

# Environmental, Social and Governance Report 2023

Asiacell is not just a mobile service provider in Iraq. It is a company committed to protecting the environment and promoting sustainable development.







## MR. CHAIRMAN

### SPEECH

Our commitment to environment, society, and corporate governance is deeply ingrained in our culture. We have increased our usage of modern energy solutions to lower pollution levels and enhance sustainability. We believe we can make a difference in Iraq's environment; therefore, we have launched numerous environmental initiatives. As a result of these efforts, Asiacell achieved the Excellence Award in Green Energy Development at the Excellence and Leadership Awards ceremony held in Dubai.

We also launched several social activities that demonstrate the breadth of our social duty in 2023, which enabled us to assist youth

and new businesses, reduce unemployment, and raise public awareness through many campaigns and initiatives.

In relation to corporate governance, Asiacell confirms its full commitment to implementing the best governance standards and practices. We firmly believe that fair disclosure of both financial and non-financial information is essential to safeguard the interests of our customers, employees, and shareholders.

  
**Faruk Mustafa Rasool**  
**Chairman**



# Environmental, Social and Governance 'ESG' Responsibility

Asiacell continues to abide by its commitment to harnessing its financial, technical, and digital capabilities to contribute in supporting Iraqi society on the social, environmental, and corporate governance levels. Its hard work and dedication in these areas receive great attention and appreciation.

## Environmental Responsibility

Asiacell is not just a mobile service provider in Iraq. It is a company committed to protecting the environment and promoting sustainable development. Asiacell's focus on environmental sustainability stems from its high sense of commitment to the environment, with evident efforts to promote green technology that has a positive impact on the environment in Iraq. Asiacell believes that it can make a significant impact on people's lives and the environment. The policies applied by the company in this field are: recycling and environmental initiatives, afforestation projects, use of environmentally friendly products, and other relevant parties.

## Social Responsibility

Asiacell takes pride in its numerous and diverse projects and initiatives to support the Iraqi society in various fields. Asiacell, as an Iraqi company, has played an essential role in improving the society by addressing issues such as unemployment and launching awareness campaigns. Asiacell continued to support most of the causes it had previously embraced, and it became the leading company for empowering youth, women, and businessmen in all Iraqi governorates, ensuring gender equality and addressing social bias.

## Corporate Governance

Asiacell confirms its full commitment to following up on the implementation of established strategies and plans, their conformity with the results achieved, strengthening internal audit, and focusing on transparency. Environment, Community development and corporate governance are implemented under the supervision and directions of the Board of Directors and its Chairman, which reflects the clear role that the Board of Directors plays in sustainability issues. Asiacell has a clear policy characterized by transparency in disclosing financial and non-financial information accurately and on time. This reflects its high commitment to instructions and laws when dealing with shareholders, regulatory authorities, and other relevant parties.

# ESG Initiatives

Asiacell succeeded in achieving prominence among Iraqi companies not only in terms of Quantity, but also through the high quality of its various projects and initiatives in different fields. The most important of those initiative that are launched in 2023 are:



Environmental







Social











Corporate Governance






Initiatives	Categories
Expanding the use of a new energy to reduce environmental pollution.	
The 4th International Conference on Geographical Information Systems to debate the State's perspective towards smart cities and geographical information systems and to present Asiacell's Technological visions for developing smart cities through its great capabilities and its network that covers the entirety of Iraq.	
A scientific symposium on seismic activity; a symposium on 'seismic activity' was held at the University of Mosul in cooperation with Asiacell Telecom Company, the Remote Sensing Center, and the Department of Earth Sciences at the Faculty of Sciences. Expert professors offered insights into seismic patterns, mechanisms to mitigate damage caused by earthquakes, in addition to technological means to advance earthquake monitoring.	
Sinbad's Educational Journey is a global curriculum on developing children's capacity in various sciences in an innovative manner, including diagnosing environmental problems and finding solutions through technology, programming, and robotics to prepare a new, productive generation that will acquire sufficient skills for their future jobs.	
YOOZ Ramadan campaign; where hundreds of food baskets were distributed to poor and needy families during the month of Ramadan, sponsored by YOOZ from Asiacell.	

