



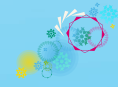
ZAIN GROUP

RESPONSIBLE MARKETING & COMMUNICATIONS STANDARD POLICY STATEMENT

VERSION 1.0

MARCH 2024

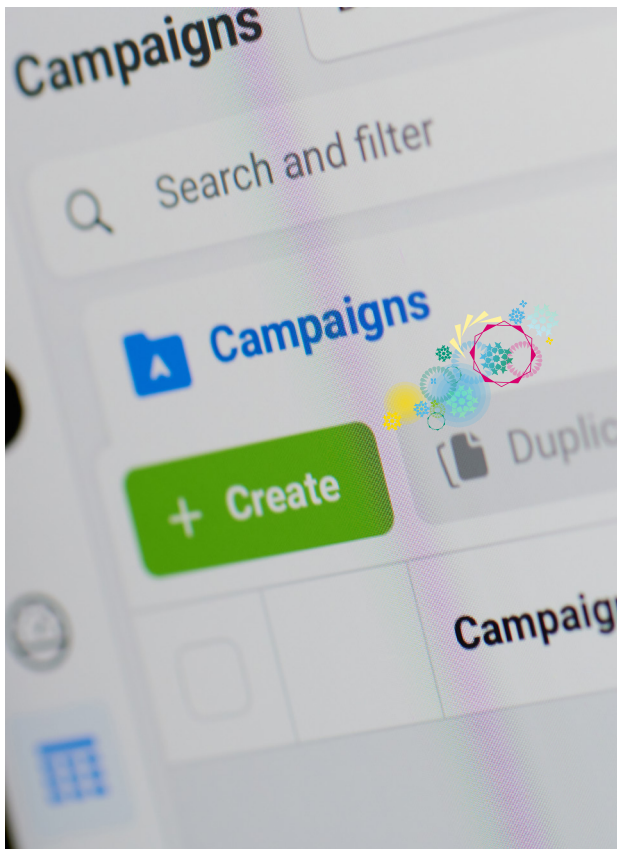
THE STANDARD HAS BEEN APPROVED BY THE ZAIN GROUP BOARD OF DIRECTORS ON 6TH OF MARCH 2024



OUR RESPONSIBLE MARKETING AND
COMMUNICATIONS STANDARD EMPHASIZES
ZAIN'S COMMITMENT TO TRANSPARENT,
ETHICAL, AND INCLUSIVE PRACTICES. WE
ENSURE THAT OUR ACTIVITIES ARE CONDUCTED
WITH CARE AND RESPECT, WITHOUT
EXPLOITING MARGINALIZED,
AND/OR VULNERABLE POPULATIONS WITHIN
OUR OPERATIONAL SCOPE.

Zain's Responsible Marketing and Communications Standard reflects its dedication to ethical, inclusive, and responsible marketing and communication practices. By adhering to these principles, Zain aims to create a positive impact on its communities while maintaining transparency, diversity, ethics, and responsibility in its marketing and advertising efforts. We believe that continuous adaptation and evolution is key to upholding the highest levels of responsible marketing thus ensuring that we remain responsive to the ever-changing landscape of communication and technology.

Wherever the provisions of the Standard differ with any of the applicable statutory or regulatory requirements, the local statutory and regulatory requirements will take precedence over the provisions of the Standard. This includes all legal and regulatory definitions.



KEY PRINCIPLES

1. TRANSPARENT COMMUNICATION

Zain pledges to provide clear, accurate, and understandable information in marketing communications, with a focus on responsibly marketing products and services to children. The company also commits to make sure it distinguishes promotional content from non-promotional material and refrains from providing exaggeration or misleading information to its customers.

2. ETHICAL ADVERTISING

Zain adheres to laws, regulations and industry standards such as UNICEF's MO-CRIA: Child Rights Impact Self-Assessment Tool for Mobile Operators regarding advertising for child-directed products and services, ensuring that marketing materials for child-directed products and services are suitable for all age groups. The company avoids exploiting children's vulnerabilities and refrains from using deceptive or manipulative techniques. Lastly, Zain refrains from using or associating with any content that sexualizes minors or promotes child sexual abuse.

3. EMBRACING INCLUSIVE MARKETING

Zain's marketing materials and campaigns promote diversity and inclusion, challenging stereotypes, and avoiding discriminatory practices. The company commits not to engage with organizations involved in discriminatory actions.

4. PARENTAL AND GUARDIAN CONSENT AND CONTROL

Zain obtains parental consent when collecting personal information from children, provides clear instructions on controlling a child's participation in marketing activities, and ensures campaigns involving children comply with local laws and prioritize their safety.

5. RESPONSIBLE USE OF DIGITAL CHANNELS

Zain prioritizes child safety in digital marketing content and platforms, complies with its own data privacy regulations and encourages balanced technology use among children.

6. PURPOSE-DRIVEN PARTNERSHIPS AND COLLABORATIONS

Zain seeks partnerships with organizations and individuals sharing its commitment to responsible marketing, conducting due diligence to ensure partners align with transparency, ethics, and equality standards.

OVERSIGHT

The scope of the Standard covers Zain's Commercial / Marketing Communications, Corporate Communications, and Branding departments and extends to all Zain operations, subsidiaries, suppliers, entities under management control, and third-parties, including but not limited to agencies, social media influencers, advertising partners, affiliate networks, data analytics, and advertising technology companies that contribute to the creation of Zain-branded content and communications.

The Corporate Sustainability Department is the custodian of this Standard on behalf of the Board of Directors and is responsible for monitoring and reviewing the Standard as and when needed, where the proposed amendments shall be submitted to the Board of Directors for approval.

The Commercial department and Communications department, or the designated department(s) appointed by the OpCo's CEO, are responsible for implementing the Standard.

Individuals are encouraged to report violations of this Standard to Zain Group's Corporate Sustainability department at CS@Zain.com.

