



2021 | Sustainability & ESG Report

Building Meaningful Connections

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Introducing **U** to Our First Sustainability Report

We are proud to present our first Sustainability & Environment, Social and Corporate Governance (ESG) Report, which covers our business performance and operations across the Hashemite Kingdom of Jordan.

At Umniah, we firmly believe in growing sustainably by continuously balancing out the negative impacts of our business activities and decisions on both the environment and society. We have been working tirelessly on integrating sustainability principles into our core business practices and we are proud to share our journey with you through this report. By doing so, we have identified key issues, impacts, commitments, challenges, and opportunities arising across the environmental, social and governance (ESG) fronts and we keep on strengthening our commitments as a responsible telecommunication and enterprise solutions provider in Jordan.

The U refers to YOU, our stakeholders; defined as any individual or group who has a direct or indirect impact on our organization's objectives and can be affected by organisational decisions. Stakeholders include, Umniah's employees, customers, suppliers, business partners, shareholders, NGOs, government, etc.

Message
from Our CEO



Faisal Qamhiyah
Acting Chief
Executive Officer

Dear Stakeholders,

It is with great pleasure that we present to you our first Sustainability and Environmental, Social, and Governance (ESG) Report.

This report outlines our dedication to creating shared value and building meaningful connections with all our stakeholders: our employees, our customers, our partners, the environment, and the communities where we operate. It reflects our commitment towards a fairer and more inclusive, environmentally responsible organization, operating on solid corporate governance principles.

Sustainability is the cornerstone that allows us to maintain the balance between our business impact and our social responsibility, embodying who we really are at Umniah.

Our role as one of the fastest growing telecommunication companies in Jordan is to go beyond our core business and look at connectivity as an opportunity for growth and social advancement, addressing the gaps of digital accessibility and reinforcing it as a basic human right.

Emerging from the pandemic, we took on the challenge of adapting and changing the way we operate. We are proud of our accomplishments that entailed accommodating the growing needs of our customers, expanding our infrastructure, and increasing our network footprint whilst maintaining our service reliability amid the enormous changes that faced both the business environment and the sudden shift in user demand and preferences.

In the coming years, we will continue to focus on digital transformation and further invest in innovation and business advancements that will simplify complex operational challenges.

Our holistic approach to how we do business is the foundation of our long-term strategy that connects us to how our industry operates and its potential to better our world. Therefore, placing sustainability at the heart of what we do, of who we are, and what we aspire to become as a responsible business, is key to our success.

Building Meaningful Connections

We have always believed in the power of connectivity and digitalization in building and shaping the future of businesses and societies. Today, we are building meaningful connections with the people we work with at all levels, improving our business performance by investing in our people and in innovative and affordable solutions.

We take pride in being recognized by the World Bank as a “Safe and Respectful” workplace where our people can develop and grow in an ambitious and positive environment. We are determined to continue to invest in our human capital through extensive capacity building activities, coaching and employee engagement.

Inclusivity is part of our DNA and bridging the digital divide and supporting education in our communities, especially digital illiteracy, has always been an integral part of our mission. In this respect, we have initiated two projects with the Ministry of Education (MoE) to support and strengthen the educational ecosystem in Jordan, by providing free connectivity to 3,500 public schools, benefitting more than one million students and teachers. We have started rehabilitating school playgrounds across the Kingdom with a commitment to invest JOD **1,000,000** through our Forsa initiative; one of the largest community projects in the country.

We actively empower business entrepreneurs to create a long-term impact for Jordan through The Tank, our business incubator and flagship program that reconciles our core business with our business purpose. We have invested over JOD 600,000 in the Tank thus far. Our youth empowerment journey continues through our Cybersecurity Academy that has trained more than 150 students since 2019, and our Youth Unit that has introduced more than 130 students to the corporate world, providing them with the needed skills and capabilities to succeed in their careers.

Environmental Responsibility

We believe that shared responsibility comes hand in hand with tackling climate change and addressing its growing risks on our communities. As an organization that is fully aware of its carbon footprint, we look at every element of our business and explore new ways to reduce our impact on the environment. Therefore, shifting to renewable energy while providing local employment opportunities has been a priority of ours and serves as a testament to our commitment to environmental and social sustainability.

The launch of our solar farms in 2019, and the installation of photovoltaics (PVs) near our base stations is a step forward in that direction, allowing us to reduce our overall footprint and greenhouse gas emissions, by increasing our reliance on clean energy and moving one step forward towards improving our performance and impacts. Our plans are centered around achieving further emissions reductions and being aligned with international best practices and standards.

Developing our first sustainability report has given us the chance to truly appreciate the efforts of our colleagues, their achievements, and our ambitious plans for the future. A big thank you to all our employees that made our success possible, to our customers for their unconditional trust and to all our stakeholders accompanying us on our journey to sustainability.

About Umniah

Our Journey

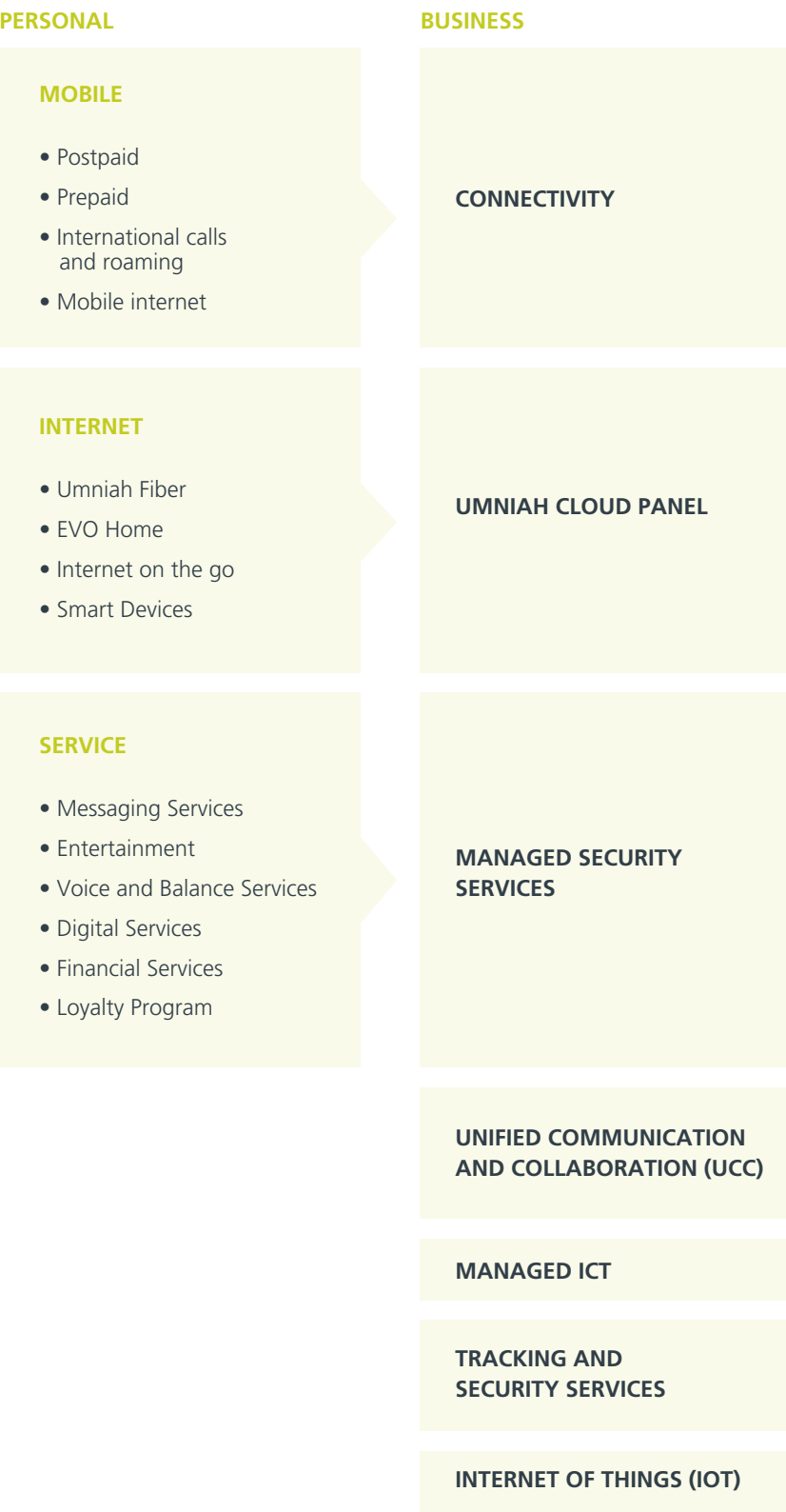
As a subsidiary of Bahrain’s Batelco Group, our commitment to providing the latest developments and innovations in the world of communications has allowed us to become one of the region’s fastest-growing telecommunications providers. By offering a wide array of high-quality mobile, broadband and enterprise solutions, we work tirelessly to make technology more accessible, affordable, and reliable for countless communities throughout Jordan, cultivating a loyal customer base of around 3 million customers in one of the region’s most competitive markets.

Our journey in the Jordanian market started in 2005 with an aim of making connectivity and technology available to everyone, focusing on youth. Today, we are spearheading the digital revolution in the country, we are consistently first in introducing pioneering communication technologies that effectively made broadband connectivity available for both personal and enterprise use. Since our launch, one of our primary goals has been to make cutting-edge technologies more accessible to consumers without compromising on reliability and the user experience — the core pillars of digital technology.

And Today We Continue to...

- Focus on providing core technologies such as mobile productivity, cyber security, cloud computing and mobile payments to name a few.
- Introduce cutting-edge communication technologies that are accessible, reliable and user friendly.
- Push the limits of digital technologies that enhance day-to-day experiences, such as smart home automation, security systems and digital financial services.
- Put accessibility at the heart of our strategy as inclusivity is part of our corporate DNA.

OUR SERVICES




Our Journey: Connecting To Our Past

A look back at our proudest moments

2005 Entered the Jordanian market as the 3rd operator	2007 Launched UMax Wi-Fi	 2016 Awarded best managed security service providers by Fortinet — a global leader in broad, integrated, and automated cyber security solutions	2016 Launched 4G and the first Fixed LTE network	2018 Launched our Security Operations Center (SOC) as well as the First Tier III Data Center Umniah's Data Center has been awarded the "Standard Specification for Information Security management system" (ISO-27001)	 2019 Won the silver award for customer complaints at the "International Customer Experience Awards"	2020 First in the market to launch VoLTE (Voice over LTE)	2023 Published our first Sustainability & ESG (Environmental, Social, and Corporate Governance) Report for year 2022
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Our biggest Achievements, Recognitions and Awards

2006 Launched 2G services	2013 Launched 3G services	 2016 Awarded the fastest network in Jordan based on the speed test by Ookla	2018 Recognized as the runner up in the best application / use of mobile award during the "Gulf Customer Experience Awards"	2019 Recognised as the fastest-growing telecom company in Jordan at the "International Business Magazine Awards"	2019 Inaugurated Umniah's Solar Farms	2021 <ul style="list-style-type: none">• Umniah's "The 8Log" Blog reached over 300 articles with around 300,000 users• First in the region to evacuate 2G service• First to launch national roaming• Umniah recognized as the fastest network Q3/2021
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Leading the ICT Sector in Jordan

We were the first operator in Jordan to:

- **Receive ISO 10001:2018 certification for** Quality Management - Customer Satisfaction Code of Conduct
- **Receive ISO 10002:2018 certification for** Quality Management - Customer Satisfaction Guidelines for Complaints Handling
- **Launch Al-Rashid Umniah Data Center**, the first and only Data Center in Jordan to be granted the Tier III Constructed Facility Certification in 2018 by Uptime Institute.
- **Launch “Mahfazati”** for comprehensive mobile financial services, mobile wallet solution rebranded to **UWallet** in 2020
- **Implement the fastest 3.75G network** in the Kingdom
- **Introduce UMax**, WiMAX Service (Worldwide Interoperability for Microwave Access), state-of-the-art technology that provided Internet users with high quality access to the Internet without a landline
- **Introduce lower denomination scratch cards**. This made recharging prepaid lines more flexible and affordable for prepaid customers

Moving forward, we will continue to focus on redefining these core aspects of modern-day business and relentlessly work on maintaining our leadership position in customer engagement and satisfaction. We are committed to continuously update our engagement tools based on our customers input and feedback in line with our longstanding policy to provide quality services at competitive rates.

How We Faced the Pandemic

Reconnecting communities...

During the pandemic and especially during the long lockdown periods, our sole focus was our customers. We knew we had to keep them always connected while fulfilling the rapid increase in connectivity demand. To manage this unprecedented global crisis, the government supported the ICT sector in Jordan by providing free spectrum until the end of January 2021. However, this period was extended to additional periods to enhance the Kingdom's support to online education.

INVESTING
MORE THAN
JOD 110,000
IN HEALTH &
SAFETY

5.1. Investments for Health & Safety during the Pandemic

Our business took an unexpected turn when 20% of our objectives and goals shifted to Health & Safety and our focus was directed on protocols to sustain our employees' health and ensure business continuity.

INVESTMENT IN HEALTH & SAFETY (in JOD) IN 2020-2021	
Health & Safety in retail shops	30,000
Umniah buildings	35,000
Vaccines provision	8,000
Health & Safety equipment for employees	40,000
Total	113,000

Additionally, a Covid 19 Committee was formed by 2 key departments: Human Resources and Business Continuity and Quality Assurance. The committee played a crucial role in managing and limiting the negative effect of the pandemic on our people's physical and mental health.

5.2. Support to Government and NGOs

During the pandemic we supported several governmental and non-governmental entities to continue their work. Our contributions during the pandemic included supporting entities in fields of social work, athletics, healthcare, the environment, and education. Our total financial support in 2020 and 2021 went above JOD 2,000,000.

5.3. Reconnecting People to Their World

Umniah's Response to Issues Brought on by the Pandemic

ISSUE	TARGET GROUP	UMNIAH'S RESPONSE
Non-affordability	Low-income users	<ul style="list-style-type: none">Affordable packagesFree internet
Non-accessibility and increasing demand for connectivity	All users	<ul style="list-style-type: none">Doubling internet capacityEnhancing infrastructure and additional spectrum for a reliable connection
Rehabilitation of Umniah shops	Customers and employees	<ul style="list-style-type: none">Implementing Health & Safety measures
Adaptation and adjustment to remote working	Employees	<ul style="list-style-type: none">Remote work guidelines and etiquette (working from home arrangements)Tasks requiring field observation were postponed while other goals and objectives were witnessing an increase in productivity



HEALTH AND SAFETY AWARENESS
The launch of our public health and safety awareness campaign.



6. Forging Our Path to Sustainability

The Power of Connectivity Resides in the Ability to Build Meaningful Connections with our Stakeholders

6.1. Our Sustainability & ESG Approach

Stepping out of the pandemic into the business world has been a challenging come-back, as we witnessed major shifts in stakeholders' behaviours, making way for new priorities in the new normal.

As part of our strategic approach, we conducted our stakeholder engagement and materiality assessment to get a clear and updated understanding of our stakeholders' changing needs and expectations. Our goal is to ensure that our sustainability pillars are relevant for our internal and external stakeholders. Being aware of our stakeholders' ESG expectations and their alignment with our corporate strategy and priorities is crucial for a successful and efficient engagement process.

