



SUSTAINABILITY REPORT 2025-26



Aisa Hai Sustainable Future



TABLE OF CONTENTS

01

Messages from Our Leadership

Acronyms	01
CEO Message: Huo Junli	04
CRO Message: Kamran Ali	08
Director Strategy Message: Nabila Yazdani	09

02

About Us

About China Mobile Communications Corporation (CMCC)	11
About Zong	12
Awards & Recognitions	15

03

Pakistan's Snapshot

Education Landscape & Skills Gap	17
Environmental Landscape & Climate Vulnerability	18
Deforestation & Biodiversity Loss	19
Healthcare Access & Public Health Challenges	20
Access to Technology & the Digital Divide	21

04

Sustainability at Zong

22

Digital Intelligent Innovation [SDG 4, 8, 9]	25
Green & Low Carbon Operations [SDG 7, 12, 13]	26
Inclusive Growth [SDG 3, 5, 8, 10]	27
Sustainability Initiatives	28
Digital Inclusion & Connectivity Expansion	28
AI & Digital Transformation	33
Cloud Ecosystem and Enterprise Digital Platforms	37
Market Expansion & Development Roadmap	39
Corporate Social Responsibility	40
Education	41
Healthcare	44
Environment	46
Awareness & Outreach	48
Advocacy Campaigns	48
Community Outreach	50
Workshops, Webinars & Learning Sessions	52

05

Culture at Zong

54

Integrated Workplace Culture & Cross-Cultural Collaboration	56
Employee-led Community Engagement	57
Learnovate	58
Digital Trainee Executive Program	59
GenZ Talent Ignite Program	60
Women Empowerment & Inclusion	61

06

Governance

62

Governance Structure & Oversight	63
Ethics, Compliance & Integrity	64
IT Governance Framework	65
Cybersecurity & Data Privacy	66
Health, Safety, Security and Environment [HSSE]	67
Looking forward	69

ACRONYMS

5G

Fifth-Generation Mobile Network

GB

Gilgit-Baltistan

AJK

Azad Jammu & Kashmir

GPU

Graphics Processing Unit

AI

Artificial Intelligence

HSSE

Health, Safety, Security, & Environment

AMPU

Average Minutes Per User

IoT

Internet of Things

CFT

Compliance Cross-Functional Team

ISO

International Organization for Standardization

CN

Computility Network

IEC

International Electrotechnical Commission

CMCC

China Mobile Communications Corporation

JDC

Jafriya Disaster Management Cell Welfare Organization

CPEC

China-Pakistan Economic Corridor

KP / KPK

Khyber Pakhtunkhwa

CSR

Corporate Social Responsibility

LEARNOVATE

Zong Learning & Development Framework

DTE

Digital Trainee Executive

MOITT

Ministry of Information Technology & Telecom

EPA

Environmental Protection Agency

MOCCEC

Ministry of Climate Change & Environmental Coordination

ESG

Environmental, Social, & Governance

MSS

Managed Security Services

ACRONYMS

M&E

Monitoring & Evaluation

IaaS

Infrastructure-as-a-Service

NOWPDP

Network of Organizations Working with Persons with Disabilities, Pakistan

TIA

Telecommunications Industry Association

PBM

Pakistan Bait-ul-Mal

USSD

Unstructured Supplementary Service Data

PPM

Per-Person Metric

VoLTE

Voice over LTE

PSDF

Punjab Skills Development Fund

VoWiFi

Voice over Wi-Fi

PTA

Pakistan Telecommunication Authority

kWh

Kilowatt-hour

PPE

Personal Protective Equipment

WWF

World Wide Fund for Nature

Punjab

Province of Punjab, Pakistan

Z SAIS Cloud

Zong Enterprise Cloud Platform

SDG / SDGs

Sustainable Development Goals

ZEA

Zong Employee Assistant

SOC

Security Operations Center

OZ GPT

Customer-facing AI service

SaaS

Software-as-a-Service

Zong Dost

Retail partner AI assistant

PaaS

Platform-as-a-Service

ZUrdu

Voice AI for Urdu Language

MESSAGES FROM OUR LEADERSHIP



CEO MESSAGE



HUO JUNLI
Chairman and CEO

BUILDING AN INTELLIGENT, SUSTAINABLE, AND INCLUSIVE DIGITAL FUTURE

Over the past year, Zong has remained firmly aligned with the strategic vision of China Mobile Ltd. to build a world-class technology service enterprise. Anchored in the principles of high-quality development and guided by long-term sustainability, we have focused on strengthening our foundational capabilities, deepening digital-intelligent integration, and enhancing our contribution to Pakistan's socio-economic progress. By aligning scale with value and innovation with responsibility, we continue to reinforce the momentum for resilient and sustainable growth.

**Strengthening Network Foundation,
Driving Full-Stack Innovation,
and Advancing Value Management**



Advancing Digital-Intelligent Infrastructure for National Development

Strengthening our network foundation remains the cornerstone of our development strategy. We are continuously enhancing the depth, breadth, and resilience of our communication infrastructure to ensure secure, reliable, and high-quality connectivity across Pakistan. At the same time, we are accelerating the integrated evolution of Communication Services, Computing Power Services and Intelligent Services. Through cloud-network convergence, transmission optimization, and enhanced service assurance, we are building a robust digital base capable of supporting emerging technologies, industrial transformation, and evolving customer expectations. Guided by the broader innovation initiatives of China Mobile, we are progressively embedding intelligent capabilities across our services and operations. *These initiatives support the deep integration of next-generation*

information technologies into production, governance, and daily life, enabling sustainable digital advancement.



Driving Innovation and Intelligent Transformation

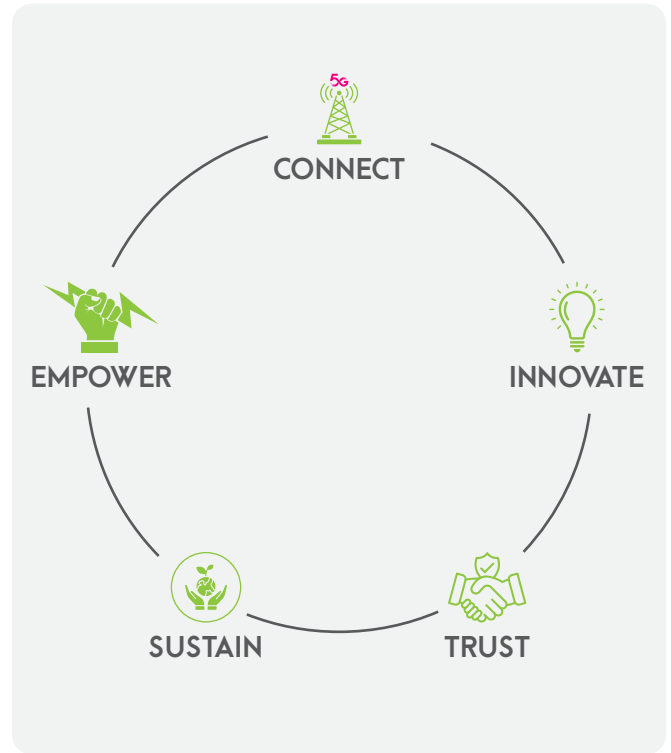


Innovation remains the primary engine of our sustainable development. Zong is evolving beyond traditional connectivity services toward integrated communication, computing power, and intelligent solutions. By introducing AI-driven applications,

intelligent platforms, and cloud-enabled services, we are reshaping value propositions across consumer, enterprise, and industry segments. Simultaneously, we are advancing our own digital-intelligent transformation by strengthening data governance, enhancing unified digital platforms, and embedding AI into network operations, marketing, customer service, and enterprise management. This transition from experience-driven processes to data-driven and intelligent systems enhances operational efficiency, improves responsiveness, and reinforces value-based management practices. *Through open collaboration with ecosystem partners, we are cultivating innovation synergies that broaden service boundaries and generate new growth drivers, ensuring that technology advancement translates into sustainable economic and social value.*

Promoting Inclusive Growth and Social Responsibility

Sustainable development must benefit society at large. We are committed to expanding inclusive digital access, empowering underserved communities, and enabling businesses to participate in the digital economy. By enhancing network reach and service affordability, we are supporting broader connectivity that drives education, entrepreneurship, and innovation. We continue to invest in talent development, digital literacy, and community initiatives that promote shared growth. By empowering individuals with digital skills and opportunities, we strengthen the human foundation of Pakistan's digital transformation. *Our aspiration is to serve not only as a connectivity provider but as a trusted digital partner supporting national progress.*



Advancing Green Development and Environmental Stewardship



Environmental responsibility is an integral part of our sustainability agenda. We are advancing green network operations, improving energy efficiency, and optimizing resource utilization across our infrastructure and supply chain. By embedding intelligent energy management and promoting environmentally responsible practices, we are reducing operational impact while enhancing long-term efficiency. At the same time, digital technologies serve as powerful enablers of broader environmental progress. *Through smart solutions and digital platforms, we empower industries to enhance productivity while lowering emissions and resource consumption, contributing to a greener and more resilient economy.*

Strengthening Governance for Long-Term Resilience

Strong governance provides the institutional foundation for sustainable growth. We continue to enhance compliance frameworks, reinforce enterprise-wide risk management systems, and strengthen cybersecurity to safeguard our networks, platforms, and critical infrastructure, while placing customer data protection and privacy at the core of our operations. *Through robust data protection protocols and secure, trusted digital services, we ensure our customers can rely on us with confidence.* By fostering transparency, accountability, and integrity, we pursue transformation responsibly and ethically, refining organizational mechanisms to align incentives with long-term value creation and promoting a culture of innovation, collaboration, and disciplined execution, ultimately building the resilience required to sustain long-term development.

In 2026, we reached a new milestone in Pakistan's digital journey with the successful acquisition of 5G spectrum and the launch of 5G services. Building on our leadership in 4G and early 5G innovation, this development accelerates the transition toward an intelligent digital ecosystem. Supported by advanced network capabilities and collaboration with China Mobile, our 5G platform will enable emerging technologies such as AI, cloud computing, and IoT, fostering industrial innovation, digital inclusion, and sustainable economic growth.

