teacher Empowerment: Through professional development and access to digital teaching tools, teachers are better equipped to deliver quality education, thereby enhancing the overall teaching and learning environment.

Promotion of Lifelong Learning: By incorporating advanced technology and fostering a digital-first approach to education, the program cultivates an environment conducive to lifelong learning and continuous professional and personal development.

RECOGNITION AND INCENTIVES

The program's innovative monthly and annual awards system played a crucial role in motivating students and acknowledging the hard work of educators and institutions. This system not only fostered a spirit of healthy competition but also highlighted Zong's dedication to encouraging excellence in education.



FUTURE PROSPECTS

Looking ahead, the Zong Digital Scholars Program sets the stage for expanding digital education further across Pakistan. The success of this initiative underscores the potential for scalable digital education solutions that could substantially improve educational outcomes nationwide.

This initiative is a testament to Zong 4G's commitment to building a digitally empowered generation, ready to contribute to Pakistan's future. Through strategic partnerships and innovative educational programs, we will continue to pave the way for a brighter, more inclusive future for all.

SEHAT KAHANI: SCREENING AND AWARENESS SESSIONS

Pakistan has the third highest burden of maternal and children mortality across the globe. This grim situation is further intensified by flaws of planning and implementation set forth in the health sector. As stated by UNICEF, "Over **800 women** are dying each day from complications in pregnancy and childbirth. And for every woman who dies, approximately **20** others suffer serious injuries, infections or disabilities". According to the WHO recommendations, improvement in antenatal care is an important indicator to strengthen maternal health. It has been stated that only half of pregnant women in developing regions receive the minimal recommended four antenatal visits.

In 2023, Zong 4G extended its existing partnership with Sehat Kahani to improve the health and wellbeing of Zongers as well as the general public over health areas including but not limited to Mother and Child Health (MNCH), Oncology, and Mental Health among other disease areas.



Sehat Kahani in line with Zong 4G created a positive impact on the lives across Pakistan through social media-based awareness sessions followed by sponsored consultations through Sehat Kahani Clinic and/or Mobile Application. Sehat Kahani also arranged awareness & screening campaigns at Sehat Kahani clinics across Pakistan to educate and screen 2,000+ mothers on mutually agreed disease areas. These sponsored consultations enabled Sehat Kahani to cater 10,000 Zongers for their healthcare consultation needs through MNCH, Oncology, Mental Health, and Airborne / Water based diseases. The sessions primarily focused on preventive care tips and techniques. People were quided about the symptoms and preventive tools of water and airborne diseases and issues pertaining to breast cancer.

Sehat Kahani arranged screening and awareness sessions at_ its clinic in peri-urban areas in line with aforementioned digital sessions on selected disease awareness and consultation campaigns where community population was engaged for education on breast cancer self-examination, importance of mental wellbeing, preventive care for water and airborne diseases, as well as MNCH related issues.

INTENDED OUTCOME

The intended outcomes of our health awareness initiatives included significant improvements in mother and child health through increased disease awareness and enhanced understanding of mental health issues. We aimed to raise awareness about waterborne and airborne diseases, as well as breast and prostate cancers. Additionally, our efforts focused on improving antenatal care by educating about effective pregnancy management. By providing real-time access to doctors, we ensured immediate medical consultation and advice. Furthermore, these initiatives promoted increased awareness of the aforementioned ailments through peer education, fostering a well-informed and healthier community.

We received testimonials from doctors which further validated our goal and one such story is of Dr Naghmi who stated;



Hello, I'm Dr. Naghmi Majeed associated with Sehat Kahani, and serving as a General Physician & Family Medicine Specialist (MBBS, FCPS) with over 10 Years of experience. I recently consulted with a patient who used the promo code "ZongSehat" to access our services. My patient had been struggling with chronic respiratory issues for years, living in a remote area where access to quality healthcare was limited. Despite her efforts, she couldn't find a specialist nearby who could effectively address her condition. However, upon learning about Sehat Kahani and the free consultation offered through Zong 4G, she decided to give it a try. Through careful examination and discussion, I was able to provide her with the guidance and support she desperately needed to manage her respiratory condition better. I recently got a follow-up consultation from her and am glad to report that she is doing better. Her condition has improved significantly, and she expressed profound gratitude for the ongoing support and care she receives through Sehat Kahani.

HANDS: TRANSFORMING EDUCATION WITH DIGITAL LABS "BRIDGING THE DIGITAL DIVIDE"



Zong 4G partnered with the Health and Nutrition Development Society (HANDS) to set up a revolutionary Digital Lab at the Foundation Assisted School (FAS) in Noor Muhammad Goth near Karachi. HANDS is a non-profit organization working effortlessly to improve healthcare and education systems, alleviate poverty, and build infrastructure in Pakistan.