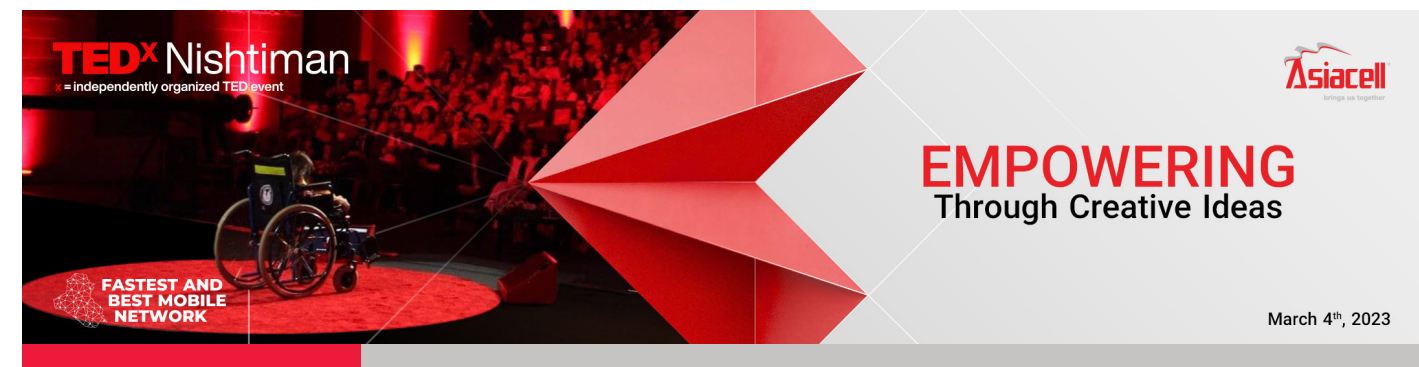


Initiatives	Categories
Learning for a Cause; Asiacell, Iraq's leading telecom has recently launched an initiative where it combined enriching employees' skills with charitable donation in an innovative way. This new initiative, dubbed 'Learning for a Cause,' provides a way for Asiacell employees to turn their professional development into charitable contributions, underscoring the company's strong commitment to Corporate Social Responsibility.	
The Annual School Bag Distribution Festival; Asiacell launched a new campaign under the name (Annual School Bag Distribution Festival). This campaign aims to distribute basic school supplies to students in need, with a focus on orphans, in ten major cities in Iraq: Baghdad, Basra, Karbala, Najaf, Anbar, Mosul, Fallujah, Diwaniyah, Nasiriyah, and Maysan.	
Providing gifts to pilgrims in Baghdad and Karbala; Asiacell took part the 2023 Hajj season through distributing gifts to pilgrims in Baghdad and the holy city of Karbala and providing points of sale to provide services to pilgrims.	
Arbaeeniya Visit project 2023; during which a group of various projects were implemented to serve more than 20 million visitors within a period of 15 days.	
Sponsoring the celebration of the founding anniversary of the 'Builders of Iraq' charitable organization; Asiacell's contribution through supporting the celebration of the commemoration of the founding anniversary of the 'Builders of Iraq' charitable organization confirms its unwavering commitment to promoting and supporting civil society organizations to strengthen the bonds of aid and solidarity in society.	
World Cancer Day; Asiacell supported the cancer prevention campaign, in partnership with the global company AstraZeneca, the Ministry of Health, and the Cancer Fund Organization. The ceremony was held in the city of Dohuk.	

Initiatives	Categories
Sponsoring an event titled 'Technological Effectiveness and Entertainment with Cancer Warriors' at al-Warith International Foundation for Oncology for young cancer patients in the holy city of Karbala for one day.	
Raparin University Festival, within the activities of the Spring Festival in the city of Rania. The festival included various activities such as (local products, singing, Kurdish cultural dance, etc.), and Asiacell was one of the main sponsors.	
Science Fair at the Choueifat School; A science fair was held at the Choueifat School in Sulaymaniyah. The Science Fair that belongs to the International Studies Center is an annual event in which students of the Choueifat School present their projects. The students, both individually and in groups, create projects in various fields by creating an annual project.	
Microsoft Training Course for Women in Mosul. A 3-day workshop was held with the aim of providing scientific support to female graduates in the field of Microsoft software to develop their professional skills and abilities.	
TEDx Nishtiman Training Program; it is an annual event held in the city of Erbil. The first part was a huge event in which speakers took the floor to present a summary of their successful experiences, followed by the second part, which was a training program for young people.	
Sponsoring the 10th Babylon International Festival for International Cultures and Arts; the festival included various artistic, lyrical, musical, and folkloric activities, theatrical performances, several festivals and exhibitions, with an 8-dat international book fair.	
Holding four workshops in cooperation with the Media Development Institute in the Holy city of Karbala; this initiative comes as part of the youth cadres development program adopted by Asiacell. Four topics were chosen for the workshops that have an impact on young people and are useful to help them develop their skills.	

Initiatives	Categories
Sponsoring a documentary movie about the city of Khanaqin; a documentary movie about the city of Khanaqin was produced featuring its positive role in the cultural movement in general, cinema and theater, and the long history of founding cinema halls in the city.	
Sponsorship of Sirwany Nwe Sports Club as they qualified to the Iraqi football Premier League.	
Sponsoring the Football Championship for Popular Teams in Baghdad. This tournament was organized under the name of the Asiacell Football Championship for Popular Teams and was preceded by holding a major event in one of Baghdad's auditoriums attended by some best veteran athletes in Iraq.	
Equipping the Ramadi Sports Stadium Hall; Asiacell launched a unique initiative for Ramadi Stadium management through equipping them with fitness equipment that contributes to building the abilities of the Ramadi Club players and enhancing the club's position in sports competitions.	
Asiacell Conference for ICT and Cybersecurity Solutions; this exclusive event brought industry leaders together in the field of technology, communications, and cybersecurity, where presentations were made of the latest technologies that Asiacell accomplished in this field and ways to support companies through this technology that has been developed by Asiacell.	
Sponsoring a dialogue symposium in cooperation with the Communications and Media Commission in Karbala; the topic of the symposium was 'The Digital World and Digital Addiction' that was attended by 55 participants from various government departments of the province.	
The third CEMEX Iraq Communications and Media international Exhibition which was held in the city of Sulaymaniyah.	
Girls' Day: with the participation of Asiacell and under the slogan «Digital Skills for Life», the Communications and Media Commission celebrated the International Girls' Day. In this celebration, Asiacell highlighted its pioneering role in empowering women in the field of information technology and enhancing the role of women in technology and digital skills.	

