

ZONG 4G

A NEW DREAM



中国移动
China Mobile

2020
EDITION

NEW HOPES FOR NEW DREAMS

Corporate Social
Responsibility Report



**TRANSFORMING
LIVES & EDUCATION**

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LEADERS IN DIGITAL INNOVATION

Annual Business Conference 2021



China Mobile Pakistan [Zong 4G], Pakistan's leading mobile services provider, is a 100% subsidiary of China Mobile Limited. Being the pioneering overseas set up of China Mobile Communications Corporation, it is a 100% owned subsidiary of the world's largest telecommunications giant. Taken over in 2007 with a market share of only 2%, Zong 4G has seen exponential growth in the last few years. With a 22% market share today, it has emerged at the forefront to provide unrivaled cellular mobile voice and data services to the Pakistani market through 2G, 3G, and 4G technologies. By spearheading the digital innovation, in 2019, the company was the first telecom operator in Pakistan to successfully test 5G services and make an international video call on the 5G network.

Leading the digital revolution in the country, Zong 4G continues to make great strides towards its ambition of becoming a digital life partner of millions of Pakistanis. Zong 4G envisions to enable a fully connected environment for Pakistan by leveraging the technological edge in 4G LTE, whilst providing the most advanced and cutting-edge products in the market. Drawing heavily from the research and development of its parent company, China Mobile Communications Corporation [CMCC], Zong 4G is extending its advanced services to lay the foundation of Pakistan's future communications infrastructure.

Zong 4G is the first and only company to cross the prolific mark of more than 14,000 4G sites, and with 4G leadership and the largest 4G network in Pakistan, the company is providing an outstanding data experience to its users. These high standards of performance are testified by the service awards of "No.1 Operator in Voice and Data Services" by the Pakistan Telecommunications Authority [PTA], "Best 4G Services" and "Leadership in Innovation" by the Consumer Association of Pakistan [CAP].

Zong 4G's pursuit of offering excellence to customers propels its innovation and has led to continued investments in its commercial capabilities, business solutions, and customer care channels for operational excellence. Zong 4G is a frontrunner in developing the digital ecosystem in Pakistan and continues to deliver an unparalleled customer experience by bringing to life endless possibilities of the country's digital potential. Having built the country's largest and widest 4G network, Zong 4G is at the forefront to digitalize Pakistan.



As the leading telecommunications services provider in Mainland China, the Group provides full communication services in all 31 provinces, autonomous regions, and directly-administered municipalities throughout Mainland China and Hong Kong Special Administrative Region. As a world-class telecommunications operator with the world's largest network and customer base, the Group holds a leading position in profitability and market value ranking. Its businesses primarily consist of mobile voice and data, wireline broadband, and other information and communication services.

As of December 31, 2019, the Group had a total of 456,239 employees, and 950 million mobile customers, 187 million wireline broadband customers, with an annual revenue amounting to RMB 745.917 billion. In 2019, the Company was once again selected as one of 'The Global 2,000 World's Largest Public Companies' by Forbes magazine and a 'Fortune Global 500 Company' by Fortune magazine. The China Mobile brand was

once again listed in BrandZTM's Top 100 Most Valuable Global Brands of 2019 by Millward Brown, ranking 27. Currently, the Company's corporate credit ratings are equivalent to China's sovereign credit ratings, namely, A+/Outlook Stable from Standard & Poor's and A1/Outlook Stable from Moody's.



LETTER FROM CEO

Zong 4G [CMPak] continued to make difference in the lives of communities, yet maintaining the edge as the largest 4G network in Pakistan. By fostering environmental stewardship, empowering team members, championing human rights, and promoting better responsibility for social developments, we expanded our CSR portfolio to address the needs of marginalized members. We carried forward our vision of being a responsible corporate entity by eradicating social, environmental, and economic boundaries through an enhanced focus on customer- centricity and service delivery.