As a part of Zong 4G's Sustainability Program, this partnership aimed to provide students in marginalized areas with top-notch technological systems to empower their digital skills and provide access to the digital world. The school presently serves 120 students and is consistently broadening its scope to guarantee the provision of high-quality education for more students.

Both Zong 4G and HANDS are motivated to bridge the digital gap in Pakistan by providing students with unrestricted digital access to foster knowledge imperatives and help them excel in the digital world.

The school previously faced challenges in delivering digital access to children but is now optimistic regarding the positive impact of the newly established digital lab in facilitating a more seamless and enjoyable educational experience for students.

One such success story is of Kashif, a dedicated student, and Asifa, a passionate teacher, who were both hindered by the lack of access to technology at Foundation Assisted School. Despite Asifa's prior enrollment in a computer course, she had forgotten her skills due to the absence of computer facilities. Kashif and his peers lacked exposure to basic computer operations, limiting their educational opportunities.

With the inauguration of the computer lab, Kashif and his classmates eagerly embraced the opportunity to explore technology-enhanced learning. Simultaneously, Asifa, fueled by her previous computer training, rekindled her passion for technology and embarked on a journey of relearning. Asifa took on the responsibility of teaching computer classes to students, leveraging her own learning experiences to support and guide them in their digital literacy journey.

The establishment of the computer lab has had a profound impact on both Kashif and Asifa. Kashif has flourished academically, utilizing the computer lab to complement his textbook studies and develop essential digital skills. Under the quidance of dedicated teachers, he began integrating computerbased learning into their curriculum. Initially, Kashif and his peers were introduced to basic computer operations, such as typing, navigating software interfaces, and accessing educational resources online. Asifa, on the other hand, has regained her confidence in technology and found fulfillment in guiding her students through their digital learning experiences. Together, they have created a supportive learning environment where students and teachers collaborate to harness the power of technology in education.

Kashif and his peers have demonstrated remarkable growth in their digital literacy and academic performance, thanks to their access to the computer lab. Asifa's dedication to teaching computer classes has empowered students to embrace technology and explore new educational opportunities. The integration of technology has transformed the educational landscape at Foundation Assisted School, fostering innovation, collaboration, and continuous learning among students and teachers alike.

The experiences of Kashif and Asifa at Foundation Assisted School Noor Muhammad Goth exemplify the transformative potential of technology in education. Through Let's Get Digital, ZONG 4G has not only provided access to technology but has also sparked a ripple effect of empowerment and learning within the school community. As Kashif continues to thrive academically and Asifa rediscovers her passion for technology, their journey serves as a testament to the profound impact of technology on education and professional development.



PAKISTAN BAIT-UL-MAAL: EMBRACING **EQUITY FOR A DIGITAL PAKISTAN -**REDUCING THE GENDER GAP



Zong 4G's partnership with Pakistan Bait-ul-Mal (PBM) and the Ministry of Poverty Alleviation and Social Safety [MOPASS] continues to drive transformative change in women's empowerment across Pakistan. Building on our successful collaboration in Y2022, our efforts expanded in Y2023 to reach even more women, particularly in underserved regions. One such initiative involved the establishment of a Digital Lab at PBM's women empowerment center in Sajawal, Sindh, aligning with our vision of Digital Intelligence Innovation and Inclusive growth.

Through initiatives like the Digital Lab, women in Sajawal and other areas are gaining essential digital skills that empower them to thrive in today's digital age. These programs not only provide access to online learning but also impart entrepreneurial knowledge, equipping women to launch their

own businesses and contribute to their families' economic prosperity. Moreover, by enhancing their own knowledge and skills, these women are better positioned to educate future generations, creating a powerful cycle of empowerment and knowledge transfer within their communities.

Our focus on areas with limited digital access, particularly for women, has yielded remarkable results. By digitally empowering women and providing them with internet access, we enable them to amplify their skills online, acquire entrepreneurial acumen, and confidently navigate the rapidly evolving digital landscape. These initiatives with PBM exemplify our commitment to inclusive growth, and the establishment of the Digital Lab ensures that these women become catalysts for progress, not only for themselves but also for generations to come.

GRADUATION CEREMONY

Zong 4G and Pakistan Bait-ul-Mal (PBM) celebrated a significant milestone in their women empowerment initiative by honoring the first cohort of graduates from their digital lab. The Graduation Ceremony, held at Zong 4G headquarters and supported by the Ministry of Poverty Alleviation and Social Safety (MOPASS), highlighted the achievements of these individuals who completed the comprehensive training program, acquiring valuable digital skills.