At the core of Zong's 5G strategy are three transformative pillars. **Ultimate Customer Experience** remains the top priority, delivering low latency, high reliability, consistency and seamless performance to power next-generation use cases such as immersive gaming with customized bundles, ultra-HD video streaming, and advanced digital lifestyles. Moreover, Zong ensures faster issue resolution and a smooth, consistent experience across apps, touchpoints, and social channels. **Diversified Products & Services Portfolio** will extend 5G beyond connectivity, enabling integrated solutions including cloud platforms, enterprise digitization tools, smart home & IoT ecosystems, CCTV solutions and tailored offerings for startups, SMEs and large industries. Complementing this is a strong focus on AI enablement, personalized product and bundle recommendations, and intelligent automation across the network to enable predictive optimization and proactive problem detection.

Looking ahead, Zong will continue advancing its technological journey, deepening innovation across next-generation networks, cloud-network integration, and intelligent digital infrastructure. By expanding digital and computing capabilities, promoting green and energy-efficient development, and reinforcing governance excellence, we aim to further strengthen Pakistan's evolving digital ecosystem. Guided by the strategic direction of China Mobile and aligned with the nation's digital ambitions, we remain committed to high-quality, sustainable development while enabling inclusive digital transformation.

Together with our customers, partners, employees, and communities, we will build stronger foundations, unlock broader innovation, and contribute meaningfully to a smarter, greener, and more connected future.



CRO MESSAGE



KAMRAN ALI

Chief Regulatory Officer

This year Zong further strengthened its sustainability foundation by embedding responsible governance, innovation, and environmental stewardship more deeply into our operational framework. We reinforced robust standards in data privacy, cybersecurity, and compliance frameworks, while advancing infrastructure resilience to support Pakistan's rapidly evolving digital landscape.

Sustainability remains integral to our innovation agenda. Through nationwide network expansion, renewable energy integration across our infrastructure, and continued modernization of our power systems, we are scaling connectivity responsibly. Our vision is clear: to broaden digital access, particularly in underserved communities, while accelerating energy efficiency and systematically reducing our operational footprint.



Looking ahead, we will continue aligning innovation with climate responsibility and national development priorities. Our ambition is to be Pakistan's most trusted technology partner, accelerating connectivity, narrowing the digital divide, and enabling inclusive socio-economic progress. Through disciplined execution, strategic partnerships, and climate-conscious investments, we are building a resilient digital ecosystem designed to sustain long-term national growth and create enduring value for communities and stakeholders alike.

Through responsible innovation, cross-sector collaboration, and climate-conscious technologies, Zong continues to shape a digital future that delivers impact with purpose—building infrastructure that empowers communities and sustains long-term national growth.

DIRECTOR STRATEGY MESSAGE



NABILA YAZDANI

Director Strategy, Communications & Sustainability

At Zong, we believe technology leadership must drive national progress responsibly. Guided by China Mobile's vision for the digitally intelligent age, rooted in reform, innovation, and responsible growth, Zong places sustainability at the heart of its strategy, powering a digitally enabled and transforming Pakistan. Our journey reflects a deliberate shift: from compliance to leadership, from connectivity to measurable impact, and from ambition to action.

In 2025-2026, we strengthened Environmental, Social, and Governance integration across our strategic and operational frameworks. Sustainability is not confined to reporting; it shapes how we invest in infrastructure, expand networks, innovate digitally, manage risk and engage stakeholders. By embedding ESG into every decision, we ensure that growth remains responsible, accountable, and resilient while delivering long-term value.

Our technology leadership agenda drives inclusive growth: AI-enabled solutions, intelligent connectivity, and scalable cloud ecosystems are delivering measurable impact across the education, healthcare, and enterprise sectors.

Our green transformation progresses through solarization of network sites, modernization of energy systems, and enhanced resource-efficiency practices, reducing environmental impact while reinforcing our commitment to climate-conscious infrastructure.

Inclusive growth remains a strategic priority. By expanding connectivity in underserved regions, empowering youth, promoting women's participation, and enabling digital literacy, we are turning access into opportunity and technology into equitable progress.

Governance underpins everything we do. Strong compliance, data privacy, cybersecurity, and ethical business practices sustain trust and accountability as we scale innovation responsibly. Looking ahead, collaboration, responsible digitalization and sustainable innovation will define our path forward. Zong is committed to building a resilient, intelligent, and inclusive digital future that drives equitable growth, bridges the digital divide, and supports Pakistan's long-term development.

SECTION 1

ABOUT US



ABOUT CHINA MOBILE

China Mobile Limited was incorporated in Hong Kong on 3rd September 1997. The Company has been listed on The Stock Exchange of Hong Kong Limited since 23rd October 1997 while on 5th January 2022, the Company's RMB ordinary shares were listed on the Main Board of the Shanghai Stock Exchange.

The Group provides communications, computing and AI services in all 31 provinces, autonomous regions and directly-administered municipalities throughout the mainland China and in Hong Kong SAR, as well as international roaming and information services to over 200 countries and regions worldwide. Communications services include **mobile communications, broadband networks, cellular IoT and satellite Internet**. Computing services include **data centers, mobile cloud and mobile cloud applications**. AI services include **data algorithms, embodied intelligence, digital intelligence culture, digital intelligence e-commerce and industry digital intelligence services**. As of 31st December 2025, the Group's total number of employees reached 461,345, and had a total of **1,005 million** mobile customers and **110 million gigabit** broadband customers, with its annual revenue reaching **RMB 1,050.2 billion**.

In 2025, the Company was once again selected as one of The Global **2,000 World's Largest Public Companies by Forbes magazine and Fortune magazine's Global 500 list**. The China Mobile brand was once again listed in BrandZ™ **Top 100 Most Valuable Global Brands 2025** ranking 62.

China Mobile is committed to its vision of becoming a **world-class sci-tech service enterprise**. Aligning with the standards of "product excellence, brand distinction, innovation leadership, and modern corporate governance", China Mobile strengthens the network foundation, enhances digital intelligence capabilities, and builds a robust enterprise brand. The Company deeply implements people-centered development philosophy, diligently provides high-quality services to customers, fully safeguards the rights and interests of customers, employees, and all stakeholders. China Mobile is actively responding to climate change and is deeply implementing "**C₂ Three Energy Plan**".

Internally, China Mobile is deepening Green & Low Carbon Operations, and externally, giving full play to the role of **digital intelligence technology** in reducing carbon emissions, empowering the green development of the economy and society, and contributing to the construction of ecological civilization and a beautiful China. The Group continues to promote the soundness and improvement of the modern enterprise system, and is committed to building a corporate governance mechanism characterized by legally defined and transparent responsibilities and powers, coordinated operation, and effective checks and balances.



It has launched "Two New Elements" upgrade, the **"BASIC6" sci-tech innovation initiative** and the **"AI+" initiative**. These efforts are designed to comprehensively support the digital-intelligent transformation across life, production and governance, promoting the deep integration of next-generation information technology into the economy, society and people's livelihoods, contributing greater strength to social development and civilization progress.

ABOUT ZONG

China Mobile Pakistan, operating under the brand name **Zong**, is a wholly owned subsidiary of China Mobile Limited, the world's largest telecom operator. Established as China Mobile's first overseas venture following the acquisition of a GSM license from Millicom, Zong has grown from a modest market entrant in 2007 into one of Pakistan's leading technology service enterprises. Today, Zong serves over **55 million+ subscribers** and holds a significant share of the mobile telecommunications market, reflecting its sustained focus on network quality, technological innovation, and customer-centric services.



**Million+
Subscribers**

As a pioneer in digital innovation, Zong is committed to empowering Pakistan through next-generation connectivity and technology-driven solutions. Beyond delivering high-speed mobile and data services, the company is helping bridge digital divides by expanding access to advanced digital platforms, cloud services, and AI-powered applications for individuals, businesses, and communities. Through initiatives such as **Z SAIS Cloud**, **OZGPT**, and **Zikipedia**, Zong is shaping a secure, intelligent, and inclusive digital ecosystem that supports enterprise innovation, smart governance, and national-scale digital services.

**LEADING
TECHNOLOGY
SERVICES ENTERPRISE**

ZONG 5G INITIATIVES

Zong's infrastructure leadership is underscored by Pakistan's largest standalone 4G network, an extensive fiber footprint, and a disciplined approach to 5G deployment, complemented by pioneering innovations such as **VoLTE**, **VoWiFi**, AI-driven applications, and cloud-powered enterprise solutions. Strategically aligned with national priorities, Zong provides comprehensive connectivity to the China-Pakistan Economic Corridor (CPEC), industrial zones, and critical infrastructure, while integrating sustainability into operations through green energy adoption, lithium-ion migration, and carbon reduction initiatives.



Creating Pathways for Women's Empowerment

Backed by the global expertise of China Mobile, Zong combines international best practices with deep local insight, transforming connectivity into meaningful social and economic impact. Through sustained investment, technological leadership, and a commitment to inclusive growth, Zong continues to drive Pakistan's digital transformation and position itself as a trusted enabler of a smarter, greener, and more connected future.



CULTURE MANTRA

"TOGETHER WE GROW"

CORE VALUES

The foundation of Zong's strategic direction and corporate culture is built on our core values of Responsibility, Openness, Integrity, and Excellence (ROIE). These values guide our decisions, shape our actions, and underpin our commitment to sustainable growth — both within the organization and in the communities we serve.



Responsibility

We take responsibility for our actions and prioritize customer satisfaction through diligent and thorough practices.



Openness

Embrace new ways of doing tasks with innovation and clear communication.



Integrity

Foster a culture of transparency and ethical conduct, building trust with all stakeholders.



Excellence

Continuously strive for remarkable results, adapting quickly to create long-term value for internal and external customers.

