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zain



Zain Corporate Values



Our approach in defining our values

We recognized our new values through:

- **Conducting interviews with leaders and discussion sessions with employees**
- **Launching a comprehensive questionnaire and analyzing the result**
- **Studying cultural and behavioral trends in our environment**
- **Its suitability to achieve our strategy**





Zain Corporate Values



Customer
Centric



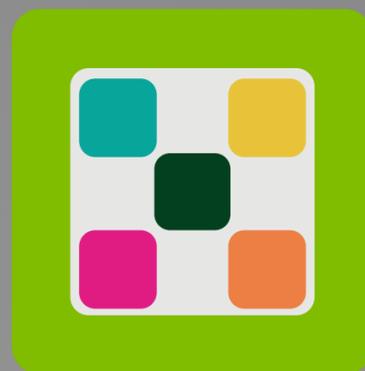
Agility



Belonging



Open
Communication



Inclusion





Customer Centric

We believe in:

- Listening to customers, understanding their needs, and offering the best solutions
- Ease of communication
- Going beyond expectations and deliver an outstanding experience
- Creativity and innovation
- Embracing new technologies as an enabler of human creativity and customer well-being
- Digital transformation requires new mindset, not just new technology

Our behaviors:

- We understand that our customers have different preferences
- We have a solid understanding of the range of our products and their features
- We monitor customer interactions and learn from them
- We can convince the customers with what we offer
- We quickly respond to customer requests
- We effectively deal with change, and we encourage and expand the digital culture throughout Zain
- We always take initiative to implement new technologies





Agility

We believe in:

- Thinking big and bold
- Listening to other's ideas
- Clear communication with others
- Focusing on fundamentals
- Making decisions and implementing them in the right time

Our behaviors:

- We seize opportunities to learn and develop our skills
- We consistently get involved in learning and development
- We support others in their experiences
- We quickly adapt to needed changes for Zain succeed
- We connect with everyone to achieve success





Belonging

We believe in:

- Zain comes first
- Our strength is in teamwork
- We are Zain's ambassadors We always support each other
- We always aim to do the right thing

Our behaviors:

- We actively include others
- We accept different point of views
- We treat everyone fairly
- We become a role model with our actions
- We express our opinions freely





Open Communication

We believe in:

- Encouraging constant communication with our customers
- Consider the feedback from our clients to improve our services
- Building mutual trust
- We are transparent

Our behaviors:

- We commit to our policies and values
- We listen to everyone
- We respect other points of view
- We always strive to achieve our goals
- We care about others





Inclusion

We believe in:

- Caring about all opinions and suggestions
- All voices are heard
- Appreciating and respecting all ideas and thoughts
- Accepting challenges and we work to overcome them

Our behaviors:

- We share with others different ideas and viewpoints
- We reject prejudice and discrimination among colleagues
- We treat everyone with mutual respect
- We seize our diversity and inclusion to deliver the best



Our vision

To become the leading telecom operator and provider of digital services kingdom-wide, and to achieve the maximum possible benefit for customers in a highly interconnected world.

Our Strategy

Today we are adopting an ambitious strategy based on the following basic principles:



Consolidation
of corporate
identity and
culture



The future
of communication
networks (5G)



Enhancing
automation
and digital
transformation



Enhancing
automation
and digital
transformation



Customer focus



Preferred
partner



Sustainable
services



Economic
growth



What are the Corporate values?

It is a set of guiding principles that form our internal behavior and the relationship between Zain and others (customers / suppliers / investors)

Why do we care about our values?

- Because its solid and non-negotiable principles
- Because it explains our principles and it is noticeable through our behaviors
- Because it Connects with our goals and strategy
- Because it Leads the organization's behavior to achieve strategic goals





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