In December 2022, Zong 4G proudly inaugurated a state-of-the-art digital lab at PBM's women empowerment center in Islamabad. This initiative aimed to equip women with essential digital skills, empowering them to thrive in the digital age.

The ceremony also recognized the talent and craftsmanship of 35 women from PBM's Vocational centers, who skillfully crafted handmade sleeves for Zong 4G's 2022 Sustainability Report.

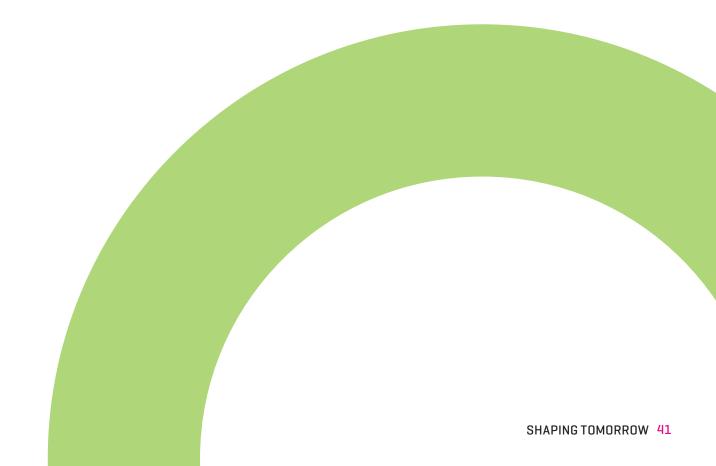
Certificates of excellence were awarded to all deserving attendees, acknowledging their exceptional achievements and dedication to personal growth. Zong 4G also presented tokens of appreciation, expressing gratitude for their unwavering commitment to women empowerment.

Speaking at the ceremony, a Zong 4G spokesperson reiterated the company's commitment to women empowerment, emphasizing the importance of providing equal opportunities for all. The digital lab, established through collaboration between Zong 4G and PBM, will continue to empower women with essential digital skills, enabling them to participate actively in Pakistan's digital economy.

"Here at PBM, our mission has always been to empower women and equip them with the necessary skills to excel in the digital age. This initiative perfectly aligns with our core values and objectives. Collaborating with Zong 4G allows us to amplify our impact and reach even more women across the country. Together, we're building a brighter future for all."

- Amir Fida Paracha, Managing Director of PBM

This collaboration between Zong 4G, PBM, and MOPASS demonstrates a strong commitment to promoting women's empowerment and poverty alleviation in Pakistan. By providing women with digital skills and vocational training, this initiative is making a positive impact on individuals, families, and communities across the country.



EXPANDING NETWORK FOOTPRINT AND CONNECTIVITY IN FAR-FLUNG AREAS

Zong 4G is proud to have established an extensive network footprint in Balochistan, with over **800** strategically placed sites along the crucial CPEC route. As the second-largest network operator in the region, Zong 4G is unwavering in its commitment to expanding our presence and enhancing both coverage and our product portfolio to better serve the people of Balochistan. Our state-of-the-art 4G technology ensures high-speed internet access for all Zong 4G users across the region.

Recognizing the critical importance of Balochistan to Pakistan's economic and infrastructural development, especially in the context of the CPEC initiative, Zong 4G will continue to make substantial investments in this key area particularly in Gwadar and on the CPEC route. Over the past year, our expansion efforts have included significant network enhancements in Zhob and Quetta. These developments ensure robust connectivity and innovative solutions, driving regional growth and prosperity.





DIGITAL TRAINEE EXECUTIVE PROGRAM

Zong 4G has demonstrated its commitment to fostering the future leaders of the digital era through its Digital Trainee Executive Program. In a two-day orientation session held on November 1st and 2nd at the Zong headquarters, the company successfully onboarded the Digital Trainee Executive Batch of 2023. This initiative highlights Zong 4G's dedication to nurturing talent, promoting diversity, and providing equal opportunities for fresh graduates from diverse academic backgrounds.

The Digital Trainee Executive Program is strategically designed to empower young minds with the skills and knowledge necessary to excel in the digital landscape. In its latest intake, Zong 4G showcases its commitment to diversity and inclusion by welcoming a diverse group of 36 fresh graduates, with a notable female diversity ratio exceeding 50%.

As a frontrunner in Pakistan's digital transformation, Zong 4G consistently equips the country's youth with comprehensive training and mentorship in Information, Digital, Communication, and other emerging technologies. The success of the Digital Trainee Programs not only underscores the company's leadership in digital innovation but also its dedication to providing a platform for diverse talent and ensuring equal opportunities.