We conduct a comprehensive approach to stakeholder engagement and strive to create value for all our stakeholder groups. We are embarking on a progressive roadmap to educate, monitor, benchmark and unceasingly improve our environmental and social performance.

Our engagement starts with our people and is based on our **“connected culture”** approach. Extending this culture to our external stakeholders strengthens the foundation of our stakeholder engagement spectrum.

Our sustainability strategy supports the 2030 UN Sustainable Development Goals (SDGs). We have undertaken local initiatives which are aligned with our sustainability priorities, and which continue to highlight our company's commitment to material topics. New initiatives will also be developed to address upcoming sustainability priorities across the environmental, social and governance aspects.



OUR SUSTAINABILITY AND ESG APPROACH
The Launch of our Sustainability Program focusing on the Environment, Society and Corporate Governance.

6.2. Stakeholder Engagement

We highly value the input of our diverse stakeholders and continually work to improve the way we listen and respond to their needs. We engage with our key internal and external stakeholders through ongoing dialogue touching on different topics and using diverse tools, platforms, communication channels and feedback mechanisms that we specifically tailor for the purpose of shaping and driving our sustainability strategy.

OUR KEY STAKEHOLDER GROUPS	
Employees	Board Members
Customers	Telecommunications Regulatory Commission (TRC)
Non-Governmental Organizations (NGOs)	Government Representatives
Shareholders	Business Partners
Media	Suppliers
Clients	Competitors

Stakeholder group identification and mapping took place as part of the preparation phase for this report and was undertaken by senior level management and selected employees representing all functions across the organisation.



FINDING THE RIGHT FREQUENCY WAVE FOR A CLEAR CONNECTION WITHOUT ANY DISRUPTION
When it comes to engaging with our stakeholders, we strive to keep our signal at the highest level not only to provide them with a reliable and clear connection, but for us to stay connected to their needs, priorities, and future expectations. We adopt a stakeholder-based approach to accurately identify and address the issues which impact our stakeholders and the communities in which we operate.

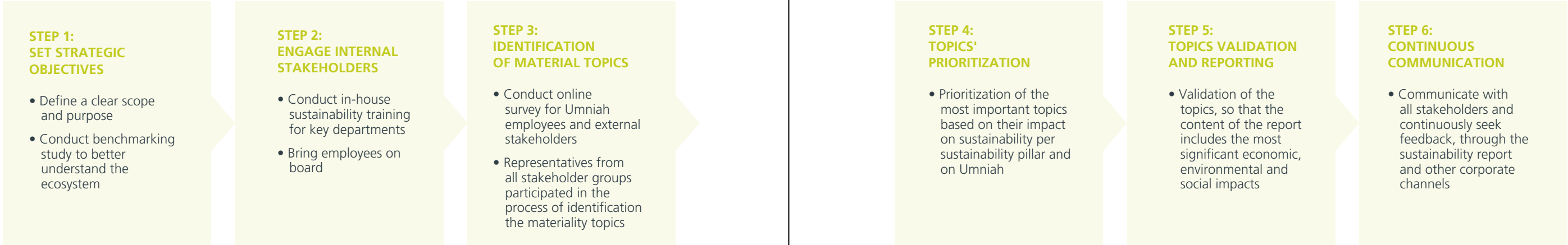
LISTENING TO OUR STAKEHOLDERS THROUGH DIFFERENT WAVELENGTHS
Our process helps us manage our positive, negative, actual, and potential impacts on topics that are material to our business and our stakeholders, because what matters to our stakeholders matters to us.





6.3. Identifying our Material Topics

The identification of material topics is based on the impact that we have on our different stakeholder groups and their expectations. In our first Sustainability & ESG Report, we focused on our organisation and its impact on sustainability. We followed a structured approach that allowed us to accurately identify a list of potential material topics based on the United Nations Sustainable Development Goals (SDGs), local and international sector best practices as well as sustainability trends and best practices.



Our Materiality Assessment Approach

After identifying the key topics that are material to our business and to our stakeholders, we grouped them into 5 main sustainability pillars:

- 1. Good Governance, Integrity, and Risk Management
- 2. People
- 3. Responsible Services
- 4. Society
- 5. Environment



The identified topics were integrated into our materiality matrix based on their importance to our stakeholders and their significance to us.

The process of prioritizing our material topics gives us a clear view of what is expected from us and the areas we should focus on for managing and improving our performance and impacts.

These topics are integrated into our strategy, and our Sustainability & ESG approach is based on the level of importance of each material topic and its relevance to our business and our stakeholders.

• **Topics of High Concern** are at the heart of our core business, occupying the top of our sustainability list, maintaining our leadership position, and enhancing our sustainability performance.

• **Topics of Ongoing Importance** are important and allow us to create long term value as well as manage business and sustainability risks.

• **Topics to Monitor and Manage** are topics to be closely monitored and managed to avoid potential negative impact on our business operations and stakeholders.



6.4 Alignment with the Sustainable Development Goals



NEXT STEPS ON OUR SUSTAINABILITY & ESG AGENDA

Our plan is to widen the scope of our stakeholder engagement process by refreshing and personalizing our approach.

In order to fully implement our “connected approach”, which is based on our stakeholders being **heard**, **valued** and **accepted**, we aim to invite our external stakeholders at the beginning of next year, to join our Sustainability team at our premises or online to discuss their suggestions and/or concerns for the coming year.



7. Our Corporate Governance & Culture

Connecting **U** to the Basis of our Business

WHAT WE FOCUS ON



Sound Corporate Governance, Ethics and Culture

Responsible and Innovative Products and Services

Strategy, Resilience and Reputation

7.1. Governance Systems and Corporate Governance

We are a private shareholding limited company, a subsidiary of Bahrain Telecommunication Company (Batelco). A total of 4% of our shares are owned by the government of Jordan through the Jordanian Student Fund managed by the Ministry of Higher Education.

Our Governance Structure:

1. Board of Directors: is the main governing body of the company that is appointed by the shareholders during a general assembly meeting

every 4 years. The Board of Directors is responsible for the overall management of the company and has the right to delegate some or all its duties to the Chief Executive Officer. The Board consists of 7 non-executive members, including the Chairman and the Vice Chairman.

2. Audit Committee: oversees the internal and external audit functions, financial reporting, internal controls as well as the compliance processes within the company. The Audit Committee consists of 3 members, including the Chairman.

7.2. Purpose, and Values

Our purpose is to **redefine what is Possible** so that we **Enrich People's Lives**.



JOD
171,319,997

Umniah Group
Consolidated Figures
Gross Revenue, Actual,
Year to date

7.3. Financial Performance

FINANCIAL DIVISION ACHIEVEMENTS FOR 2021

No.	Assurance	Reconciliation	Data Source	Severity
1	Recharge assurance	Voucher réconciliation - VOMS vs CBS	VOMS, CBS Recharge	Critical
2	Usage assurance	Mediation file sequence check	CBS and network element	High
3	Recharge assurance	Duplicate voucher transactions	CBS recharge	High
4	Interconnect assurance	Mediation INTC Vs CBS INTC	Mediation INTC, CBS INTC	High
5	Billing and rating assurance	Rental validation	CBS MON, invoice dump	High
6	UCoin system	Record monthly for Umniah coins balances	UCoin system	High
7	Umniah Uwallet	Balance assurance on daily and monthly bases	A2A system	High

7.4. Compliance and Risk Management

The Telecommunications Regulatory Commission (TRC) estimates that the Information and Communication sector (ICT) in Jordan accounts for **3.8%** of the country's GDP, placing it amongst the fastest growing sectors in the country. However, our sector has started facing major challenges due to the COVID-19 pandemic with its impact still affecting business growth.

At Umniah, we fully comply with local laws, regulations and requirements set both by the government and the TRC, we are also fully compliant with our own data privacy PII framework.



TRC SIGNING IN 2019
Signing ceremony announcing the renewal of our general individual telecommunications license.

Our Main Challenges and Risks

- In our fast-paced sector, we need to be constantly aware of emerging trends and challenges. These include:
- Regulatory changes
 - Shift from traditional services
 - Internet of things (IoT)
 - Rise of conscious customers
 - Shift in consumers’ behaviour
 - Over The Top applications (OTT apps)
 - Adverse economic implications (such as spectrum licenses where the demand is greater than the supply, acquiring additional spectrum to accommodate the needs of new technologies and data growth)
 - Data Privacy
 - Cyber Security



7.5. Anti-Bribery and Anti-Corruption

At Umniah, we conduct our business in an honest and ethical manner where we take a zero-tolerance approach to bribery and corruption. We are committed to acting professionally, fairly and with integrity in all our business endeavours and relationships, applying this approach both internally and externally, we are also committed to implement and enforce effective policies and systems to counteract bribery and corruption.

Our **Anti-Bribery and Anti-Corruption policy** was launched in 2019. Company-wide awareness sessions were conducted to introduce and educate our employees about this policy. A total of **368 out of 517 (71%)** full-time employees attended these sessions.

We also introduced a **Whistleblowing-Fraud Reporting Policy**, where our employees are free to voice their concerns to any suspected act of fraud or bribery that they have witnessed in the workplace, such can be done through sending an email to whistleblowing@umniah.com. Reported cases are handled by our Head of Internal Audit.

TRAINING CATEGORIES IN 2021

ANTI-BRIBERY AND ANTI- CORRUPTION	FRAUD AWARENESS
550 Hours of online sessions	40 Hours of online sessions
 Anti-money laundering	 New joiners' awareness session

Our employees are required to pass a Policy Acknowledgement Document exam; an online exam that serves as an indicator of the total acknowledgment of the above-mentioned policies. Our anti-bribery and anti-corruption policies are shared with our employees and are included in the orientation material for newly hired employees, to ensure a successful onboarding process.

7.6. Technical Innovation and Digitalization

- INNOVATION AT UMNIAH IS ABOUT:**
- Finding cutting-edge solutions to business challenges
 - Enhancing communication with our customers
 - Alleviating social pressures and inequalities, through our “innovation for good” initiatives

NEW TECHNOLOGIES

NUMBER OF HOURS	TRAINING TOPICS
4,810 Hours 1,206 hours of physical sessions 3,604 hours of online sessions	5G HCIA – 5G Bearer Training HCIA – 5G RNP and RNO Training HCIA – 5G Core



KASPERSKY SIGNS MSSP AGREEMENT WITH UMNIAH
Signing ceremony announcing our partnership with Kaspersky.

7.6.1. Increasing Customer Satisfaction via Innovative Solutions

- 1. Courtesy Services:** We provide an alternative solution to customers who have pending complaints related to their internet subscription. Some solutions include free GBs, free MiFi devices, and free delivery.
- 2. Delayed Case Flag (IVR, Chatbot, CRM):** This option is available through different self-service channels which enable our customers to report any delay in the handling of their complaints. This solution contains a smart automated function that can fetch and predict the delay and report it to the concerned department.
- 3. Mobile App Ticketing Immediate Support:** This solution provides immediate support to customers (e.g., Complaints, inquiries, and/or requests) through the mobile app by having smart redirection to the related page, chatbot or live chat instead of registering a ticket and responding to it later (attendant support instead of un-attendant support).
- 4. Technical Field Visits Management System:** This system enables our technical team to manage and control its resources and conduct all operations in a systematic matter. The process includes receiving visits' schedules digitally via the mobile app instead of traditional ways, eliminating the need for printing – making it a paperless process.
- 5. Proactive Care:** This approach increases customer satisfaction and enhances our customer's complaints handling cycle, by focusing on identifying and resolving potential complaints at an earlier stage.

TOTAL AMOUNT INVESTED:

JOD 25,000

7.6.2. The Robotic Process Automation (RPA)

Being one step ahead of innovation is a must when introducing new products and services to the market. Integrating the Robotic Automation Process (RPA) as a cost-effective and time-efficient business tool to our business processes. It simplifies complex everyday tasks by having all steps fully automated without the interaction of users, and in accordance with our standards and requirements.

The RPA: Simplifying Complex Business Tasks and Processes

CPE AUTOMATION			
OLD PROCESS	NEW PROCESS WITH RPA	COST-EFFICIENT	RPA PROCESS GOING LIVE ON
20 Days Total duration of a single CPE	Up to 80% Expected reduction in testing time	80,000 JOD Saving per year	 October 2022
INVOICE PROCESSING			
OLD PROCESS	NEW PROCESS WITH RPA	COST-EFFICIENT	RPA PROCESS GOING LIVE ON
15 Days Process time	5' Process time	20,000 JOD Saving per year	 September 2022
GOVERNMENT RELATIONS			
OLD PROCESS	NEW PROCESS WITH RPA IN MINUTES	TIME SAVED	RPA PROCESS GOING LIVE ON
3 Hours/day Process time for security requests	Process time for security requests	72 Hours/month	 November 2022
ADOPTING NEW WAYS TO IMPROVE OUR BUSINESS PERFORMANCE IN 2021			
E-Wallets (newly named as UWallet); We introduced a new payment method to enhance our customers' experience			
Adding new services like loans			
System performance enhancements			
Security and data privacy enhancements			
Introducing the Robotic Process Automation (RPA) to help manage our employees' efforts			
Modifying regulations to allow registration of new services, i.e., open a new wallet account online without the need for the customers' physical presence, ensuring that the entire process is done digitally			

7.6.3. 2G Shutdown: A Major Sector Milestone

We have been among the first telecom operators in the world and the first in the Middle East and the North Africa (MENA) region to shut down our second-generation (2G) network. By implementing our 2G sunset strategy, we have paved the way for innovative technologies and a newer generation of radio technologies. We have been speeding up our network closure in preparation for the 5G network upgrade amid a negotiation settlement with the Jordanian government that started a couple of years ago. During the development of this Sustainability and ESG Report, we have reached an agreement with the Telecommunications Regulatory Commission (TRC) in Jordan for the launch of our 5G network in the Kingdom.



5G CEREMONY
TRC - 2022

7.7. Solving Social Problems via Innovation

At Umniah, we embrace innovation as a way of life, and we incorporate innovations in all business aspects. We continuously innovate our services and solutions to meet the expectations and needs of the people who mostly need it. We believe in the importance of giving our customers the right to choose the way they would like to connect with us. We believe in providing inclusive communication solutions that are customized to fulfil their needs.



MARTHA EDU PARTNERSHIP



SOS PIZZA DAY 2021

7.7.1 Innovation for Good

PROJECT	DESCRIPTION
Special Needs Project: a strategic initiative for our retail shops	Phase one: 6 out of 16 retail shops have been rehabilitated for people with disabilities.
	Phase two: Remaining shops to be rehabilitated according to the national and international standards by end of 2023.
Marth Edu	We signed an agreement with Martha Edu to offer technical support in Arabic sign language interpretation and provide trainings and workshops to our employees conducted by a professional sign language interpreter. Martha Edu was also commissioned to make our website more accessible to hearing impaired individuals.
The Electronic Bracelets project	We partnered with the General Computers & Electronics Company (GCE), the Ministry of Justice (MoJ) and the Public Security Directorate (PSD) to provide the needed mobile and internet solutions to activate the electronic bracelets for offenders in Jordan. The Ministry of Justice has purchased 1,500 bracelets to be used for this purpose, with a cost of JOD 1,391,090 , with the aim of reducing the ramifications of freedom-depriving penalties and judicial arrests for first time offenders, to achieve a preventive policy.
UCoin	UCoin, our loyalty program, was tailored for the modern digital era and the solutions it offers were described as one of the most progressive donation campaigns in the industry. We enable our customers to collect and redeem their UCoins to purchase services from us, our partners or simply donate them to charitable causes. During the pandemic, a total of JOD 60,000 in customer donations was made to the Ministry of Health (MoH) which we matched, doubling the amount donated to the MoH to reach JOD 120,000. In 2021, over JOD 35,000 collected through UCoin were donated to six NGOs in support of their efforts: King Hussein Cancer Center (KHCC), Tkiyet Um Ali (TUA), Al Aman Fund, Hemmitna, The Jordan Hashemite Charity (JHCO), and The Royal Society for Health Awareness (RHAS).
UWallet	UWallet, an innovative financial service by Umniah, was especially handy during the pandemic. We opened 2,500 electronic wallets for daily laborers and deposited a donation to enable them to provide their families during the holy month of Ramadan.