AWARDS & RECOGNITIONS



AWARDS



Best Marketing Campaign
by Pakistan Digital Awards



Best Social Media Campaign
by Pakistan Digital Awards



Technology and Service Leadership
by Elevate Awards – CXO Global



Cyber Security Awards
by PTA



International Image Building Cases
by SASAC & CIPG



Best Integrated Marketing Campaign [Black Dragon]
by Dragons of Pakistan



Best Integrated Marketing Campaign [Bronze Dragon]
by Dragons of Asia



Excellence in Technology Innovation & Digital Transformation
by 19th Consumers Choice Awards



Tech Excellence Award
by Pakistan Digital Awards

RECOGNITIONS

Shortlisted for Global Mobile [GLOMO] Awards 2025

for
[i] Marketing Excellence
ICC Champions Trophy
AI Campaign



Global Connectivity Awards at Capacity Europe 2025

for
[i] Best Cloud Innovation
[ii] Best Data Service Innovation
[iii] Best Marketing/Social Media Campaign



SECTION 2

PAKISTAN'S SNAPSHOT



EDUCATION LANDSCAPE AND SKILLS GAP

Pakistan continues to face structural challenges in education access, equity, and learning outcomes. According to the Pakistan Economic Survey 2024–25, the national literacy rate stands at approximately 60%, with a notable gender gap, **68% for males and 52% for females**, reflecting persistent inequalities in access and retention. Significant provincial disparities also persist, with Punjab and Sindh performing above the national average, while Khyber Pakhtunkhwa and Balochistan continue to lag behind¹.



60%
NATIONAL LITERACY RATE



68%
MALE LITERACY



52%
FEMALE LITERACY

Despite improvements in enrolment, Pakistan continues to face foundational learning gaps and high dropout rates at secondary levels. The Labour Force Survey 2023–24 indicates that a large proportion of the working-age population has education limited to primary schooling or below, contributing to a widening skills gap in the labour market². These structural gaps continue to constrain productivity growth and slow Pakistan’s transition towards a knowledge-based, innovation-driven economy.



KEY INSIGHTS



Provincial disparities remain significant, with rural and remote areas lagging behind.



Female literacy continues to lag behind male literacy, especially in rural areas.



A large portion of the workforce has low education levels, exacerbating the skills deficit.



Skills gaps constrain productivity growth and hinder the transition to a knowledge-based economy.

1. Government of Pakistan, Pakistan Economic Survey 2024–25, Finance Division.
2. Pakistan Bureau of Statistics, Labour Force Survey 2023–24.

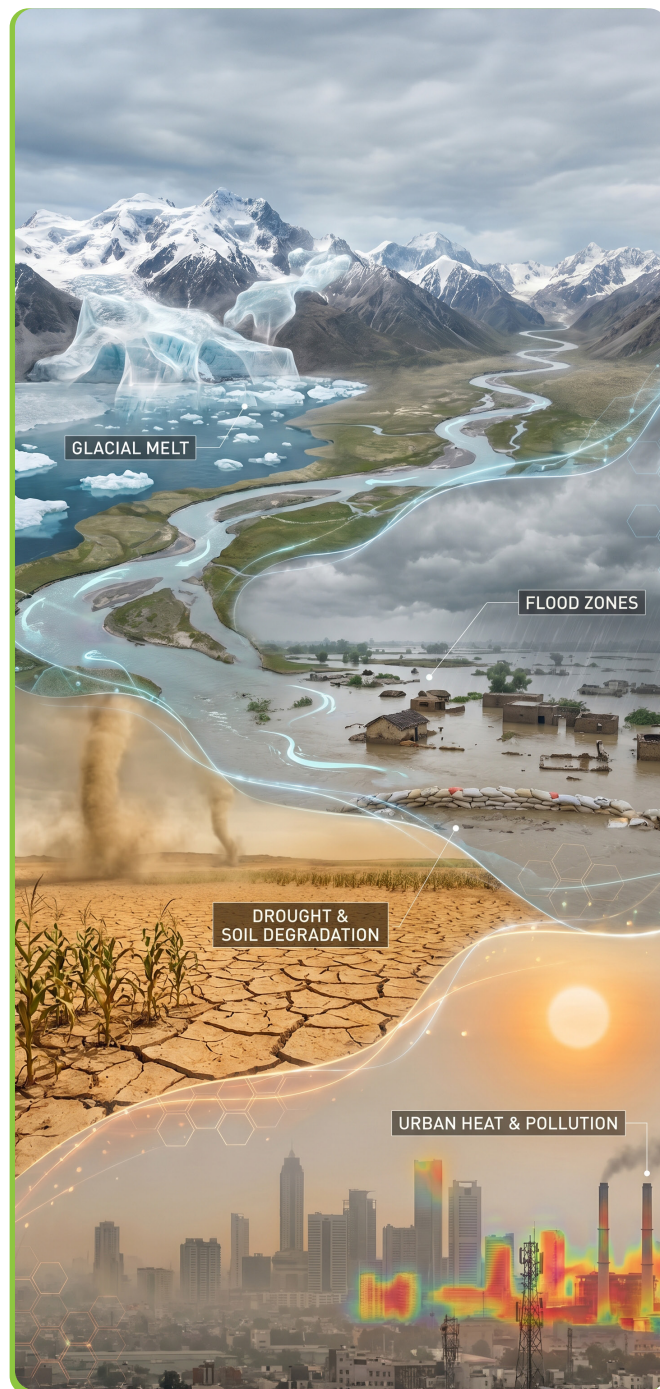
ENVIRONMENTAL LANDSCAPE AND CLIMATE VULNERABILITY

Pakistan's environmental landscape is under increasing pressure from rapid urbanization, industrial expansion, and climate change, positioning the country amongst the most climate-vulnerable countries globally. Frequent floods, heatwaves, droughts, and glacial melt events continue to disrupt critical infrastructure, economic activity, and livelihoods¹.

48M
TONS OF WASTE
GENERATED ANNUALLY

The country also faces significant challenges in municipal solid waste management, with an estimated 48 million tons of waste generated annually, and limited formal systems for segregation, recycling and sustainable disposal. This contributes to worsening land degradation, water contamination, and marine pollution, amplifying public health and environmental risks.

Climate-induced disasters are also imposing rising economic costs, underscoring the urgent need for climate adaptation, resilient infrastructure development, and low-carbon development pathways to safeguard long-term national sustainability and economic stability.



CLIMATE RISKS

Frequent floods, heatwaves, droughts, and glacial melt events threaten communities, infrastructure, and livelihoods.



ENVIRONMENTAL CHALLENGES

Inadequate waste management, water contamination, land degradation, and marine pollution intensify environmental and public health risks.



WAY FORWARD

Strengthen climate adaptation, invest in resilient infrastructure, and pursue low-carbon development for a sustainable and secure future.

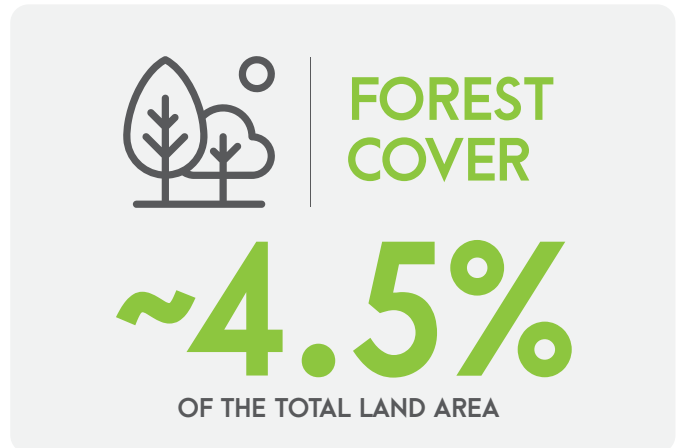
1. World Bank, Climate Risk Country Profile: Pakistan, latest edition.

DEFORESTATION AND BIODIVERSITY LOSS

Pakistan's forest resources remain critically limited, with forest cover estimated at **only ~4.5% of the total land area**, significantly below global benchmarks. Deforestation continues due to unsustainable fuelwood consumption, illegal logging, land conversion, and expanding human settlements, particularly in northern and riverine forest regions¹.

This decline has serious implications for climate resilience, increasing the risk of soil erosion, flooding intensity, and the loss of natural carbon sinks. At the same time, Pakistan's rich biodiversity is increasingly under threat. The National Biodiversity Strategy and Action Plan highlights that the country is home to over **5,000+ plant species, 700+ bird species, and 190+ mammal species**, many of which are experiencing growing stress due to habitat degradation and ecosystem fragmentation².

Protecting and restoring forests, wetlands, and wildlife corridors is therefore critical, not only for ecological stability but also for sustaining livelihoods, climate adaptation, and long-term environmental security.



5,000+
PLANT SPECIES

700+
BIRD SPECIES

190+
MAMMAL SPECIES

CLIMATE
RESILIENCE AT RISK

1. Pakistan Bureau of Statistics, Compendium on Environment Statistics, latest available edition.
2. Government of Pakistan, Ministry of Climate Change, National Biodiversity Strategy and Action Plan [NBSAP].



HEALTHCARE ACCESS AND PUBLIC HEALTH CHALLENGES

Healthcare access in Pakistan remains uneven across regions and socio-economic groups, while public health expenditure remains below **1% of GDP**, significantly lower than global benchmarks for universal health coverage. This structural gap continues to constrain system capacity and service delivery.

The doctor-to-population ratio remains below the **World Health Organization's (WHO)** recommended threshold of 1:1000¹, impacting timely access to quality healthcare. Rural communities face compounded challenges, including long travel distances, limited number of healthcare facilities and shortages of trained healthcare professionals, further widening health inequities.

Pakistan also continues to experience persistent public health burdens, including maternal and child health challenges, malnutrition, and communicable diseases, particularly in underserved areas. Strengthening preventive healthcare systems, expanding primary care infrastructure, and improving healthcare financing mechanisms remain critical to achieving equitable and resilient health outcomes nationwide.

STRENGTHENING HEALTHCARE, EMPOWERING COMMUNITIES



Strengthening preventive healthcare systems



Expanding primary care infrastructure



Improving healthcare financing mechanisms

1. World Health Organization, Global Health Observatory Data Repository, latest available year.

ACCESS TO TECHNOLOGY AND THE DIGITAL DIVIDE

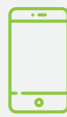
Pakistan's digital ecosystem has expanded rapidly in recent years; however, digital inclusion remains uneven across regions and demographics. As of 2024–25, internet penetration stands at approximately **45–50% of the population**, leaving a substantial segment of society still offline¹. While mobile broadband adoption has grown steadily, rural connectivity gaps, affordability constraints and **infrastructure limitations** continue to restrict universal access.