The official spokesperson of Zong 4G emphasized the organization's dedication to supporting digital and youth-centric initiatives, stating, "Zong 4G's Digital Trainee Executive program has successfully empowered talented newcomers to emerge as dynamic corporate leaders. Our mission is to enable these individuals to play a pivotal role in creating a digitally advanced Pakistan."

The onboarding sessions included a comprehensive corporate orientation and a 360-degree overview of the organization. Engaging and informative activities familiarized the Digital Trainee Executives [DTEs] with the office premises. With the onboarding process completed, Zong's digital experts and telecom professionals will guide the selected candidates through a transformative journey, exposing them to cutting-edge technologies and groundbreaking projects within the telecom industry, shaping the digital landscape of tomorrow.

Zong 4G continues to set the benchmark for digital leadership and innovation, driving the evolution of Pakistan's digital landscape by shaping the leaders of tomorrow.

IN-HOUSE BREAST CANCER AWARENESS SESSION

In Pakistan, one in nine women develop breast cancer at some stage of their lives, leading to thousands of lives lost annually due to a lack of awareness. The cultural stigma surrounding health issues often results in women hesitating to share their health concerns, which further complicates early detection and treatment. Recognizing the critical need for awareness and education, Zong 4G has undertaken a significant initiative to address this pressing issue.

As part of our unwavering commitment to healthcare and community well-being, Zong 4G has partnered with Sehat Kahani, a telemedicine platform that connects patients with qualified doctors through digital means. Together, we conducted an interactive session focused on breast cancer awareness. This session aimed to educate and empower women to prioritize their health, seek timely screenings, and openly discuss health concerns with healthcare professionals and loved ones.

The session featured expert speakers who provided valuable insights into the importance of early detection, symptoms to watch for, and preventive measures. Interactive segments allowed participants to ask questions and engage in meaningful discussions about their health concerns. Additionally, practical demonstrations on self-examination techniques were conducted to equip women with the knowledge needed for early detection.

The initiative was designed not only to inform but also to inspire a culture of openness and proactive health management. By encouraging women to seek timely medical advice and break the silence around health issues, we aim to reduce the incidence of late-stage breast cancer diagnoses and improve survival rates.

Zong 4G's partnership with Sehat Kahani exemplifies our dedication to fostering a healthier society by leveraging technology and community engagement. Through such initiatives, we continue to uphold our responsibility towards creating a positive impact on the lives of our customers and the broader community.

By integrating healthcare awareness into our sustainability efforts, we strive to build a future where health and well-being are prioritized, and no woman has to suffer in silence due to a lack of information or support.



THE BOOK NOOK - ZONG 4G'S VERY OWN READING CORNER!

We are thrilled to introduce a new addition to our office space: The Book Nook! This cozy corner, located on the ground floor right in front of the reception area, is designed to be a haven for book lovers, offering a curated collection of captivating stories, enlightening non-fiction, and inspiring self-help books. Sourced from "That China Books" with the assistance of CMCC, the collection promises a diverse reading experience for all.

The ambiance of the Book Nook is truly comforting and calming, providing a welcoming atmosphere for readers to indulge in their favorite books. With its clean and well-organized layout, books are easily accessible, inviting people to come and sit, immerse themselves in the world of literature, and enjoy a moment of tranquility amidst their busy schedules.

At Zong 4G, we understand the value of fostering a well-rounded and intellectually stimulating environment. The Book Nook is a testament to this commitment, providing a space where employees can unwind, expand their horizons, and indulge in the joy of reading.

In addition to offering a variety of books, we also encourage a culture of sharing and collaboration. Employees are invited to contribute books from their personal collection to the Book Nook's exchange program. This initiative not only promotes sharing knowledge but also encourages the discovery of hidden literary gems.

We believe that the Book Nook will not only promote a love for reading but also serve as a catalyst for creativity, personal growth, and intellectual stimulation among our employees.

I'm absolutely thrilled about the introduction of the Book Nook! As an avid reader, having a dedicated space in the office where I can escape into the pages of a book during my breaks is incredibly exciting. The inviting environment and the thoughtfully curated collection make it a perfect retreat for book enthusiasts like me. It's so fun to share this delightful experience with my colleagues.

- Amna Aziz, Senior Executive Digital Content



SHAUKAT KHANUM SMS CAMPAIGN

Zong 4G partnered with Shaukat Khanum Memorial Cancer Hospital and Research Centre (SKMCH&RC) to launch an impactful SMS Broadcast campaign during the holy month of Ramadan. This initiative, which ran for nearly a week, reached over 45 million people across Pakistan, raising awareness about cancer and soliciting donations to support cancer patients.