Our fastest 4G technology is helping millions of Pakistani's achieve their goals, their needs, and their dreams! We are helping our philanthropic resource, our team, to connect directly to charities where they can volunteer, give and engage others in a cause. Our employees volunteered over 2000 hours for various charities and causes, becoming a catalyst for change for over 11000 individuals nationwide.

At Zong 4G, we realize the importance of the choices we make and their resultant impact on future generations. I am proud of our collaborative endeavors, steadfast with our commitment to putting our technology for the prosperity of Pakistan. Therefore, we are constantly striving for the inflow of the state of the art technology from China and exploring more opportunities to power the possible growth to reshape the future for the people and communities of Pakistan.

“Our fastest 4G technology is helping millions of Pakistanis achieve their goals, their needs and their dreams!”

Wang Hua

Chairman & CEO
China Mobile Pakistan



MESSAGE FROM CHIEF REGULATORY OFFICER

2020 has been a year with unprecedented times because of the pandemic, COVID-19. Many lost their lives, and millions have been affected by it. At Zong 4G, we have done everything to support the Government of Pakistan in its response towards COVID-19.

We are focused on providing seamless connectivity, so our customers and community can remain connected both nationally and internationally during the difficult times. Our perseverance ensures that our operations are resilient, so we can continue to provide connectivity to hospitals, Government officials, institutions and front-line workers who are fighting the battle against Coronavirus.

In 2020, the support to society became more urgent, we accelerated our efforts to give back to society. By leveraging on our connectivity, we reached the remote areas and marginalized with the awareness campaigns and our support.

In 2021, we – and society as a whole – need to do much more to ensure the change around us.

“Our perseverance ensures that our operations are resilient, so we can continue to provide connectivity to hospitals, Government officials, institutions and front-line workers who are fighting the battle against Coronavirus.”

Kamran Ali

Chief Regulatory Officer



LETTER FROM DY. DIRECTOR PR & CSR

At Zong 4G, we are building a strong foundation for sustainability – that allows us to leverage our technology for a more socially inclusive Pakistan. By placing the communities at the center, we fueled our efforts to power what is important. Opportunity abounds for those who are ready and through the power of digital transformation, we are empowering our employees to be agents of change under the umbrella of ‘New Hope’- our Zong 4G Employee Volunteerism program.

Committed to addressing the challenges in the communities, Zong 4G has been facilitating diverse acts of giving back in realms of education, health, law, and order, and civic services, to create a technologically inclusive Pakistan, especially for the underprivileged and marginalized.

The future will bring new ideas for new hopes, for new dreams, to create a prosperous and technologically and socially inclusive Pakistan by leveraging state of art technology from China.

“Committed to address the challenges in the communities, Zong 4G has been facilitating diverse acts of giving back in realms of education, health, law and order and civic services, to create a Technologically Inclusive Pakistan.”

Maheen Akhtar

Dy Director Public Relations
& CSR



CSR PHILOSOPHY



Zong 4G is spreading hope and ways of 'Learn through Fun' concept.

At Zong [CMPak], we are committed to being a responsible corporate social entity. By putting Pakistan's No.1 4G Network and expertise where it is most required, we are creating stronger communities. We are bridging the social divide through collaborative endeavor with multiple stakeholders in the spheres of education, healthcare, and economic empowerment which are imperative for the wellbeing of people and communities in the era of digitalization. Adhering to building a more technologically and socially inclusive society, we are investing in the betterment of the lives to enable them to climb up on the social ladder.



ZONG 4G, opening new doors of learning and providing opportunities to new generation to be a part of digital world.



A NEW HOPE (EMPLOYEE VOLUNTEERISM)



**The New Hope,
employee Volunteer Program
of Zong 4G lifting up
underprivileged and striving
to reduce inequality.**

Since the launch of “New Hope” in early 2016, Zong 4G has continuously strived to contribute towards the sustainable development of societies. By harnessing our brand philosophy of ‘A New Dream’; ‘A New Hope’ actively promotes and engages individuals and partners, in social endeavors that adhere to strengthen communities.

