



ASIACELL

CORPORATE SOCIAL

RESPONSIBILITY

Report 2025

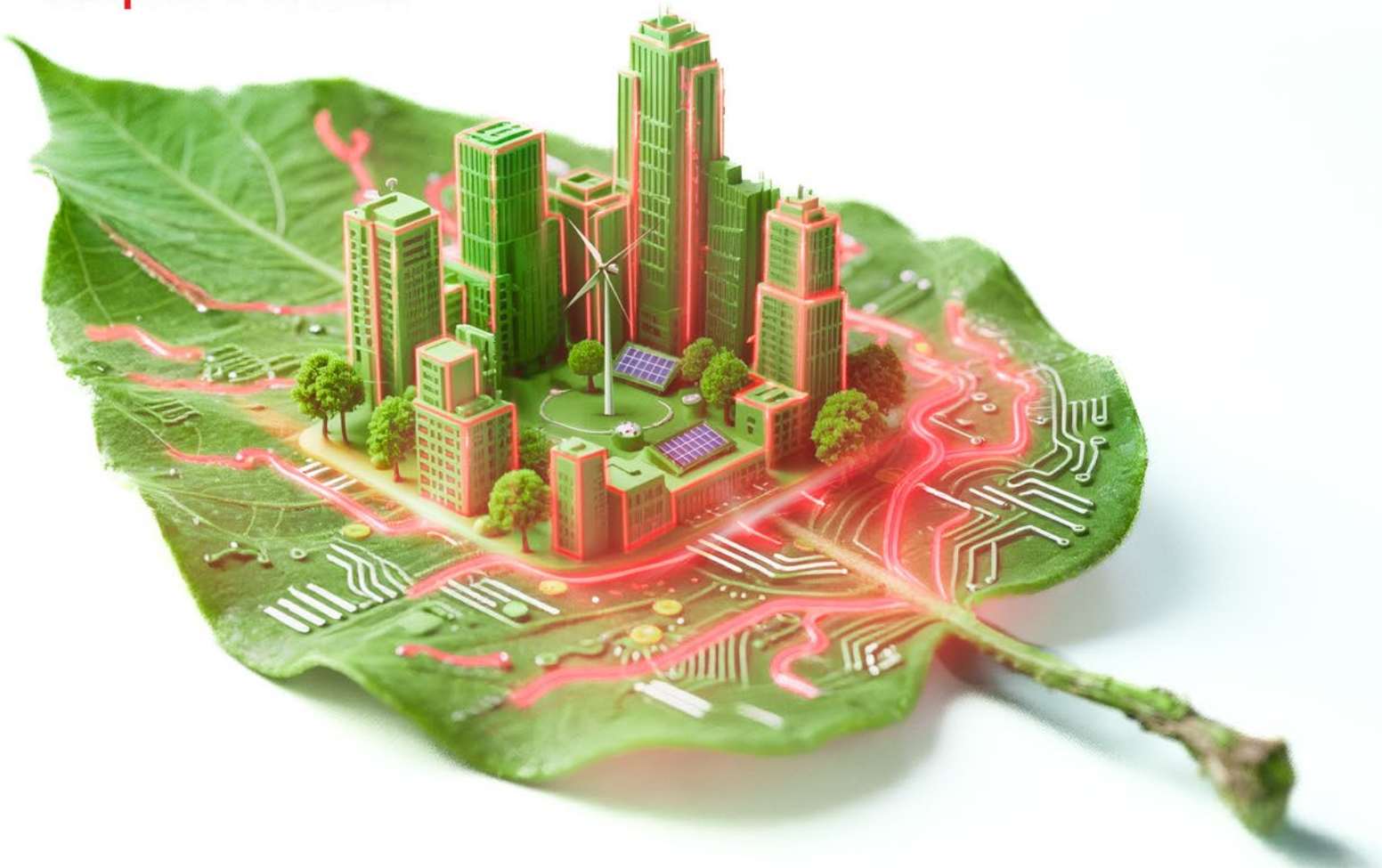


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CHAIRMAN'S MESSAGE

The year 2025 marked a turning point in our journey toward building a digital Iraq that keeps pace with the aspirations of future generations. As Chairman of the Board, I view this year, with all its challenges and transformations, as a new opportunity to strengthen Asiacell's presence as a responsible institution leading the path of digital transformation and sustainable development.

Our commitment this year has been clearer than ever, as we focused on supporting initiatives that integrate technology with youth empowerment and the promotion of local innovation. We worked diligently to expand strategic partnerships that allow us to make a tangible impact on Iraqi society, successfully directing our resources toward building a more inclusive and sustainable digital environment.

Today, Asiacell represents more than just a telecommunications provider; it is an influential entity contributing to driving economic development, enhancing digital literacy, and creating new opportunities within an ever-evolving work environment. Every step we take reaffirms our deep commitment to developing Iraq's digital sector and infrastructure alike.

As we enter 2026, we begin a new phase of work built on transparency, innovation, and community integration. On this occasion, I extend my deepest gratitude to everyone who has supported our journey, and I reaffirm that your trust remains the cornerstone of our continued success.



Faruk Mustafa Rasool
Founder and Chairman of the Board of Directors
Asiacell Telecommunications, Private Joint Stock Company

Sustainability Strategy for 2026

Asiacell's 2026 strategy focuses on deepening the impact of social responsibility through qualitative expansion in digital transformation projects, supporting innovation, and consolidating its role as an active partner in building a digital Iraq. This strategy is driven by a clear vision aimed at strengthening digital skills and developing comprehensive technological infrastructure that keeps pace with global changes while meeting the needs of all components of Iraqi society.

In 2026, Asiacell will continue investing in developing youth capabilities through advanced training programs covering fields such as artificial intelligence, cybersecurity, content creation, and modern technologies in education and entrepreneurship. The company will also focus on launching more specialized initiatives targeting students and graduates in collaboration with universities, innovation centers, and entrepreneurship institutions across different provinces.



Asiacell will further enhance its efforts to empower Iraqi women through specially designed programs that improve their digital competencies and expand their participation in the digital and creative economy sectors. In addition, the company will continue supporting local communities through cultural, health, and educational initiatives aligned with the Sustainable Development Goals.

Believing in the importance of environmental transformation, the company will launch green initiatives in 2026 focused on sustainable telecommunications technologies, contributing to raising environmental awareness among individuals and institutions as part of its responsibility toward the environment and the future.

Through this integrated strategy, Asiacell reaffirms its commitment to being more than just a telecommunications provider; it strives to be a true partner in driving comprehensive transformation toward a digital, prosperous, and sustainable Iraq.

Success Story: Marwa Al-Abboud

Marwa Al-Abboud: Entrepreneur and Co-Founder «Mamame»

In 2022, entrepreneur Marwa Al-Abboud launched the «Mamame» platform as an innovative digital solution to provide maternity and childhood products in the Iraqi market. Asiacell played a pivotal role from the early stages of the project's establishment by offering support through the «Orange Corners Iraq» program, which it funds as part of its corporate social responsibility initiatives. This support included developing the digital business model, enhancing user experience, and implementing sustainable growth strategies in the e-commerce sector.

The idea for «Mamame» emerged in response to an urgent need in the local market for a reliable platform that serves mothers at all stages of motherhood, from pregnancy to early childhood. Marwa leveraged her personal experience to develop a platform that offers an efficient online shopping experience, supported by flexible logistics services and multiple payment options, which helped establish the platform as a trusted source for maternity products in Iraq.

«Mamame» has successfully expanded its product range to include pregnancy essentials, postpartum care, breastfeeding supplies, infant care, hygiene products, and items for children up to the age of five. These products are carefully selected from trusted local and international brands to ensure quality and suitability for the Iraqi market.

The platform continues to grow in its support of digital solutions tailored to Iraqi families. It is currently working on developing interactive educational content, including digital consultations provided by specialists in pediatrics, nutrition, and mental health. Additionally, it is expanding into new categories such as toys and early learning supplies.

Mamame, a project that began with Marwa's personal experience during her pregnancy, has now become one of the first specialized digital platforms offering effective and comprehensive solutions to serve women and children with high efficiency.



Introduction

As the pace of digital transformation accelerates globally, Asiacell continues to play a pivotal role in building an advanced communications ecosystem that meets Iraq's aspirations for a more stable and sustainable future. Our vision has not been limited to technological expansion but has extended to empowering the Iraqi people to be the true drivers of progress.

Throughout 2025, we maintained our focus on investing in human capacity development through qualitative initiatives that combined innovation with community service. Our efforts were particularly directed toward supporting youth, enabling them to develop their skills and contribute to an advanced digital economy, embodying Asiacell's unwavering commitment to building a society that keeps pace with modern developments and invests in its human potential.

Today, our work reflects a new approach to social responsibility, built on achieving a balance between economic performance and human duty. The progress we have made in supporting entrepreneurship and building developmental partnerships with local and international institutions is the outcome of a strategic vision that anticipates the future and places people first.

At Asiacell, we believe that sustainable change begins from within: from the company's culture, from the commitment of our teams, and from our institutions' ability to adapt and evolve. We are confident that integrated cooperation between the public and private sectors will remain the key to enhancing Iraq's position on the regional digital stage.

Amer Al-Sinaa

Chief Executive Officer
Asiacell Telecommunications, Private Joint Stock Company

Executive Summary

At the dawn of 2025, we open a new chapter in Asiacell's journey of leadership and innovation, building upon a legacy of technical excellence and active social engagement. The past year witnessed outstanding achievements that strengthened our position in the market and reinforced our commitment to empowering individuals and advancing progress through technology.