KHCF DONATION
Celebrating the success of our donation campaign benefiting King Hussein Cancer Foundation.

7.7.2. Unleashing Young People’s Creativity and Innovation

The Tank, Umniah’s business incubator, which specializes in extension programs and intensive training activities for Jordanian startups, has incubated 6 companies thus supporting the entrepreneurial ecosystem in the Kingdom.

- 1.**Heliotaics:** A fully automated hydroponic farm using solar energy with water recycling system.
- 2.**Living Mosaic:** An architecture design firm.
- 3.**IVVEST:** An Artificial Intelligence (AI) based crowd investing online platform, making investing and passive income creating possible for low-income and mid-income individuals.
- 4.**Solvilion:** An innovative engineering solutions company in construction, contracting, water, sanitation, and renewable energy.
- 5.**Alefredo:** An online bookstore for selling academic books and buying them from users.
- 6.**Decapolis:** A platform based on the blockchain to guarantee the quality of food production, the goal is to provide quality certification for top producers worldwide.

7.8. Standards and Certifications

At Umniah, we adhere to the requirements of the International Organization for Standardization – ISO. Being recognized and certified by international bodies is a guarantee that our products, services, and systems meet the requirements of international standards.



SOC 2019
Our Security Operations Center (SOC) obtaining the PCI DSS certification from the Security Standards Council.

QUALITY MANAGEMENT & CERTIFICATIONS

736 hours

416 hours of physical sessions
320 hours of online sessions



ISO 45001:2018
Quality of service

NAME & DESCRIPTION	DATE	SCOPE
ISO 9001:2015 Quality Management System - Providing Telecommunication and Business Solutions Services	Since 2013 Renewed in 2021	Entire operation / all products and services
ISO 10001:2018 Quality Management - Customer Satisfaction	Since 2017 Renewed in 2021	First operator in Jordan to receive this certification in recognition of achieving excellence in all business activities, by setting guidelines for an effective customer experience process, with the aim to meet and exceed customer needs and expectations
ISO 10002:2018 Quality Management - Customer Satisfaction Guidelines for Complaints Handling	Since 2017 Renewed in 2021	First operator to get this award / certification / QA
ISO 45001:2018 Quality Management System - Health & Safety	Since 2017 Renewed in 2021	Health & Safety
ISO 27001:2013 Telecom Network, Data Center, Information Security, Business Continuity Service, Business Solution, Data Managed Service	Since 2017	Information Security
ISO 22301: 2019 Telecom Network, Data Center, Information Security, Business Continuity Service, Business Solution, Data Managed Service	Since 2019	Business Continuity
PCI - DSS version 3.2.1 SOC Umniah	Since 2019	Security Operations Center

7.9. Memberships

We are an active member in several national and international organizations, councils, and committees. These include, but are not confined to the following organizations:

NAME OF BODY / ASSOCIATION

- American Society for Quality
 - ITIL
 - British Safety Council
 - INTAJ
 - EDAMA
 - ISACA
 - ETOM
- INJAZ
 - UN Women
 - NAHNO
 - CBJ
 - National Information Center
 - Women Empowerment Principles (WEPS)
 - NAUA



MOTHER’S DAY & WOMEN EMPOWERMENT
Celebrating Mother’s Day with ladies form the local community in collaboration with Naua and JHCO.

NEXT STEPS AND WAYS FORWARD

We will continue to progress on our sustainability path by continuously enhancing our performance, leveraging our expertise, and apprehending our stakeholders' needs.



8. Connecting with Our Customers

WHAT WE FOCUS ON



Service Quality
and Customer
Satisfaction

Data Privacy and
Protection

Children's Online
Safety

It all Comes Down to Connectivity.
Providing connectivity is what we do, building meaningful
connections with our environment, our people and our
community is what we strive for.

KEY HIGHLIGHTS

We are the first mobile operator in the region to:



Offer Voice SMS
services



Adopt per-second
billing for prepaid
and post-paid
subscriptions



Be recognized for
their process in
handling in complaints
(ISO 10001, 10002)



Receive the International
Safety Award for its
Contractors in 2020-
2021 after meeting
the Health & Safety
requirements in their
field operations



Won the first place
in the Fifth
Generation
Engineering Services
Company (5G)
awards



Came in the second
place winner
Research Company
for Software
Development



Won the third place
at the UTC Networks
Service Specialists
Awards



Provided more than
280 hours
of Data Privacy and
Security Training



CUSTOMER SATISFACTION

Awarded the Silver Award for the Customer
Complaints category at the International
Customer Experience Awards 2019 ceremony.

8.1. Our Presence across Jordan

At Umniah, connectivity surpasses its technical connotation, when it comes to connecting with our stakeholders. Our customers can enjoy and subscribe to our services from any of our 52 shops that are spread across Jordan, including our 16 rehabilitated retail shops to accommodate people with disabilities. Our customers can also enjoy an exciting digital shopping experience through our e-commerce shop (eshop.umniah.com).

8.1.1 Shop Rehabilitation for People with Disabilities

Given the fact that 11.1% of the Jordanian population have disabilities; we at Umniah collaborated with the Higher Council for the Rights of Persons with Disabilities (HCD) to rehabilitate our shops to accommodate people with disabilities.

Based on this strategic direction, we are working to rehabilitate all of our retail shops to become user friendly for people with disabilities. Our shops will undergo several changes to become compliant with the national and international requirements for people with disabilities and they include:

1.

Sliding doors with warning stickers
2.

Wheelchair ramps from the road/ sidewalk to shop entrance
3.

Allocation of space inside the shop for people using wheelchairs
4.

Allocation of a dedicated counter for people with disabilities
5.

Customization of the queue system with special icons
6.

Allocation of a custom path for visually impaired people
7.

Providing live sign language interpretation via tablets as well as information on products, services and offers available
8.

Training employees on dealing with people with disabilities

OUR 16 REHABILITATED SHOPS ACROSS THE KINGDOM

- Gardenz
 - Irbid Main
 - Jabal AlHussein
 - Yasmin
 - Sahab
 - Alshoneh

- Jubeiha
 - Aqaba
 - Al-Karak Mutah
 - Dair Alaa
 - Jarash
 - Al-Salt

- Al Huirria Street
 - Al Batrawi - Zarqa
 - Marka
 - Swaileh



ZARQA AND IRBID 2021
The inauguration of our showrooms in Zarqa and Irbid.



ACCESSIBILITY SHOPS JUBEIHA SHOP
The inauguration of our rehabilitated showroom in Jubeiha to benefit people with disabilities under the patronage of Prince Mer’ed Ibn Raad.

8.2. COVID-19 Safety Measures for our Customers

8.2.1 How We Protected Our Customers during COVID-19

During Covid, we implemented specific measures in all shops to ensure our customers Health & Safety. These included:

- Setting of sanitization stations
- Distribution of masks and gloves to customers and employees
- Air sanitizers and sterilization equipment
- Installing social distancing marks, instruction stickers and glass dividers
- Development of new procedures for customers and vendors
- Vaccination of all retail shops employees
- COVID-19 tests at all Umniah’s shops and Headquarters

A Health & Safety inspection is conducted bi-annually to ensure compliance of our Health & Safety equipment, tools, and activities across a set of requirements to prevent risks and hazards.

How We Served Our Customers During the COVID-19 Pandemic

During the lockdowns that occurred in 2020 and 2021, **we customized our services and products to fit our customers’ needs.**

- We created discounted offers, affordable packages and offered free internet bundles to our customers

to meet the growth in demand for connectivity and data consumption that the pandemic required.

- We did not terminate any broadband subscriptions related to overdue invoices during the lockdown period.
- Our shops remained open to serve our customers, in alignment with governmental procedures ensuring the safety of customers and employees.
- We doubled the internet capacity on GSM subscriptions for free.

8.3. Our Know Your Rights Campaign

Communication is of utmost importance; therefore, we strive to offer our 3 million customers the necessary tools and channels to voice their concerns and share their feedback, enabling us to enhance our services.

A dedicated section on <https://www.umniah.com/en/know-your-rights/> is available on our website, mobile application, and shops’ screens to inform our customers of their right to complain.

Our customers can track their complaints online with a click of a button. In addition to the online channels, customers can scan QR codes placed **in several of our shops to file and track complaints.**

We:

- Ensure all terms and conditions mentioned in our contracts are clearly communicated to our customers at all points of sale.
- Provide our post-paid customers with a copy of all contractual documentation that they signed at the time of sale.
- Retain customer information as per the data protection act.

8.4. Customer Satisfaction

8.4.1. Improving Customer Communication and Satisfaction

To improve the way, we engage and serve our customers. In 2021 we introduced key innovations, including:

- Allocation of suggestion channels on the mobile application
- E-suggestion screens at several Umniah shops and Umniah’s Call Center
- Live support and sign language translation in retail shops and on Umniah Website
- Auto-generated messages to customers who provide suggestions
- Complaints handling follow-up on closure

NUMBER OF COMPLAINTS			
	2021	2020	2019
Case Type	Number of Cases	Number of Cases	Number of Cases
Coverage and sites	86,543	86,996	74,406
Services and requests	29,332	29,353	22,862
Mobile app and website ticket	25,367	25,465	36,088
Loyalty and retention campaigns	10,165	10,410	5,674
Prepaid	5,698	5,701	5,853
Bundles and notifications	3,734	3,790	4,703
Post-paid	2,586	2,587	1,611
U-Wallet	2,423	2,424	0
Enterprise solutions	114	114	258
Total number of complaints	165,962	166,831	151,455

8.4.2. Our Code of Conduct for Customer Satisfaction

We strive to provide our customers with high quality support by maintaining our “people-first” principle to achieve the highest level of customer satisfaction.

Our commitment to our customers is reflected in our code of conduct. We are the first operator in Jordan to be certified with ISO 10001:2018 for Quality Management - Customer Satisfaction, which is applied across the organisation enabling us to consistently deliver the best customer service.

We continuously train and build our staff’s capacity to maintain customer loyalty and improve our customer service quality and overall customer satisfaction.

Customer Experience: Journey Mapping-Design Thinking

MECHANISMS IN PLACE TO ENHANCE OUR CUSTOMERS' DIGITAL EXPERIENCE:

- Traffic at offline channels (digitizing processes)
- Customers suggestions (offline and online), available on different channels such as Facebook messenger, WhatsApp, TikTok, and Instagram, are reflected in one system
- Store reviews (Google, Apple, and Huawei)
- UX approach with a third party (done twice during the last 5 years)
- New payment methods introduced through our UWallet
- Empower customers through digital channels where they can self-manage, self-care and self-solve
- Application is one stop shop
- Providing non-traditional telco services such as games, e-vouchers, Careem rides, promo codes, live tv, and the use of our UWallet



UMNIAH AND CAREEM PARTNERSHIP
The renewal of our partnership with Careem, enabling Umniah’s customer s to exchange their UCoins for rides.



ISO 9001
Quality Management

ISO 10001
Quality Management

CUSTOMER SATISFACTION
Guidelines for Codes of Conduct for Organizations
Firsth in Telco

ISO 10002
Quality Management

CUSTOMER SATISFACTION
Guidelines for Complaints Handjng in Organizations
Firsth in Jordan



UTILIZING DATA ANALYTICS TO ENHANCE CUSTOMER EXPERIENCE

In 2021, we utilised several technological tools to improve our customers’ experience. Key advancements include:

- Applied Machine Learning (ML) and data science at customer engagements from certain organizational verticals such as Customer Care.
- Implemented data visualization dashboards across organizational activities.
- Improved data collection techniques to utilize data for advanced use cases.

We have set objectives and strategies for 2022 and 2023 in order to improve customer experience.

OUR MAIN CUSTOMER EXPERIENCE OBJECTIVES AND STRATEGIES FOR 2022 - 2023

Elevate customer digital experience	Improving user experience Maximizing engagement
Reducing customer effort Empowering customers Increasing customer satisfaction	Enhancing products journey and channels experience
Process optimization	Enabling growth and commercial strategies
Digital growth and innovation	Ensuring future adaptability

8.5. Data Privacy and Data Security

We ensure that our data security and privacy management framework and standards are based on the most stringent national and international regulations, standards, and guidelines. It is tremendously important for us to keep our customers' information safe, while safeguarding their privacy and security online.

We were the first operator in Jordan to receive the ISO 22301:2012 certification; an international framework that helps businesses identify potential threats to critical functions and design an effective business continuity management (ISO 22301:2012) plan. We have successfully implemented the requirements of this certification that aims to protect, reduce the likelihood of occurrence, prepare for, respond to, and recover from disruptive incidents when they arise, enabling us to respond effectively and promptly to potential threats while providing high service level to all our stakeholders.



AAU LAB OPENING 2021

The establishment of our Cyber security training laboratories in cooperation with Al-Ahliyya Amman University and Fortinet.

8.5.1. How We Protect Your Privacy

Customer confidentiality and data privacy are crucial to our business; hence we operate in accordance with rigorous information security policies and under a strict data privacy framework.

DATA PRIVACY POLICY

Our **data privacy policy** clearly describes to our customers the way we treat their personal information, and the way we protect their right to data privacy. Moreover, we spread awareness to our customers to avoid unintended actions that may affect their assets and personal data.

REGULAR ASSESSMENTS

We conduct regular assessments to assure the Personally Identifiable Information (PII) protection of our users. Monitoring tools are set in place to monitor and manage any misuse that may occur.

SECURITY TESTS

We perform regular tests on our security systems to guarantee that



CYBER SECURITY TRAINING

A training session conducted by our Cyber Security Academy; to raise awareness among university students.

our customers' personal information is protected and secured. These tests allow us to identify areas of weaknesses and ensure proactive measures are taken to avoid any potential breaches. Our customers' data and personal information are classified as confidential data; therefore, receive the highest level of protection and security.

The types of security tests that we perform:

- Vulnerability tests
- Penetration tests
- Performance tests

INTERNATIONAL STANDARDS

Our data centre has been awarded the standard specification for information security management system (**ISO27001**). Our information security management system is in line with the **ISO27001 and PCI-DSS Standards - Payment Card Industry Data Security Standard**, in order to optimize the security of digital and cash payments as well as protect our customers against any misuse of their personal information.

Our Dahiyat Al-Rasheed Data Center received the Tier III Certification of Design Documents and Tier III Certification of Constructed Facility by the Uptime Institute, an unbiased advisory organization focused on improving the performance, efficiency, and reliability of business-critical infrastructure through innovation, collaboration, and independent performance certifications.