Cognizant to the company’s mission of social excellence, the program has inculcated a sense of social responsibility to empower the employees to make a lasting impact in people’s lives.

Zong 4G has high performance in fulfilling its Corporate Social Responsibilities. The foundation to roll out signature programs had been laid to achieve the target of 3,000 volunteer hours. Rising high on the bouts of enthusiasm, the New Hope Volunteers of

Zong 4G made strides to not only meet but exceed the commitment to social delivery. The efforts materialized into “A New Hope” being ranked amongst the top ten outstanding CSR initiatives by the parent company, China Mobile Communication Corporation amongst 64 other companies and subsidiaries in China.

The increased market presence of Zong 4G, has enabled the volunteers to reach remote communities of 5 provinces of Pakistan, engaging with most marginalized communities and vulnerable individuals. Staying true to the core value, the program has unleashed human potential to responsibly cast a positive impact at the grass-root level.

OUR PRIORITY AREAS ROAD TO A NEW HOPE



HEALTH

Contributing towards sustainable access to health facilities, Zong 4G leveraged on the power of connectivity for the provision of inclusive health for all. The organization has embarked upon series of initiatives to help people on the path of better healthcare.



EDUCATION

Education is at the heart of Zong 4G's CSR initiative. Through its endeavors, it aims to eradicate the hard-hitting inequalities inherent in societies. The focus on digital inclusion for all has empowered the marginalized generation of students with access to innovative technology to build a brighter future.



CIVIC DUTY

For the prosperity of Pakistan, Zong 4G is capacitating the underprivileged, making it possible to bridge the gap and providing learning, training and development opportunities to bridging the gap between the communities of the Nation



TELCO GIVES BACK

At the heart of Zong 4G's purpose is the commitment to support the communities it serves. Harnessing the power of its philanthropic force – employees and technology, the company engaged in various technological activities to help communities which need the most. Thereby, invigorating "A New Hope" for "New Dreams" in the eyes of these marginalized communities.



HEALTH



Leveraging the power of connectivity, Zong entered into smart partnerships for the provision of health services delivery in Pakistan. In 2020, Zong 4G delivered the following projects:

- Collaboration with Shaikat Khanum
- Breast Cancer Awareness Campaign
- Collaboration with local & provincial Government in pandemic
- Nationwide COVID-19 awareness Campaigns

These initiatives helped the community as well as the employees to live a better and healthy life resulting in efficient execution of their personal and professional tasks.

ZONG 4G ORGANIZES FREE MEDICAL CAMP FOR WOMEN IN RAWALPINDI

Zong 4G organized a free medical camp and provided medicines in a joint effort with the Act of Kindness. The activity was planned in Rawalpindi for marginalized women.

The drive was organized by Zong Employees based in Islamabad and included an awareness session on COVID-19 along with free medical checkups and medicines. Working towards new dreams and hopes, Zong 4G continued to deliver its promise for a better society by setting up invigorating activities and creating awareness about commonly prevalent diseases.



“Zong 4G has been saving lives, transforming communities and renewing hopes!”

Kamran Ali, Chief Regulatory Officer, handing over donation amount to Zulfi Bukhari



Zong 4G Partners with District Authorities in Baluchistan to Fight COVID-19

ZONG 4G provided connectivity and SMS awareness campaign on COVID-19 to the District Government of Balochistan to communicate the precautionary messages in far-flung areas there.

Zong 4G Initiates Awareness Campaign About COVID-19 Safety Measures At Shikarpur

To create awareness about COVID-19, the team collaborated with District Government of Shikarpur and disseminated free of cost text messages to the Zong 4G's Shikarpur user base.