This year, we have worked to turn market challenges into opportunities for sustainable growth by enhancing our digital services and expanding avenues of collaboration with national and entrepreneurial institutions. A strong focus on the younger generation has guided our projects toward supporting creative and entrepreneurial capabilities, in line with Iraq's digital aspirations.

We believe that technology is not an end in itself but a means to empower communities to realize their potential. Therefore, our investments have been driven by a human-centered vision that places user needs at the heart of development, contributing to the building of a thriving digital economy advancing steadily toward the future.

As we move toward 2026, we reaffirm our commitment to building an environment that fosters innovation and digital transformation, supported by a strategic vision that enhances Asiacell's role as a key driver of Iraq's technological and social renaissance.

Chra Hussain

Chief Commercial Officer
Asiacell Telecommunications, Private Joint Stock Company

ASAS by Asiacell

Introduction to the Platform

ASAS Platform is one of the key strategic initiatives launched by Asiacell as part of its social responsibility, aimed at empowering Iraqi youth and enhancing their capabilities in the fields of technology, entrepreneurship, and digital innovation. The platform was established with a comprehensive developmental vision that contributes to building an advanced digital society by providing specialized training programs, practical workshops, and dialogue sessions that strengthen individuals' competencies and readiness for the digital future.

What distinguishes ASAS Platform is its integrated network of strategic partnerships with educational institutions, companies, business incubators, and both local and international organizations. These partnerships have enabled it to implement a series of qualitative projects across various Iraqi provinces, including exclusive initiatives carried out as part of its own programs.

Through this platform, Asiacell seeks to provide an inspiring environment for creativity and learning, while building a generation equipped with modern skills that qualify them to integrate into the job market and contribute to the comprehensive digital transformation taking place in Iraq.

Strategic Partnerships Under the ASAS Platform

1 Partnership with Tafa3ul Hub Foundation

Asiacell renews its partnership with the Tafa3ul Hub Foundation for the year 2025, continuing its efforts to empower youth and promote entrepreneurship and technological innovation in Iraq. This collaboration builds on previous initiatives, including organizing the first entrepreneurship conference in Basra, along with a series of activities and educational workshops both within and outside of «ASAS» platform, reaffirming Asiacell's commitment to supporting sustainable development and building a brighter future for youth.

2 Partnership with Qaf Lab Center

On January 1, 2025, Asiacell announced its strategic partnership with Qaf lab Center in Mosul. This collaboration aims to provide a supportive educational environment for university students and local community members in Mosul, through specialized educational programs covering advanced digital skills such as programming, software development, and modern technologies that enable participants to easily integrate into the tech sector.

Through this partnership, Asiacell reaffirms its commitment to offering educational and practical opportunities that contribute to developing the capabilities of the new generation and empowering them to face future challenges amidst the digital transformation in Iraq.

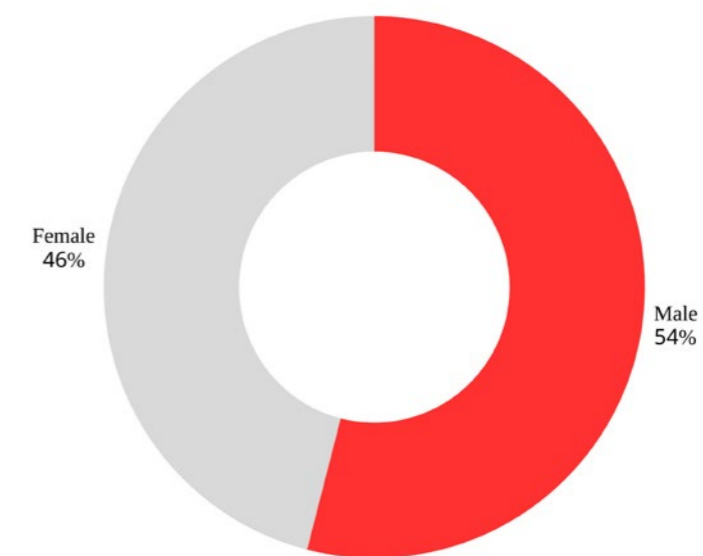
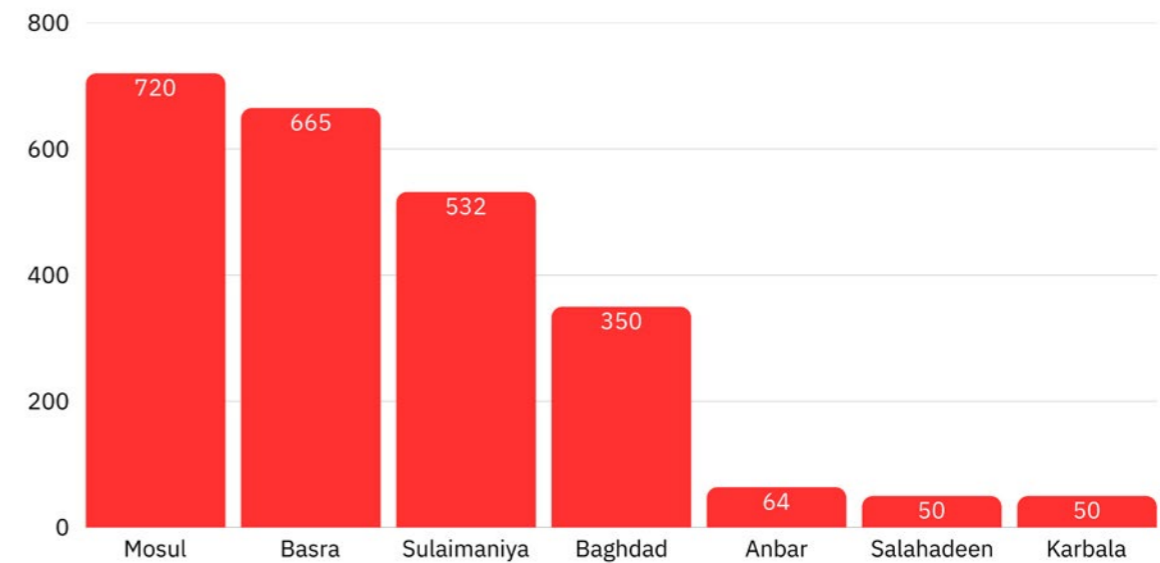


Figures and Data on ASAS Platform

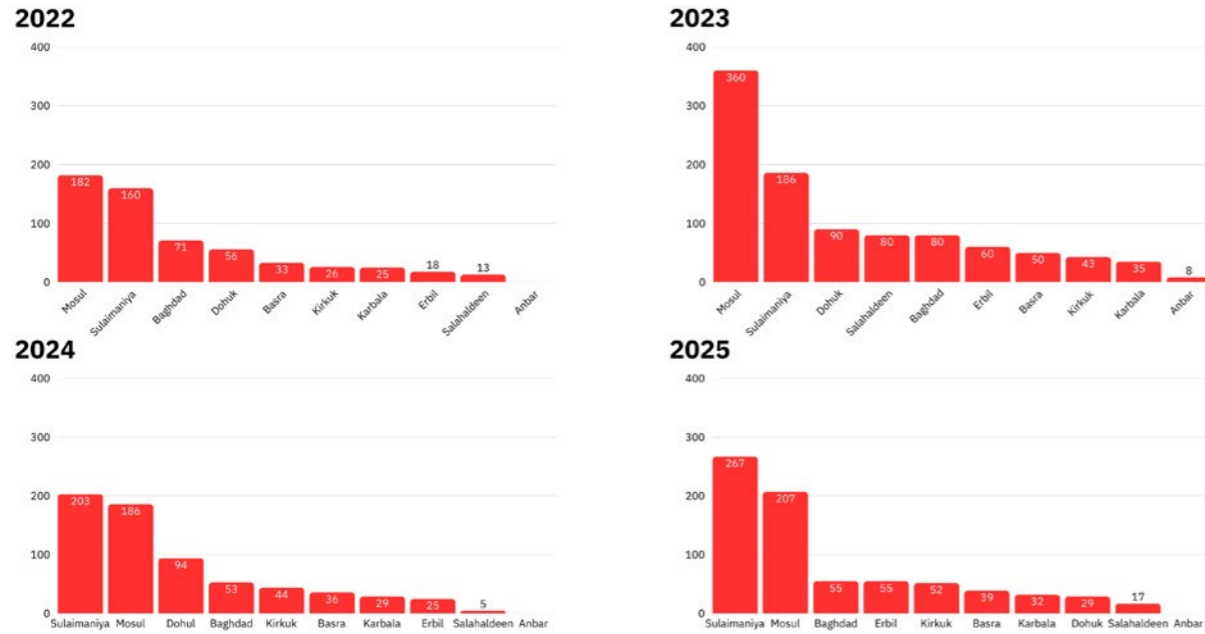
Strategic Ownerships Under ASAS Platform