This certification is a testimony to the reliability, high availability, and continued operation of our Data Center with numbers reaching 99.982%, allowing organizations to reduce their operational costs, increase their productivity and efficiency while focusing on achieving their growth rather than focusing on their operational issues, such as maintaining data integrity and confidentiality.

Our Dahiyat Al-Rasheed Center also received the standard certification for managing information systems (ISO 27001), which is considered one of the most prestigious certificates, affirming that it operates at the highest levels of data protection and security, business continuity and disaster recovery.

NON-DISCLOSURE AGREEMENTS

To safeguard our customers personal information, our full time and outsourced employees, suppliers, and contractors are required to sign non-disclosure agreements prior to accessing any customers' information. We also strictly monitor and control physical access to customers' personal data, and such privileges are only granted to authorized employees.

TRAINING

We ensure all our employees receive training on data privacy and information security. In addition, to safeguarding customer data, we provide training to third-party employees who work with our company and have access to sensitive information.

8.5.2. Our Secure Cloud Service

In 2018, we launched the new secure cloud service which provides protection and security for all personal and financial information and data available on smart devices such as phones and tablets while surfing the internet.

All data assets are classified, and our information security department follows the “Data Classification Guidelines” that provides a uniform direction and specific instructions to categorize the types of data for efficient identification, monitoring and evaluation process.

This data is also information covered under the privacy acts and legal regulations, where applicable.

TYPES OF DATA	IMPACT ON UMNIAH AND STAKEHOLDERS AND HOW WE PROTECT YOUR DATA
Confidential Data <ul style="list-style-type: none">• Customer Data• Customer Account data• System Configuration Data	Highly sensitive data with an adverse effect and critical to ongoing operations We deal with it carefully in terms of data encryption, sharing with internal and external parties, data retention, data backup, data disposal and labelling
Executive Data <ul style="list-style-type: none">• Merger and Acquisition Data• Legal Data• Strategic Direction and Initiatives	Critical to ongoing operations with an adverse impact
Public Data <ul style="list-style-type: none">• Marketing Brochures• Advertising Media• Annual Reports• Product Brochures• Public Websites	No impact on Umniah and its stakeholders Not critical to future operations Public information available to interested members of the public

Access to such information is managed and restricted to those who have a justified business need, and granted access is reviewed on a quarterly basis.

The protection of our customers’ confidential information is extremely important; therefore, we provide rigorous trainings to our employees on data security and handling sensitive information. Additionally, simulations, tutorials and tests are undertaken to improve our employees’ response to phishing attacks.

TRAINING CATEGORIES IN 2021	NUMBER OF HOURS	TRAINING TOPICS
Data Privacy and Security	284 hours 78 hours of physical sessions 206 hours of online sessions	Certified Information Systems Security
Phishing Awareness	37 hours of online sessions	Social Engineering Awareness Sessions
Data Science	165 hours Training period: 47 weeks: 141 hours Labs: 24 hours	Data Science Academy

8.6. Cyber Security

We have established the first specialized centre for Artificial Intelligence Cybersecurity Management (**Intelligent Security Operation Center- iSOC**) for monitoring security vulnerabilities and threats as well as providing organizations with security services that meet their unique needs in the face of growing cyber threats.

Since part of our commitment is to share our knowledge, we developed and delivered a 20-hour course for beginners in the information security field, and in 2019, we trained 26 students from the Jordan University of Science & Technology (JUST), 2 of them were recruited within our Security Operation Centre (SOC) division.

In 2020 and 2021, we delivered a more holistic course to 80 students from Al-Ahliyya Amman University (AAU), Al Hussein Technical University (HTU), Jordan University of Science & Technology (JUST), Yarmouk University (YU), Al-Balqa Applied University (BAU) and Princess Sumaya University for Technology (PSUT), in addition to starting a new online training course with Fortinet (60 students have joined this online training out of 300 registered students.) New courses, initiatives and partnerships are being prepared as well.

We also signed a partnership with Trend Micro, a global leader in the field of cyber security allowing Umniah to provide UCyberScout services to companies operating in the Jordanian market through its Umniah Security Operation Center (SOC).

INCIDENT CLASSIFICATION IN 2021	INCIDENTS WITH HIGH IMPACT	INCIDENTS WITH MEDIUM IMPACT	INCIDENTS WITH LOW IMPACT
Total Number of Incidents	29	14	6
Main Causes	<ul style="list-style-type: none">• Fiber Cut• High utilization of server disks• High Temperature• Expired certification on Application level• Power Cut in site, and access limitation on site to solve the issue• Insufficient balance from charging gateway and the second relation from CBS• Application and DBs• Application Performance issue due to wrong programming code occurred• Outage on the two main links Mada, and the backup from orange• Hardware Fault on pre-calls server• CommerNational Power• SMSC replacement project• Dropped DBs table during migration data operation conducted by U-wallet and A2A team• Human configuration mistake and improper prerequisite options	<ul style="list-style-type: none">• Fiber Cut• Cable lost in Core switch in MSC2• External Interference GPS• High utilization of memory server• Cyber attack	<ul style="list-style-type: none">• Fiber Cut• High utilization of server• Commercial Power Cut• Utilized backup File server

8.7. Children’s Online Safety

CREATING A SAFE SPACE ONLINE FOR OUR CHILDREN

In cooperation with Kaspersky, we launched “Kaspersky Safe Kids”, a product that endorses parental control to protect children online and offline. This makes Umniah the first operator in Jordan to offer this product on a monthly subscription basis. “Kaspersky Safe Kids” is an effective and affordable (1JOD / month) monitoring solution that helps safeguard children’s activities, monitor their behaviour, whilst teaching them self-control.

Since we released Kaspersky in 2016, we have initiated several campaigns aiming to raise awareness on children’s online safety and cyber bullying through different social media platforms.

2019



2020



2021



8.7. Selecting Top Quality Suppliers

We are committed to maintaining a sustainable business model. Our supply chain is a vital part of our business model and business continuity. Thus, we aim to maintain a solid and valuable relationship with our suppliers and vendors. Our suppliers’ evaluation process is based on a weighting scale that evaluates the suppliers’ overall performance.

PROCUREMENT UNIT
ACHIEVEMENTS FOR 2021

-  License for Power Saving
-  Clouding Projects
-  Solar for Sites

LOCAL SUPPLIERS



INTERNATIONAL SUPPLIERS



TRAINING CATEGORIES IN 2021



NEXT STEPS ON OUR SUSTAINABILITY AGENDA

Given that children’s online safety is an issue gaining momentum in our industry and has been prioritised by our stakeholders as one of the major social issues that must be addressed, we plan to increase our awareness campaigns in this regard and conduct additional research to counteract the negative effects of this topic on the next generation.



9. Connecting with Our People

Through a Caring and Connected Working Environment

WHAT WE FOCUS ON



Employee Wellbeing, Engagement, Training and Development

Working environment of Fairness, Diversity, Inclusion and Equal Opportunities

Employment, Talent Attraction and Retention

Occupational Health & Safety

In a study conducted by the World Bank, we have been described as a “Safe & Respectful Workplace”. This statement serves as a recognition to our pioneering efforts to create a safe workplace for our employees, and address sexual harassment, through the introduction of a clear and comprehensive policy as well as mandatory trainings for all our employees.

As one of Jordan’s leading telecom companies, our social responsibility begins within our premises and is clearly reflected in the way we treat our own people. Our actions are based on respecting the human rights of the people we work with which extends to their wellness and wellbeing. We recognise their contribution to our company’s lasting economic success, and we strive to create a workplace that allows them to thrive.

KEY HIGHLIGHTS

0

Work-related injuries or incidents

271

Females hired

8,750

Hours of corporate volunteering

104

Male employees left the workforce compared to only 26 female employees



Creating a harassment-free culture

9.1. Our Employees

9.1.1. Creating an Employee-Focused Workplace

Our holistic approach to employee engagement has helped us:

1. Retain the overall headcount:

While the world was and is still recovering from the impact of the pandemic, we managed to maintain our workforce

2. Ensure our employees are well supported and can work productively:

Understanding their preferences in terms of their working environment. Employees working from home are provided with aiding systems and tools for business communication and e-learning. They can contact our IT Support and our Human Resources Planning and Development for any concerns or help they may require.

3. Prioritize our employees' well being:

We empower our employees through a work-life balance principle, giving them the option to request any special work arrangement they might require on a temporary or permanent basis - may it be customized working hours or compressed working days.

4. Build a caring, connected, and positive working environment:

The "Open Door" policy is an adopted approach within the company, noting that there are multiple channels to address any concerns our employees may have. Our employee relations manager can be reached out in person, by email or through the "contact us" link on our internal portal.

5. Engage our people on internal changes:

We launched a Health & Safety competition among our employees for best ideas and suggestions that would enhance a specific Health & Safety area in coordination with our Health & Safety department.

EMPLOYEES BY EMPLOYMENT CONTRACT AND GENDER	MALES (HEADCOUNT)	FEMALES (HEADCOUNT)	TOTAL
Full - Time Employees (FTEs)	175	149	324
Casuals	383	106	489
Youth trainees	75	24	99
Total	633	279	912



DEAD SEA MARATHON

Our employees' participation in the International Dead Sea Ultra Marathon (DSUM).

EMPLOYEES BY AGE AND EMPLOYEE CATEGORY	MALES (HEADCOUNT)				FEMALES (HEADCOUNT)			
	<30	30-50	>50	TOTAL	<30	30-50	>50	TOTAL
Chiefs		1	2	3		1		1
Directors		10	2	12		1	1	2
Senior managers		10		10				0
Managers		40	1	41		7		7
Supervisors	1	82	7	90	1	24		25
Senior officers	23	104	4	131	11	30	2	43
Officers	144	109	3	256	134	40		174
Senior technicians		4	4	8				0
Technicians	1	4	1	6		3		3
Total	169	363	22	554	146	105	3	254

WORKERS WHO ARE NOT EMPLOYEES



Outsourced

Employees of service suppliers handle certain work scopes and / or providing services in a specific area or function or department (i.e., engineering, IT, digital, administration and facilities) on a medium to long-term basis (excluding project-based employees)



Franchisee

Employees of franchisers (i.e., Shops)

82

Total number of workers

who are not employees and whose work is controlled by the organization

NEW HUMAN RESOURCES (HR) POLICIES AND PROCESSES IN 2021

NEW POLICIES	CHANGES IN RECRUITMENT PROCESS	REVAMPING / UPDATING / UPLIFTING
<ul style="list-style-type: none"> Flexible working hours and special work arrangements by stretching the work start / work end grace period Home office furniture (for full-time remote-based employees) 	<ul style="list-style-type: none"> Started using a designated ATS Shifted initial exams and interviews to virtual instead of physical Offers and needed documents are sent and submitted online 	<ul style="list-style-type: none"> Company's web-portal Job description cards Commission schemes Policies (e.g., promotion policy) Performance management system Benefit requests automation New welcome kits (uplifting the employer branding)



43 TRAINEES WERE HOSTED DURING 2021

(including paid internships and university trainees)

9.1.2. Our Employees' Well-Being

WE EMPOWER OUR EMPLOYEES TO LIVE A BALANCED LIFESTYLE.

Therefore, taking care of our employees' mental health has always been a priority for us and it has become even more of a necessity due to the pandemic that has severely transformed our work dynamic for the past two years.

PROVIDENT FUND

In 2012, we established a provident fund, an internal investment fund that is voluntarily established by Umniah for the benefit of our employees and serves as a long-term savings scheme to support our employees in their retirement. We are working diligently to include all our employees under the provident fund umbrella. Today, we have more than 350 employees that benefit from this fund.

SOCIAL COMMITTEE

Our social committee is responsible for managing all social activities and events (including initiatives lead by the Human Resources and Corporate Affairs department) aiming at increasing employees' engagement within a healthy and positive work environment.

Members of this committee are elected by the employees themselves, as we firmly believe in giving our employees the freedom to select people, they think would represent their needs in the best conceivable way. The social committee membership is limited to employees under a permanent full time-based employment contract.

The social committee should be composed of at least 6 and up to a maximum of 10 members including the committee chairperson to be elected from within. The social committee membership extends for the period of 12 months.

HOLDING VIRTUAL SOCIAL ACTIVITIES FOR THE WELL-BEING OF OUR EMPLOYEES AND THEIR FAMILIES

Team Building Events / Tournaments (twice)

Webinars and Awareness Sessions

- Mental health webinar
- Physical health awareness sessions

Social Activities for our Employees and their Families

- Bingo Night
- International Women's Day
- International Tea Day
- Basketball Tournaments
- Football Tournaments
- Marathon Participation
- Summer Treats
- Breakfast with the CEO
- Breast and Prostate Cancer Awareness Sessions
- Employees' Children Summer Camps

We offer a subsidy towards membership fees for long-term memberships of our employees in fitness centres to encourage to adopt a healthier lifestyle.



BASKETBALL 2019
Sponsoring the "Hope of Jordan" 3x3 Basketball Championship with the participation of over 190 male and female players.



WOMEN'S DAY 2019
Celebrating outstanding female employees and honoring pioneering Jordanian Women.

9.2. Human Rights and Non-Discrimination

The total number of violations, breaches and incompliances to our policies, procedures and regulations accounted for 196 incidents in 2021.

We had one case of sexual harassment in the workplace; it immediately led to the termination of the violating employee. Other cases varied in the type of disciplinary action taken against the type and time of recurrence in line with the penalties list of the internal bylaws authenticated by the Ministry of Labour (MoL).

DESCRIPTION	COUNT BY ACTION TYPE			
	NOTICE LETTER	WARNING LETTER	TERMINATION	PENALTIES
Under performance - not fulfilling job roles requirements	27	40	-	-
Client servicing incompliance or breach	39	4	-	
Operational/procedural incompliance or breach	47	12	-	-
Behavioral incompliance or breach	5	8	-	-
Fraudulent behavior/act	-	3	1	-
Attendance/work reporting Incompliance or breach	7	-	-	-
Health & Safety incompliance or breach	3	-	-	

We take our employees' feedback and complaints very seriously and we follow-up on any case of complaints or grievance from employees or third parties regarding incidents of discrimination or any type of assault in the workplace.

9.2.1. Empowering Females in the Workplace

At Umniah, we empower females and promote gender equality by actively supporting female's participation at all levels of business. Our equality policies guarantee that rights are safeguarded and implemented, and that our workplace culture supports female employees. We are proud to have our female workforce represented in the senior leadership team, holding a crucial position as Umniah's Chief Legal, Regulatory and Government Officer.

We determine our remuneration and build our salary scale based on the data we gather in collaboration with an independent third-party consultant (Korn Ferry in 2021) of the Jordanian general market data.

No committee oversees this process; however, the board influences the mechanism of some of the policies such as bonuses and certain allowances.

EMPLOYEE HIRES AND LEAVES	2021	
	NEW EMPLOYEE HIRES (HEADCOUNT)	EMPLOYEE LEAVES (HEADCOUNT)
Males	241	104
Females	271	26
Total	512	130

MATERNITY LEAVE	NUMBER OF FEMALES	REMAINED FOR (12 +) MONTHS
Took maternity leave in 2020	14	
Returned from leave in 2020	17	15
Took maternity leave in 2021	20	
Returned from leave in 2021	20	20

PAY GAP		
	FEMALES	MALES
Manager	99%	100%
Non-Manager	86%	104%

9.3. Employee Surveys

Employee surveys are a great tool for opening the lines of communication with employees. Surveys are platforms where all employees can share their opinions and feedback enabling us to identify areas for improvement and development.