We are proud to support SKMCH&RC's mission and contribute to improving healthcare access in Pakistan. This campaign exemplifies Zong 4G's dedication to sustainability and making a positive impact on society.



Zong 4G's dedication to social responsibility, particularly during Ramadan, is truly commendable. Their efforts reflect a genuine commitment to making a positive impact in society, and I applaud them for their contributions to our community.

- Tariq Azam, SKMCH&RC

DIGITAL INCLUSION

Zong 4G is a pioneer in providing state-of-the-art ICT digital solutions in Pakistan, focusing on empowering businesses with innovative technologies and reliable connectivity. Our extensive portfolio includes DICT, Cloud, IoT, and Shared Internet solutions, all designed to enhance operational efficiency, streamline processes, and drive innovation.

Our DICT solutions encompass a range of services that integrate digital technologies to transform business operations. This includes automation of workflows, digital communication tools, and data management systems that help businesses stay ahead in a competitive market. Zong's Cloud solutions offer scalable and secure storage options, ensuring that businesses can manage their data with flexibility and confidence, while reducing costs associated with traditional IT infrastructure.

Zong's IoT solutions enable businesses to connect and manage devices through the internet, providing real-time data analytics and insights that can optimize performance and improve decision-making. This is particularly beneficial for sectors such as Manufacturing and Agriculture, where monitoring and automation can lead to significant productivity gains.

Our Shared Internet Solutions ensure that businesses have access to high-speed and reliable internet connectivity, crucial for maintaining seamless communication and uninterrupted operations. This is especially vital for industries like Banking & Finance, where secure and constant connectivity is essential for transactions and customer interactions.

We have a dedicated team focused on serving the Chinese segment, providing specialized coverage solutions that ensure fast, reliable, and secure connectivity in remote and underserved areas. This includes tailored services that address the unique communication needs of Chinese businesses and expatriates, enhancing their ability to operate efficiently and stay connected across Pakistan.

By continuously upgrading our technology portfolio and focusing on innovation, Zong is committed to driving digital transformation across Pakistan's corporate landscape, helping businesses to not only adapt to the digital era but to thrive in it.





ETHICS AND COMPLIANCE

Zong 4G has implemented a comprehensive Anti-Corruption and Compliance program to foster a culture of integrity and ethical conduct within the organization. The program, organized under the Compliance and Anti-Corruption Month (CACM), focuses on training, knowledge enhancement, promotional activities, and employee engagement. Below are the key activities and achievements of the program:





The Heads of Departments (HODs) conducted training sessions on compliance and anti-corruption, providing employees with essential knowledge about the company's compliance policies. Specialized online training sessions were held by the Legal and Regulatory departments, focusing on key laws and regulatory policies. Over 1,800 employees from 28 departments participated in these training sessions. Additionally, 77 managers and above attended specialized training sessions that highlighted the business implications of legal and regulatory requirements.

In-depth Thematic Learning



To assess employees' awareness and knowledge of compliance policies, a company-wide contest was held. This contest included guizzes on CMPak's integrity and risk control policies, attracting participation from 1,865 employees. The average organizational score was 87%, with seven departments scoring over 90% and eight departments scoring between 85%-89%

Commitment to Integrity



Zong 4G informed employees about various compliance guidelines and initiatives, ensuring that all employees signed a Statement of Commitment to Compliance. A total of **3,107** submissions were recorded, reflecting a strong organizational commitment to integrity. A significant Compliance Event was held on May 23, 2023, where the CEO and Chiefs signed their commitment to compliance in a ceremony attended by over 1,500 employees.

Precision Integrity Education in Key Areas



Guided by CMCC, Zong 4G provided targeted compliance education to specific departments such as Marketing, GCSS, NOMC, and Procurement. This precision education ensured that employees in key areas were wellversed in compliance and integrity principles.

Activity Performance Evaluation



To evaluate the effectiveness of the compliance and anti-corruption activities, employee surveys were conducted. The results showed high satisfaction rates, with **99%** of employees believing that the initiatives raised awareness about ethical conduct and compliance. Additionally, **98%** of employees were satisfied with the HOD training sessions, and 96% felt included in the compliance event.

Promotional and Awareness Activities



Zong 4G utilized various mediums, including SMS, emails, desktop backgrounds, and standees, to promote compliance and anti-corruption messages. These activities resulted in over **30,000** portal and desktop impressions and 40,000 SMS and email impressions. Additionally, artworks, backdrops, standees, and LED campaigns were displayed across offices to maximize employee engagement.