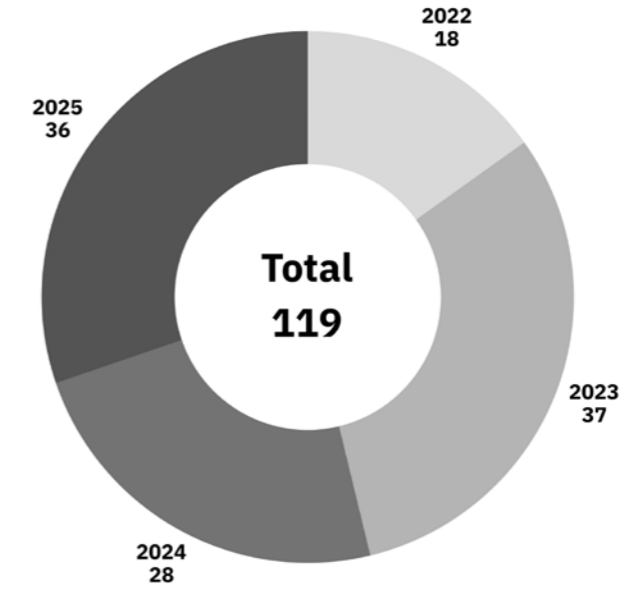
Data on the attendees



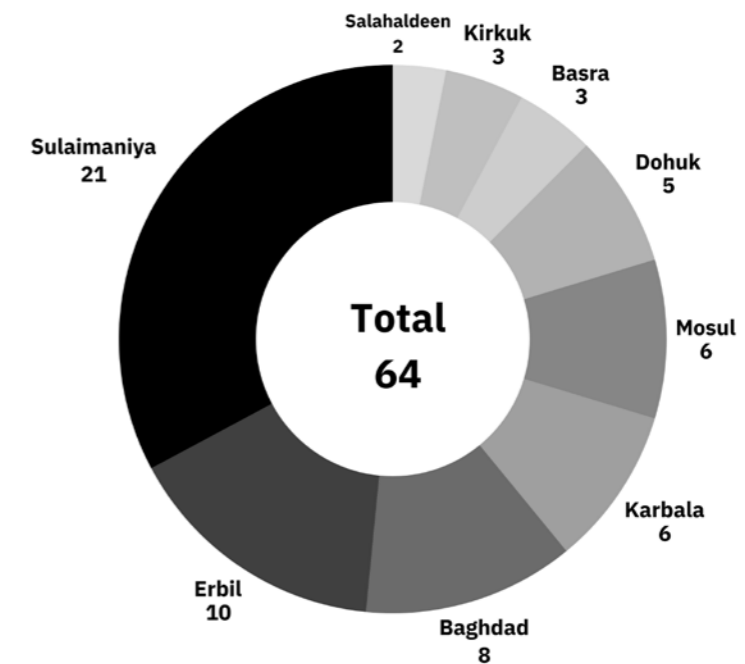
Number of Interns participating in the Asas program per area 2022-2025:



Number of Interns Hired Per Year:



Number of Universities participating in ASAS Internship Per City:



Programs implemented in partnership with Qaf Lab Center

Capacity Building Programs

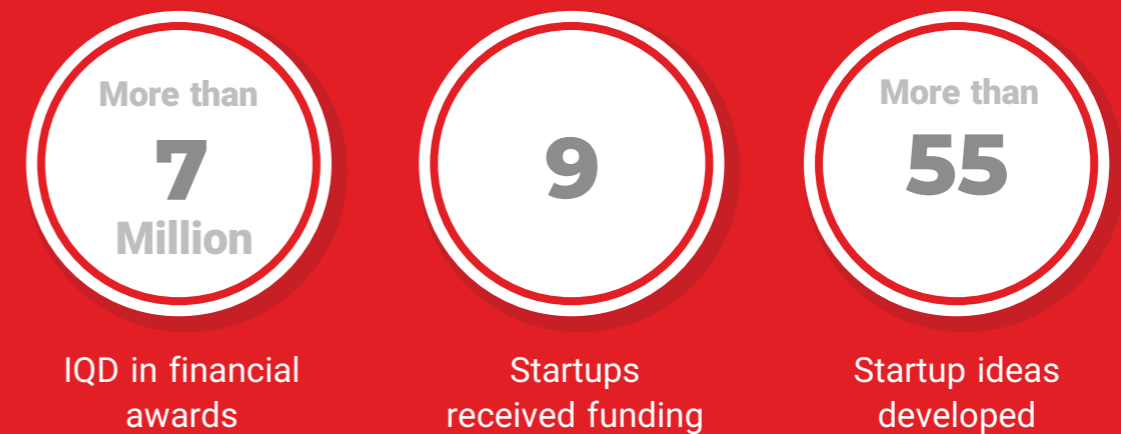
Skillerate

IMPACT HIGHLIGHTS



Entrepreneurship Programs & Hackathons

IMPACT HIGHLIGHTS



Global Entrepreneurship Week

IMPACT HIGHLIGHTS



ASAS Projects
Empowering Youth and Students

Asiacell's Sponsorship and Participation in the Career Fair at the American University of Sulaimani

As the main sponsor, Asiacell participated in the 13th Annual Career Fair organized by the American University of Iraq, Sulaimani, held on May 14-15, 2025, at the university campus.

This event reflected Asiacell's ongoing commitment to empowering youth and enhancing employment opportunities in the region. The first day was dedicated to the university's students, staff, and alumni, while the second day was open to the general public.

Asiacell's Public Relations and Human Resources teams actively engaged with visitors, presenting available career opportunities. Several other organizations also participated through informational booths, providing a valuable platform for professional networking and talent recruitment.

Introductory Session for Startup Weekend in Basra

An introductory session was organized within Tafa3ul Hub's activities in Basra to highlight details of the upcoming Startup Weekend and answer potential participants' questions. The session aimed to familiarize attendees with the program's stages and content, while motivating aspiring entrepreneurs to register and participate actively.

Held on January 11, 2025, the session provided a valuable opportunity to understand the program's objectives, enhancing participant readiness and boosting engagement in future entrepreneurial events in the region.



Sponsorship of Startup Weekend in Basra

From February 6 to 8, 2025, under Asiacell's ASAS platform, «Startup Weekend Basra» brought together creative youth in the city. Participants showcased their innovative ideas and engaged in intensive workshops with entrepreneurship experts.

The event focused on enabling young people to turn their ideas into real projects, with exceptional collaboration among the competing teams as they developed new solutions using digital technologies. The workshops provided guidance and support for skill development and startup launches.

Through this event, Asiacell reaffirmed its commitment to supporting innovation and entrepreneurship, inspiring youth to contribute to Iraq's digital transformation.



Sponsorship of «Hackathon» for Innovation and Youth Empowerment In Mosul

As part of the «ASAS» Platform initiatives and in partnership with leading innovation hubs across Iraq, Asiacell organized a three-day Hackathon, held from 25 to 27 September 2025, bringing together young innovators, developers, and entrepreneurs.

The event aimed to inspire participants to develop innovative digital solutions addressing real-life challenges through teamwork and guidance from expert mentors, helping them transform their ideas into practical prototypes.

This initiative underscores Asiacell's dedication to fostering digital transformation in Iraq, empowering youth innovation, and cultivating a more creative and sustainable future.





Sponsorship of the FIN 25 Conference in Basra

On 11th October 2025, as part of its ASAS initiatives, Asiacell participated as a Strategic Sponsor of The FIN 25 Conference organized by Tafa3ul Hub. The conference is an annual event held in Basra under the theme «Eye on the South.» It highlights youth empowerment, innovation, and the untapped potential of southern Iraq.

Through this event, Asiacell is reaffirming its commitment to supporting young talents and promoting digital development across the region, and contributing to building a future led by the creativity and innovations of Iraqi youth.

Sponsorship of the ASAS Internship Program

Asiacell implemented the ASAS Internship Program as an immersive learning initiative designed to bridge academic knowledge with practical workplace skills. In coordination with Iraqi universities, the program began by assessing departmental hosting capacity and collecting student nominations through Career Development Centers and university leadership.

Interns underwent structured assessments, followed by a comprehensive training journey that included soft skills development, GSM technical exposure, and mentorship by Asiacell professionals. Participants were provided with a supportive learning environment and organized into mentored groups with a clear training schedule.

The program was delivered in two phases, starting in July and August, and concluded with formal evaluations, certification, and a closing ceremony attended by Asiacell management, mentors, interns, and university representatives. Assessment results and student profiles were shared with the Recruitment Department to support future employment opportunities, reinforcing Asiacell's commitment to nurturing Iraq's next generation of professionals.

Sponsorship of Career Go Program in Basra

Organized by Tafa3ul Hub and sponsored by Asiacell through its «ASAS» platform, «Career Go» program was launched on December 14, 2025.

The program is an intensive five-week online training designed to support recent graduates in strengthening their professional readiness before entering the job market.

It offered a comprehensive learning journey built around five core modules: Workplace Essentials, Career Development, Technical Skills, Critical Thinking, and Corporate Culture, equipping participants with the knowledge and competencies required for a successful career transition.

Sponsorship of the ASAS internship graduation ceremonies

Asiacell organized a series of graduation ceremonies for students who completed the Summer 2025 Internship Program under its ASAS platform, as part of its ongoing efforts to empower Iraqi youth.

The program offered participants practical experience across various company departments, supporting the development of skills in technology, communication, leadership, and innovation.

The ceremonies, held in Sulaymaniyah, Baghdad, Basra, Mosul, and Karbala, brought together interns, Asiacell management, and program mentors to celebrate the participants' achievements and present certificates of completion.

This initiative reflects Asiacell's continued commitment to equipping young Iraqis with practical experience and the skills needed for a successful professional future.



Sponsorship of the Second Entrepreneurship Program: Digital Solutions for Tourism in Mosul



On 20-22 December, as part of Asiacell's commitment to empowering youth and leveraging technology to serve the community, the Digital Solutions for Tourism program was successfully completed.

