



Zain Group Vice-Chairman and CEO Bader Nasser Al-Kharafi honors long-serving employees.

ZAIN HOLDS GHABQA GATHERING FOR STAFF, SHOWCASES THE GLOBAL SUCCESS OF ITS RAMADAN MESSAGE AND RECENT CSSR CAMPAIGN

KHARAFI TO FELLOW ZAINERS: "I HOPE YOU ARE AS PROUD AS I AM TO BE PART OF THE ZAIN FAMILY"

KUWAIT: Zain, the leading telecommunications company in Kuwait, celebrated its employees with a Ramadan Ghabqa gathering at Al-Raya Hall in Kuwait City, in an atmosphere of enthusiasm and team spirit, and in the presence of Zain Group Vice-Chairman and CEO Bader Nasser Al-Kharafi.

Such events, which bring together staff and senior executive management, look to strengthen the links between members of the Zain family, and renew the spirit of shared ambition and responsibilities for the challenges ahead.

Addressing the assembled guests, Kharafi said, "Due to your motivation and your deep sense of belonging to this company, I would like to thank you for your commitment and performance. I hope you are as proud as I am to be part of the Zain family. We together represent the company's aspirations and success."

Kharafi also expressed special appreciation for the efforts of the customer care and technical teams within Zain, stating, "Given the pace of developments in our sector and at our company, we may sometimes forget to give special thanks to the call center and technical teams, and I would like to take this opportunity to pay special tribute to them for their continuous efforts in ensuring the satisfaction of the largest telecom customer base in the country and for continually introducing the

latest innovative technologies in the communications industry."

Notably, the Group CEO made a special note of acknowledgment for recently launched Ramadan message that went viral and attained global success. "I would also like to pay tribute to the marketing and the branding teams, who worked on the creation of our recent Ramadan television commercial, which has developed to become a message. We're calling this campaign a message because we did not market any product for Zain, but rather delivered a very important message that the company, along with the clear majority of the Arab and wider Islamic world, condemns all forms and shapes of terrorism, regardless of anyone who may be behind such action."

On this significant matter, Kharafi further noted, "It is our duty as a company from the Middle East to publicize this message, that hate and terrorism has no place in Islam, and that all religions of the world including Islam stand for, namely peace, forgiveness, leniency and understanding." Kharafi also expressed his pride in the success of the Zain brand in the region, noting that the brand's value has been further enhanced by the success of its business activities.

During this year's ghabqa, the company showcased a documentary clip that highlight-

ed the achievements of the 'Zain Al-Shuhoor' Ramadan CSSR Campaign, which is characterized with charitable, humanitarian and social initiatives. Zain also highlighted the role of its volunteers who participated in series of projects throughout the Holy Month.

Zain's Ramadan campaign for this year witnessed a wide range of social and charitable initiatives. The company participated in a number of charitable, social and voluntary activities, as well as the distribution of essential food supplies to underprivileged families, visit social care centers, visit hospitals, as well as organize other humanitarian initiatives.

Zain stressed that it has always been keen to organize a number of social and humanitarian initiatives during Ramadan to support the various sectors of the Kuwaiti society, and the company is keen on reflecting the religious as well as traditional humanitarian values and principles to enrich the art of giving and to increase bonding between individuals.

The company further affirmed its Corporate Sustainability and Social Responsibility campaign during the Holy Month of Ramadan, which includes an extensive array of programs that cover different areas. The initiatives and programs include humanitarian, voluntary, cultural, religious, sports, and recreational activities to cater to the different segments of society.



KUWAIT: Zain Group Vice-Chairman and CEO Bader Nasser Al-Kharafi speaks during the ghabqa.



From the ghabqa.



Zain Group Vice-Chairman and CEO Bader Nasser Al-Kharafi with Zain's executive management.



Zain's team in a group photo.