TYPES OF SURVEY	PULSE SURVEY	ENGAGEMENT SURVEY
PURPOSE OF THE SURVEY	Aims to discover what is important to our employees, and what are the areas that we need to improve as an employer to help them enhance their work experience.	To collect our employees’ feedback against a wide range of topics concerned with their well-being and engagement enabling us to identify areas for improvement.
NUMBER OF SURVEYS CONDUCTED	2	1
NUMBER OF PARTICIPATING EMPLOYEES	FIRST PULSE SURVEY 55% (446 out of 811 employees) SECOND PULSE SURVEY 63% (448 out of 706 employees)	493 employees
MAIN TOPICS AND QUESTIONS	HOW SATISFIED ARE YOU WITH YOUR COMPANY AS A PLACE TO WORK? 70.6% satisfaction rate HOW SATISFIED ARE YOU WITH THE SUPPORT YOU RECEIVE FROM YOUR MANAGER? 76.6% satisfaction rate	MY MANAGER, OR SOMEONE AT WORK, SEEMS TO CARE ABOUT ME AS A PERSON: 81.6% agreement rate AT WORK, MY OPINIONS SEEM TO COUNT: 75.2% agreement rate IN THE LAST SIX MONTHS, SOMEONE AT WORK HAS TALKED TO ME ABOUT MY PROGRESS: 77.8% agreement rate
OUTCOME	In 2020, 65% of the respondents supported the concept of ongoing remote work	In 2021, 58% of our employees prioritize hybrid work over office work and remote work

9.4. Training And Development

9.4.1 Investing in our Employees’ Potential

At Umniah, we continuously try to maintain a workplace which proactivity paves the way for self-development and professional success. Our training and development policy provides the framework for the development of individuals and teams within Umniah. We consider it our responsibility to equip them with all the skills and knowledge they need to become the professionals, they aspire to become.

During 2020 and at the height of the COVID pandemic, we had to innovate our training methods and switch from traditional trainings to digital ones. Later during 2021, we combined both methods physical and online trainings for the benefit of our employees.

TRAINING CATEGORIES IN 2021	NUMBER OF HOURS	TRAINING TOPICS
Soft skills	6,650 hours 2,550 hours of physical sessions 5,100 hours of online sessions	• Communication skills • Leadership academy • Presentation skills
Technical skills	42,566 hours 25,540 hours of physical sessions 17,026 hours of online sessions	• CCNA: Cisco Certified Network Associate • CCNP: Cisco Certified Network Professional • CCIE: Cisco Certified Internetwork Expert • CMCM: Certified Marketing Communications Manager • Certified Marketing Manager • CPRM: Certified Public Relations Manager
Code of conduct	78 hours of physical sessions	New joiners' awareness session
Product and Service	150 hours of online sessions	New joiners' awareness session

TRAINING CATEGORIES	TOTAL HOURS OF TRAINING DELIVERED IN 2021
Health & Safety	176
Technical	14,019
Anti-Bribery and Corruption	550
Data privacy and security	284
Phishing awareness	37
Supplies and logistics	240
Customer service	48
Quality management and certifications	736
Cyber safety	192
Digital skills	355
New technologies	4,810
Code of conduct	78
Fraud awareness	40
Product/service training	150
Data science	1241.50
Soft skills	6,650
Total	29,606.5

EMPLOYEE CATEGORY	NUMBER OF PARTICIPANTS IN TRAINING AND SEMINARS			TOTAL HOURS OF TRAINING RECEIVED		
	2021			2021		
	Males (Headcount)	Females (Headcount)	Total (Headcount)	Males (Hours)	Females (Hours)	Total (Hours)
Directors	14	3	17	783.83	254	1,038
Managers - Senior Managers	56	7	63	2,634.32	209.50	2,564
Supervisors	82	22	104	4,647.22	1,181.27	5,828
Officer - Senior Officer	189	80	269	14,605.55	4,068.55	1,8674
Total	341	112	453	22,868.92	5,713.32	28,104

9.4.2 Career Development

Our employee's professional growth is of outmost importance to us, as we strongly believe that investing in their development is essential to increase their level of motivation, productivity, and satisfaction.

EMPLOYEES THAT HAVE UNDERGONE A CAREER EVALUATION REVIEW IN 2021 (FOR 2020)		
Types of Evaluation Review	Description	Number of Employees
Employee performance (Full Time Employees (FTE))	Our annual performance appraisal cycle entails having quarterly check-ins, against the annually set objectives and the predefined competencies required to be possessed based on the managerial level and/or function	480
Monthly, quarterly, and annual performance evaluation	Performance monitoring takes place on a monthly/quarterly/annual basis against a set of predefined KPIs depending on job role and level	274

COACHING

We first introduced our coaching system in 2018, with the aim to develop our employees personally and professionally. We took it a step further and in 2019 we embarked on a journey to certify 7 of our employees to become certified coaches.

COACHING SESSIONS CONDUCTED IN 2021



Internally:
no internal sessions were conducted



External sessions:
23 sessions were conducted



Active coached internally:
7 active coaches

EMPLOYEES BENEFITTED FROM THIS PROGRAM

120

Employees
have benefited from the external coaching sessions

4

Employees
took internal coaching sessions for self-development: 150 sessions in total

During 2021, 100 internal moves between full-time employees and casual employees occurred. We also had around 41 internal vacancies, out of which 22 vacancies for full time employees and 19 vacancies for casual employees.

9.4.3 Recognition and Appreciation

We recognize and appreciate our employees’ efforts in contributing to the success of our company. Therefore, we continuously conduct events and activities that makes our employees feel valued and appreciated.

CELEBRATING SUCCESS AND APPRECIATING EMPLOYEES	
Thank U Appreciation Initiative (company-wide)	
2G Evacuation Project Completion <ul style="list-style-type: none">Project team lunch with the CEO	
New Customer Billing System (CBS) Migration <ul style="list-style-type: none">Project team retreat (1 Night Stay at the Dead Sea)	
Certified Professionals Recognition	
Departmental Efforts Recognition and Appreciation <ul style="list-style-type: none">Gift vouchers distribution through the department heads	

9.5 Health & Safety at Umniah

9.5.1. Ensuring a Harm-Free Working Environment

We take the issue of Health & Safety very seriously and we continuously invest in the safety and well-being of our employees and partners.

Our ongoing effort in ensuring a safe environment for our employees has been recognized by the British Safety Council, when we received the **International Safety Award Winner for 2020**, demonstrating a strong commitment to **Good Health & Safety Management**.

HEALTH & SAFETY DEPARTMENT MAIN DUTIES	
1	Identification of legal and other requirements
2	Performance monitoring and measurements
3	Communications and participation procedure
4	Hazards identification, risk assessment and determining controls
5	Objectives and targets
6	OHS management program procedure
7	Towers climbing and sites visiting procedure
8	Process of using permits during curfews

Therefore, we relentlessly work on developing policies and implementing practices that protect our people and promote a harm-free environment where our employees, workers in the field and contractors would feel protected and safe.

HOW WE MAINTAIN A HIGH LEVEL OF HEALTH & SAFETY MEASURES AT UMNIAH

	On a monthly basis, we conduct a complete hazard and risk assessment for all areas of the company , including Umniah buildings, warehouses, data centres and sites.
	We engage with our employees on a weekly and monthly basis through Health & Safety emails, videos, and periodical magazines, keeping them updated on the topic.
	We perform several initiatives and activities to ensure the good health of our employees, contractors, service providers, visitors, and customers. Our premises and facilities cover all aspects of safety: Evacuation path, signs, maintenance, anti-slip, air quality, sanitization, fire drills and top-notch communication system, trainings, ergonomic studies and actions, allocation of central first aid kits in all locations, leaflets to visitors, processes, and procedures.
	Annual emergency evacuation drills are conducted and reviewed to achieve a successful evacuation and zero injury.
	We perform environmental hazard testing (e.g., for light, noise) to ensure the safety, well-being, and comfort of our employees.

Every 3 months, we review and update our Health & Safety policy along with our hazard management action plans for high level control of any potential identified hazards, keeping our Health, Safety and Environment (HSE) team aware of all the changes related to public safety.

Additionally, we have implemented safety measures, guidelines, and procedures to build a holistic approach in addressing Health & Safety issues. Every guideline or manual is tailored for a specific stakeholder to ensure his or her safety is in their line of work.

WE ARE PROUD THAT
no work- related
injuries or incidents
WERE REPORTED IN 2021.

9.5.2. Mandatory Health & Safety Training

We rely heavily on Health & Safety training, preparing our employees and field workers to manage and respond to any Health & Safety issue they may encounter. We conduct mandatory Health & Safety training on an annual basis. The training courses touch on topics like voltage fluctuations and other technical issues that put our workers' lives at risk.

The field workers are managed by the contractor and under their supervision. At Umniah, we are fully committed to providing our contractors and sub-contractors with the required Health & Safety instructions, guidance, and trainings.

Our Health & Safety training courses covers:


- 1.Poles climbing
- 2.Basic Health & Safety training
- 3.Advanced Health & Safety training
- 4.Advanced towers climbing
- 5.Rescue training
- 6.Hazardous and risks training
- 7.Basic First Aid training
- 8.Advance First Aid training "Certified First Aid"
- 9.Ergonomic training
- 10.Forklift driving safety training

MANDATORY TRAINING ON HEALTH & SAFETY TOPICS IN 2021			
HEALTH & SAFETY TOPIC	PARTICIPANTS (HEADCOUNT)	SEMINAR DURATION (HOURS)	TOTAL TRAINING HOURS (PARTICIPANTS*SEMINAR DURATION)
Advanced towers climbing	30*	12	360
Hazards and risks	7	12	84
Ergonomic	500*	9	4,500
First Aid	100	12	1,200
Emergency evacuation	500	1	500
Rescue	7	12	84
Pole climbing	100	9	900
Basic Health & Safety	400*	9	3,600
Advanced Health & Safety	300	12	3,600
Forklift Driving Safety	4	20	80
Total	1,018	108	14,908

*Including outsource employees

9.5.3. Protecting Workers in the Field

We always make sure that our field workers are fully trained and equipped to take on their job in the most secure manner possible. Therefore, Health & Safety measures are heavily applied in all our cell sites and field activities.



HEALTH & SAFETY MEASURES COVERING ALL UMNIAH CELL SITES AND FIELD ACTIVITIES

- **Provide required PPEs to all Umniah teams** according to specialization including replacement of old PPEs based on the Health & Safety checklist and inspection carried out every 6 months
- **Provide technical Health & Safety training** to field employees over the hazards and towers climbing
- **Inspection over field teams** "outsource and full time"
- **Obligatory PPEs** to be worn
- **Field employees work activities and planning tracker** to ensure cell sites employees Health & Safety signs are monitored
- **Health & Safety portal** to track training and up to date activities and profile
- **Lifeline preparations on all roof tops**
- **Rescue training and advanced poles climbing certifications**
- **On the job training and awareness**
- **Health & Safety competition**
- **Annual Health & Safety contractor awards**

9.5.4. Health & Safety of our Contractors

Our Health & Safety Guidelines for Service Providers and Field Team is addressed towards our contractors. It is a manual that sets out our organization’s expectations in the areas of Health & Safety and serves as guidance for contractors on how these expectations should be met. To enhance our communication with our contractors and provide them with information on the go, we will be launching our Health & Safety Contractors Mobile application in 2022. Currently we are conducting awareness sessions to demonstrate the potential and purpose of this application.

NEW TOOLS & METHODS	ENHANCING OUR HEALTH & SAFETY COMMUNICATION TOOLS	DATE
Engaging with our service providers	Design communication method with all contractors and service providers in all areas related to opportunities and recommendations for our Health & Safety as well as the contractors and service providers current Health & Safety system	2021
Contractors’ mobile app	An in-house mobile app made by Umniah. It aims to support all field workers and site engineers: <ul style="list-style-type: none">• To better reach our cell sites through a location-based geo map• To ensure commitment and compliance of all field workers and site engineers to our Health & Safety policy• To capture 100% visibility of the Health & Safety aspects in our premises	To be launched in 2022

9.5.5. Trainee Health & Safety Guidelines

Our employees’ Health & Safety extends to our trainees that have chosen our company to embark on their first work experience.

The Trainee Health & Safety Guidelines: Guidelines were developed and are continuously updated with our trainees in mind. For additional safety measures, we ensure that all staff members operating within our premises are aware of these guidelines that have been institutionalized at Umniah.

Health & Safety Trainees Induction program: Awareness sessions are provided to familiarize our trainees and new employees with the Health & Safety guidelines and practices including risks and hazards.

HEALTH & SAFETY GUIDELINES FOR TRAINEES	
FIVE AREAS COVERED	IMPORTANCE & PURPOSE
Personal Protection Equipment (PPEs)	Needed for trainees in the engineering department during field training period
Fire safety	Raising awareness+ providing steps to follow in case a fire occurs
First Aid Support	Related helpline to call in case of an emergency
Tower climbing	Following tower climbing procedures Close supervision and guidance from a direct supervisor Mandatory to wear all required PPEs
Toolbox talks	Provided by the direct supervisor when visiting any location or preparing trainees for work on site

9.5.6. Keeping Our Employees Safe During the Pandemic

During the pandemic, our priority was to protect our employees and provide them with all the tools they need to understand the impact of this virus on their health and therefore, keep them protected and safe.

PREVENTIVE MEASURES AND ACTIONS TAKEN AT OUR PREMISES DURING THE PANDEMIC	
Work from home provisions	Working in shifts to ensure operations of the company
Providing PCR tests to all our employees	Limiting meetings to online only
Providing the covid-19 vaccine to all our employees and their families.	Weekly circulars through "Health & Safety portal and emails" on the COVID-19 tips and how to protect the employees and their families
Providing the flu vaccine to our employees.	Yearly flu vaccine in coordination with Jordan Paramedic Society (JPS)
Following-up on infected employees and their replacement to ensure business continuity	Distributed sanitizations stations, masks, gloves, air sanitizers and sterilization bottles to all employees' desks and at corridors.
Allocating Health & Safety procedures for field work and inside our premises to limit the infection rate.	Allocation of instructions on all premises as well as social distance stickers
Published work-related instructions to ensure protecting the employees and service delivery to customers	Our Call Center agents were provided with laptops, connectivity, and desks to operate from home while other employees were provided with desks and chairs to work from home
Offices being sanitized twice a day	Online Health sessions provided by quality assurance department to all Umniah employees
Weekly awareness e-magazine	Awareness vaccination campaign to ensure vaccination of all employees
Safety kits for all employees once they are back at work	



9.5.6.1 WORKING FROM HOME

Transitioning our employees from their usual workplace to a work from home basis was a challenging task, therefore we provided them with all the tools and guidance they needed to facilitate this sudden shift.

Our goal was to make them comfortable in their new work setting without compromising their work ethics, considering they had to abide by company policies and procedures including the Standard of Business Conduct and Work ethics.

In coordination with our Human Resources and Corporate Affairs department, we have created a set of General Remote Work Guidelines and Etiquette to support our staff while working from home, helping them navigate their daily tasks and manage their time, availability and responsiveness while being away from their usual office.