Implemented through the ASAS platform, the program was delivered in partnership with Qaf Lab Center and Al-Ghad Radio, focusing on developing digital innovations that enhance the tourism experience while showcasing the rich cultural heritage of Mosul Province.

Women Empowerment

Sponsorship of the «Mulhemat» Program in Mosul

As part of Asiacell's commitment to its social responsibility and its leading role in women's empowerment and capacity building, the «Mulhemat» program was implemented as one of the integrated strategic projects under the «Asas» Platform initiatives, in collaboration with Qaf Lab Center in the city of Mosul. The program aims to empower young women, enhance their social and economic participation, and build a new generation of female leaders capable of facing challenges and turning them into opportunities. This is achieved through a series of specialized sessions and workshops addressing psychological, professional, and leadership aspects.

The Four Main Pillars of the Program:

1. Inspiration and Female Role Models

On February 4, 2025, the program highlighted success stories of young women who shared inspiring experiences from their professional and social journeys, with the aim of motivating participants and fostering a culture of ambition and perseverance.



2. Entrepreneurship and Social Impact

On September 9, 2025, the «Mulhemat Women» session focused on presenting the experiences of three women who transformed simple ideas into projects with tangible social impact, while discussing the challenges faced and lessons learned throughout their entrepreneurial journeys.



3. Mental Health and Work-Life Balance

On June 29, 2025, the session focused on discussing the psychological and professional challenges women face in the workplace, highlighting the importance of work-life balance and the role of mental health in professional sustainability.



4. Professional Development and Capacity Building

On December 27, 2025, the «Fundamentals of Professional Development» workshop focused on enhancing professional skills, including professional presence, effective communication, digital skills, and leveraging professional platforms to build sustainable employment opportunities.



Scientific Research and Modern Technologies

Sponsorship of the AI in Scientific Research Workshop in Mosul



On February 8, 2025, as part of the ASAS Platform initiatives, Asiacell, in strategic partnership with Qaf Lab Center, organized a workshop titled «Artificial Intelligence in Scientific Research» in the city of Mosul.

The session discussed how artificial intelligence can be utilized in writing scientific papers, with participating researchers showcasing how AI tools can accelerate and enhance the research process.

The workshop also included presentations from attendees sharing their experiences in using AI in their research projects, as well as the challenges they encountered.

Through this initiative, Asiacell reaffirmed its commitment to supporting and advancing scientific research in Iraq and promoting the use of modern technologies, such as artificial intelligence, to foster innovation and scientific thinking.

Sponsorship of the «Digital Future Skills» Project in Salahuddin

As part of the ASAS Platform, Asiacell organized training workshops in Balad, Daur, Baiji, and Alam districts of Salahuddin Province to develop digital skills among youth and enhance their technological abilities. The first phase launched on January 7, 2025, and the second on February 9, 2025. Many participants excelled in building their technical skills. These workshops focused on using digital technology to address future challenges, including AI applications and data analysis, in collaboration with the Salahuddin Youth and Sports Directorate. Graduates were honored with certificates, highlighting Asiacell's dedication to supporting Iraqi youth and fostering innovation and growth in technology.



Graduation Ceremony for the «Digital Future Skills» Program in Salahuddin

Asiacell organized a graduation ceremony to honor participants' achievements in the program. The graduation took place in two rounds: January 30 and February 20, 2025. This event reflected Asiacell's commitment to supporting youth and empowering future leaders.



Sponsorship of the Motion Graphic Lab in Basra

Through ASAS youth support platform, and in collaboration with Tafa3ul Hub, Asiacell sponsored the Motion Graphic Lab program throughout March 2025. The program aimed to equip participants with skills to create innovative animated designs using the latest technologies. Intensive training covered technical and creative aspects, enabling participants to develop expertise in animation tools and specialized software.

Sponsorship of the Motion Graphic Lab Graduation Ceremony in Basra

Following the program's success, Asiacell sponsored the graduation ceremony on April 6, 2025, celebrating participants' achievements and showcasing outstanding projects that reflected significant growth.





Sponsorship of the Workshop «Strategies for Digital Success: Marketing, Content, and Time Management» in Karbala

From 20 to 22 June and through ASAS Platform, Asiacell sponsored a workshop in Karbala, aiming to empower 50 young men and women to develop their startups. The workshop combined theoretical learning with practical application, allowing participants to directly implement their knowledge in entrepreneurial projects, reinforcing Asiacell's role in digital transformation and community development.

Sponsorship of the Skillerate Workshop: AI Technologies in Simplifying Financial Tasks in Mosul

As part of the strategic partnership between Asiacell and Qaf Lab Center in the city of Mosul, and within the framework of the ASAS platform, a hands-on workshop was organized on May 28, 2025, titled «How AI Technologies Contribute to Simplifying Financial Tasks».

The workshop targeted startup founders and focused on empowering them to manage their financial operations efficiently using AI tools, without the need to hire a financial manager during the early stages of their projects. This workshop comes as part of Asiacell's ongoing efforts to support entrepreneurship and promote digital culture.



Sponsorship of the Digital Shortcut Initiative in Mosul

From 19 April to 3 May and in partnership with Qaf Lab Center, Asiacell launched the Digital Shortcut training initiative to develop Iraqi youth's digital skills, providing essential technical knowledge and enhancing capabilities in digital transformation and innovation. This initiative is part of Asiacell's ASAS program, dedicated to building a digitally capable generation that contributes to Iraq's future development.



Sponsorship of the Cybersecurity and Artificial Intelligence Competition - Ashur CTF 2025 at Northern Technical University in Mosul



Sponsored by Asiacell within ASAS Platform, the Ashur CTF 2025 competition on cybersecurity and artificial intelligence was held at the Northern Technical University in Mosul on June 29, 2025. The event brought together talented students to compete and collaborate on real-world challenges in cybersecurity and AI. This sponsorship reflects Asiacell's commitment to empowering young digital talent and supporting national digital transformation efforts.



Sponsorship of the Skillerate Workshop: Digital Video Production Stages in Mosul

As part of the strategic partnership with Qaf Lab Center, the Digital Video Production Workshop ran from July 20-23, 2025, covering all stages of video production - from idea development and filming to editing. The workshop aimed to empower youth with professional skills in digital content creation.

Sponsorship of the Market Research and Correct Pricing Mechanisms Workshop in Basra

As part of its commitment to supporting youth and entrepreneurship, Asiacell sponsored an online workshop on July 19, 2025, within the HubLive series, in collaboration with Tafa3ul Hub.

The session aimed to provide youth and entrepreneurs with tools for market analysis and data-driven decision-making. It highlighted the importance of understanding market and customer behavior, as well as setting smart pricing strategies based on real data.



Sponsorship of the Workshop «The Advertising Production Journey in Iraq - From Idea to Execution» in Basra

Sponsored by Asiacell and organized by Tafa3ul Hub, this training session was held on July 26, 2025, as part of the HubLive program.

The session covered the stages of advertising production in Iraq - from client study and visual research, through concept development and set design, to filming, execution, and final delivery. The content combined theoretical knowledge with practical exercises, enhancing the creative and professional skills of participants.



Sponsorship of the «Google Ads Fundamentals» Session in Basra

On August 2, 2025, Asiacell, in collaboration with Tafa3ul Hub and under the ASAS platform, held an online session covering the fundamentals of Google Ads and key advertising strategies.

The session discussed types of ad campaigns, selecting the most suitable format for target audiences, performance measurement, and other essential topics for professionals and enthusiasts in digital marketing.

This session was part of the HubLive series aimed at enhancing digital marketing skills.

Sponsorship of the Session «Artificial Intelligence and Its Shaping of Today's World» in Basra

On August 9, 2025, and as part of ASAS initiatives, an online session was organized focusing on the importance of AI in developing digital skills and understanding modern technologies.

The session explored AI-related university majors in Iraq, future career prospects, and the impact of AI on local and global labor markets.

This initiative aligns with Asiacell's vision to build a creative digital generation capable of keeping pace with technological advances.

Sponsorship of the Session «Product Development» in Basra

On August 23, 2025, an online session on Product Development was held, sponsored by Asiacell, in collaboration with Tafa3ul Hub, under ASAS Platform. The session focused on understanding user needs, turning ideas into practical solutions, and the role of product managers in achieving a product vision. It also highlighted the challenges of developing products in Iraq's emerging market. This initiative reinforces Asiacell's commitment to enhancing technical skills and fostering innovation.

Sponsorship of the «Content Creation» Session in Basra



On August 30, 2025, and in collaboration with Tafa3ul Hub, Asiacell has sponsored an online session on Content Creation. The session covered content creation, storytelling, and copywriting, helping participants strengthen their communication and digital media skills. This reflects Asiacell's commitment to fostering creativity, building technical skills, and preparing a community capable of innovation.

Sponsorship of the Skills Assessment Program - Skillerate in Mosul



On January 21, 2025, Asiacell launched the first sessions of the Skills Assessment - Skillerate program with the participation of 40 trainees in the city of Mosul. The session was organized in cooperation with Qaf Lab Center and in partnership with Pure Design, aiming to enhance professional skills in architectural design and artificial intelligence.

During the session, participants were introduced to the fundamentals of using AI in architectural design and took part in practical activities to develop teamwork skills. They also discussed how to develop practical applications that contribute to improving the work environment and delivering innovative solutions.