The gender digital divide further deepens this challenge, with women less likely than men to own smartphones or access mobile internet services². Combined with low digital literacy levels and socio-economic disparities, these limit equitable participation in digital education, financial services, and the growing e-commerce economy.

Bridging this digital divide remains central to inclusive economic growth, human capital development and **long-term sustainable development**, ensuring that the benefits of Pakistan's digital transformation are shared across all segments of society.



Rural connectivity gaps, affordability constraints and infrastructure limitations restrict universal access.



Women are less likely than men to own smartphones or access mobile internet services.



Low digital literacy and socio-economic disparities limit equitable participation in digital opportunities.

These interconnected national challenges highlight the need for responsible digital infrastructure, inclusive access, climate-conscious operations, and strategic partnerships. Through its sustainability agenda, Zong continues to align technological growth with Pakistan's broader development priorities, ensuring that digital transformation contributes to long-term social, economic, and environmental resilience.



1. Pakistan Telecommunication Authority [PTA], Annual Report 2024.
2. GSMA, Mobile Gender Gap Report 2024.

SECTION 3

SUSTAINABILITY

AT ZONG

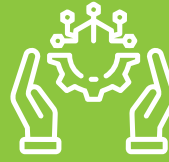


SUSTAINABILITY AT ZONG

SUSTAINABILITY INITIATIVES



Digital Inclusion &
Connectivity Expansion



AI & Digital
Transformation



Cloud Ecosystem
& Enterprise Digital
Platforms



Market Expansion &
Development Roadmap

CORPORATE SOCIAL RESPONSIBILITY



Education



Healthcare



Environment

AWARENESS & OUTREACH



Advocacy Campaigns



Community Outreach



Workshops, Webinars &
Learning Sessions

ZONG'S SUSTAINABILITY STRATEGY

Zong's sustainability approach is anchored in the belief that our role extends beyond connectivity toward enabling **environmental resilience, inclusive growth, and long-term socio-economic progress**. As a leading technology services enterprise in Pakistan, we are committed to advancing a digitally empowered and sustainable future, aligned with global priorities, including the **UN Sustainable Development Goals (SDGs)**.

Our sustainability strategy is built on **responsible innovation, environmental stewardship, and inclusive development**, integrating **Environmental, Social and Governance (ESG)** principles into core business decisions to create long-term value for stakeholders and society.



Responsible
Innovation



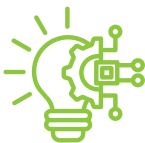
Environmental
Stewardship



Inclusive
Development

THREE SUSTAINABILITY PILLARS

Our sustainability roadmap is anchored in three strategic pillars



Digital Intelligent
Innovation



Green and Low
Carbon Operations



Inclusive
Growth



DIGITAL INTELLIGENT INNOVATION



BUILDING A SMARTER PAKISTAN



By leveraging next-generation technologies, AI, cloud, and data-driven systems, Zong is playing a pivotal role in strengthening Pakistan's digital ecosystem and enable intelligent, secure, and scalable connectivity.

Continuous disciplined investment in network modernization and future-ready infrastructure supports national readiness for **5G, IoT, and AI-driven transformation**.

In 2025, Pakistan's digital economy is estimated to contribute **~6-7% of GDP**, underscoring the critical role of digital infrastructure in economic growth and productivity. Zong's innovation agenda enhances service efficiency while enabling cross-sector digital adoption across industries and public services.

Beyond infrastructure, Zong is advancing digital inclusion through skills development, learning platforms, and capacity-building initiatives, supporting youth, women, and underserved communities to participate in the digital economy and reducing inequality in access to opportunities. By bridging the digital divide through strategic partnerships and inclusive solutions, we are enabling broader participation in Pakistan's digital economy and supporting global development priorities.



GREEN & LOW CARBON OPERATIONS



SMARTER ROOTS

AISA HAI FUTURE



We are advancing a structured Green & Low-Carbon transition strategy focused on improving energy efficiency across network operations, expanding the adoption of renewable and hybrid energy solutions, and integrating green design principles into our infrastructure development and operational planning.

GREEN & LOW CARBON OPERATIONS



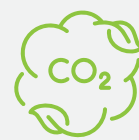
Green
Network



Energy
Efficiency



Renewable &
Hybrid Energy

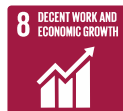


Carbon
Reduction

The telecom sector contributes an estimated **2-3%** of global greenhouse gas emissions, reinforcing the importance of efficiency-led transformation within digital infrastructure. Through continuous optimization of energy consumption and responsible resource management, we are actively working to reduce its carbon footprint while enhancing operational performance. In parallel, environmental awareness and climate-conscious initiatives support broader national efforts toward a greener and more climate-resilient Pakistan.



INCLUSIVE GROWTH



Ensuring equitable access to connectivity, opportunities, and essential services across all segments of society through targeted strategic programs and partnerships, we actively support education enablement, digital literacy, healthcare outreach, and community uplift initiatives, strengthening social resilience at scale.



By promoting workforce diversity, encouraging women's participation in technology, and supporting community-led development efforts, we strive to ensure that our business growth translates into meaningful social value.



With over half of Pakistan's population under the age of 30, Zong's youth-focused initiatives play a critical role in unlocking human capital potential and fostering long-term socio-economic mobility. This pillar ensures that business growth translates into measurable social impact and stronger, more resilient communities.

Through these three pillars, we are embedding sustainability into the core of our business strategy, ensuring that digital transformation is not only intelligent and inclusive, but also environmentally responsible. Guided by ESG principles and aligned with global SDGs, we remain committed to delivering **long-term value for society, economy, and the environment**, while contributing meaningfully to Pakistan's sustainable digital future.

SUSTAINABILITY INITIATIVES

DIGITAL INCLUSION & CONNECTIVITY EXPANSION

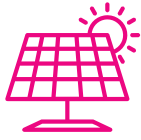


Nationwide & Strategic Network Expansion

Zong strengthened nationwide digital inclusion through continued network expansion and optimization across **100+ districts**. In 2025, the company expanded its network through the deployment of **1,000 new physical sites** and **1,800+ network expansion initiatives**. Along the CPEC belt, **700+ cell optimizations**, **130+ expansions**, and **75+ new sites** were deployed, significantly enhancing coverage, capacity, and connectivity across key trade and transit routes.



CPEC BELT



700+ cell
optimizations



130+
expansions



75+
new sites

NATIONWIDE EXPANSION



Network expansion
& optimization across
100+ districts



Deployment of
1,000 new physical
sites



1,800+
network expansion
initiatives



Building on this foundation, the network continued to enhance both coverage and capacity, enabling the commercial launch of **5G services** in 2026. Trial speeds exceeding **1.4 Gbps** demonstrated strong network readiness for high-capacity, low-latency services, marking a significant milestone in Pakistan's digital evolution. The rollout includes **1,000+ TDD [Time Division Duplex]** 5G sites across a number of cities, in line with the planned deployment strategy.



The transition toward 5G is supported by strategic spectrum utilization and network densification.



It enhances the customer experience for 4G products and services while enabling scalable deployment of next-generation networks.



As additional spectrum is integrated, the focus remains on reducing network congestion, enhancing overall service quality and ensuring both 4G and 5G users benefit from a more efficient and resilient connectivity environment.

This evolution is underpinned by a high-capacity infrastructure backbone comprising **26,000+ kilometers of fiber** and **17,000+ dependent sites**. Together, these elements create a unified network architecture capable of supporting rising data demand, enabling advanced digital services, and strengthening Pakistan's transition toward a high-capacity digital economy.



26,000+
KILOMETERS OF FIBER



17,000+
CONNECTED SITES



NOW IN YOUR AREA

Expanding Access Across Underserved Regions

Zong continued to bridge the digital divide by extending reliable connectivity across underserved and remote regions through targeted infrastructure expansion and modernization. In Gilgit-Baltistan, network upgrades had previously been constrained by backhaul and technical limitations until 2024. Through a strategic collaboration with the Special Communications Organization (SCO), these constraints were resolved, enabling the successful upgrade of **70+ sites across 15+ cities** to 4G, bringing high-speed broadband access to the region.



Building on this foundation, 2025 further strengthened connectivity in **Gilgit-Baltistan** through the deployment of **4 new sites** and bandwidth expansion across **15+ existing sites**, significantly enhancing network capacity and service reliability.



DEPLOYMENT
OF 4 NEW
SITES



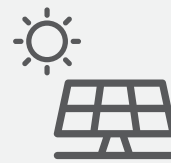
BANDWIDTH
EXPANSION
ACROSS 15+
EXISTING SITES

As part of its broader commitment to equitable digital access, the company continued targeting remote and underserved communities. In the **Mansehra region, 70+ new sites have been planned, 10+ sector upgrades on existing infrastructure**, with implementation currently underway. These initiatives will **improve connectivity across 140+ underserved Mauzas** which previously experienced limited or inconsistent network access.

Along with disciplined 5G rollout, the company remains focused on continuous investment in 4G infrastructure and network resources optimization, resulting in improved network capacity and efficiency across remote areas. This balanced approach strengthens service reliability, enhances affordability, and ensures that underserved communities remain fully integrated into Pakistan's evolving digital ecosystem.

Sustainable Network Operations and Green Energy Transition

As Zong continues to expand nationwide connectivity, sustainability remains embedded in its network evolution, ensuring that digital growth is aligned with environmental responsibility. Today, approximately **85% of the network** is powered by green energy, supported by the large-scale deployment of solar solutions and lithium-ion battery backup systems.



**GREEN
ENERGY**

85%
OF THE NETWORK



**BACKUP
SYSTEM**

17,000+
CELL SITES

These interventions have significantly enhanced energy efficiency, reduced dependence on conventional fuel-based backup systems, and strengthened overall network resilience, ensuring reliable service continuity across **17,000+ cell sites** nationwide while reducing operational emissions. Together, these efforts reflect an integrated sustainability approach, where renewable-powered infrastructure and responsible operational practices collectively enable a more efficient, resilient, and environmentally responsible digital ecosystem.

AI & DIGITAL TRANSFORMATION

AI Strategy, Ecosystem and Enablement

In 2025, AI integration advanced across customer experience, network operations, employee productivity, and business intelligence, in alignment with China Mobile's global vision and Pakistan's digital growth priorities. Zong's AI Vision White Paper, presented at the Pakistan AI Summit on 20 November 2025, outlined a framework for responsible and human-centered AI adoption.