EMPLOYEE FEEDBACK

Surveys indicated that

99%

of employees were satisfied with the overall effectiveness of the Compliance and Anti-Corruption Month. 98%

of employees were satisfied with HOD training sessions.

96%

of employees felt included in the compliance event.

97%

of employees felt included in the compliance event.

99%

of employees believed that the Compliance and Anti-Corruption Month activities were more effective than in previous years.

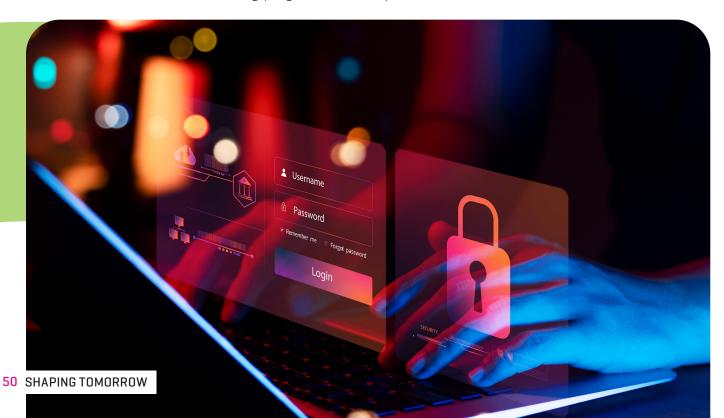
CYBER SECURITY AND DATA PRIVACY

Zong 4G has implemented several measures to enhance its overall security posture. These include deploying a SIEM solution, upgrading the Email Security Gateway, and implementing Endpoint Detection and Response (EDR). In addition, in-house vulnerability assessments and penetration testing have been conducted, along with external penetration testing for Zong 4G internet presence. To comply with PTA regulations, a third-party audit for Critical Telecom Data & Infrastructure Security Regulations (CTDISR) has been completed. Furthermore, the integration of Zong 4G SIEM solution with the national Telecom SOC (nTSOC) is currently underway. These initiatives aim to bolster Zong 4G defensive and offensive capabilities and ensure the security of its systems and data.

In this digital era where technology is advancing rapidly, businesses are increasingly relying on computers and the internet to carry out their operations. As this digital transformation unfolds, the need to shield against cyber threats becomes more crucial than ever before. Zong 4G, a prominent provider of telecom services, stands out for its steadfast commitment to bolstering its cyber security defenses.

Through extended Security measures aimed at scrutinizing digital changes and customer-focused applications, Zong 4G has fortified its cyber defenses, meticulously pinpointing and addressing vulnerabilities in its security posture. This proactive stance not only ensures the maintenance of the company's esteemed service standards but also fosters a heightened sense of confidence and trust among its customers. The establishment of a sophisticated Security Operations Center [SOC] underscores Zong 4G's unwavering dedication to cyber vigilance, poised to thwart emerging threats and reinforce network security infrastructure. Last year, we extended the operations of the Security Operations Center [SOC] to function round the clock [24x7], demonstrating our unwavering commitment to safeguarding our systems at all times. Additionally, to further enhance customer confidence, we obtained certification for ISO 27001, affirming our adherence to International standards of Information Security and Data Privacy.

Furthermore, Zong 4G remains resolute in its pledge to protect the personal information of both its employees and customers. To this end, comprehensive awareness sessions have been conducted, disseminating crucial knowledge on data privacy and security measures to employees, vendors, and customers alike. Through these concerted efforts, Zong 4G not only showcases its dedication to technological excellence but also underscores its commitment to preserving the privacy and security of its stakeholders in an increasingly digitized landscape.





VOICES OF IMPACT Testimonials by Sehat Kahani



"I am a General Physician and Family Medicine Specialist (MBBS, MCPS), currently practicing with Sehat Kahani. Recently, I had the privilege of consulting with a patient who used the promo code 'ZongSehat' to access our platform free of charge. This encounter shed light on the challenges individuals face in accessing healthcare services, especially while traveling.

The patient found himself in a predicament while traveling, experiencing severe abdominal pain with no nearby medical facilities in sight. Despite being on the move, he decided to reach out for help. During our consultation, the patient explained his situation, detailing his struggle to find medical assistance while traveling. Through our discussion, I was able to provide immediate medical advice and reassurance, alleviating his concerns and guiding them on the next steps for seeking further care."

