

Local

Zain concludes comprehensive Ramadan campaign

Company held various social contributions throughout the Holy Month



Zain volunteers at Social Care Centers



Bader Al-Kharafi during the awarding of Gulf Cable team with the first place title of Al Roudhan tournament.



Marzouq Al-Ghanem, Sheikh Mohammed Al-Abdullah, and Mohammed Al-Jabri honoring Eaman Al Roudhan for Zain's sponsorship of Al Roudhan tournament.



Zain officials presenting Machla boxes to Kuwait Food Bank.

KUWAIT: Zain, the leading telecommunications company in Kuwait, successfully concluded its annual campaign for the Holy Month of Ramadan with a great number of humanitarian, social, religious, sports, and recreational contributions.

Zain's extensive program of various social, charitable, and humanitarian initiatives planned for the Holy Month came in line with the company's Corporate Sustainability and Social Responsibility strategy that closely focused on giving back to the community. The company carefully selected the activities and programs that most presented an added value to all segments of the society.

In this report, Zain showcases the initiatives and programs it held during Ramadan of 2018:

Ramadan Machla

Zain kicked-off its Ramadan campaign before the beginning of the Holy Month, where the company's own team of volunteers packed Ramadan Machla boxes - containing essential food supplies - at the company's main headquarters and delivered them to underprivileged families who were in need of support during the month of fasting. The distribution covered multiple areas of Al Jahra governorate throughout four days.

Zain's distribution plan assured the delivery of essential food supplies to those in need before the arrival of the Holy Month in order to ensure disadvantaged families have enough quantities of the most basic supplies. The plan also included delivering a large number of boxes to Zain's partners of non-profit entities, including the Kuwait Red Crescent Society (KRCS), the Kuwait Food Bank, the Ministry of Social Affairs and Labor, and Zakat House.

Iftar Halls

Every year, Zain launches the Iftar Halls initiative, which is a main pillar of the company's Ramadan campaign. Through this initiative, Zain provided fasting individuals with daily Iftar meals under the supervision of its volunteers team. The banquets were spread in three main halls in Jleeb, Khaitan, and Hawalli as part of a strategy to cover the most populated areas of Kuwait in order to assure the maximum amount of individuals' Iftar needs were covered. This year, Zain offered nearly 50,000 daily Iftar meals throughout the Holy Month.

Zain Quran App

Zain launched an all-new update to its Quran App, which the company gifts to its customers during Ramadan of every year. The app offered the best Quran reading experience on iOS and Android smart devices with a user-friendly interface. The app offered many great features, including reading

all pages of the Holy Quran, downloading and listening to the Holy Quran in the voices of over 20 famous reciters, read Tafseer (interpretations) to understand the meaning of verses, searching the whole text of the Holy Quran, as well as synchronizing usage between multiple devices.

The app also included a dark mode feature for easy reading in the dark, prayer times and Athan notifications, Qibla direction, and much more. Customers can download the app for free by searching 'Zain Quran' in the App Store and Google Play Store.

Social Visits

Every Ramadan, Zain is keen to reach out to the many segments of the community, including orphaned children, the elderly, and people with special needs, by visiting the Ministry of Social Affairs and Labor's Care Centers to share the joyful blessings of the Holy Month with them. Zain believes in the importance of embracing the beautiful values of the Islamic religion as well as the noble traditions of the Kuwaiti heritage all year round and especially in the Holy Month of Ramadan. Zain also shared the joys of the Holy Month with children and patients in a number of the biggest hospitals in Kuwait. The company's team always visits the hospitals during this blessed time of year to distribute gifts and Girgeaan to children and their families and celebrate the occasion in a family atmosphere full of joy and happiness.

Zain also shared the joys of Gergiaan with special needs children in collaboration with Al Kharafi Activity Kids Center, where the company's volunteers visited the children and their families to distribute Girgeaan and gifts while also organizing many other fun activities.

Supporting Humanitarian Campaigns

Zain has a long list of programs and contributions that serve noble causes through strategically partnering with entities that adopt humanitarian work, including non-profit organizations, governmental institutions, and global entities. This year, Zain was the Platinum Partner of Nurture and Educate Students Today (NEST)'s educational campaign, entitled #Rock_Paper_Pen, which mainly aimed at raising donations for the benefit of building three new schools set to serve 820 students in the Republic of Chad. The campaign's idea centered around using advanced technology solutions to attract and aware potential donors in the campaign's booth at the Avenues mall. The booth was designed to mimic the harsh living environment that faces Chad's children, where potential donors were able to wear Virtual Reality (VR) headsets and see up-close the hardships children face to get education, which added a human value and encouraged visitors to donate and contribute to building a better future for those who are in need of help.