"Empowering a Smart Future
Building AI Ecosystem"
Presented at the Pakistan AI Summit



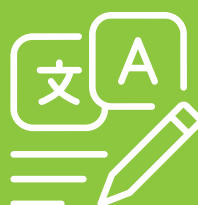
MY ZONG
APP



ZEA



ZONG
DOST



ZURDU
VOICE AI

A 360° AI Assistant Ecosystem was deployed, including **My Zong App** for customers, **ZEA** for internal users, and **Zong Dost** for retail partners, enabling intelligent multilingual support and improved operational efficiency. Internal enablement was further strengthened through an **AI+ toolkit** spanning meeting assistants, procurement automation, sentiment analysis, recruitment screening, and multilingual communication, alongside the development of domain-specific models such as **ZUrdu Voice AI**.



OZ GPT, available on the **My Zong App**, enables customers to interact via text or voice to get help, access their accounts, and resolve queries through a single conversational experience. Launched in September 2025, OZGPT, Pakistan's first telecom-integrated AI service, anchors the company's approach to advancing digital inclusion, sustainability, and community empowerment through accessible technology. Available across SMS, IVR, USSD, web, and app platforms, including access without internet connectivity, it extends multilingual AI capabilities for information access, translation, and task support to underserved communities and feature-phone users. Building on this foundation, OZGPT now enables a unified conversational experience through text and voice interaction on the My

Zong App. This ecosystem is further strengthened by **BaKhabar Kissan**, which combines AI, GIS, and weather data to provide localized crop advisory, pest alerts, and market insights that enhance agricultural productivity and decision-making, and by **WeatherWalay**, which delivers **hyper-local, real-time** weather intelligence through **300+ on-ground stations**, supporting safety, planning, and climate resilience through **SMS-based updates**. In parallel, the **Busuu partnership** expands access to digital education through interactive language learning in **12+ languages**, fostering skills, employability, and global connectivity. Together, these initiatives create an integrated pathway for inclusive and sustainable socio-economic development.

AI for Enterprise (B2B) — Commercial AI Products

Zong is also building a telecom-native AI-SaaS portfolio for enterprise and B2B clients, leveraging its data assets, infrastructure, and operational experience to develop scalable commercial AI solutions. A key initiative in this domain is AI Call Center Analysis, a platform designed to help enterprises monitor, analyze, and improve call center performance through AI-driven insights. The solution has been developed and tested with enterprise clients and is progressing toward full production deployment, forming part of Zong's broader roadmap to commercialize AI capabilities for business transformation.



**PERFORMANCE
MONITORING**



**CALL
ANALYTICS**



**AI-DRIVEN
INSIGHTS**

AI-Driven RAN Optimization and Network Intelligence

AI capabilities were embedded into network and customer intelligence systems to enhance performance, reliability, and personalization. An AI-driven RAN optimization platform enabled proactive congestion management, automated performance tuning, and improved network quality, with pilot results showing improvements in throughput. Machine learning models also supported predictive analytics and personalized service delivery, enabling timely and data-driven customer engagement.

**ZONG ADVANCES AUTONOMOUS
NETWORK CAPABILITIES:**

**Pilot Launch of self intelligent RAN
Optimization Platform**

AI Capacity Building

AI adoption was further supported through structured training programs and workshops, including the 'Level Up AI' initiative conducted in collaboration with Knowledge Platform. The session enhanced internal digital literacy by introducing foundational AI concepts, real-world applications, and emerging trends, while strengthening capacity for innovation, operational efficiency, and data-driven decision-making under the Digital Intelligent Innovation pillar.

LEVEL UP AI



AI
KNOWLEDGE



DIGITAL
SKILLS

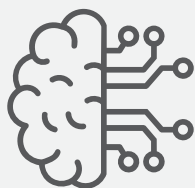


INNOVATION
MINDSET

Development Trends of AI

AI learning was further strengthened through an immersive training session conducted in collaboration with Huawei Pakistan. The session, led by Dr. Kishore Biswas, explored Large Model Applications and emerging AI innovations, enhancing teams' understanding of how AI is transforming industries globally.

The initiative supported Zong's commitment towards continuous learning, innovation, and building future-ready capabilities, enabling teams to leverage AI-driven solutions and contribute towards Pakistan's evolving telecom landscape.



ADVANCED
AI MODELS



EMERGING
INNOVATIONS



INDUSTRY
TRANSFORMATION

CLOUD ECOSYSTEM AND ENTERPRISE DIGITAL PLATFORMS

Cloud Value Proposition and Competitive Differentiation

Backed by the technological expertise and large-scale infrastructure of its parent company, China Mobile Ltd., Zong has enabled the transfer of global-grade innovation to deliver **Z SAIS Cloud**, Pakistan's premier locally hosted enterprise solution. This enables the platform to offer an integrated, security-first **Infrastructure-as-a-Service, Platform-as-a-Service, and Software-as-a-Service** architecture, built on AI-ready infrastructure and high-performance computing capabilities, ensuring data residency compliance and ultra-low latency for mission-critical workloads. Beyond its advanced technical performance, the platform blends localized data sovereignty with world-class engineering and strong ecosystem partnerships to deliver scalability and establish a clear competitive edge in Pakistan's enterprise cloud market.



AI-READY ENTERPRISE CLOUD

IaaS • PaaS • SaaS

Enterprise Cloud Infrastructure and Service Portfolio



Z SAIS Cloud delivers enterprise-grade solutions spanning compute, storage, networking, virtualization, database management, disaster recovery, and security. Its advanced services include Elastic Cloud, Virtual Private Cloud, Virtual Desktop Infrastructure, Identity and Access Management, load balancing, object storage, and cloud backup. The service portfolio was further expanded to include Email-as-a-Service, AI chatbot solutions, healthcare information systems, SIP on Cloud, and managed security services such as XDR, EDR, SIEM, SOC-as-a-Service, Relational Database Service, REDIS, KAFKA & RocketMQ and MSS. High-performance computing infrastructure and AI-enabled cloud capabilities further strengthened the platform's ability to support next-generation enterprise workloads.

Locally Hosted Rated III Certified Data Centers

Zong continued to advance Pakistan's digital backbone through investment in its core data center infrastructure in 2025. **Ms. Shaza Fatima Khawaja, Federal Minister for Information Technology and Telecommunication**, inaugurated Zong's data center in Islamabad — a constructed facility certified to the ANSI/TIA-942 Rated-III standard. The Minister acknowledged the role of Zong's continued investment in advanced technologies, aligning with the Government's vision of a connected and digitally empowered Pakistan. Two additional data centers are being developed to expand this footprint: the Faisalabad facility, expected to be launched in 2026, and the Karachi facility, being developed to the ANSI/TIA-942 Rated-III standard and expected to launch in 2027. These facilities are being developed with AI-ready capabilities, including high-density workload halls, supported by ongoing technical research and feasibility assessments to enable intelligent computing environments.

**RATED III
CERTIFIED**

3

**STRATEGIC
DATA CENTERS**



ISLAMABAD
Operational



FAISALABAD
Launching in 2026



KARACHI
Launching in 2027



MARKET EXPANSION & DEVELOPMENT ROADMAP

Market Enablement and Strategic Positioning

Enterprise cloud solutions were promoted through nationwide outreach initiatives, complemented by localized customer engagement events across multiple cities including Gujranwala, Multan, Hyderabad, Peshawar, and Faisalabad. Growth was further supported through multi-vendor partnerships and ecosystem collaboration, enabling

stronger service integration and market expansion. With AI-ready infrastructure and a security-focused architecture, **Z SAIS Cloud** strengthened its positioning in Pakistan's enterprise cloud market by offering scalable, future-ready solutions aligned with evolving business needs.



Cloud Intelligent Computing Center Development Roadmap

A structured development roadmap for 2025–2027 for Developing AI-Ready Data Centers to support high-performance and intelligent computing infrastructure was established, focusing on resilience, scalability, and alignment with international engineering standards. Key design considerations include climate and seismic resilience, flood mitigation, advanced fire safety

systems, optimized airflow management, and scalable infrastructure for high-density computing workloads. Sustainability remains central to this roadmap, with the continued deployment of lithium-ion battery systems and the development of a long-term decarbonization plan focused on energy efficiency and renewable energy integration.

CORPORATE SOCIAL RESPONSIBILITY

At Zong, Corporate Social Responsibility is embedded in the way we operate, innovate and engage with society. The company believes that sustainable growth is achieved by creating long-term value for communities through digital inclusion, environmental responsibility, education, and social welfare initiatives. Guided by a people-centric mindset, the company remains committed to driving positive impact while contributing to Pakistan's socio-economic development.



DIGITAL
INCLUSION



ENVIRONMENTAL
RESPONSIBILITY



EDUCATION &
SKILLS
DEVELOPMENT



SOCIAL
WELFARE



COMMUNITY
EMPOWERMENT



• OUR COMMITMENT. OUR IMPACT. •



EMPOWERING
PEOPLE



PROTECTING
THE PLANET



ENABLING
DIGITAL FUTURE



CREATING
LASTING VALUE



EDUCATION

Digital Scholars Program

Digital Intelligent Innovation | Inclusive Growth



The **Zong Digital Scholars Program** stands as one of the company's flagship CSR initiatives, reflecting its long-term commitment to inclusive digital education, future-ready skills, and equitable access to learning opportunities across Pakistan. Launched in partnership with **Knowledge Platform**, the initiative was designed to bridge the digital divide by equipping students, particularly those in underserved and rural communities, with essential digital literacy, self-learning capabilities, and technology-enabled educational tools.

Since its inception, the initiative has evolved through a structured, multi-phase approach, moving from basic digital access and classroom enablement toward a more interactive, advanced, and data-driven learning model. Initial phases focused on strengthening digital learning infrastructure and expanding access through partnerships with organizations including **HANDS, SOS Village, Pakistan Bait-ul-Mal, Punjab Skills Development Fund (PSDF), and Knowledge Platform**. Building on this foundation, it introduced AI-powered learning tools, gamified content, adaptive assessments, and structured tutoring support to make education more engaging, personalized, and measurable.

