



MOBILE TELECOMMUNICATIONS COMPANY (ZAIN)

BRAND GOVERNANCE POLICY

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Introduction

Our brand is one of our most valuable assets. It connects everything we do across our markets. This policy ensures our brand looks, feels, and behaves as one Zain, everywhere. It defines how we manage and approve brand work, outlines responsibilities at every level, and uses Asana to keep the process consistent, transparent, and efficient.

1. Purpose

The purpose of this policy is to ensure consistent, compliant, and high-quality application of Zain Group's brand across all seven operating companies (OpCos). This policy establishes governance processes, approval flows, and accountability mechanisms using Asana as the central brand governance platform.

2. Scope

This policy applies to:

- All Zain Group Operating Companies (OpCos)
- All branded materials; from TV ads to digital posts
- All agencies and partners working with our brand
- All staff involved in brand, marketing, and communications

If it carries the Zain name, it's covered here.

3. Principles

We keep our brand strong by following five simple principles:

Consistency One look, one tone, one brand everywhere

Compliance Everything must follow the Group Brand Guidelines and local laws

Transparency All approvals and feedback are tracked in **Asana**

Efficiency No wasted time or confusion in approvals

Collaboration Group Brand, OpCos, and agencies work together

4. Responsibilities for Brand Governance

Our governance model has three clear levels of responsibility:

Agencies	Responsible for creating work that follows the Zain Brand Guidelines. Agencies must make sure work is fully compliant before sharing with their OpCo Marketing Team.
Marketing Teams	Responsible for the brand in their local market. They check all Agency work for accuracy and alignment and give local approval, before submitting to the Asana platform. It is their responsibility to make sure everything is correct before it reaches the Group Brand Team.
Group Brand	Custodians of the Zain brand. They review and give final approval to all work to ensure it is on brand.

5. Brand Architecture and Change

Zain is a single, unified brand:

Our new approved Group Brand Architecture must be adhered to. In the unlikely event that an OpCo wishes to create a new sub-brand, name or visual identity for any reason, this must be approved by the Group Brand Team before anything goes live.

OpCos can suggest ideas for local adaptation, but final decisions rest with Group.

Any approved changes will be shared with everyone through updated guidelines in Asana.

6. Brand Protection and Legal

Our brand is protected by law. It is a registered trademark and one of our most valuable assets.

That means:

- Do not alter or recreate the Zain logo
- Do not approve or share any third-party use of the brand without Group Legal and Group Brand sign-off
- Always follow trademark and copyright rules

Protecting the brand protects our reputation.

7. Measuring Brand Health

We track how the brand is performing through a mix of data and feedback:

- Compliance rate. How much work is approved first time
- Audit score. Results from Group Brand reviews
- Brand health. Awareness, preference, and trust scores

- Employee engagement. How strongly our people believe in and live the brand

Results are shared quarterly with OpCos and Group leaders.

8. Oversight

Group Brand runs:

- Monthly checks on random submissions
- Quarterly scorecards shared with each OpCo
- Annual audits with Group Audit and Legal
- Any non-compliance is logged in Asana

Repeated issues affect agency evaluations and OpCo brand performance scores.

9. Automation and Reporting

We use Asana automations to:

- Assign reviewers automatically
- Track approval deadlines
- Build real-time dashboards
- Spot recurring issues early

This helps us stay efficient, transparent, and data driven.

10. Review Cycle

This policy is approved by the Board.

This policy will be reviewed once a year by Group Brand with Group Audit.

Brand Guidelines are updated regularly to keep pace with the fast-changing world of technology alongside customer and Opco needs.

11. References

Zain Group Brand Guidelines

Zain Trademark Policy

Asana Brand Governance Charter