

**ZONG 4G**

LET'S GET DIGITAL

**SHAPING  
TOMORROW**



# LIST OF ACRONYMS

4Th Generation of Broadband Cellular Network Technology  
Chief Executive Officer  
Chief Regulatory Officer  
China Mobile Communications Corporation  
China Mobile Pakistan  
China-Pakistan Economic Corridor  
Corporate Social Responsibility  
Pakistan Telecommunications Authority  
Punjab Skills Development Fund  
Sustainable Development Goals  
Customer, Home, Business, and New  
Critical Telecom Data & Infrastructure Security Regulations  
Point of Contact  
National Telecom Security Operations Center  
Security Operations Center  
Endpoint Detection and Response  
Corona Virus Disease of 2019  
Digital Trainee Executives  
Industrial Development Corporation  
Internet of Things  
Information and Communications Technology  
Ministry of Poverty Alleviation and Social Safety  
Pakistan Bait-ul-Mal  
New York Stock Exchange  
Non-Governmental Organization  
Pakistani Rupee  
Pakistan Alliance for Girls Education  
Renminbi - Official Currency of People's Republic of China  
United Nations  
United Nations Children's Fund  
Compliance and Anti-Corruption Month  
American Depository Share  
Shaukat Khanum Memorial Cancer Hospital and Research Centre  
Non-Resident Indian  
Health and Nutrition Development Society  
Foundation Assisted School  
World Health Organization  
Mother and Child Health  
Parks and Horticulture Authority  
Women Empowerment Center  
Multiple Input Multiple output  
Artificial Intelligence  
Business Intelligence  
Health, Safety, Security, Environment

4G  
CEO  
CRO  
CMCC  
CMPak  
CPEC  
CSR  
PTA  
PSDF  
SDGs  
CHBN  
CTDISR  
POC  
NTSOC  
SOC  
EDR  
COVID-19  
DTEs  
IDC  
IoT  
ICT  
MOPASS  
PBM  
NYSE  
NGO  
PKR  
PAGE  
RMB  
UN  
UNICEF  
CACM  
ADSs  
SKMCH&RC  
NRI  
HANDS  
FAS  
WHO  
MNCH  
PHA  
WEC  
MIMO  
AI  
BI  
[HSSE]

## EXECUTIVE SUMMARY

# 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**.

At Zong 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 27th January 1998. On 7th May 2021, the NYSE filed Form 25 with the US Securities and Exchange Commission to strike the Company's ADSs from listing and registration, which took effect on 18th May 2021.

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 Moody's.**





## 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

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## 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.

“

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.

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.



### OPENNESS

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.



### RESPONSIBILITY

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.



### EXCELLENCE

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.



## Excellence

### 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 areas, offering affordable communication 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 digital 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.