ZONG DIGITAL SCHOLARS



30,000+

Students Engaged

5,000+

Female Students

100+

Outstanding
Students Recognized

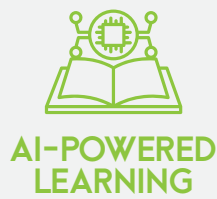
400+

Women Recognized

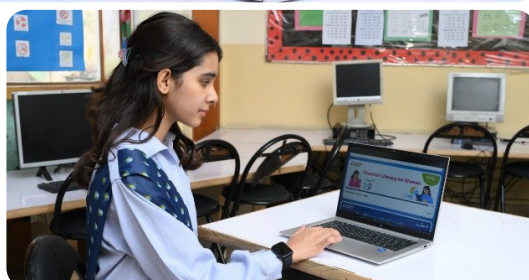
In 2025, the Digital Scholars Program achieved significant scale, engaging **30,000+ students** through game-based learning competitions and self-learning modules. More than **5,000 female students** participated, reflecting the initiative's contribution to inclusive education and women's digital empowerment. The initiative also promoted active participation through recognition and certification, with **100+ outstanding students** and **400+ women** recognized for their performance and learning achievements. By combining digital content, gamified learning, and real-time performance insights, the initiative helped improve student engagement, critical thinking, confidence, and independent learning practices.

Its impact extends beyond students by supporting educators, strengthening classroom delivery, and building a more sustainable digital learning ecosystem. Through teacher training and capacity-building efforts, educators were equipped with digital instruction techniques, blended learning approaches, and student engagement strategies, enabling them to integrate technology more effectively into everyday teaching. This has helped transform classrooms into more interactive, student-centered learning environments while reinforcing the initiative's long-term sustainability.

Looking ahead, the company plans to continue expanding the Digital Scholars Program in 2026 by extending game-based digital learning opportunities to underserved communities, especially along the CPEC region.



With a target to engage **50,000+ students by 2027**, the initiative will remain a key pillar of the company's CSR and sustainability agenda, demonstrating how intelligent digital solutions can reduce educational inequalities, empower youth and women, and contribute to Pakistan's inclusive socio-economic development.



Chownra Schools Project

Digital Intelligent Innovation | Inclusive Growth



Access to education is a key driver of inclusive growth, yet in Pakistan, an estimated **25.1 million children aged 5–16** remain out of school, with the challenge most acute in remote regions such as Tharparkar, Sindh. To address this, Zong partnered with **Alkhidmat Foundation** to launch the **Chownra Schools Project** in villages including **Chopni Wasai Pota** and **Sono Ki Dhani**, developing climate-resilient school facilities equipped with furniture, learning materials, and sanitation amenities. Today, the schools serve **80+ students** and have achieved an attendance rate of **85%**, with a strong focus on supporting girls' education. By reducing barriers to learning and fostering a safe, supportive environment, the project empowers marginalized children and contributes to sustainable socio-economic development in the region, reflecting the company's commitment to inclusive growth and community development.



80+
STUDENTS
ENROLLED



85%
ATTENDANCE
RATE



CLIMATE-RESILIENT
SCHOOLS



COMMUNITY
EMPOWERMENT



HEALTHCARE

Free Medical Diagnostics with JDC Foundation

Inclusive Growth



For many underserved families in Pakistan, the cost of basic medical screenings can delay early detection, leaving chronic conditions unnoticed. Out-of-pocket healthcare spending continues to strain households, with an estimated **11 million people** at risk of impoverishment in 2024. Non-communicable diseases account for 58% of all deaths, making timely testing and preventive care

critical. To address this gap, Zong partnered with JDC Foundation to expand access to diagnostics for underserved communities. The initiative reached over **4,000** patients, with more than **3,000** women benefiting alongside men, reducing healthcare disparities and strengthening preventive care. This initiative demonstrates how targeted healthcare support can create meaningful social impact.



HEALTHCARE ACCESS, MEDICAL DIAGNOSTICS



4,000+
Patients Reached



3,000+
Women Benefited



Free Diagnostic Services



Preventive Healthcare Access

Inclusive Growth



Frontline healthcare workers are at the heart of patient care, often facing resource constraints in low-income communities. To support them, Zong collaborated with **Alkhidmat Foundation** to provide essential medical protective equipment to nonprofit hospitals serving vulnerable communities. The initiative supplied **3,500+ protective gear items**, enabling healthcare workers to maintain safer clinical environments while delivering uninterrupted care to vulnerable patients. By addressing critical resource gaps, the initiative enhanced infection control, improved occupational safety, and reduced the financial burden on charitable institutions, allowing them to focus more effectively on patient treatment. This effort highlights the value of corporate and nonprofit collaboration in strengthening community health systems.



3,500+
PROTECTIVE
GEAR ITEMS



Healthcare
Worker
Protection



Support for
Nonprofit
Hospitals



Stronger
Community
Health Systems

ENVIRONMENT

Pak-EPA and Zong Tree Plantation Drive

Green and Low Carbon Operations



Urban areas in Pakistan are facing increasing environmental pressures, including rising temperatures, air pollution, and shrinking green spaces. Trees help address these challenges by capturing carbon, improving air quality, and supporting local biodiversity. Zong partnered with the **Ministry of Climate Change and Environmental Coordination** and **Pakistan Environment Protection Agency** to carry out a plantation drive in Islamabad, initiated by **Dr. Musadik Malik, Federal Minister for Climate Change and Environmental Coordination**. The initiative planted **3,500+ indigenous and climate-resilient trees**, with students, interns, and company volunteers participating to promote community engagement in climate action. Over their lifetime, these trees are expected to absorb around **200 metric tons of Carbon Dioxide**, directly supporting climate mitigation. This drive reflects the company's commitment to urban resilience and practical, nature-based solutions for a sustainable, lower-carbon future.



TREE PLANTATION

3,500+

TREES PLANTED

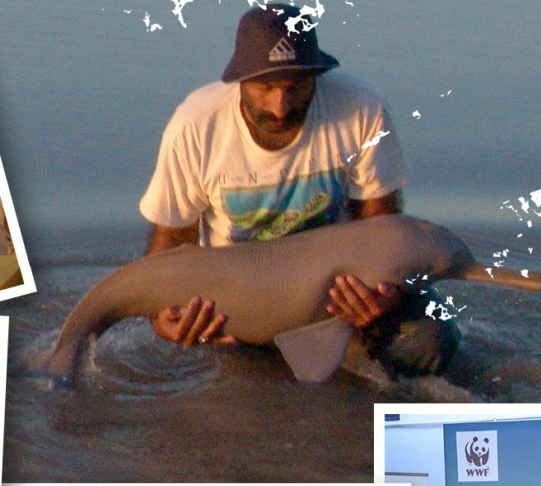
200

METRIC TONS CO₂ ABSORPTION



Indus River Dolphin Rescue with WWF

Green & Low Carbon Operations | Inclusive Growth



200+ KM
INDUS RIVER
COVERED

1,500+

COMMUNITY MEMBERS ENGAGED

Zong partnered with WWF, focusing on protecting the endangered Indus River Dolphin through improved monitoring and rapid response across high-risk river stretches. The project includes deployment of a dedicated Dolphin Rescue Ambulance covering over **200 kilometers of the Indus River**, alongside **engagement of 1,500 local community members and awareness sessions** to strengthen conservation efforts. By combining rescue support with community participation, the initiative contributes to safeguarding a critically endangered species and promoting long-term ecosystem preservation, reflecting Zong's focus on environmental responsibility and biodiversity conservation.

AWARENESS & OUTREACH

ADVOCACY CAMPAIGNS

Breathe Pakistan

Zong continued its engagement with the Breathe Pakistan International Climate Change Conference, contributing to national dialogue on climate resilience, sustainable development, and responsible corporate action. In 2025, the company highlighted the role of network resilience during natural calamities, showcasing how digital innovation can support communities and infrastructure in times of crisis. Building on this engagement, in 2026, the company shared insights on **green infrastructure** and sustainable development, emphasizing environmentally responsible practices across its operations. Through these consecutive engagements, the company reached millions of stakeholders nationwide, reinforcing its role in advancing climate resilience and sustainability awareness across the country.



AWARENESS & OUTREACH / ADVOCACY CAMPAIGNS



Climate Awareness



Stakeholder Engagement



Climate Resilience



Sustainability Advocacy

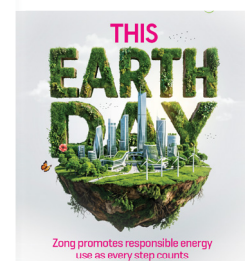
International Day of Sign Languages

A collaborative session with NOWPDP was conducted to promote inclusive communication and raise awareness of the challenges faced by the **deaf community**. Through interactive learning and practical exercises, participants gained insights into **sign language** basics and accessibility practices, reinforcing a culture of inclusion and equal participation.



Global Sustainability Observances and Advocacy Days

Zong aligns its corporate citizenship efforts with international advocacy days across environment, education, health, and inclusion. These strategic milestones strengthen internal alignment and empower employees to embody the sustainability values that support the company's nationwide socio-economic and digital contributions.



COMMUNITY OUTREACH

World Cleanup Day 2025: Clean-Up Drive with Waste Hero

In partnership with **Waste Hero**, a hands-on clean-up activity was conducted at **F-9 Park, Islamabad**, focusing on waste collection, segregation, and recycling awareness. The initiative engaged sustainability volunteers and internal teams, contributing to the reduction of plastic waste while reinforcing practical understanding of responsible waste management. The activity also strengthened awareness of segregation at source and responsible recycling practices through direct field engagement.



Upcycling with EcoBricks

A follow-up engagement with EcoBricks focused on waste repurposing through upcycling techniques, demonstrating how plastic waste can be transformed into usable products. The session promoted circular economy thinking and encouraged long-term behavioral change toward reducing plastic consumption. The initiative also expanded participation beyond core sustainability volunteers, engaging employees in hands-on learning to reinforce a practical understanding of reuse and upcycling.