By Doctor: SYEDA MUMTAZ FAKHRA GILLANI

"I'm a Family Medicine physician (MBBS, MCPS) working with Sehat Kahani for 3 years now. Recently, I had the opportunity to connect with a patient who availed a free consultation using the promo code "ZongSehat". My patient had been grappling with symptoms of diabetes for months but couldn't afford to seek medical help due to financial constraints. During our session, I was able to diagnose his condition and guide him in the management of his condition effectively. Witnessing the relief and gratitude in his voice as he received the care he desperately needed was truly humbling. This experience reaffirmed the transformative power of initiatives like Sehat Kahani and partnerships with companies like Zong in breaking down barriers to healthcare access, ensuring that no one is left behind, especially when battling serious illnesses like diabetes."

By Doctor: RUKHSANA RIAZ

I've been associated with Sehat Kahani, serving as a General Physician & Family Medicine Specialist (MBBS, FCPS) with over 10 Years of experience. I recently consulted with a patient who used the promo code "ZongSehat" to access our services. My patient had been struggling with chronic respiratory issues for years, living in a remote area where access to quality healthcare was limited. Despite her efforts, she couldn't find a specialist nearby who could effectively address her condition. However, upon learning about Sehat Kahani and the free consultation offered through Zong, she decided to give it a try. Through careful examination and discussion, I was able to provide her with the quidance and support she desperately needed to manage her respiratory condition better. I recently got a follow-up consultation from her and am glad to report that she is doing better. Her condition has improved significantly, and she expressed profound gratitude for the ongoing support and care she receives through Sehat Kahani."

By Doctor: DR. NAGHMI MAJEED



"I consulted Dr. Kinza Hussain on January 24th, 2024, through Sehat Kahani using the ZongSehat promo code which gave me a free of cost consultation. I had been suffering from scabies all over my body. Thankfully, I stumbled upon Sehat Kahani and decided to give it a try. Dr. Kinza was incredibly attentive and provided me with valuable medical advice and treatment options. With her quidance, I was able to alleviate my discomfort and start the journey towards recovery. I'm immensely grateful for the accessibility and quality of care provided by Sehat Kahani, especially during such a challenging time."

By Patient: HAMMAD ALI

"I wanted to share my incredible experience with Sehat Kahani. On November 5th, 2023, while traveling for work from Azad Jammu Kashmir, I felt severe abdominal pain. Thankfully, I heard about the Zong promo code and decided to give telemedicine a shot for the first time ever. I connected with Dr. Syeda Mumtaz Fakhira through Sehat Kahani. Despite being miles away, Dr. Fakhira's expertise and compassion made me feel like I was right there in her office. She listened to my concerns attentively and provided me with a thorough diagnosis and treatment plan. Thanks to Sehat Kahani and Dr. Fakhira, I was able to receive prompt and quality healthcare, even while on the go. I'm truly grateful for this invaluable service!"

By Patient: MUBASHIR GILLANI

"I'm grateful for the exceptional care I received from Dr. Rabia A. Ghafoor via Sehat Kahani. On December 11th, 2023, I consulted her using the promo code ZongSehat for an insect bite reaction. I was very worried as it was late at night, and I couldn't go to the clinic. Through the platform, I sent pictures and connected on a video call, allowing her to examine it thoroughly. Dr. Rabia's expertise and empathy shone through as she provided a diagnosis and clear instructions for treatment. Within an hour, I got some relief from the pain the bite was causing. I am truly grateful to both Sehat Kahani and Zong for helping me for free."

By Patient: ANONYMOUS

VOICES OF IMPACT Testimonials by HANDS



Empowering Education Through Technology

Kashif's Journey

"I am a student at Foundation Assisted School (FAS) Noor Muhammad Goth. Before the establishment of the computer lab, my classmates and I had little to no exposure to technology. We faced significant challenges in our studies because we lacked basic computer skills, which limited our educational opportunities.

In December 2023, everything changed when ZONG 4G's CSR program, Let's Get Digital, established a fully equipped computer lab at our school. The introduction of this computer lab was a turning point in my academic journey. With access to computers, I eagerly embraced the opportunity to explore technology-enhanced learning. Our teachers guided us through the basics of computer operations, such as typing, navigating software interfaces, and accessing educational resources online.

The computer lab has profoundly impacted my education. I now use the computer lab to complement my textbook studies and develop essential digital skills. This access to technology has transformed my learning experience, allowing me to explore new educational opportunities and enhance my academic performance. My digital literacy has improved significantly, and I feel more confident in my ability to use technology effectively.

I am grateful for the support of ZONG 4G. The computer lab has opened up a world of possibilities for me and my peers. We are now better equipped to face the challenges of the digital age and pursue our academic goals with confidence. Thank you for empowering us through technology."

Asifa's Journey

"I am a teacher at Foundation Assisted School (FAS) Noor Muhammad Goth. Before the establishment of the computer lab, I faced significant challenges in integrating technology into my teaching. Despite having previously enrolled in a computer course, I had forgotten my skills due to the absence of computer facilities at our school.