Groups that demonstrated the best practical applications were recognized with valuable awards, in appreciation of their creativity in applying technology to real projects. Through this program, Asiacell seeks to provide a distinguished learning environment that helps refine young people's skills and empower them to achieve success in their career paths, reflecting its ongoing commitment to supporting education and professional development in Iraq.



Sponsorship of the Dialogue Sessions on Filmmaking and Cinema in Mosul

As part of its partnership with Qaf Lab Center, Asiacell continues to support young talents in the fields of cinema and media through interactive discussion sessions for those interested in this sector. This initiative brought together filmmakers, photographers, and media professionals, alongside ambitious youth looking to build their future in film production and media. The discussion session was held on March 13, 2025, in Mosul.

Sponsorship of the Workshop «Documenting Heritage Through Modern Technologies» in Mosul

From August 18-20, 2025, Asiacell sponsored a workshop within the Skillerate program, providing hands-on training in 3D photography, digital modeling, 3D printing, and heritage site documentation. This initiative supports preserving national heritage while using modern technologies to benefit the community and safeguard cultural identity.



Sponsorship of the Workshop on «Data-Driven Sales» in Basra

Through its «ASAS» Platform, Asiacell sponsored a three-day workshop on Data-Driven Sales, held in Basra from September 2-4, 2025.

The workshop aimed to train participants on how to transform data into actionable insights that enhance performance and strengthen customer engagement.

It featured interactive discussions, case studies, and hands-on exercises focused on leveraging customer data, optimizing sales strategies through analytics, and applying real-time insights to decision-making processes.



Sponsorship of iTalk Forum in Sulaymaniyah

As part of the ASAS platform's initiatives, Asiacell served as the Diamond Sponsor of the iTalk Forum in Sulaymaniyah on 2nd October 2025, reaffirming its commitment to fostering entrepreneurship and innovation across Iraq and the Kurdistan Region.

The forum brought together ambassadors, diplomatic representatives, business leaders, and emerging entrepreneurs, offering a valuable platform for dialogue and knowledge exchange. Through this sponsorship, Asiacell aimed to empower and inspire young talents and visionaries from diverse business sectors by showcasing real success stories and encouraging a culture of innovation and collaboration.





Sponsorship of the Skillerate Workshop on «Market Analysis Using Data Sciences and AI» In Mosul

On 26th October 2025, as part of the ASAS Platform initiatives, and in strategic partnership with Qaf Lab Center, a workshop titled «Market Analysis Using Data Sciences and AI» was held.

The workshop aimed to empower youth by equipping them with data science and AI tools to better understand market dynamics and make informed decisions in the fields of finance and economics, reinforcing Asiacell's commitment to developing digital skills and fostering innovative thinking among Iraq's young talents.

Sponsorship of the Skillerate Workshop on «Voice Over» in Mosul

On 26th November 2025, as part of «Asas» initiatives, and in strategic partnership with Qaf Lab Center in Mosul, a voice-over skills workshop was organized as part of the «Skillerate» program.

The workshop aimed to train young participants in effective vocal delivery techniques and to provide them with the essential steps to begin their professional journey in the voice-over field. It also sought to offer high-quality training environments that open new professional opportunities for youth within the creative job market.



Sponsorship of the Skillerate Workshop on «3D Printing» in Mosul

Sponsored by Asiacell and delivered through its leading platform ASAS, a specialized workshop was organized on 9th December 2025 in partnership with Qaf Lab Center in Mosul, focusing on the latest innovations in 3D printing and their advanced applications across various sectors. This initiative reflects Asiacell's commitment to fostering innovation, advancing technological knowledge, and empowering youth with future-ready skills.



Strategic Partnerships



Partnership between The China Mobile International and Asiacellular to Enhance Digital Services and Capabilities in Iraq

Asiacellular signed a memorandum of understanding with «China Mobile International» on June 2 in Sulaymaniyah, aiming to expand digital services and communications in Iraq. This partnership seeks to support innovation in the business-to-business (B2B) sector, enhance enterprise services, and improve international connectivity, thereby contributing to strengthening Iraq's digital future.

Asiacell Strengthens Strategic Partnerships Through MoUs Signings at MWC Doha



During MWC Doha, held on 25-26 November 2025, Asiacell strengthened its role as a responsible digital leader by signing a series of strategic Memoranda of Understanding with global technology partners. These agreements reflect the company's commitment to advancing digital transformation in Iraq and fostering a sustainable technology ecosystem.

Among the key partnerships:

Cisco: To leverage artificial intelligence technologies to enhance network security and improve connectivity reliability across Iraq.

Google Cloud: To empower enterprises with AI-powered productivity tools, including Google Workspace, supporting operational efficiency and accelerating digital transformation.

Evam: To strengthen real-time customer engagement across digital platforms and elevate user experience in the Iraqi market.

Druid AI: To develop multilingual and culturally adaptive AI solutions that enhance both customer and employee experiences.

ENEA: To implement an advanced traffic management system aimed at optimizing network performance and increasing customer satisfaction.

Seamless: To launch an advanced sales and distribution platform that supports retail sector transformation and improves operational efficiency.

LigaData: To drive innovation in the telecommunications sector through AI-powered analytics solutions, reinforcing technological leadership in Iraq.

Charitable Partnership with Warith Fund

On 8th December 2025, Asiacell reaffirmed its commitment to social responsibility through a humanitarian partnership with the Warith Public Health Foundation (Warith Fund), supporting the free treatment of children aged 1 to 15 who are battling cancer and tumors.

This initiative is designed as a community-driven contribution, inviting everyone to take part. Support can be provided by sending an SMS to 2166 with a value of IQD 1,000 or IQD 5,000 per message, helping deliver life-saving medical care and renewed hope to young patients.



Services and Collaborations



Sponsorship of the Arba'een Pilgrimage Project in Holy Karbala

During the Arba'een pilgrimage project in Holy Karbala, Asiacell provided a range of field services to secure a safe and comfortable environment for millions of visitors arriving in Karbala from 1 to 16 August 2025.

These efforts included network development, deployment of mobile stations to guarantee optimal coverage, installation of air and water cooling devices along the pilgrims' routes, and provision of virtual reality services for remote participation. Multiple service points were also distributed across cities and airports to provide the best services to visitors.

These initiatives were carried out in cooperation with civil defense, the Red Crescent, and volunteer teams, reaffirming Asiacell's commitment to social responsibility and mobilizing its resources to serve pilgrims and ensure their comfort during the Arba'een pilgrimage.

Sha'baniyya Pilgrimage in Holy Karbala

As part of its preparations for the Sha'baniyya pilgrimage, which witnesses millions of visitors flocking to Holy Karbala, Asiacell implemented a comprehensive plan to expand and upgrade its network in the city. The goal was to accommodate the large number of visitors and provide high-quality communication services. The plan included building new communication towers and increasing available frequencies to enhance network efficiency and improve call quality.

Asiacell also allocated technical teams working around the clock throughout the pilgrimage to ensure uninterrupted service, reflecting the company's commitment to supporting visitors and providing a reliable and secure communication experience during major religious events.

In addition, Asiacell organized a series of cultural and entertainment activities in Karbala, including poetry and theater performances, as well as family- and children-oriented events, with wide public participation. During these activities, several creatives were honored, and prizes and gifts were distributed to participants, in line with the company's efforts to foster community engagement and strengthen cultural values.



34th Arab League Summit in Baghdad

Asiacell played a pivotal role in the technical and logistical preparations for the Arab League Summit held in Baghdad from May 17-18, 2025. The company established more than 124 communication towers across multiple locations and strengthened infrastructure to ensure the delivery of high-quality and reliable communication services during this prominent regional event.



Awareness Campaign on the New Emergency Number 911

On February 25, 2025, Asiacell launched an awareness campaign in cooperation with civil defense directorates in several provinces to inform citizens about the new emergency number, 911. The campaign included distributing informational brochures at more than 2,000 distribution points across different regions, along with sending guidance messages to all Asiacell subscribers via mobile phones.

The campaign also featured awareness messages about how to use the new number in emergency situations. As part of the initiative, Asiacell distributed gifts and prizes to participants with the support of civil defense. This campaign is part of Asiacell's efforts to enhance community service and raise citizens' awareness of safety and emergency procedures in Iraq, thereby contributing to strengthening public security and safety in the country.



Sponsorships



Sponsorships | In Technology

Sponsorship of a Ramadan Dialogue Session entitled «Artificial Intelligence Between Creativity and Monopoly» in Baghdad

A Ramadan dialogue session titled «Artificial Intelligence: Between Creativity and Monopoly» was held with the strategic support of Asiacell, attended by a wide range of stakeholders in technology and telecommunications from both the public and private sectors.

The session highlighted the importance of creating a balance between encouraging innovation and ensuring a fair environment free from monopolistic practices. Participants stressed the role of the council organizing this dialogue as a neutral institution supporting private-sector development, while simultaneously working to protect the market from monopolization.

This sponsorship reflects Asiacell's ongoing efforts to support constructive dialogues that contribute to developing Iraq's technological and economic environment, and to promoting transparency and positive competition.

Sponsorship of a Workshop entitled «Advanced Communication Technologies - Prospects and Innovations for Promoting Environmental Sustainability» in Holy Karbala

Sponsored by Asiacell, a specialized workshop entitled «Advanced Communication Technologies - Prospects and Innovations for Promoting Environmental Sustainability» was held in Holy Karbala on April 10, 2025. The workshop was attended by staff and directors from the Middle Euphrates Environment Directorate and representatives from the Ministry of Environment. It focused on presenting the latest strategies and innovative practices adopted by Asiacell in digital transformation, artificial intelligence, and infrastructure development in Iraq.