According to our employees, keeping the flexibility of working from home is a crucial factor in reducing their stress levels while increasing their engagement and productivity. Now, our employees continue to enjoy a flexible working arrangement and are entitled to 12 days per month according to our internal policies.

9.6. Corporate Volunteering

INVOLVING OUR EMPLOYEES IN THEIR COMMUNITIES AND STRENGTHENING THEIR SENSE OF BELONGING TO JORDAN

According to Nahno's 2020 report; "Umniah ranked as one of the top 3 companies in the field of volunteer work" completing 8,750 of voluntary work hours during 2019 – 2020.

As a business with a deep sense of belonging to Jordan, corporate volunteering is a crucial part of our culture. We view it as an opportunity to communicate and engage with our community on a deeper level that goes beyond the one-sided aspect of financial donations; whereas we become the ones benefiting as much as the people we want to support. We encourage our employees to volunteer during work hours and keep them updated on new volunteering opportunities through various communication channels. Our goal is to give them the chance to participate in an enriching experience that will change their perceptions on things and eventually, shape them into agents of social change.

Therefore, we have launched our "UVOLUNTEER" program in 2019 for our employees as well as the members of our Youth Unit, in cooperation with Nahno, the national platform for youth volunteering and participation, affiliated with Naua with the support of the United Nations Children's Fund (UNICEF) and the Ministry of Youth.

VOLUNTEERING INITIATIVES 2019 – 2020

8,750

Total number of hours

312

Total number of volunteers

(Employees and members from Umniah 's Youth Unit)

17

Total number of initiatives so far

in 7 disadvantaged areas nation-wide

TYPES OF INITIATIVES



Environment



Social welfare activities



Education

Our communities inspire our services and innovations every day, and we do consider corporate volunteering as one of our many engagement tools. We have learned through our employees that volunteering has been a trigger in motivating them to find innovative solutions and come up with fresh ideas that can help alleviate social issues related to poverty, digital divide, and digital literacy.



GAZA STRIP CONVOY

Supporting Palestinian families in Gaza strip who were impacted by the Israeli aggression.



MORINGA VOLUNTEER DAY 2021

Volunteering to plant and harvest Moringa as part of Al-Yusr Project, in collaboration with Nahno.



9.7. Recognitions



April - June 2021
**UMNIAH - SAFE AND RESPECTFUL
WORKPLACES
WORLD BANK / IFC PROJECT**

Creating a safe workplace for all its employees, and taking measures to address sexual harassment, including early introduction of a clear and comprehensive policy and mandatory training for all employees.

2020
**INTERNATIONAL SAFETY AWARD
BRITISH SAFETY COUNCIL**

Health & Safety management



NEXT STEPS ON OUR SUSTAINABILITY AGENDA

Our plans include the development of an employee engagement survey that will help us collect and assess the feedback of our volunteering employees, giving them the opportunity to share feedback regarding their volunteering experience, allowing us to look for new ways to enhance their future experiences. We strive to increase the number of employees participating in our various initiatives and volunteering opportunities. In addition, we aim to link our corporate volunteering approach to our digital outreach program and enable our employees to share their digital know-how with underprivileged communities and become active agents in reducing digital divide and increasing digital literacy. We are also planning to conduct environmental awareness training for our employees as part of our Sustainability strategy.



10. Building Human Connection

by Connecting the Missing Dots



WHAT WE FOCUS ON



Digital Literacy

Digital Inclusion
and Equality

Social
Contributions
and Community
Engagement

At Umniah, it all comes down to connecting our know-how, expertise and providing support to the people that mostly need it. We love finding the missing dots and connecting social issues. We put significant efforts in finding the right solutions to societal issues. Therefore, we have based our digital outreach approach on 2 major issues faced by our community: digital divide and digital literacy. We want to empower disadvantaged communities through digitalization, by helping them acquire and develop the digital skills needed to occupy their place in today's world.

KEY HIGHLIGHTS

Over JOD
2,000,000
in social support
during the pandemic

Free internet
to more than
3,500
public schools
throughout the Kingdom

More than
150
students trained through
Umniah's Cyber Security
Academy

2
Scholarships were offered
to students from Amman
Ahliyah University (AAU)



EID GIFTS DISTRIBUTION 2020
Joining forces with the National Committee for Demining and Rehabilitation (NCDR) to distribute Eid al Adha gifts to children benefiting from the aid program.



WOMEN SEWING 2019
Umniah funds the second stage of an advanced sewing training course in 'Arzaq Project' to empower women by creating job opportunities, in cooperation with JHCO Charity Clothing Bank.

10.1. Reducing the Impact of the Pandemic on the Most Vulnerable

COVID-19 placed the spotlight on social inequalities and highlighted the critical role played by the telecom sector. In this context, we knew we needed to limit the negative impact of the pandemic on the most vulnerable groups. We partnered with different organizations to provide support to our community whether through our products, services, financial aid, or in-kind donations.

CATEGORIES	SERVICES AND OFFERS PROVIDED BY UMNIAH DURING THE PANDEMIC
University students	During the lockdown period, the GB price was discounted to JOD 1 per 10 GB
	Discounted internet subscriptions to continue their e-learning
	Free internet and browsing services on Darsak and JUNet platforms to prepare for their exams. All educational websites were whitelisted to enable students pursue their studies without consuming data
	5 GB per month for free to university students
	13 smartphones donated to the "Jeera project"
Students in quarantine at the Dead Sea	7,000 SIM cards
	3,000 GSM lines
	20 GB
	200 local minutes
Low-income families, hospitals, and security forces	Supporting "development pioneers" free internet packages to 144 subscribers from disadvantaged families
	Donating more than JOD 35,000 to secure oxygen ventilators for the Ministry of Health (MoH)
	Providing 100 free phone cards for facilitating communication with patients infected with the COVID-19 for a quick diagnosis
	Providing a free number to call in case of suspected cases of COVID-19
	Providing 20 GSM lines to support on call doctors in Prince Hamza Hospital
	"Sterilizing Stations Campaign" that was distributed to several ministries and Umniah shops serving more than 80,000 people annually
	Waiving off delivery fees for customers that are ordering any of Umniah's services through "Talabat" application
	Providing 300 free GSM lines to be used at security check points across the Kingdom

We partnered with the Ministry of Digital Economy and Entrepreneurship (MoDEE) and the Ministry of Health (MoH) to launch the "Greetings to Our White Army" initiative which pays tribute to Jordanian medical professionals on the front lines of the COVID-19 pandemic.



MOH FRONTLINERS 2021
Saluting the Jordanian White Army for their amazing efforts during the pandemic.

10.2. Our Digital Outreach

Challenging Social Exclusion and Marginalization

Our community engagement approach as well as the social initiatives that we have conducted over the years have shed light on the severity of the situation when it comes to digital divide affecting disadvantaged communities and delaying their integration into society.

10.2.1. Addressing Digital Divide and Pushing for Digital Literacy

Digital divide has become one of the most pressing issues of our time. We are witnessing an increasing demand for technology and all our daily lives' tasks are being digitalized. Our goal is to bridge the gap between those who have access to the internet and those rural disadvantaged communities who do not have access. Therefore, connecting the missing dots by putting technology in the hands of the masses and educating the people that are not able to afford it is what we strive for. Since education is one of the sectors most affected by the digital divide, we have kick-started our approach in more than 3000 schools across the Kingdom and our next phase is to tackle disadvantaged communities in rural areas.



ISACA 2019 - Sponsoring the Information Systems Audit and Control Association (ISACA) chapter in Amman.



JUST SIGNING 2019 - The launch of Umniah's cybersecurity training courses for university students and recent graduates in collaboration with the Jordanian University of Science and Technology.

10.2.2. Free Internet to Public Schools throughout the Kingdom

We won a connectivity tender to connect the Ministry of Education (MoE) with its public schools and directorates, offering the Ministry free safe internet for more than 3,500 public schools since 2017.

OUR LIST OF BENEFICIARIES

Over
3,500
public schools

43
districts

CONNECTING AROUND

69
administration
buildings

BENEFITING AROUND

1.3
million
students

100,000
teachers and
administrators in the
Ministry of Education

10.2.3. Our Cyber Security Academy

The Academy was founded in 2019, and is a roaming academy, aiming to educate students on cyber security topics. In 2021, we partnered with Al-Ahliyya Amman University and Fortinet, a global leader in the field of information security, to establish and fully equip cybersecurity training laboratories at local universities. The laboratories, which conform to the latest and highest technological and technical specifications are used for workshops and classes for university students given by qualified trainers.

CYBERSECURITY TRAINING SESSIONS IN UNIVERSITIES

AL-AHLYIYA AMMAN UNIVERSITY (AAU)

3

Training courses

About

70

students

55

Students were trained in 2021

JUST UNIVERSITY

26

Students were trained in 2019,
2 of them were employed in our SOC division

10.3. Indirect Economic Impacts

As global challenges are still on the rise, and additional risks are posing pressure on our industry, we are committed to responsibly manage the impacts of our operations and business decisions. We are continuously striving to build meaningful and transparent connections within the communities in which we opearate. Hence, we have not identified activities that generate significant negative impacts on local communities.

Our social initiatives are based on addressing issues that are at the core of our business, therefore supporting disadvantaged communities through digital equality given that knowledge is crucial for social advancement.

Finally, we provide opportunities for the youth and more that 60 Jordanian entrepreneurs through the Tank project, our business incubator.

10.4. Investing in Education and Young Entrepreneurs

Empowering the Future Leaders of Jordan

According to a study conducted by UNICEF Jordan in 2020, Jordan has one of the youngest populations in the world with 63% of its population under the age of 30 (15-29 years old). Therefore, we base our approach on empowering the youth of Jordan and strengthening their talent by supporting them in their professional journey.

Our goal is to equip them with the necessary skills and mindset to lead the economy, society and enter the workforce at their full potential.



AL AMAN FUND 2021 - Umniah held an orientation workshop for a group of students that benefit from the Al-Aman Fund for the Future of Orphans' programs, as part of long-term cooperation with the Queen Rania Foundation.



EDRAAK SIGNING 2020 – Umniah & Edraak signs an MoU to Publish Free Educational Content on The8Log.



GREEN WHEELZ 2019 - Renewing our partnership with the "Green Wheelz" initiative for the second year to protect the environment and support persons with disabilities in Jordan.



MARTYRS FUND 2020 - Supporting the Jordanian Armed Forces (JAF) Martyrs' Families Fund.



UMNIAH YOUTH UNIT TEAM – During one of the campaings



RHAS - Contributing to the Healthy Schools program in Zarqa and Irbid, which promoted healthy practices among over 4,000 students and teachers.



WINTER CAMPAIGNS 2019 - Collaboration with Naua and JHCO, we launched "Let this Winter Be Warmer" campaign.

10.4.1. Student Support Fund

4% of the company's capital is owned by the Student Support Fund provided by the Ministry of Higher Education and Scientific Research (MoHE). The fund benefits students at various official Jordanian universities affiliated with the Ministry of Higher Education and Scientific Research (MoHE) and aims to provide loans and scholarships to underprivileged students in official Jordanian universities to complete their university studies.

Furthermore, we offer various scholarships that help underprivileged students fund their education and move on to pursue their dreams.

Over the years, we have partnered with other entities like Al Hussein Technical University (HTU), Promise Welfare Society and other major institutions to offer scholarships and educational loans to thousands of Jordanian students.



PROMISE WELFARE SOCIETY WORKSHOP

Under the patronage of Princess Alia Taba and in collaboration with the Promise Welfare Society, Umniah hosted an informative sessions about innovation and entrepreneurship for students.

10.4.2. Supporting and Empowering Education in Jordan



CARAVAN RAZAN 2019
Sponsoring The Arab House Cultural Forum
Reading initiative and inaugurating a library
directed to female students



CARAVAN RAZAN
Supported Caravan Razan initiative in partnership with the Ministry of
Education, to reach students in various rural areas throughout Jordan
to transform their educational development.



RANEEN FOUNDATION - Sponsoring the National Week for the
Audio Story founded by Raneen Foundation.

10.4.3. Youth Empowerment: Umniah Youth Unit

In 2014, we established the Youth Unit to foster and cultivate the importance of youth participation in playing an active role in bringing positive change and developing their society. Over the past 4 years, we have focused on providing job opportunities to university students during their studies to motivate them and direct their energies towards work. This was done to improve their soft skills and prepare them to assume their future responsibilities upon entering the labour market following their graduation. We offer a wide range of opportunities for university students wishing to join our team, including working closely with employees across various departments in the company, via special projects and even participating in activities and events held by the company across the Kingdom’s various governorates.

UMNIAH YOUTH UNIT

137

Number of students that were part of the Youth Unit in 2021

9

Number of students that were employed at Umniah in 2021

MAIN ROLES



Representing Umniah in events and campaigns



Promoting latest Umniah offers and services

TYPES OF TRAINING PROVIDED



Excel Training



Sales Training




Email Writing Training



10.4.4. Forsa Initiative: Rehabilitating Public Schools throughout the Kingdom

During 2021, in the largest of its kind initiative to support the education sector we collaborated with the Ministry of Education, to launch “Forsa”; an initiative that promotes a healthy and safe educational environment in the Kingdom's public schools.

PROJECT’S GOAL



Rehabilitate the public schools' playgrounds and provide disadvantaged schools with sports equipment

OUR PARTNERS Ministry of Education (MoE) and Madrasati	TIMELINE 5-year project commenced in November 2021	INVESTMENT JOD 1,000,000
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BENEFICIARIES Public schools across the Kingdom’s governorates	FIRST PLAYGROUND REHABILITATED The custodian of the two Holy Mosques Secondary School for Boys in Zarqa
--	---

WHAT HAS BEEN ACHIEVED SO FAR



1 school playground rehabilitated



3 school playgrounds were under construction by December 2021

PLANNED TO ACHIEVE IN 2022

- 7 playgrounds completed serving more than 6,500 students in Amman, Irbid, Al Karak, Al Salt, Wadi Mousa and Zarqa

- 1 school in Amman
- 2 Schools in Zarqa
- 2 Schools in Al Karak
- 1 School in Madaba

- 2 Schools in Al Salt
- 1 School in Wadi Mousa
- 1 School in Irbid

OUR NEXT STEPS

- Prepare for the next batch of school selection
- Activation for the schools which will include:

- 5 Tele match activities in 5 schools in collaboration with Madrasati
- 5 Empowerment sessions for teachers in 5 schools in collaboration with Madrasati

- 7 First Aid sessions for teachers and students in collaboration with Jordan Paramedic Society

YOUTH UNIT OPENING
Umniah celebrated the 5th anniversary of its flagship Youth Unit with a new location in Shmeisani.



FORSA 2021 PRESS CONFERENCE
 Launching Forsa initiative in cooperation with the Ministry of Education, which aims to rehabilitate and restore playgrounds in public schools in Jordan.



ISTEKLAL SCHOOL - Umniah inaugurated the playground of the Istiqlal Elementary School for Boys in Madaba.



FATEH SCHOOL
 Meeting with Teachers



FORSA TELEMATCH
 Umniah kicked off Telematch activities to inaugurate the playgrounds of public schools that are part of the Forsa initiative, in cooperation with Madrasati, one of Queen Rania Foundation initiatives.