In December 2023, ZONG 4G's CSR program, transformed our school by establishing a fully equipped computer lab. This initiative rekindled my passion for technology and provided me with the opportunity to relearn and enhance my computer skills. With renewed confidence, I took on the responsibility of teaching computer classes to our students.

The computer lab has had a profound impact on my professional development. I have regained my confidence in using technology and found fulfillment in quiding my students through their digital learning experiences. Teaching computer classes has empowered my students to embrace technology and explore new educational opportunities. Together, we have created a supportive learning environment where technology is an integral part of our educational journey.

I am deeply grateful for the support of ZONG 4G. The computer lab has transformed our school, fostering innovation, collaboration. and continuous learning among students and teachers alike. My professional journey has been profoundly impacted by this initiative, and I am committed to continuing to empower my students through technology. Thank you for making a difference in our lives."

VOICES OF IMPACTTestimonials by HANDS



"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."

NAQEEB ULLAH KHAN

Principal, The Asian Grammar School Pishin, Balochistan

"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



Student's Testimonials

"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 4G and Knowledge Platform."

ALEESHA SULTAN D.J High School Altit School

"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 gamechanger 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!"

"Zong Digital Scholars is an excellent program. I 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**

ALISHA KIRAMAT Diamond Jubilee High School, Altit Hunza

"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

VOICES OF IMPACT

Testimonials by Pakistan Bait-ul-Maal

"I have two sisters and two brothers. I have always been passionate about learning and have a strong desire to study and receive technical training in the IT field. Unfortunately, due to financial constraints, I was unable to achieve my goal. My father is a laborer, and he is already struggling to make ends meet. As a result, pursuing my ambition seemed impossible.

However, I recently learned about a newly established IT center in Sujawal that offers free training to deserving students. I enrolled in the IT trade program at the Pakistan Bait-ul-Mal Women Empowerment Centre [WEC] in Sujawal. Currently, I am a student in the IT trade at WEC Sujawal, attending the session from January 2024 to June 2024. InshaAllah, after completing my training at this center, I plan to share my skills with my community. This will not only provide me with a source of financial support but also positively impact society, as education is the key to a bright future.

I am extremely grateful to the Pakistan Bait-ul-Mal Women Empowerment Centre Sujawal and ZONG for establishing an IT lab in Sujawal and giving us the opportunity to fulfill our dreams. "

By Student/Trainee: MS. SHAZIA

"I recently gained admission to the IT class at the Pakistan Bait-ul-Maal (PBM) Women Empowerment Centre in Sujawal. Previously, I completed a stitching training program at the same center and now run my own stitching business from home. Over time, I realized that we live in an era dominated by IT and social media, which can significantly boost my business. However, I couldn't afford the fees for IT programs offered by private institutions, which were also located far from my residence, making it difficult for me to attend.

Recently, PBM upgraded its center with the support of Zong Telecom, launching a new IT trade program. I was thrilled to hear this news and promptly enrolled in the IT trade at WEC Sujawal for the January 2024 to June 2024 session. My focus is to acquire basic IT knowledge so that I can utilize social media and other platforms to showcase my dress designing expertise. I am very thankful to the Pakistan Bait-ul-Mal Women Empowerment Centre Sujawal and Zong for establishing an IT lab in Sujawal and giving us this invaluable opportunity. "

By Student/Trainee: MS. SHABANA



Vision for the Future

As we look towards the future, Zong's commitment to sustainability remains steadfast and deeply rooted in our core values. We envision a future where our operations not only meet the demands of today but also pave the way for a more sustainable tomorrow. Our efforts will continue to focus on addressing environmental concerns, fostering social responsibility through Digital Intelligence Innovation, and driving growth in a manner that is both inclusive and equitable.

We are dedicated to empowering the communities we serve and ensuring that our growth contributes to Pakistan's social and economic well-being. Through our initiatives in Digital Intelligence Innovation and Inclusive Growth, we aspire to create a lasting positive impact that resonates across generations.

In the coming years, we will continue to strengthen our partnerships with critical stakeholders, including government bodies, NGOs, and the welfare sector, to drive collective action towards a more sustainable future. Our approach will be guided by transparency, accountability, and a commitment continuous improvement.

sustainability is not just Zona, responsibility—it is opportunity an innovate, inspire, and lead the way towards a better world. Together, we will build a future that is not only technologically advanced but also environmentally sustainable, socially responsible, and economically viable for all. Together we grow!

Executive Director Strategy,

Syed Naveed Akhtar.