Sponsorship of a Scientific Seminar at the University of Diyala

With sponsorship from Asiacell and under the supervision of the university presidency and the Faculty of Engineering, a scientific symposium was held on April 15, 2025, organized by the Department of Communications Engineering under the title «The Future of Cellular Networks in Iraq.» The Asiacell team delivered a series of lectures covering cellular network technologies, the role of digital communication systems, challenges facing digital transformation, and practical solutions for the future of 5G networks in Iraq.





Sponsorship of a Workshop entitled «Modern Artificial Intelligence Technologies» in Karbala

From April 25 to 26, 2025, Asiacell sponsored a workshop entitled «Modern Artificial Intelligence Technologies» in Holy Karbala, attended by a group of academic staff.

The workshop aimed to enhance educators' skills in employing AI within current teaching methods.

This initiative reflects Asiacell's commitment to supporting the education sector by introducing the latest technological solutions to develop teaching skills and achieve a forward-looking vision of smart and sustainable education.



Sponsorship of the Iraqi Smart Cities Forum in Baghdad

Asiacell participated as a strategic sponsor in the Iraqi Smart Cities Forum 2025, held in Baghdad from May 28 to 29, attended by a number of government and private entities to discuss the development of smart cities through technology and digital transformation.

Asiacell's participation reaffirmed its pioneering role in Iraq's digital transformation journey, announcing its readiness to provide 5G services to all users in support of the country's technological and digital advancement.



Sponsorship of the «Internet Governance Forum» in Baghdad

From August 30 to 31, Asiacell participated as a diamond sponsor in the Internet Governance Forum (IGF) in Iraq, as part of its efforts to promote digital innovation and empower society.

The forum is part of the United Nations' global initiative and serves as an open platform bringing together representatives from government, the private sector, civil society, and academia to discuss digital policies and issues.

The forum aims to strengthen freedom of expression and digital security, shape more transparent internet policies, empower youth and technology professionals to contribute to shaping the future of the internet, and address challenges such as privacy, combating misinformation, and enhancing digital education.

Sponsorship of the Iraqi Investor Day in Baghdad

On 4 October 2025, Asiacell sponsored the "Iraqi Investor Day" event. The conference aimed to promote a culture of responsible and transparent investment and to highlight opportunities for developing Iraq's financial market in alignment with Iraq's Economic Vision 2025.

In his remarks, the Chairman of the Commission underscored the government's commitment to establishing a modern investment environment grounded in transparency, good governance, and support for the Iraq Stock Exchange as a key catalyst for economic growth.

Asiacell reaffirmed its dedication to supporting national and economic initiatives that empower Iraq's economy and strengthen investor confidence, further emphasizing its role as an active partner in advancing the financial sector.



Sponsorship of the Iraq Ports Summit (IBS Ports) in Basrah

On 8th October 2025, as a Platinum Sponsor, Asiacell highlighted its pivotal role in supporting digital transformation and driving national economic growth by sponsoring the Iraq Ports Summit in Basra. The Iraq Ports Summit is a major economic event dedicated to advancing Iraq's ports, maritime transport, and logistics sectors. It brings together government officials, investors, and industry leaders to explore future projects and strategic partnerships that contribute to the country's economic growth. Through this event, Asiacell reaffirmed its commitment to enabling smarter, more connected infrastructure across Iraq.

Sponsorships | In Entrepreneurship

Sponsorship of the International Innovation and Entrepreneurship Forum - IIEF in Sulaymaniyah

On April 6, 2025, Asiacell sponsored the International Innovation and Entrepreneurship Forum held in Sulaymaniyah, as part of its continuous efforts to support entrepreneurship and the development of startups. The forum aims to strengthen the innovation and entrepreneurship ecosystem in the region by encouraging creativity, supporting educational initiatives, and building global networks. This has contributed to attracting regional and international investments, making Sulaymaniyah a hub for innovation and creativity.



Sponsorship of the Iraqi Business Summit - IBS in Baghdad

On April 12, 2025, under the official sponsorship of Asiacell, the Iraqi Business Summit (IBS) was held in Baghdad, bringing together key figures and major companies. On this occasion, Asiacell reaffirmed its full technical readiness to launch 5G services as soon as the required approvals are obtained.

Sponsorship of the Startup Grind Conference for Supporting AI and Startups in Baghdad

With Asiacell's strategic support, the Startup Grind Conference was held in Baghdad on April 25, 2025, focusing on artificial intelligence and startups. During the conference, Asiacell showcased its latest digital advancements and confirmed its complete readiness to launch 5G services upon receiving government approval.



Sponsorship of the Global Entrepreneurship Week 2025

From 17-23 November 2025, under the sponsorship of Asiacell and through the ASAS platform, Global Entrepreneurship Week 2025 concluded successfully, across 5 major Iraqi cities: Baghdad, Basra, Anbar, Mosul, and Sulaymaniyah. The week featured 11 high-impact entrepreneurial events delivered in partnership with 5 leading business incubators, with contributions from more than 38 expert trainers and the participation of hundreds of attendees. These activities showcased the latest trends in the entrepreneurial landscape, including technology, artificial intelligence, e-commerce, sustainability, women's empowerment, and financial innovation. The week served as a dynamic platform for knowledge exchange, networking, and creativity, reinforcing Asiacell's position as a key supporter of Iraq's growing entrepreneurial ecosystem.





Sponsorship of the Second Rayada Conference in Baghdad

On 4th October 2025, Asiacell participated in the Second Entrepreneurship Conference and Exhibition, reaffirming its commitment to empowering youth and supporting entrepreneurship through its «ASAS» platform, which has become a national hub for training, mentorship, and innovation. Through its various programs and strategic partnerships with universities and business incubators, Asiacell continues to help transform innovative ideas into real projects and growth opportunities across Iraq's provinces. This initiative reflects Asiacell's belief that true investment begins with people - by empowering young talents and strengthening digital skills and entrepreneurial potential.

Sponsorships | In Culture and Art

Sponsorship of the «Watar Orchestra» Concert in Mosul

On January 28, 2025, Asiacell sponsored the «Watar Orchestra» concert in collaboration with Radio Al-Ghad in Nineveh province. The event, part of the company's ongoing support for culture and arts, aimed to foster creativity and highlight distinguished musical talents in the region. The concert featured outstanding musical performances, helping to enrich the local culture and showcase young talent.

Through this sponsorship, Asiacell reaffirmed its commitment to developing Iraq's cultural scene and supporting artistic directions that reflect Iraqi cultural identity.

Sponsorship of the First «Watar Orchestra» Concert in Salah al-Din

On February 19, 2025, Asiacell, in cooperation with Radio Al-Ghad, sponsored the first «Watar Orchestra» concert in Salah al-Din province, held at the Palace of Culture and Arts in Tikrit. The event featured diverse musical performances across various styles, with the orchestra presenting a wide range of works that received enthusiastic audience interaction.

This event reflects Asiacell's dedication to supporting culture and the arts in Iraq and providing a platform for local talents to showcase their creativity and contribute to enriching the artistic landscape.



Sponsorship of the 12th Babylon International Festival of Cultures and Arts in Babylon

With Asiacell as the leading cultural sponsor in Iraq, the 12th annual Babylon International Festival of Cultures and Arts was held in the ancient city of Babylon from 12 to 19 April 2025. The festival featured artistic, musical, and cultural activities, as well as an international book fair where Asiacell had a prominent presence through a dedicated booth offering its services to visitors.

This sponsorship reflects Asiacell's steadfast commitment to supporting creativity and the arts, while continuously highlighting Iraq's cultural heritage and promoting connections with global cultures.



Sponsorship of Musical Evening Celebrating the Launch of «Aks Al-Seer» Band

On 15th of April, 2025, and in collaboration with the Artists Syndicate in Nineveh, Asiacell organized a special musical evening to celebrate the launch of the «Aks Al-Seer» band, one of the most promising youth-led artistic initiatives in the governorate.

This event reflects Asiacell's ongoing commitment to supporting young talents, promoting artistic and cultural creativity, and empowering youth to play an active role in enriching Iraq's cultural landscape.





Sponsorship of the Kurdistan Arabian Horse Beauty Championship in Erbil

From 10 to 11 October 2025, Asiacell sponsored the Kurdistan Championship for Arabian Horse Beauty, organized by the Erbil International Equestrian Club in collaboration with the Emirates Arabian Horse Society.

The event celebrated the heritage, elegance, and prestige of Arabian horses, bringing together breeders, enthusiasts, and champions from across the region.

Through this sponsorship, Asiacell reaffirmed its commitment to preserving cultural heritage and supporting events that honor Iraq's rich traditions and community pride.

Sponsorship of the French Language Poetry Book for Ahmed Mohammed



In June 2025, Asiacell supported the publication of a French-language poetry book by Iraqi poet Ahmed Mohammed, reaffirming the company's commitment to promoting Iraqi culture on the global stage. This collaboration builds on previous successful partnerships with the poet, including his contribution in writing the Kurdish lyrics for Asiacell's advertising campaign featuring Kadim Al Sahir. This initiative reflects Asiacell's dedication to empowering creative talents and advancing cultural and artistic development as part of its social sustainability programs.

Sponsorship of the Sixth Iraq International Book Fair in Baghdad

From 3rd to 13th December and under Asiacell's strategic sponsorship, the Iraq International Book Fair was held at the Baghdad International Fairgrounds. The event brought together readers, cultural enthusiasts, and artists from across Iraq and around the world. This reflects Asiacell's commitment to supporting culture, fostering creativity, and contributing to an informed and inspired society.