Zong 4G offers unlimited free connectivity to NDMA, combating COVID-19

NDMA (National Disaster Management Authority) is a Government body that works for disaster relief. Team CSR in collaboration with our internal partner GCSS, provided unlimited free connectivity to NDMA for research purposes and communication in fighting COVID-19.



“Zong 4G- Connecting the world, Inspiring optimism and igniting the Change for Pakistan.”

Making connectivity easier and possible in Peshawar.

ZONG 4G AND SIUT JOIN HANDS TO RELAY FACTUAL AND APPROVED HEALTHCARE MESSAGES TO THE PUBLIC IN PAKISTAN

In coordination with GCSS, connectivity solutions were given to SIUT (Sindh Institute of Urology & Transplantation) for research and communication on COVID-19.



ZONG 4G JOINS HANDS WITH THE INDUS HOSPITAL FOR COVID-19

Team CSR, in collaboration with GCSS, joined hands with the international standard hospital, 'The Indus Hospital' in fighting COVID-19. During the pandemic, digital services have played a key role in connecting the world. To ensure the smooth operations of Indus Hospital, Zong 4G provided connectivity solutions to Indus Hospital.

ZONG 4G PARTNERS WITH GOVERNMENT AUTHORITIES IN MULTAN TO CREATE AWARENESS AROUND COVID-19

With the support of GCSS, the CSR team collaborated with provincial and district government of Multan, creating COVID-19 awareness. Under this initiative, awareness text messages were disseminated to Zong 4G's entire base in Multan free of cost.





EDUCATION



Our educational endeavors are reforming and redefining the education for underprivileged. Renovating the educational institutions by giving them 4G enabled technological edge, Zong 4G is providing educational resources and support to ensure that students belonging to disadvantaged families are not deprived by disparities in education.

In 2020, under the umbrella of its CSR program, Zong 4G supported the following endeavors:

- **Collaboration with UNICEF to spread awareness on COVID-19 and educate people, nationwide.**
- **Facilitating and educating underprivileged children of Basic Community School, Malot, Islamabad.**

The company's focus has been to reduce the digital divide by empowering students to innovatively incorporate new technologies and to gain an edge in today's increasingly competitive environment.





“ Together we can be the socially responsible generation making strides in the era of digitalization. ”

ZONG 4G AND UNICEF PAKISTAN PARTNER TO CREATE AWARENESS AROUND COVID-19

The team collaborated with UNICEF Pakistan. As part of the collaboration, messages and videos developed by

UNICEF Pakistan, WHO, and the Ministry of Health were shared on all of Zong 4G’s digital assets including Facebook, Twitter, Instagram and My Zong App. These messages were aimed at creating awareness about COVID-19 and ways to restrict the contraction of the disease.



80,000 STUDENTS FROM VIRTUAL UNIVERSITY CONNECTED FOR E-LEARNING WITH ZONG 4G DURING COVID-19

Education being a key focus area for Zong 4G’s CSR strategy, we collaborated with one of the largest student-based Virtual University, in connecting students to research and E-learning to ensure that learning does not stop for any student.

“Reducing the Digital Divide - Because every child has a right to access 4G internet and world of possibilities.”



Zong 4G Educated And Facilitated Basic Community School In Malot, Islamabad

Malot is a rural area of Islamabad, near ZONG Headquarters, Chak Shahzad. Basic Community School is a primary level academy where over 75 underprivileged children are getting an education. Most of them used to sit on the floor due to lack of facilities especially furniture, books, and stationery.



CMPAK has always considered education as a priority to bring the neglected community stand firm, helping themselves as well as the nation altogether. ZONG 4G facilitated this school with basic education facilities including furniture, stationery, sports goods, along with motivating children to strive in the field of information technology with hope and passion to make lives prosperous equally. COVID-19 awareness was also conducted as per the guidelines of the Government of Pakistan & UNICEF.