BEIT IDESS SCHOOL IN IRBID



NOUR AL HUSSEIN SCHOOL IN KARAK



FORSA KARAK 2022



AL HASHMIEH SCHOOL IN ZARQA



KHADEM HARAMAIN SCHOOL IN ZARQA

10.4.5 The Tank: Our Business Incubator


The Tank was launched in 2014, as our flagship business incubator, which delivers an open and dynamic platform to guide and support Jordan’s start-up entrepreneurs. The Tank has had an unprecedented impact on the growth of more than 60 start-ups in the country since 2018 till 2021 which were able to propel the growth of their nascent businesses, benefiting from our diverse partnerships with various start-up accelerator programs, companies and investors that support this endeavour. At least 10% of the Tank incubated start-ups in each cohort are sustainable start-ups such as Ivest, Ghoorcom, Martha Edu and TBSM.

The Tank is nestled at the King Hussein Business Park; a place brimming with creative potential driven by the ambitious youth of Jordan.

10 FACTS ABOUT THE TANK

22 New Start-Ups lined up for 2021

61 Incubated Companies since 2018

 First program and lab in Jordan to support the Internet of Things (IoT)


 Key Technological Trends Workshops:
- Block Chain
- Fintech
- Financial Technology
- Industrial Intelligence
- E-Commerce

3000+ Beneficiaries every year

120+ Events annually

20 Start-ups supported annually

18 Jordanian start-ups participation at the Mobile World Congress in 2018 and 2019

 Providing consultancy and mentorship

 Participation in international summits and institutes for entrepreneurship and innovation

THE TANK ACHIEVEMENTS



- Ahmad Al Seif, From Alefredo Books, and Abdel Rahman Al Zubaidi from Ivest **received an investment** from the Oasis500 Fund
- Bloom got its first investment and won the JOD 20,000 Queen Rania Al Abdallah Prize, Also, she **got a seed investment** from Flat6Labs
- Changecom **received initial seed capital** from the Qatar Development Bank and was enrolled in the Village Capital Accelerator business acceleration program



- The IoT company JoThings **won the Shamal Start Acceleration program** for this season with its Third Eye Solution
- MarthaEdu **received 2 awards**, the iValues award for the quality-of-life category as well as the Top Social Impact Award
- Living Mosaic **won the top social impact award**

INTEGRATED INCUBATION SERVICES AT THE TANK

- Consultancy
- Facilitating access to finance
- Business development
- Office space
- Marketing and communications
- Facilitating licensing procedures, tax, and customs exemptions
- Mentoring start-ups
- Networking and linkages
- Capacity building through workshops and trainings
- Awareness and public sessions
- Sponsoring entrepreneurial events such as Hakathons, conferences ...etc.



IOT AMBASSADORS DAY AND INNOVATION DAY 2019



PITCHING 2020



NATIONAL FORUM FOR YOUNG ENTREPRENEURS AND INNOVATORS 2020



JUBILEE SCHOOL VISIT 2019



SOCIAL IMPACT 2022



OASIS 500 2019

OUR MENTORSHIP PROGRAM	
As part of its support to the start-ups it incubates, the Tank assigned organizations and mentors for one-to-one mentorship sessions that cover a variety of topics.	
Taha IP	Training on intellectual property
Samer Arabiyat	Consultations on financial consultancy
Ideal Hatch	Consultations on pricing and cost control, sales strategies, marketing strategies and work plans
Epsilon	Mentorship sessions on human resources and legal matters
Ala'a Karss	Consultations on design thinking
Fahad Qteishat	Growth hacking and marketing

THE 21 COMPANIES SELECTED TO TAKE PART IN THE TANK'S 3RD COHORT 2021 – 2022	
Sectors	Companies
Artificial intelligence	FANNI AI, ITS, Scholascope, Ejarkom, Cookiesbis
E-commerce	Bloom, Mishmash, Jafar Shop, Bunni Coffee
Education technology	Math Achievers, Martha Edu
FinTech	7asaleh
Internet of Things (IoT) and robotics	JoThings, Edurobokits
Agricultural technology	Heliotaics
Health technology	Saleem, Medlinic, TachyHealth
Mobile apps	Tapflow
Online creative industry	SpaceDeco
Artificial Intelligence (AI) and Augmented Reality (AR)	Living Mosaic
Artificial Intelligence (AI) and data science	Engagesoft

OUR INVESTMENTS IN THE TANK INCUBATION PROGRAM EXCEEDED JOD 600,000 SINCE 2018.



6 WORKSHOPS AND AWARENESS SESSIONS

- Workshop on the National Entrepreneurship Policy – MODEE (Ministry of Digital Economy and Entrepreneurship)
- The Tank participates in Shabik Wa Ibtakir program
- Awareness session about Jordan12

- What do capital owners look for in an investment pitch deck?
- Assessing the needs of the incubated start-ups
- Umniah signs a memorandum of understanding with Dot Jordan and Startovia



SUPPORTED INITIATIVES AND EVENTS

- Participation in 3 main events during Global Entrepreneurship Week 2021
- Introduction on disciplined entrepreneurship
- RiseUp Summit
- Supporting start-ups to attend the Founder Institute
- Partnership with the Founder Institute
- The Tank’s sponsorship of incubated companies

MOBILE WORLD CONGRESS (MWC)



IN A NUTSHELL: OUR ACHIEVEMENTS AND SERVICES AT THE TANK
BETWEEN 2018 – 2021



10.5. Giving Back to our Communities

We have been and will always be a socially responsible organization as we provide consistent and substantial support to a wide array of community-focused initiatives, that cover several key sectors in Jordan, including education, health, sports, and environmental preservation.



UMNIAH AL-KHAIR CAMPAIGN

Our annual Ramadan initiatives target underprivileged communities nationwide with banquets, food packages, home renovations, establishing small businesses for individuals and families, in partnership with key charities including Tkiyet Um Ali, the King Hussein Cancer Foundation and SOS. Hundreds of thousands of JOD have been invested into Umniah Al-Khair umbrella since the establishment of the company in 2005.

THE SPIRIT OF GIVING

- Supporting Naua with an annual investment of over JOD 20,000.
- Supporting the “Your Good is Healing for Others” project, to purchase 20 oxygen-generating devices and 20 pulse oximeter equipment in cooperation with The Jordanian Hashemite Charitable Organization (JHCO) as an in-kind donation to clients and partners (over JOD 35,000).



TIKYET UMNIAH

During voluntary activity to fill in food packages for our supported families.



GREEN WHEELZ

Since 2017, we have maintained our support for Green Wheelz, and local communities by facilitating the collection, processing, and conversion of solid waste to materials that can be sold to meet the needs of patients with Cerebral Palsy.



TKIYET UM ALI (TUA)

During 2019 – 2021, we supported more than 100 underprivileged families with around JOD 60,000.

SUPPORTING PALESTINIAN PEOPLE

- 1,000 free calling minutes on the Ooredoo Palestine network to all its customers with prepaid lines.
- Supported the “Together to help Palestine” medical support campaign by Naua, encouraging all Umniah customers and employees to donate for the purchase of medical and in-kind supplies for Palestinians, with around JOD 25,000.



CHARITY CLOTHING BANK 2017-2021

In partnership with the Jordan Hashemite Charity Organization (JHCO), we have placed donation containers at our Headquarters in Shmeisani to collect clothes, shoes and toys from company employees and customers. The donations are then collected by the Charity Clothing Bank and displayed in the organization’s Mahatta showroom to support families in need.



QUEEN RANIA FOUNDATION (QRF)

- The Al-Aman Fund for the Future of Orphans which integrates adult orphans into society through entrepreneurship and internship programs at the company.
- “My Child’s First Years program” Parenting Videos: JOD 20,000.
- The Healthy Schools program by the Royal Health Awareness Society (RHAS).

- Partnering with Edraak by giving students access to browse the site for free and benefiting from the platform’s study materials.
- Jordan River Foundation’s family support line (110) that allows the company’s beneficiaries to call the number for free.



Project Goal: promoting healthy practices in schools.



More than 4,000 student



5 public schools in Zarqa and Irbid



JOD 25,000 Donated



A TOTAL OF
JOD 3,390,503
WAS INVESTED UP
UNTIL 2021, TO SUPPORT
AND EMPOWER OUR
LOCAL SPORTS HEROES
AND ARTISTS.

MAJOR SPORTS AND ADVENTURE INITIATIVES	AMOUNT IN JOD
Supported Al Faisaly and Al Wehdat football clubs with over USD 1,000,000 annually and up to 5 years	3,546,500 (over 5 years)
Partnered with Al Jazeera Basketball Club to support youth, motivate local talent and encourage the sport of basketball	10,000
Supported the Jordanian climber Mostafa Salameh	15,000
Supported the Jordanian karting child champion Abdullah al-Dasouki to	2,333
Partnered with Al Balad Theater to support diverse cultural events	10,000
Supported the Jordanian band Harget Kart	33,600
Partnered with Jordanian comedian Rajae Qawas as an Art and Culture Ambassador	21,000
Partnered with Tajalla Association for Art and Music	7,570
Partnered with the Friends of Jordan Festivals to support the musical concert for Omar Kamal	25,000

Additional initiatives include partnering with the Jordanian Olympic Committee to stimulate and encourage the adoption of sports, partnering with Ahmad Abu Ghosh to promote sports and fitness on a national level and supporting the Karama Human Rights Film Festival that tackles issues of human rights violations.

10.5.2 Our Social Partners

We value our collaboration with like-minded social partners that complement our vision for social advancement, cultural awareness, sports, and educational empowerment.



NEXT STEPS ON OUR SUSTAINABILITY AGENDA

- To widen our connectivity scope and renew our agreement with the Ministry of Education (MoE) to provide connectivity to additional schools throughout the Kingdom.
- To place digital divide and digital literacy at the heart of our sustainability strategy focusing on reaching additional regions in Jordan and including them to our digital outreach program.
- To conduct a poverty mapping exercise of the most disadvantaged and remote areas in Jordan that are lacking access to the internet and digital information to help us identify and prioritize the areas that require support.



11. Connecting with Our Environment

Strengthening Our Environmental Responsibility

WHAT WE FOCUS ON



Energy, Greenhouse Gas Emissions Reduction, and Climate Change

Biodiversity

Waste Management

Climate change is a major threat to humanity; hence it requires collective action and shared responsibility to effectively mitigate and manage its impacts. Recognising our environmental impact, is a step forward in our Sustainability journey. We are fully committed to adopting efficient measures that reduce our environmental footprint and contribute positively towards the communities in which we operate.

KEY HIGHLIGHTS



Completed the first step of ISO -14064-1



In 2021, Umniah GHG (Greenhouse Gas) emissions decreased by 3.0% and 6.9%, when expressed in TCO_{2e} and TCO_{2e}/user, respectively, compared to 2020



In 2021, the avoided GHG emissions from renewable resources increased by 70.4% when compared to 2020



In 2021, 32.5 % of the total power consumption was from renewable energy resources



In 2021, transmission sites consumed 89.3% of our total power consumption

11.1. Carbon Footprint

11.1.1. Carbon Footprint Methodology and Sources

We have made considerable advancements in managing our emissions in 2021. We are increasingly relying on renewable energy, resulting in reduced power consumption from non-renewable sources.

The GHG inventory methods are based on the guidelines of the Greenhouse Gas Protocol (GHG-P) Corporate Standards, which is the most generally used protocol by companies taking incremental efforts toward understanding the impact of their respective carbon footprint.

Our GHG inventory was quantified using the V4 Advisors' Corporate Greenhouse Gas Calculator tool, which is certified with the "Built on GHG Protocol" Mark. It uses local emission factors when available, or those requested by the GHG Protocol. It was agreed to use the operational control approach, for the calculations below.

According to the GHG Protocol Corporate Standards, a company's GHG emissions are classified into 3 scopes based on the emission sources from the day-to-day operations.

SCOPE 1: DIRECT EMISSIONS:

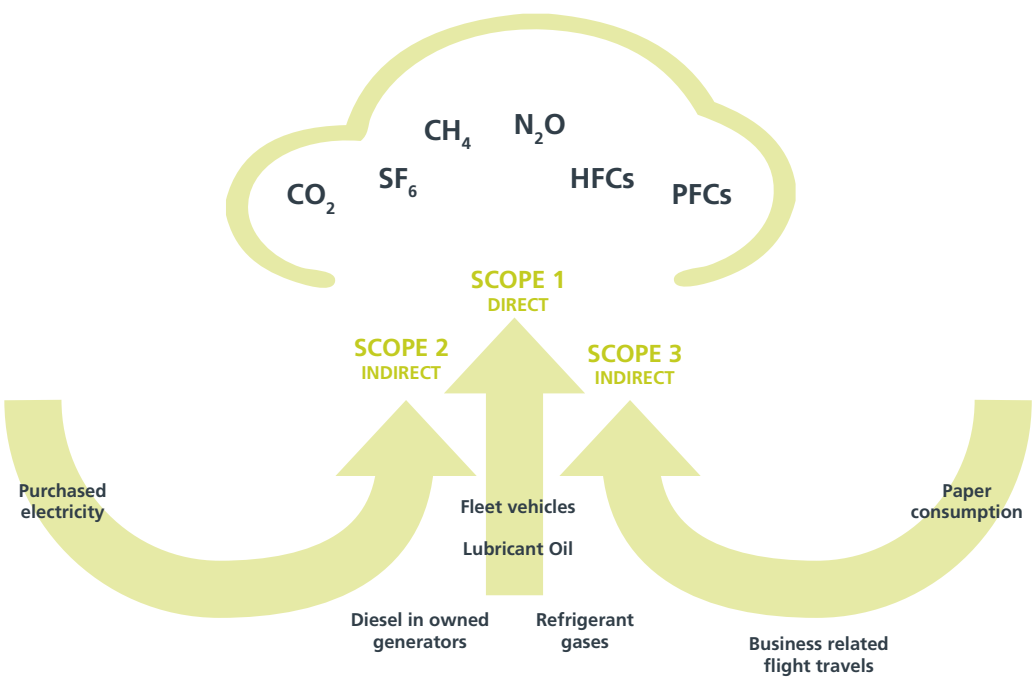
- Diesel consumption in owned generators
- Lubricant oil
- Refrigerant gases
- Fleet Vehicles

SCOPE 2: INDIRECT EMISSIONS:

- Power purchased from the local utility

SCOPE 3: OTHER INDIRECT EMISSIONS:

- Business related flight travels
- Paper Consumption



11.1.2 Umniah Total GHG Emissions (TCO_{2e}) for 2021

In 2021, our total GHG emissions emitted from our operation, accommodating 757 employees (766 employees in 2020 and 897 employees in 2019) in a total area of 30,6640 m² were 35, 815.1 TCO_{2e} (36,902.4 and 35,767.2 TCO_{2e} in 2020 and 2019 respectively).

This is equivalent to 47.3 tCO_{2e} per employee (48.2 and 39.9 TCO_{2e} per employee in 2020 and 2019, respectively). Or, 119.3 KgCO_{2e} /m² (120.3 KgCO_{2e} and 119.3 KgCO_{2e} per m² in 2020 and in 2019, respectively).

Accounting for users (GSM Prepaid, GSM Post-paid, 3G Pre, 3G Pos, 4G Pre, 4G Pos, LTE Fixed and Fiber optic users) intensities were 1,43, 1.54 and 1.37 KgCO_{2e} / user in 2019, 2020 and 2021, respectively.