Sponsorships | In Youth Empowerment and Education

Sponsorship of the Middle Management Fundamentals Workshop in Basra

In partnership with Tafa3ul Hub, Asiacell sponsored the «Middle Management Fundamentals» workshop in Basra from May 15 to 17, 2025. The workshop focused on developing leadership skills, enhancing strategic thinking, and building effective teams, aiming to empower mid-level managers to perform their critical roles within institutions efficiently and professionally.

Sponsorship of the Marketing Fundamentals Workshop in Basra

In partnership with Tafa3ul Hub, Asiacell sponsored a workshop on Marketing Fundamentals from June 26 to 28, 2025. Participants learned about the importance of marketing and its central role in supporting business growth. The workshop also covered methods of analyzing and segmenting markets effectively to reach target audiences and achieve goals more efficiently. The program focused on empowering youth and enhancing their understanding of modern marketing concepts and essential tools.



Sponsorship of TEDxNishtiman in Erbil

On October 5th, 2025, Asiacell supported TEDxNishtiman in Erbil, reaffirming its dedication to empowering Iraq's youth and fostering innovation. Held under the theme «The Next Wave,» the event highlighted pioneering contributions in technology, culture, and social development, celebrating individuals who are driving meaningful change. Through this initiative, Asiacell provided a dynamic platform for young innovators and thinkers to exchange ideas, ignite creativity, and shape a forward-looking vision for Iraq's future in technology, science, and entrepreneurship.



Sponsorships | In Community

1.2 billion Iraqi dinars Donation to support victims affected by the flooding in Chamchamal District in Sulaymaniyah

On 14th of December, 2025, Asiacell Chairman Mr. Faruk Mustafa Rasool announced a donation of IQD 1.2 billion to support families affected by the recent floods in Chamchamal District in Sulaymaniyah. The contribution aimed to provide urgent relief to households that suffered significant losses to their homes and livelihoods. This initiative reflects Asiacell's commitment to supporting local communities during emergencies and advocating for long-term, sustainable solutions to enhance infrastructure resilience.



Sponsorship of Festive Events at the Babylon Rotana Hotel

Under the strategic sponsorship of Asiacell, a series of prominent celebrations were held at Babylon Rotana Hotel in Baghdad, including Ramadan evenings, Mother's Day, Eid Al-Fitr, New Year's celebrations, and the Arabian Gulf Cup Championship. These events took place continuously from December 2024 through April 2025, alongside various activities all aimed at strengthening the spirit of unity and goodwill within the community.

Farouq Mustafa Rasoul
Chairman of the board of asiacell
Had donated 1,200,000,00IQD
**ONE BILLION AND TWO HUNDRED
MILLION IRAQ DINNERS**
To support the people of
**Chamchamal and all the other
areas affected in the region**

Asiacell
brings us together

**FASTEST AND
MOST ADVANCED
NETWORK**

Sponsorship of the Third Food Festival in Mosul

With strategic sponsorship from Asiacell, the third Food Festival was held in Mosul from March 9 to 17, 2025. The event celebrated local businesses and cultural initiatives, supporting entrepreneurs and promoting cultural and social activities within the community. The sponsorship provided a unique environment that blended tradition with creativity, offering participants a rich cultural experience during Ramadan.

The festival attracted large crowds who enjoyed the festive atmosphere, celebrating cultures and engaging in various activities. This initiative strengthened cooperation between entrepreneurs and local cultural initiatives, helping reinforce the community's social fabric.

Asiacell's sponsorship of this event is part of its ongoing commitment to supporting community development and promoting culture in Iraq, while showcasing local talent and initiatives that highlight Iraq's cultural heritage and contemporary creativity.



Asiacell Ramadan Festival in Baghdad

Asiacell organized its Ramadan Festival over three consecutive nights from March 13 to 15, 2025. The festival combined spiritual ambiance with diverse entertainment activities, featuring artistic performances, interactive competitions, and family-friendly programs.

Highlights included a magic show, a traditional tanoura dance performance, a Baghdadi folk ensemble, a henna corner, a sand art show, and interactive game areas. These events created a unique blend of tradition, creativity, and entertainment, offering participants a memorable Ramadan experience.

This initiative reflects Asiacell's commitment to engaging with the community during the holy month and delivering meaningful experiences that embody the spirit of Ramadan.



Sponsorship of World Cancer Day in Duhok

As part of its social responsibility strategy, Asiacell collaborated with hospitals, non-profit organizations, and local health authorities to support cancer awareness campaigns. One of these events was held at the University of Duhok's Cultural Center on February 17, 2025, aiming to raise awareness about cancer and engage students through lectures and discussion sessions.

Sponsorship of the 7th Baghdad International Dialogue Conference «Decision-Making and the Challenges of Future Solutions»

On March 2, 2025, with strategic sponsorship from Asiacell, Baghdad hosted the 7th International Conference entitled «Decision-Making and the Challenges of Future Solutions». The event was attended by senior government officials, Iraqi ministers, and a group of experts specializing in economics and development.

The conference included discussion sessions on the key strategic issues facing Iraq in the coming stage, where participants explored major solutions to stimulate economic stability and support sustainable growth. Focus was also placed on the importance of digital transformation as a central driver of national economic development and the need to enhance digital infrastructure to meet local market demands.

During its participation, Asiacell reaffirmed its commitment to strengthening Iraq's digital infrastructure and supporting the digital transformation of both government and private institutions. The company aims to enhance Iraq's regional competitiveness by providing innovative communication and technology services that contribute to sustainable economic and social development.



Sponsorship of the Public Screening of the Football Match - Iraq vs. South Korea, Baghdad

On June 5, 2025, Asiacell sponsored the public viewing of the Iraqi national team's football match against South Korea, affirming its commitment to supporting sports and youth. This sponsorship reflects Asiacell's vision of promoting the sports sector and supporting national initiatives that strengthen unity and national values within society.

Sponsorship of the Teachers' Day Celebration - Teachers Syndicate Headquarters, Baghdad

On March 1, 2025, Asiacell sponsored the Teachers' Syndicate celebration, which brought together academics, educators, and researchers to discuss the latest developments in the education sector.

Through this sponsorship, Asiacell reaffirmed its commitment to advancing education in Iraq and empowering teachers through initiatives that help improve the educational environment. Asiacell remains dedicated to supporting knowledge, encouraging progress, and contributing to building an innovative and creative generation.



Sponsorship of the Sustainable Universities Award in Baghdad

On 27th October 2025, as part of its commitment to sustainability and environmental responsibility, Asiacell participated in the Sustainable University Award Conference, held in collaboration with the Ministry of Higher Education and Scientific Research and the Ministry of Environment.

The conference focused on supporting academic and institutional initiatives that contribute to building a more sustainable future in Iraq.

Through its participation, Asiacell reaffirmed the value of collaboration between the public and private sectors in adopting green solutions and promoting environmental awareness among students and academic staff. This initiative reflects Asiacell's vision to empower future generations and advance the concept of responsible technology that benefits society, humanity, and the environment.





Sponsorship of the Green Initiative in Sulaymaniyah's Forests Through Tree Planting

Asiacell has launched a large-scale afforestation initiative in Sulaymaniyah, planting 22,000 trees and restoring 200 dunams of land on Mount Goizha. Since its start in 2019 and continuing through the end of 2025, the project has contributed to expanding green areas, combating desertification, and promoting long-term environmental sustainability in the region. Beyond its environmental impact, the initiative has created meaningful job opportunities and encouraged community engagement, reinforcing Asiacell's commitment to protecting nature and supporting the well-being of local communities.

Announcement of the first winner of Mercedes 2025 Through «Eshret Omor» program in Sulaymaniyah

On 20-27 November 2025, and after seven consecutive days of activities at Majidi Mall in Sulaymaniyah, Asiacell announced the first winner of its Eshret Omor program during a highly engaging and successful event. The announced prize was a Mercedes-Benz E200, marking a memorable moment for both the winner and the community. Through this initiative, Asiacell reaffirms its commitment to giving back to its customers, enriching their experience, and creating meaningful moments that strengthen the bond between the company and the communities it serves.



Sponsorship of the National Human Rights Conference



On 8 December 2025, and as part of its commitment to corporate social responsibility and support for humanitarian causes, Asiacell announced its support for the World Human Rights Day celebration by contributing through its sponsorship of the central national conference held on this occasion. This support aligns with Asiacell's vision to enhance public awareness of human rights issues and to promote a culture of respect for rights and freedoms within Iraqi society.

Asiacell's contribution included a financial grant of IQD 10,000,000, reaffirming its role as an active strategic partner in supporting impactful national initiatives and its belief in the vital role of civil society organizations in raising awareness and contributing to the development of a more just and equitable society.

This support reflects Asiacell's ongoing commitment to initiatives with positive social impact and strengthens its position as a key supporter of events that promote humanitarian and developmental values, in line with the company's institutional objectives and responsibility toward the community.



Sponsorships | In Journalism

Sponsorship of «Hub Cast» Podcast in Basra

Asiacell continues its sponsorship of the «Tafa3ul Hub» podcast, which it has supported since 2024, reflecting its ongoing commitment to creative initiatives and effective community engagement.