Zain's Ramadan campaign's logo.

During the Holy Month of Ramadan, Zain launched a new charity campaign in collaboration with YouTube star Omar Farouq and Direct Aid to collect donations for "Al Noor Camp" to treat eye diseases in Africa. The campaign kicked-off with an initiative called "Do You Have 100 Fils?!", where Omar Farouq visited public places and asked pedestrians for 100 fils, which he gathered to collect the cost of one eye surgery (40 KD). The initiative centered around the idea that helping people can start at any amount no matter how small. An official donation channel was then launched in partnership with Direct Aid, where two eye camps were built, benefiting hundreds of underprivileged people in Africa.

This Ramadan, Zain was also the Humanitarian Partner to a new campaign launched by the Kuwait Red Crescent Society (KRCS) to offer essential food supplies and medical aid to underprivileged families inside Kuwait. Zain donated the full amount of donations it collected from its charitable initiative "Ya Baghi Al Khair Aqbel" last year to support this initiative. Zain also sent awareness messages through SMS and social media to raise awareness about this campaign and encourage the public to donate via the official channels.

Zain also sponsored the #Ramadan_Aman campaign for the second consecutive year in collaboration with "Nahtam" volunteering team under the Volunteering Work Center and the Ministry of Interior. This year, the campaign came under the tagline "Together for a Ramadan without accidents", and witnessed Zain volunteers participating in distributing Iftar meals to road drivers during Maghreb prayers with the aim of reducing road accidents that usually occur during this particular period of time. Zain also sent awareness messages through SMS and social media to raise awareness about this campaign and contribute to minimizing the number of road accidents during this period.

This year, Zain was also the Humanitarian Partner of #Thousand_Wells campaign organized by Direct Aid during the Holy Month of Ramadan. The campaign aimed at

collecting donations to dig and build 1000 water wells for those in need in areas that suffer from scarcity and lack of water in Africa by digging wells, building reservoirs, and extending water lines.

Cultural and Recreational Programs

Every Ramadan, Zain is keen on diversifying the content of its campaign to include cultural and recreational programs as well. This year, Zain sponsored the second season of "Faseroo", a cultural show hosted by Sheikh Fahad Al Kandari on Kuwait TV and YouTube. In the show, Sheikh Fahad Al Kandari showcased many great scientific facts about the earth in a simple and creative way. The show simplified complex facts and presented them in a fun and modern way to attract the attention of viewers, especially young ones.

Zain also partnered with Al Salam International Hospital to shoot health awareness videos that were aired on social media channels during the Holy Month Ramadan. The videos featured doctors of Al Salam International Hospital from various fields sharing knowledge about fasting, general health tips during the Holy Month, tips about the most spread diseases in Kuwait and how to avoid them, and more, with the aim of raising health awareness of the public.

As for the classic Ramadan competitions that the public eagerly waits for every year, Zain announced its sponsorship of "Kanz FM" daily radio show throughout the whole month. Customers were able to enjoy participating in the show's quizzes and winning valuable prizes on a daily basis.

Al Roudhan Football Tournament

Zain was the Main Sponsor of the 39th edition of Al Roudhan Ramadan Football Tournament for the third consecutive year. On Ramadan of every year, the Kuwaiti audiences, especially young ones, eagerly look forward with great passion to Al Roudhan Tournament, given the fact that it witnesses high levels of professionalism and excitement through both the competing local teams as well as the international football stars hosted.

As it does every year, Zain was present at Al Roudhan Tournament on a daily basis, where it interacted with the audiences through various competitions, activities, and entertainment programs. The company also distributed valuable prizes and held daily challenges and competitions on its official social media channels.

This year, Al Roudhan tournament witnessed the participation of three international football legends that have millions of fans around the world. This year's star guests include World Cup winners Italian star Andrea Pirlo and Brazilian star Ricardo Kaka as well as French star Karim Benzema.



One of Zain's Iftar halls.



Zain employees visiting hospitals.