Disaster Relief and Community Resilience

Disaster management and community resilience are central to Zong's CSR approach, reflecting its commitment to timely community support during emergencies. As part of its continued flood relief efforts from 2023 to 2025, the company supported communities in AJK, KPK, and Punjab through free communication services, while network maintenance teams worked to reconnect and restore services promptly during calamities. Over these years, PKR 60 million was allocated to free minutes and SMS bundles, enabling users to access essential communication support through a simple code. Building on these ongoing efforts, the initiative demonstrates the company's commitment to practical and timely disaster response, standing by the people of Pakistan and helping communities stay connected when it matters most.



WORKSHOPS, WEBINARS & LEARNING SESSIONS

Breast Cancer Awareness Webinar

Inclusive Growth



Breast cancer remains one of the most pressing health concerns for women in Pakistan, where awareness, timely diagnosis, and access to preventive care continue to play a critical role in improving health outcomes. In 2022, Pakistan reported more than 30,000 new breast cancer cases, making it the most common cancer among women and highlighting the importance of early detection and risk awareness. To support preventive healthcare awareness, Zong collaborated with PinkDetect to conduct a live Breast Cancer Awareness webinar for employees and community members. Delivered by medical experts, the session focused on early detection, preventive care, risk awareness, and the importance of seeking timely medical guidance. Through digital outreach, the initiative helped strengthen health literacy and reinforced the role of awareness in encouraging proactive healthcare practices.



Suha Suleman Lalani
Founder & CEO
PinkDetect



Solmaz Ebrahimi-Iranpour
Chief Research Officer
PinkDetect



Sana Shaikh
Medical Advisor
Toronto

Breast Cancer Awareness: A Digital Path to Prevention



Early
Detection
Awareness



Preventive
Care & Risk
Awareness



Expert-Led
Health
Education

Men's Mental Health Webinar

Inclusive Growth



Mental health remains an important public health concern in Pakistan, where social stigma, limited awareness, and gaps in access to professional support often prevent individuals from seeking timely help. For men, cultural expectations around emotional strength can further discourage open conversations about stress, anxiety, and psychological well-being, making awareness and early support essential. To encourage healthier dialogue, Zong invited mental health experts to conduct a webinar on men's mental well-being, focusing on stress management, emotional resilience, communication challenges, and the importance of seeking professional support. The session helped promote open conversation, reduce stigma around mental health, and strengthen awareness of psychological well-being among employees and community members.



DR. IMRAN AHMED JAMIL
MD Assistant Professor Psychiatry
Diplomat American Board of
Psychiatry and Neurology



SHABANA MAJID
Speech and Language Pathologist
M.Sc City University, UK
Member RCSLT & HCPC

Disability Inclusion and Workplace Accessibility

Inclusive Growth

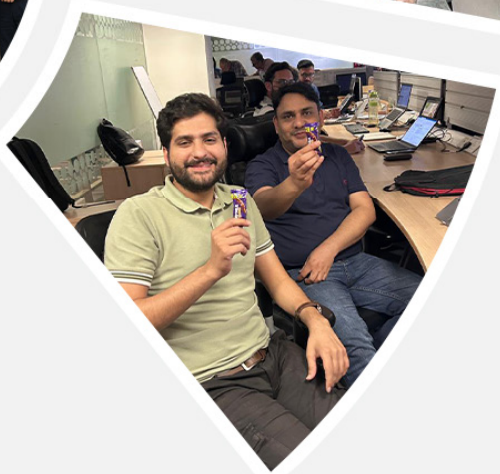


In partnership with NOWPDP, Zong conducted an interactive session on disability inclusion, engaging employees through discussions and activities focused on workplace accessibility, unconscious bias, and inclusive communication practices. The session strengthened awareness of the challenges faced by persons with disabilities and reinforced the importance of embedding inclusive thinking into everyday workplace behavior and organizational culture.



SECTION 4

CULTURE AT ZONG



Zong's culture is grounded in **Responsibility, Openness, Integrity, and Excellence**, shaping how employees engage with one another, the organization, and the communities they serve. In 2025, this culture continued to evolve into a more structured and purpose-led environment, where learning, inclusion, cross-cultural collaboration, and employee ownership strengthened long-term organizational impact.



Integrated Workplace Culture and Cross-Cultural Collaboration

As part of China Mobile's global ecosystem, cross-cultural collaboration is embedded into Zong's everyday workplace culture. Chinese expatriates and local teams work closely across departments and functions, creating a shared environment where expertise, perspectives, and

ways of working are continuously exchanged. This integration extends beyond formal roles into daily interactions, language exchange, shared workspaces, and cultural immersion, strengthening openness, trust, and a collective sense of identity.



CELEBRATING CULTURES, BUILDING CONNECTIONS



Chinese New Year



Dragon Boat Festival



Mid-Autumn Festival



Pakistan-China Friendship Day

Cultural engagement further reinforces this shared workplace experience. Celebrations such as **Chinese New Year**, the **Dragon Boat Festival**, and the **Mid-Autumn Festival**, along with initiatives such as **Chinese Language Day**, **World Day for Cultural Diversity**, and **Pakistan-China Friendship Day**, promote cultural awareness across the organization. Beyond the workplace, collaboration with the LUMS Culture Society through Chinese New Year celebrations and a panel discussion on higher education opportunities in China encouraged cross-cultural dialogue among students and strengthened people-to-people connection.

Employee-led Community Engagement

Zong's commitment to community engagement is strengthened through the Employee Volunteer Program, where employees actively contribute to the well-being of the communities they serve. In the past year, **100+ volunteers** across nationwide offices dedicated **800+ hours** and participated in **650+ structured initiatives** spanning environmental sustainability, healthcare awareness, digital inclusion, and community development. By connecting employees with purposeful community service, the program fosters a culture where corporate responsibility and personal engagement intersect, enabling employees to experience the impact of their work beyond the office. This approach not only benefits society but also reinforces a shared sense of ownership, collaboration, and pride within the organization.



100+
VOLUNTEERS
across nationwide offices



800+
HOURS
dedicated to community service



650+
INITIATIVES
across key social impact areas



Environmental
Sustainability



Healthcare
Awareness



Digital
Inclusion



Community
Development

A structured learning ecosystem was further strengthened through the LEARNOVATE framework, delivering **100+ training programs** and reaching **2,350+ employees**. The programs covered leadership development, technical upskilling, digital capability building, sales acceleration, coaching, and specialized initiatives such as LEAD Talent Ascent, Capability Ladder Program, and Athena 360. Supported by a blended learning approach combining in-person workshops and e-learning platforms, LEARNOVATE helped build a resilient and future-ready workforce aligned with evolving business and technological priorities. International talent training further enhanced employee exposure to global practices, supporting broader perspectives and stronger professional capabilities.



100+
TRAINING PROGRAMS



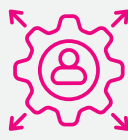
2,350+
EMPLOYEES TRAINED



Leadership
Development



Technical
Upskilling



Digital
Capabilities



Sales
Acceleration



Coaching &
Specialized
Programs



Digital Trainee Executive Program

Developing the next generation of digital leaders remained a cornerstone of Zong's talent strategy. The Digital Trainee Executive Program continued to strengthen the company's talent pipeline by onboarding and engaging 80+ DTEs across key technical and business functions. Designed to equip participants with the skills and mindset needed to thrive in a fast-paced digital economy, the program combines structured training, cross-functional rotations, and hands-on exposure to emerging technologies. With defined progression pathways, it accelerates high-performing talent into critical roles, supporting a future-ready workforce and long-term organizational growth.



**STRUCTURED
TRAINING**



**CROSS-FUNCTIONAL
EXPOSURE**



**PRACTICAL
MENTORED
LEARNING**



**CAREER
PROGRESSION**



80+

DIGITAL TRAINEES



**ACROSS
TECHNICAL & BUSINESS
FUNCTIONS**



**FUTURE-READY
LEADERS
PIPELINE**



**HANDS-ON EXPOSURE
TO EMERGING
TECHNOLOGIES**

GenZ Talent Ignite Program

Fostering youth inclusion and development remained a strategic priority, aimed at building the next generation of technology and business leaders in Pakistan. The GenZ Talent Ignite Program continued to provide structured pathways for early-career professionals by identifying high-performing and high-potential GenZ employees and engaging them in dedicated development programs. In 2025, 50+ employees participated, reflecting 17% year-on-year growth and making it one of the company's fastest-growing talent initiatives. By combining performance recognition, skills development, and targeted learning experiences, the program accelerates early-career talent into future leadership roles while strengthening the company's talent pipeline.



50+
EMPLOYEES
PARTICIPATED



17%
YEAR-ON-YEAR
GROWTH



**FASTEST GROWING
TALENT INITIATIVE**



PROGRAM PILLARS



Performance
Recognition



Skills
Development



Targeted
Learning



Leadership
Pathways

Women Empowerment and Inclusion

The company's commitment to diversity and inclusion continued through focused efforts to create a respectful, equitable, and supportive workplace. In 2025, women represented 18% of the workforce, reflecting continued progress in promoting balanced representation across the organization. Initiatives such as awareness and well-being programs, Women's Day and Mother's Day

Day engagements, preventive healthcare support, and inclusive development efforts reinforced a culture of respect, equal opportunity, and employee empowerment. Together, these efforts support a more inclusive work environment while contributing to stronger representation, leadership pathways, and participation of women in the digital and technology workforce.



18%
WOMEN IN THE
WORKFORCE



**PROMOTING
BALANCED
REPRESENTATION**



**EQUAL
OPPORTUNITY
& INCLUSION**



**Awareness &
Well-being
Programs**



**Women's Day
& Mother's Day
Engagements**



**Preventive
Healthcare
Support**



**Inclusive
Development
Efforts**

SECTION 5

GOVERNANCE



Governance Structure & Oversight

Zong maintains a robust governance framework that promotes **transparency, accountability, and effective oversight** across all business functions. Compliance is embedded within daily operations through established policies, controls, and designated focal points across the organization. Strong cross-functional collaboration ensures consistent implementation of regulatory requirements and internal standards. Regular compliance reviews and structured assessments provide valuable insights into operational effectiveness and areas for improvement. These activities strengthen accountability, support proactive risk management, and facilitate timely corrective actions. Through this integrated approach, Zong ensures sustained compliance, ethical business conduct, and alignment with applicable laws, regulations, and corporate objectives.