The podcast discusses major challenges in today's job market through episodes based on real-life experiences. It hosts a number of distinguished figures in Iraqi society, offering valuable insights on how to navigate challenges in the business world. Guests have included the co-founder of Tafa3ul Hub, the CEO of International Links Company, the founder and CEO of Sindibad Company, the CFO and Investment Director of Qi Card Group, along with many others who, throughout the episodes, have provided meaningful perspectives and shared their extensive expertise across diverse fields.

The podcast has become an indispensable resource for aspiring entrepreneurs seeking to grow their businesses, as well as for youth who want to understand how to navigate the world of business in the digital era. Episodes are available on YouTube and other platforms, giving a wide audience access to these insightful discussions and helping them develop entrepreneurial skills.

Sponsorship of Hub Creative Magazine from Tafa3ul Hub in Basra

Through its «ASAS» platform and in strategic partnership with Tafa3ul Hub, Asiacell launched a special edition of the Hub Creative Magazine in Basra. The magazine explores the creativity of Iraqi minds, showcasing innovative ideas, artistic expression, and cultural resilience that reflect Iraq's rich heritage and modern spirit.



Asiacell Supports the «Chimansi» Podcast for Local Journalism

The «Chimansi» podcast is an Iraqi talk show hosted by director and writer Salah Mansi on YouTube. The program highlights cultural, artistic, and social figures, exploring stories and memories from Iraq's history. It is distinguished by a calm and spontaneous style, featuring in-depth conversations with a range of creative professionals, with a focus on literature, art, and cinema. The podcast represents a unique addition to Iraqi digital content, moving away from traditional TV approaches and emphasizing human stories. Through supporting this program, Asiacell demonstrates its commitment to local journalism and the promotion of authentic cultural narratives.



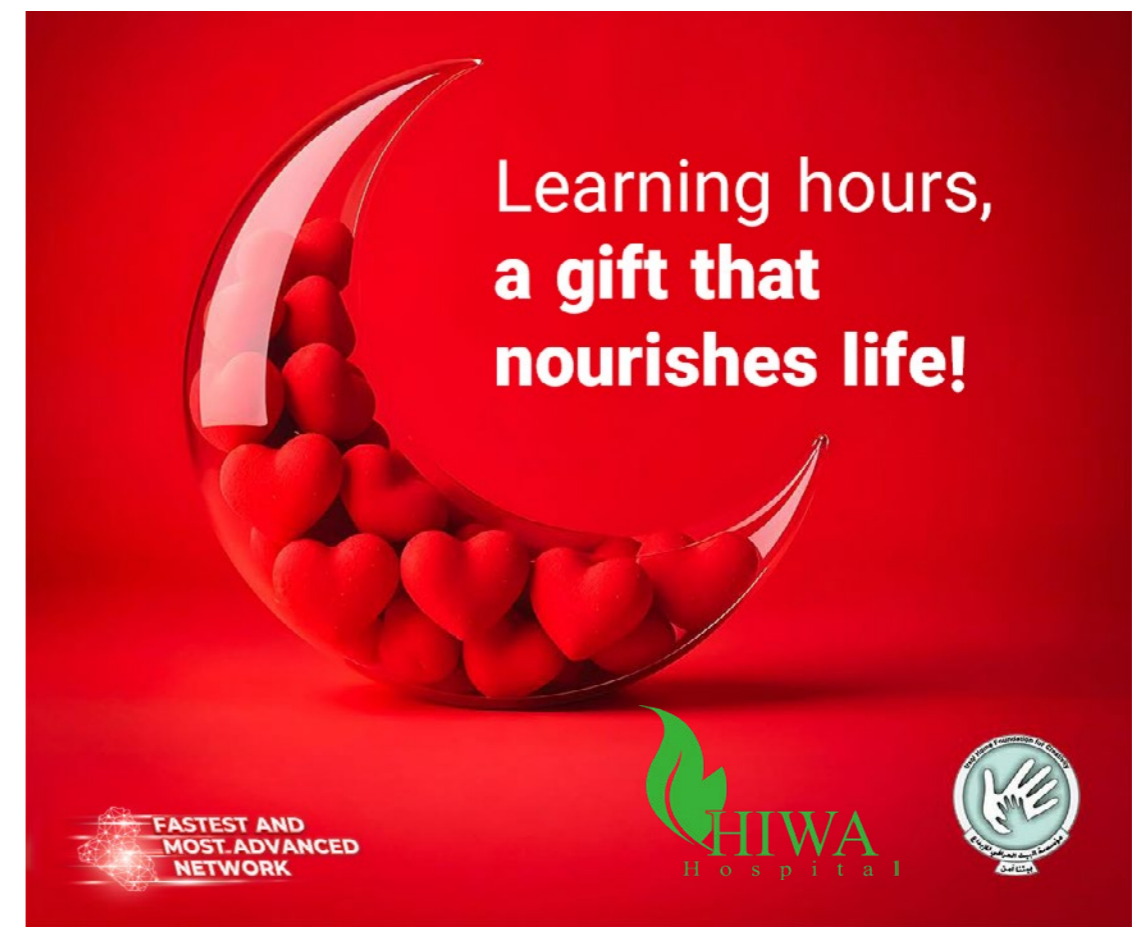
Human Resources Department Programs by Asiacell

Employee Training Courses in 2025

«Learning for cause» Program - Asiacell's Initiative for Supporting Charity and Professional Development

As part of the «Learning for cause» initiative launched by the Human Resources Department during the holy month of Ramadan, Asiacell ensured that every training hour completed by employees was transformed into a meaningful contribution to the community. The company donated 8 USD for each training hour, reaffirming its strong belief that development and giving can go hand in hand.

Thanks to the commitment of our employees, donations amounting to 104,710,000 Iraqi dinars were collected and directed to support two inspiring humanitarian causes: Hiwa Cancer Hospital in Sulaymaniyah, which stands beside patients and their families in their battle against the disease, and the «Iraqi House of Creativity» in Baghdad, which provides school supplies and educational materials for children deprived of family care.



Awards



STEVIE® Global Awards - 2025

As part of its continuous excellence and innovation, Asiacell achieved a prestigious international milestone by winning three STEVIE® Awards in 2025, including the Silver Award for Best Telecommunications Company of the Year, along with two Bronze Awards in Artificial Intelligence Innovation. These awards highlight Asiacell's leading position in the telecommunications sector and affirm its commitment to providing innovative digital solutions that enhance user experience and contribute to the development of Iraq's digital infrastructure.

Guinness World Records Achievement - 2025

Asiacell announces its remarkable achievement of breaking the Guinness World Record for the world's largest colored thread and pin art installation. Featuring the Asiacell logo set against a green background symbolizing the company's commitment to environmental protection and sustainability, the artwork spans 26.6 square meters and was masterfully created by the talented Iraqi artist Ali Alrawi.

This inspiring piece was completed in Baghdad, Iraq, on the 1st of May, 2025.



Asiacell's Promise for 2026

At the beginning of 2026, we renew our promise at Asiacell to remain at the forefront of Iraq's digital transformation, driven by our belief in the role of communications and technology in building a promising future. Our commitment goes beyond providing advanced telecommunications services; it extends to empowering society and offering tools that open new horizons for creativity and excellence.

The past year witnessed remarkable growth in our digital services. We successfully expanded our networks and enhanced our technological capabilities to meet user expectations, laying the foundation for launching the next generation of communication services. We also made progress in supporting digital projects and entrepreneurship, while raising our readiness for digitization across both public and private sectors.

A significant milestone was achieved in the field of artificial intelligence in Iraq with the launch of our intelligent digital assistant, «LAILA», a pivotal step toward offering advanced interactive services that improve customer experience and enhance communication efficiency. This achievement was accompanied by the development of a comprehensive AI strategy built on four core pillars: Enhancing network performance using smart solutions that ensure connection quality and stability, transforming customer service systems to provide immediate, personalized support that reflects subscriber expectations, integrating AI technologies into institutional support functions to boost operational efficiency and productivity, and utilizing deep data analytics to guide strategic decisions that support sustainable growth and strengthen our dynamic understanding of the market.

We are now accelerating the pace of digital transformation by expanding data centers, developing fiber-optic networks, and strengthening technological investments to guarantee a secure and efficient digital experience. At the same time, we continue supporting Iraqi youth through empowerment programs and educational initiatives that align with the ambitions of the next generation.

Our promise for 2026 is to remain true partners in progress - elevating our services while contributing to the building of a digital Iraq that keeps pace with change and embraces creativity in every corner.

Omar Faleh

Director of Public Relations & Communications
Asiacell Telecommunications, Private Joint Stock Company



THE ECONOMIC, ENVIRONMENTAL, AND SOCIAL ISSUES FACING IRAQ TODAY CALL FOR IMMEDIATE RESPONSES AND ASIACELL IS AT THE FOREFRONT OF CREATING NOVEL SOLUTIONS FOR SUCH MATTERS. AS THE LEADING IRAQI TELECOMMUNICATION COMPANY, OUR DUTY IS TO KEEP THE IRAQI PEOPLE CONNECTED AMIDST THE GLOBAL CRISIS AND PROVIDE THEM WITH THE BEST CONNECTIVITY SERVICES POSSIBLE. ASIACELL HAS ALWAYS BEEN KEEN TO BE THE LEADING TELECOMMUNICATION COMPANY BY CONTINUOUSLY WORKING TOWARDS CREATING THE BEST DIGITAL SERVICES IN IRAQ AND CHERISHING THE VALUES THAT ENHANCE AND MAKE THE COMMUNITY'S LIVES MORE PROSPEROUS, CONVENIENT, AND PERSONALISED.

