



GENERATION YOUTH

Zain Group scored 8.4/10 in the Children’s Rights and Business 2024 Global Benchmark, scoring as 8th in the Telecom sector and 26th company across all sectors.

Continued to maintain its leadership position against a sector average of 5.6/10 and a regional average of 2.8 /10.

ONLINE SAFETY

As part of the ongoing commitment to online safety, Zain remains vigilant in adopting technologies that enhance the **detection and prevention of child sexual abuse materials (CSAM)** contributing to a safer and more secure digital environment for all.

6
OPERATIONS

Advanced **CSAM** blocking efforts through Project Arachnid and the Internet Watch Foundation (IWF).



Zain continued to be a member of the newly revamped GSMA Mobile Alliance against Digital Child Sexual Exploitation initiative, which works towards taking proactive steps to fight technology-facilitated child sexual exploitation.

731,998 YOUTH ACROSS ZAIN'S OPERATING MARKETS

Were equipped with digital literacy skills, empowering them with the knowledge and tools needed to navigate the digital landscape.

176,752 YOUTH ACROSS ZAIN'S MARKETS

Had access to training and skills development to help reduce the youth unemployment gap in the region.

ZAIN KUWAIT
LAUNCHED
A PARTNERSHIP

With the Kuwait National Child Protection Program.
The helpline witnessed a rise in the volume of calls, from 50% to 83% following the campaign's launch.

501 ACTIVE SUBSCRIPTIONS

In Zain Kuwait’s Kaspersky’s Safe Kids service have been activated since its launch. The application includes an all-in-one parental control service to protect children online.

ZAIN JORDAN
RENEWED ITS FIVE
YEAR PARTNERSHIP

With the Jordan River Foundation by initiating Stress Inoculation Training and a 50-hour, four-day Cognitive Behavioral Therapy session. Participation in helpline awareness campaigns, garnered over **15.9k in social media** total views.

24,000
STUDENTS

Have been provided with comprehensive online education through Zain Jordan's B12 initiative, in collaboration with UNICEF, ensuring secure internet access for effective learning, supporting both in-class and remote learning for students in Jordan, since 2021.

28,000
YOUTH

Benefited from Zain KSA’s partnership with Aanaab and Code School Finland, established through an MoU. This global-local collaboration empowers and localizes digital education efforts.

30
STUDENTS

From five universities participated in the MaharaTech competition by Zain Iraq, receiving three months of training in data automation, digital communication, and marketing research to create tech solutions for education challenges, empowering participants to build their careers and impact their communities.