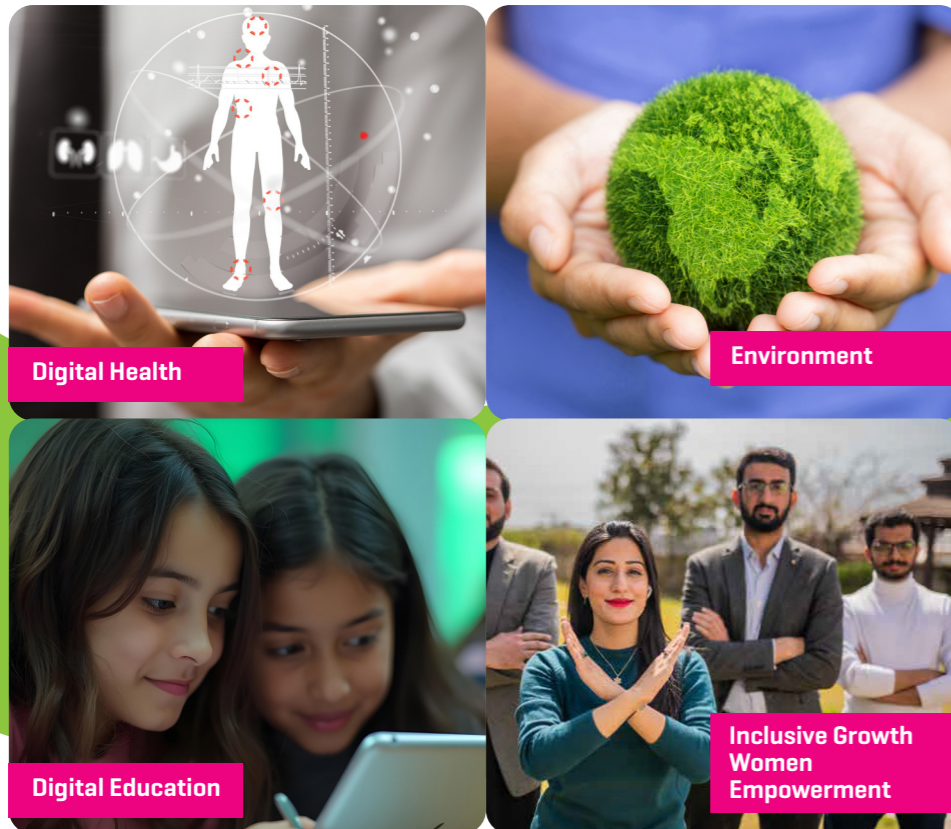
## PARTNERSHIPS FOR THE GOALS



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



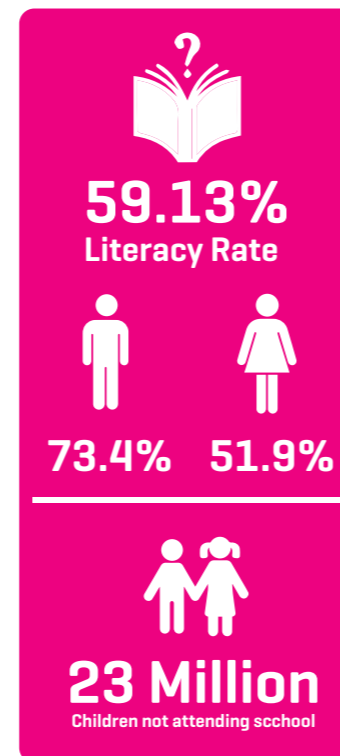
## DIGITAL INTELLIGENCE INNOVATION

In 2023, Pakistan's overall literacy rate was **59.13%**<sup>1</sup>, with male and female literacy rates at **73.4%** and **51.9%**<sup>2</sup>, 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 out-of-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 toward 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.

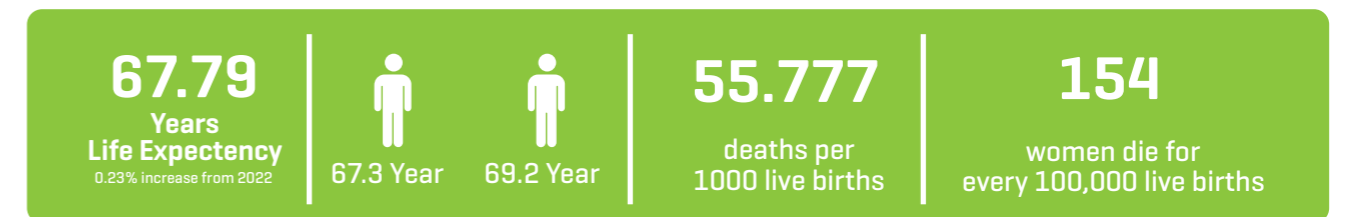
<sup>1</sup> <https://www.dawn.com/news/1774854>

<sup>2</sup> <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 followed:



- 1) **Life expectancy:** Approximately 67.79 years a 0.23% increase from 2022<sup>3</sup>
- 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 billions 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.

<sup>5</sup> <https://data.worldbank.org/indicator/SP.POPTOTL.FE.ZS?locations=PK>

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

## 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<sup>6</sup> 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 CO2 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:



1. "Annual Excellence in Social Responsibility Award" from China Mobile



2. "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, Zong 4G is committed to continuously improving network performance and reliability to ensure customers enjoy seamless services.

In 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 cutting-edge 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 guided 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.