CIVIC DUTY



For the prosperity of Pakistan, Zong 4G is capacitating the underprivileged, making it possible to bridge the gap by providing learning, training, and development opportunities to all communities of the Nation. In 2020, we added value to lives as under:

- Facilitating women vocational center in Rawalpindi
- Helping Bint-e-Fatima Old Age Homes Karachi during floods
- Reaching out SOS village Karachi amid floods
- Facilitating Naureen Zindagi Trust Orphanage, Islamabad
- Assisting SOS Villages, Lahore

These initiatives helped the community as well as our employees to live a better and healthy life resulting in efficient execution of their personal and professional tasks.





FACILITATING WOMEN VOCATIONAL CENTER IN RAWALPINDI

Rawalpindi vocational center is run by two widow sisters, educating needy women to earn their livelihood for themselves as well as for their families. They teach sewing, crafting, painting, gardening, cooking, and hosiery to the underprivileged, widows, orphans, homeless and needy women. They have been facing a critical situation due to COVID-19 in earning and managing their livelihood.

ZONG CMPAK facilitated the needy women with sewing machines, hosiery material & COVID-19 kits followed by free health checkup and COVID-19 awareness as per the guidelines of Government of Pakistan and UNICEF by qualified doctors. Now they can earn their livelihood with dignity.



FACILITATING NAUREEN ZINDAGI TRUST ORPHANAGE, ISLAMABAD

Naureen Zindagi Trust is an orphanage for small children in Ghauri Town, Islamabad. The trust is taking care of their livelihood and education. ZONG 4G in collaboration with the act of kindness, visited orphans and facilitated them with furniture along with winter clothing and school uniforms. This facilitated the children, who were earlier sleeping on the floor.

We also conducted free health checkups by qualified doctors followed by the COVID-19 awareness program based on the guidelines by the Government of Pakistan & UNICEF.





HELPING BINT-E-FATIMA OLD AGE HOMES KARACHI DURING FLOODS

Bint-e-Fatima old home (trust) is a nongovernmental & nonprofit organization providing shelter to the senior citizens and Gender Base Violence Survivors (Women with accompanied children and Girls) of society. In this critical time of floods and heavy rain, ZONG 4G facilitated old age homes to keep lives going with ease. Our volunteers from Karachi helped the senior citizens with daily necessities, as per the need.



REACHING OUT SOS VILLAGE KARACHI AMID FLOODS

SOS Children's Village Karachi was opened in 1987 and comprises 16 family homes and other essential facilities. It is situated on a seven-acre site in Malir, donated by the Government of Sindh. The children in SOS Children's Village Karachi lead busy lives and besides many extra-curricular activities, are provided with assistance in their studies. As in all Villages, the emphasis is laid on academic ambition, as the children must realize their full potential.

In this crucial time of heavy rain and floods in Karachi, ZONG 4G remembered needy orphans in SOS village Karachi. Being at home and away from schools during the pandemic, children were out of clothes and necessities, which we identified and facilitated.



ASSISTING SOS VILLAGES, LAHORE

SOS Children's Village Lahore was the first project to be established in Pakistan. It was officially opened in January 1977 by the President of Pakistan and is constructed on a ten-acre site donated by the Government of Punjab.

Zong 4G's volunteers visited SOS village Lahore. Along with facilitating them with necessities and COVID-19 awareness session, our prime focus was to educate them on freelancing and the powers of Digital & Social media, so that they are prepared to embrace a bright future ahead.





Leveraging on the most technologically advanced 4G cellular network, we have continued to lead in the realm of digital innovation. By providing the fastest, widest and strongest 4G coverage, we have revolutionized the 4G eco-system in Pakistan. I am confident that we will continue making strides to be pioneers in the provision of the latest mobile services for the people of Pakistan. Zong 4G currently has more than 14000 4G sites, the highest ever in Pakistan and increasing every year!

Junaid Shafqat

Manager Public Relations and
Corporate Social Responsibility



ZONG 4G
A NEW DREAM

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