STRONG GOVERNANCE FRAMEWORK



Transparency



Accountability



Compliance



Risk
Management



Regulatory
Alignment



OUR GOVERNANCE PILLARS



Policies &
Controls



Compliance
Reviews



Risk
Assessments



Cross-functional
Oversight



Corrective
Actions

Ethics, Compliance & Integrity

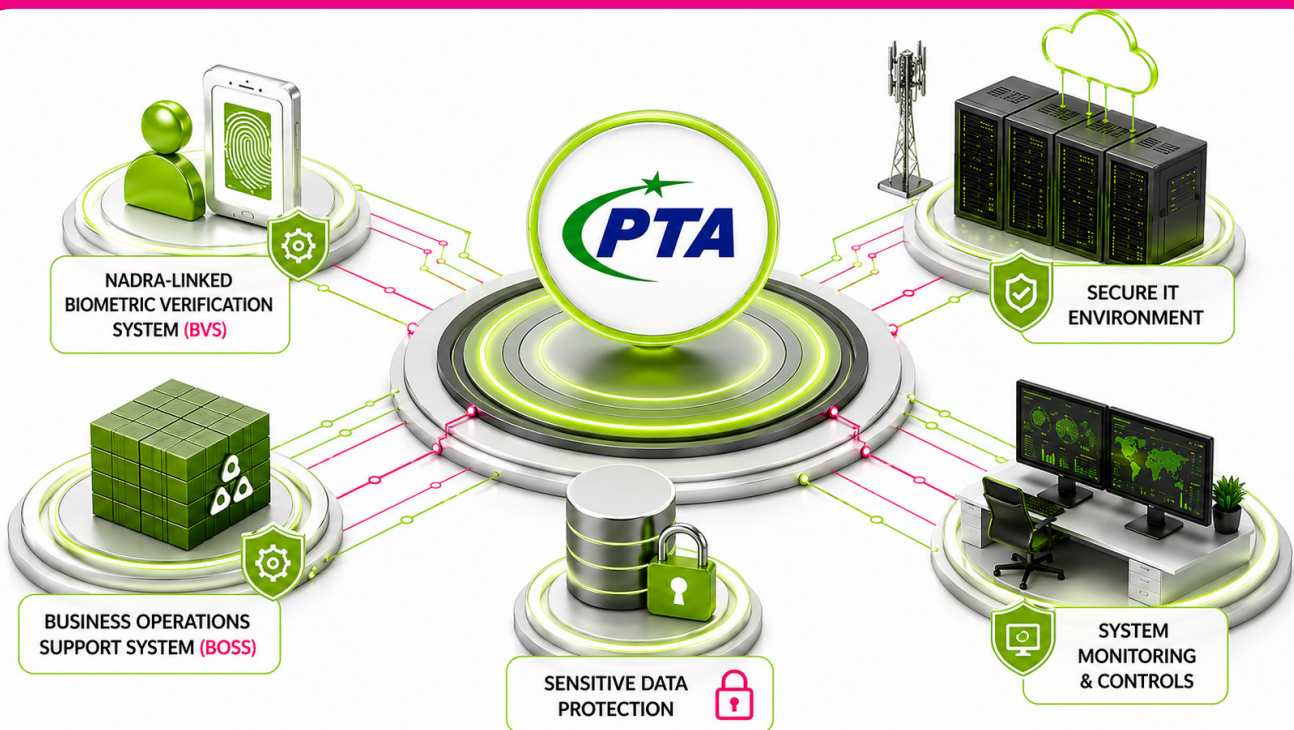
A culture of integrity and zero tolerance for misconduct is reinforced across all levels of the organization through organization-wide awareness initiatives, policy-driven training programs, and active leadership engagement. Structured compliance reviews and cross-functional assessments support continuous improvement and strengthen organizational accountability. A formal whistleblowing framework enables secure and confidential reporting of concerns, with robust safeguards in place to ensure protection against retaliation and to support fair, independent, and objective investigations of all reported matters.



IT Governance Framework

Zong complies with strict system controls aligned with Information Technology regulations. Sensitive customer, retailer, and billing data are systematically protected within the NADRA-linked Biometric Verification System [BVS] and the Business Operations Support System [BOSS]. This

environment strictly adheres to the **PTA's Critical Telecom Data and Infrastructure Security Regulations [CTDISR]**, validated by mandatory annual audits to ensure absolute operational accountability.



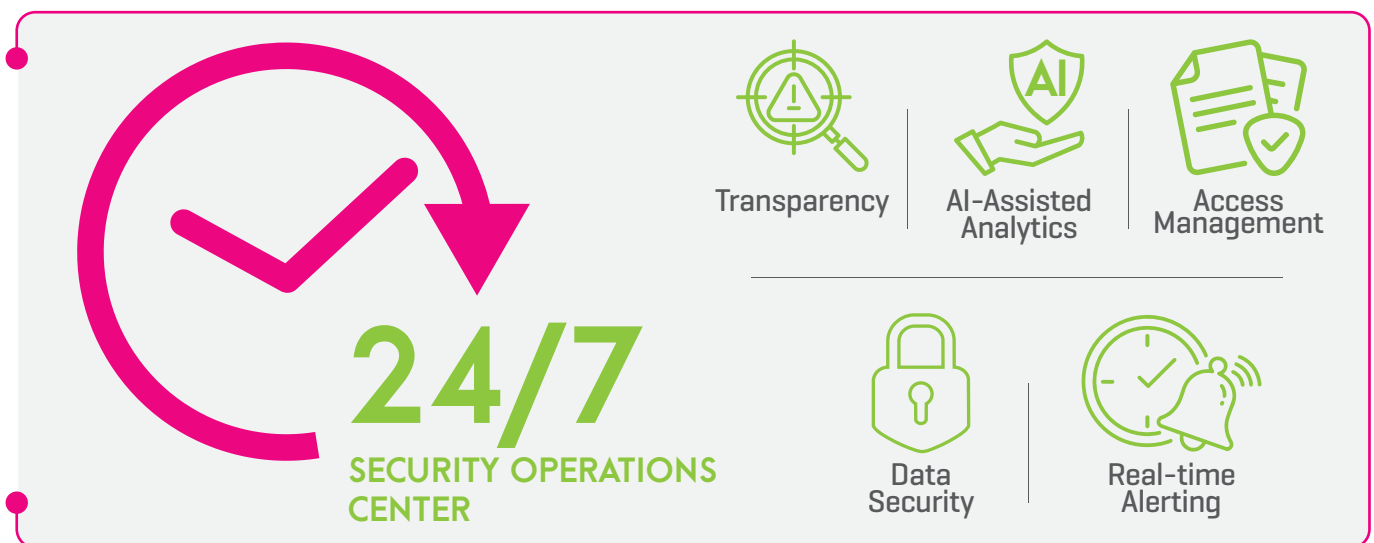
FOUR LAYERS OF DATA PROTECTION



Cybersecurity & Data Privacy

Cybersecurity and data protection frameworks continued to be strengthened through enhanced monitoring, resilient security architecture, and governance oversight. A 24/7 Security Operations Center ensures continuous visibility across systems, supported by advanced threat detection, real-time alerting, and AI-assisted analytics. Security controls, including access management,

data security and vulnerability management, are aligned with internationally recognized standards, including **ISO/IEC 27001** for information security management, **ISO/IEC 27017** for cloud security, and **ISO/IEC 27018** for protection of personal data in the cloud, and PCI DSS certification ensuring responsible data handling and sustained digital trust.



Health, Safety, Security and Environment [HSSE]

In 2025, Zong's approach to Health, Safety, Security, and Environment [HSSE] evolved from compliance-driven practices to a more proactive, prevention-focused safety culture embedded across operations. This shift was reinforced through regular awareness sessions addressing workplace risks, ergonomics, and employee health, alongside dedicated Safety Month and Fire Safety Month initiatives that integrated campaigns, inspections, and drills to strengthen everyday safety behaviors.



6+

**HEALTH & WELLNESS
PROGRAM**



300+

**SECURITY PERSONNEL
TRAINED**

Zong strengthened its occupational safety framework through structured and continuous initiatives, including quarterly self-inspections and risk assessments across operational sites to ensure ongoing hazard identification and mitigation. Preparedness remained a central focus, with emergency response capabilities enhanced through coordinated simulations conducted with Fire Brigade and Civil Defence authorities, ensuring readiness for real-world scenarios. Additionally, emergency and mock drills were carried out to further reinforce operational response capacity.

At the same time, targeted advisories, continuous risk monitoring, and strict adherence to PPE protocols supported a disciplined and structured approach to field and operational safety. Employee awareness was further strengthened through 30+ structured training and awareness sessions, complemented by email and SMS-based safety communications to sustain engagement across the workforce.



50+
TRAINING SESSIONS



15+
LIAISON MEETINGS

Employee well-being was integrated into this broader HSSE framework through six health and wellness programs, including medical camps and blood donation drives, supported by a dedicated healthcare facility at headquarters to ensure timely access to care. Security readiness was also reinforced through specialized training of 50+ personnel, while 15+ liaison meetings with relevant authorities ensured strong regulatory coordination and operational alignment.

Together, these efforts reflect a more mature and integrated HSSE system—one that prioritizes prevention, strengthens operational resilience, and supports a safe, responsive, and health-conscious working environment across the organization.

LOOKING FORWARD

As we move ahead, Zong will continue to advance its transformation into a fully integrated digital-intelligent enterprise, aligned with China Mobile's global vision and Pakistan's evolving digital landscape. Building on our strengthened network foundation, our focus will remain on enhancing next-generation network infrastructure, accelerating AI-driven transformation, and expanding cloud and computing capabilities to enable scalable, secure, and future-ready digital services.

We will further deepen our commitment to sustainability by embedding green operations, enhancing energy efficiency, promoting low-carbon development, and scaling inclusive digital access for underserved communities. At the same time, Zong will continue to reinforce governance, cybersecurity, compliance, risk management, and data privacy frameworks to ensure trust, resilience, and long-term operational excellence.

Through sustained innovation, strategic partnerships, and responsible growth, Zong remains committed to enabling Pakistan's digital future and creating meaningful socio-economic impact. Guided by the broader strategic direction of China Mobile, we will continue to build stronger digital foundations, unlock new value through intelligent services, and contribute to a smarter, greener, and more connected future.





TOGETHER
WE GROW