As in 2019, 2020 and in 2021 the GHG emissions calculation accounted for the emissions from our facilities across governorates: Ajloun, Amman, Aqaba, Balqa, Irbid, Jerash, Karak, Ma'an, Madaba, Mafraq, Tafiela, and Zarqa, with Amman being the main source of carbon footprint for 2021.

ASSESSMENT OF OUR CARBON FOOTPRINT

	2019	2020	2021
Employees	897	766	757
Area	299,727	306,640	310,020
Users	26,036,200	24,012,535	25,037,961
Owned generators	364.6	320.3	307.5
Fleet	460.7	257.9	301.6
Lubricant oil	6.6	6.9	6.8
Refrigerant gases	312.3	305.0	354.7
Total Scope 1	1,144.2	890.1	970.6
Electricity	34,521.4	35,987.8	34,804.4
Total Scope 2	34,521.3	35,987.8	34,804.4
Flight trips	59.0	0	4.5
Paper	42.7	24.5	35.6
Total Scope 3	101.6	24.5	40.1
TOTAL	35,767.2	36,902.3	35,815.0
Avoided Emissions		9,850.5	16,789.8

		2019	2020	2021
Scope 1 Intensities	Intensities TCO _{2e} /emp	1.3	1.2	1.3
	Intensities kgCO _{2e} /m ²	3.8	2.9	3.1
	Intensities kgCO _{2e} /user	4.4*10-2	3.7*10-2	3.8*10-2
Scope 2 Intensities	Intensities TCO _{2e} /emp	38.5	47.0	46.0
	Intensities kgCO _{2e} /m ²	115.2	117.4	112.3
	Intensities kgCO _{2e} /user	1.3	1.5	1.4
Scope 3 Intensities	Intensities TCO _{2e} /emp	0.1	0.0	0.1
	Intensities kgCO _{2e} /m ²	0.3	0.1	0.1
	Intensities kgCO _{2e} /user	0.4*10-2	0.1*10-2	0.1*10-2
Intensities TCO _{2e} /emp		39.9	48.2	47.3
Intensities kgCO _{2e} /m ²		119.3	120.3	115.5
Intensities kgCO _{2e} /user		1.4	1.5	1.4

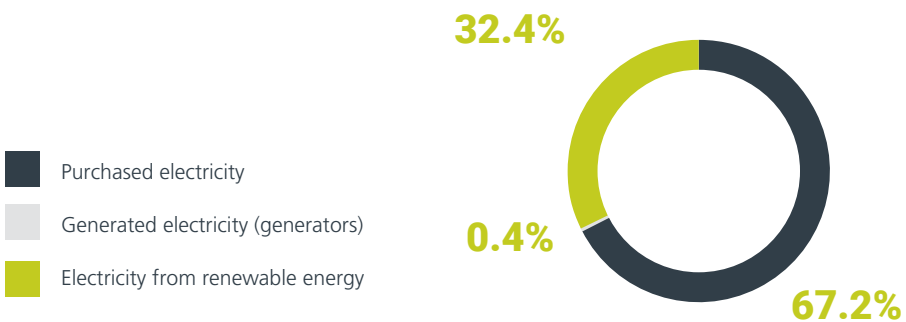
11.2. Energy Management and Opportunities

11.2.1 Energy Consumption

To power our operation, we rely on various sources of power. In 2021, we relied on non-renewable resources either in production of the power purchased from local authorities or owned generators, located in specific sites. In addition, we relied on renewable energy, generated from our solar farms or in specific sites to power our operation.

In 2021, we consumed a total of 112,896,662.5 kWh, purchased 75,909,177.1 kWh of electricity from local authorities, while we generated 368,636.4 kWh from our generators, by consuming 111,708 liters of diesel. Moreover, we generated 36,618,849.0 kWh from solar farms and locally installed photovoltaic cells in specific sites to power our stations.

	LITERS	KWH	GIGAJOULE	% FROM THE TOTAL
Purchased electricity from local authorities		75,909,177	273,273	67.2%
Purchased diesel used for owned electrical generators	111,708	368,636	1,327	0.3%
Electricity from renewable energy		36,618,849	131,828	32.4%
TOTAL		112,896,662	406,428	100%



When categorizing the power consumption by sites and other locations (offices, shops), we consumed 89% of our power (electricity purchased from local authorities, locally generated from diesel, as well as renewable resources) to power our sites, while the rest (11%) for our data centre, core, and operation. On the other hand, we consumed 30.9% of our Renewable Energy to power our sites.

11.2.2. Energy Efficiency

MEASURES TAKEN AND EQUIPMENT ADOPTED TO INCREASE ENERGY EFFICIENCY		YEAR OF APPLICATION
Our Base Stations	Distributed base station is adapted to all technologies (3G&4G) that require less cooling	2013
Our Data Centres	Increasing cooling set-point in data centres as high as possible (24C°) maintaining proper operation (adopting new efficient cooling methods)	2016
Our Cell Sites	We have been increasing cooling set-point in sites as high as possible (30C°) maintaining proper operation	2017

11.2.3. Renewable Energy

Our operations are running on diesel consumption, electricity, and electricity from renewable sources.

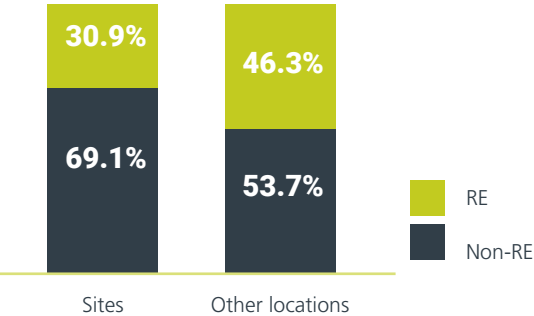
Our solar farms went live on November 7th, 2019, and became operational in 2020. Our solar farms are considered as one of the largest projects in Jordan, generating around 50% of their required power. In 2021, we increased the number of solar farms leading to a 50% increase (compared to 2020) in renewable energy production. A total of 16,789.7 TCO2e being avoided due to our solar farms.

Our solar farms are managed by the developer and are not operated by us. We conducted an environmental impact assessment study for the initial approval phase of the project while the construction phase of the project was handled by the developer, under our supervision.

Our solar farms are located at the following regions:

- Mafrag
- Hallabat
- Al- Dulail
- Al-Azraq

POWER SOURCES IN 2021



UMNIAH'S SOLAR FARM

PROJECT HIGHLIGHTS

Around **50%** of our total energy consumption originates from renewable energy



In our Headquarters **we installed the first solar PV parking** in Jordan with around 96 KWp

811 Towers and buildings benefit from the renewable energy provided by our solar plants



Our warehouse over hanger, around 90KWp, **covers 100% of the energy bill**



Plant Annual Expected Generation around **36 GWh covering 811 sites and buildings**

SITE NAME	CAPACITY (MW)	APPROXIMATE LAND AREA (M²)	GENERATED ENERGY (MWH/ YEAR)	CARBON DIOXIDE OFFSETTING (TON / YEAR)
Mafrag	4.0	110,000	10,170.40	7,192
Hallabat	4.8	100,000	11,770.00	8,323
Al-Dulail	4.0	72,000	9,532.05	6,741
Al-Azraq	2.2	50,000	4,887.54	3,456
Total	15	332,000	36,359.99	25,712

JOB OPPORTUNITIES VIA OUR SOLAR FARMS

A TOTAL OF **233** PEOPLE WERE EMPLOYED in our solar farms during the construction phase.

WE ARE PLANNING TO HIRE A TOTAL OF **24** more employees for security and maintenance.

SITE NAME	LOCALS EMPLOYED
Mafrag	70
Hallabat	63
Al-Dulail	52
Al-Azraq	48
Total	233

11.3. Biodiversity Protection

11.3.1. Tree Planting Project

The protection of our natural capital is a major priority. Ensuring the protection of green areas in Jordan and enriching our biodiversity has been on our agenda since 2016, as trees play a significant role in combating climate change by removing carbon from the atmosphere and reducing its negative impacts on people and the planet. Therefore, our goal is to continue with this initiative by increasing the number of trees throughout the region.

In 2016, we partnered with **Arab Society for the Protection of Nature (APN)**, an environmental non-profit organization and started our tree planting project for the conservation of the green areas of Jordan.

MAIN OUTCOMES



In 2016, 1,000 olive trees were planted in the Wadi Al-Qatar area in Marka



In 2017, 1,000 fruit trees (guava, citrus, and grapes) were planted in the Jordan Valley. Guava trees can create a network of adventitious roots near the surface in lands where the water level is high



Dead trees less than 5%
Increase in species biodiversity



64 trees were planted across each acre, 4 meters apart
Irrigation once a week **with 40 liters of water**



2,000 trees have matured, each absorbing:
21.7 kg of CO₂ per year



Total amount of CO₂ absorbed in 2021 by the 2,000 trees reached 43,400 kg (data from NGO)

11.4. Waste Management and Awareness Campaigns

MECHANISMS IN PLACE TO REDUCE PAPER CONSUMPTION AT OUR PREMISES	
Paperless Forms	Utilizing automated workflow; called UFLOW that is used to submit requests which will be approved seamlessly without using paper thus protecting the environment while reducing cost and energy consumption
Documentation Management System	Using a digital platform to maintain all documented procedures as digital copies while amendments, revisions, and new procedures will go through an electronic web interface without the need to be printed Results: 300+ procedures and records are logged and recorded into one server that can be easily accessed by all Umniah employees

Aware of our generated waste, we initiated an awareness program to encourage our employees to sort and recycle their waste. The recycling initiative was launched on 31/03/2019. E-mail announcements were sent to all employees raising awareness about it, resulting in sorting and recycling over 500 kg of waste in only 9 months post the launch of the initiative. A 5-fold improvement in the recycling of paper and cardboard was achieved. However, due to Covid-19 lockdown restrictions the program was put on hold. In 2021, the program was improved further to differentiate among diverse types of plastic sorted / recycled. The program was reactivated on 02/03/2022. Designated bins are placed at our premises for the segregation of waste.

Overall, we observed that the level of single plastic used was reduced to half as the employees were encouraged to depend more on their own mugs and paper cups. In addition to the internal awareness, we encouraged our service providers to start considering recycling generated waste on site.

Our Human Resources and Corporate Affairs Department is responsible for raising awareness amongst employees on the importance of recycling as well as sharing with them relevant instructions and guidelines to increase their involvement and engagement.

NEXT STEPS ON OUR SUSTAINABILITY AGENDA

Working on a strategy to reduce our carbon footprint following international best practices and standards.

12. About the Report

ABOUT THE REPORT

This is the first Sustainability & ESG Report for Umniah Mobile Network (Umniah), a subsidiary of Bahrain-based Batelco whose headquarters are in Amman, Jordan. The report presents Umniah's Sustainability activities, achievements, performance, and goals moving forward across the areas of environment, social and governance.

SCOPE AND BOUNDARY

Umniah's Sustainability & ESG Report covers the period 1/1/2021 to 31/12/2021 and was published in January 2023. This report has been prepared with reference to the 2021 GRI Standards.

Umniah is committed to communicating its activities through its Sustainability & ESG Report on an annual basis. This report covers activities of Umniah in Jordan and excludes any information on connected parties and other countries.

REPORT CONTENT

The content of this report covers areas that are vital to our business and stakeholders. The emerging challenges we faced during Covid-19 have more than ever stressed the importance of integrating sustainability principles into our core business practices. We work tirelessly to manage and respond to these challenges while ensuring the provision of quality services to our customers and protection of our employees' well-being. The report content has been reviewed and approved by the CEO and the Board of Directors.

The report has been developed with the support of Sustainability Knowledge Group (www.sustainabilityknowledgegroup.com). The report content has been reviewed and approved by the CEO and the Board of Directors.

EXTERNAL ASSURANCE

We did not commission independent assurance of our Sustainability Report. The content of the report is to the best of our knowledge and abilities accurate and correct. Key data has been validated through external audits conducted as part of the ISO certifications. We invest in our systems, policies, procedures, risk management and strategy in order to capture information more accurately and extensively as well as further leverage sustainability reporting. We apply the reporting principles of accuracy, balance, clarity, comparability, completeness, sustainability context, timeliness, and verifiability to ensure the quality and proper presentation of the information disclosed in the Sustainability & ESG Report.

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GRI CONTENT INDEX

Statement of use	Umniah Mobile Network (Umniah) has reported the information cited in this GRI content index for the period January 1, 2021 to December 31, 2021 with reference to the GRI Standards.	
GRI 1 used	GRI 1: Foundation 2021	
GRI STANDARD	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-1 Organizational details	8, 10, 11, 27, 28, 116
	2-2 Entities included in the organization's sustainability reporting	4, 116
	2-3 Reporting period, frequency and contact point	116
	2-4 Restatements of information	No restatement of information
	2-5 External assurance	116
	2-6 Activities, value chain and other business relationships	9
	2-7 Employees	56, 57
	2-8 Workers who are not employees	57
	2-9 Governance structure and composition	27
	2-19 Remuneration policies	58, 61
	2-22 Statement on sustainable development strategy	6, 7
	2-23 Policy commitments	29, 30, 46, 55, 60
	2-24 Embedding policy commitments	31, 60, 61, 63, 64
	2-26 Mechanisms for seeking advice and raising concerns	29, 30, 60
	2-27 Compliance with laws and regulations	29
	2-28 Membership associations	38
	2-29 Approach to stakeholder engagement	17-19
GRI 3: Material Topics 2021	3-1 Process to determine material topics	20-23
	3-2 List of material topics	22, 24
GRI 201: Economic Performance 2016	201-2 Financial implications and other risks and opportunities due to climate change	7, 107
GRI 203: Indirect Economic Impacts 2016	203-2 Significant indirect economic impacts	79-105
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	53
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	30, 31, 64
GRI 301: Materials 2016	301-2 Recycled input materials used	115
GRI 302: Energy 2016	302-1 Energy consumption within the organization	111
	302-4 Reduction of energy consumption	112
GRI 304: Biodiversity 2016	304-3 Habitats protected or restored	114
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	109, 110
	305-2 Energy indirect (Scope 2) GHG emissions	109, 110
	305-3 Other indirect (Scope 3) GHG emissions	109, 110
	305-4 GHG emissions intensity	110
	305-5 Reduction of GHG emissions	109, 110

GRI STANDARD	DISCLOSURE	LOCATION
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	115
	306-4 Waste diverted from disposal	115
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	61
	401-3 Parental leave	61
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	66-72
	403-2 Hazard identification, risk assessment, and incident investigation	66-72
	403-3 Occupational health services	67, 73
	403-4 Worker participation, consultation, and communication on occupational health and safety	66-73
	403-5 Worker training on occupational health and safety	68, 69
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	64
	404-2 Programs for upgrading employee skills and transition assistance programs	31, 36, 46, 49, 50, 63, 64
	404-3 Percentage of employees receiving regular performance and career development reviews	65
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	56, 57
	405-2 Ratio of basic salary and remuneration of women to men	61
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	60
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	82-105
GRI 416: Customer Health and Safety 2016	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	No incidents
GRI 417: Marketing and Labeling 2016	417-2 Incidents of non-compliance concerning product and service information and labeling	No incidents
	417-3 Incidents of non-compliance concerning marketing communications	No incidents
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	No incidents



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