Initiatives	Categories
Sponsoring training courses held for journalists and social media activists in Erbil and Mosul; sponsoring several workshops to train journalists and social media activists in the governorates of Erbil and Mosul on the fundamentals of social media platforms usage, how to protect themselves and their platforms, and guide them to the legal conditions of writing in the social media sites.	
Sponsoring the interactive simulation of science and technology workshop, in cooperation with Al-Nabaa Technology Company to train the children housed in the Iraqi House Foundation for Creativity, owned by Hisham Al-Thahabi.	
Sponsoring the International ICT Exhibition and Conference 'ITEX'; this conference is considered a notable platform that brings together telecommunications companies and communications technology companies with manufacturers and suppliers, to enhance communication channels and exchange experiences, visions, and the latest trends in the industry. The event's activities included organizing dedicated symposiums and dialogue sessions.	
Asiacell also continued its support for university students through its internship program that covered various colleges and universities in Iraq. A total of 1020 students took part in the internship training program which aims to enhance their abilities and skills to qualify them for the labor market.	
Asiacell organized many diverse training courses for its employees during 2023. A total of 4305 training courses were held by the company's training department with 2640 employees. The goal of these courses is to develop the employees' skills and knowledge and keep up with the new developments in their relevant fields of work.	





# Performance Data

Digital Enrichment	Unit	2021	2022	2023
Number of mobile Customers	Number	15,984,857	17,094,372	17,693,516
Number of broadband subscribers	Number	213,773	173,715	239,543
Share of digital invoice payment from total payments	Percentage	0%	0%	<0.01%
Radio Access Network Sites Evolution	Number	7,100	7,418	7,586

Community Care	Unit	2021	2022	2023
Total value of community investments	IQD Million	2,573	2,701	3,064
Total amount invested in the community as a percentage of revenues	Percentage	0.19%	0.20%	0.20
Number of CSR projects	Number	46	76	24
Community investments as a percentage of pretax profit	Percentage	0.74%	0.94%	0.70%
Operations with significant actual or potential negative impacts on local communities	Number	0	0	0
Revenues	IQD Million	1,480,616	1,495,839	1,659,366
Operating Costs	IQD Million	769,008	852,699	931,366
Employee wages and benefits	IQD Million	115,364	123,292	129,782
Payments to providers of capital	IQD Million	270,012	310,000	310,000
Payments to the government (Taxes and Duties)	IQD Million	256,844	264,727	274,500



Developing our People	Unit	2021	2022	2023
Total number of employees (excluding trainees, students, and outsourced staff)	Number	2,894	2,906	2,935
Full-time employees	Number	2,814	2,852	2,885
Female full-time employees	Number	530	531	538
Male full-time employees	Number	2,284	2,321	2,347
Part-time employees	Number	80	54	50
Female part-time employees	Number	22	12	7
Male part-time employees	Number	58	42	43
Workers who are not employees	Number	552	383	491
Senior Management	Number	43	45	48
Male employees in senior management	Number	36	37	39
Female employees in senior management	Number	7	8	9
Middle Management	Number	268	288	316
Female employees in middle management	Number	34	37	42
Male employees in middle management	Number	234	251	274
New employee hires (males)	Number	88	153	140
New employee hires (females)	Number	26	46	46
Total number of new employees who joined the organization	Number	114	199	186
Parental leave (males)	Number	120	92	100
Parental leave (females)	Number	49	47	68
Total Parental leaves	Number	169	139	168
Number of employees returned to work after Parental leave (males)	Number	38	41	42
Number of employees returned to work after Parental leave (females)	Number	120	92	100
Total Number of employees returned to work after Parental leave	Number	158	133	142
Workforce by age 18 - 30	Number	546	505	490
Workforce by age 31 - 40	Number	1,289	1,238	1,176
Workforce by age 41+	Number	1,059	1,163	1,269
Number of full-time national employees	Number	2,762	2,765	2,792
Female national employee	Number	504	528	535
Male national employees	Number	2,178	2,237	2,257
National full-time employees in senior management	Number	26	27	30
Nationalization rate of senior management	Percentage	60%	60%	63%
Nationalization rate among total workforce	Percentage	95.4%	95.1%	95.8%
Number of employees of other nationalities	Number	132	141	143
Number of female employees	Number	530	531	538

Developing our People	Unit	2021	2022	2023
Female employment rate	Percentage	18.3%	18.3%	18.3%
Females in senior management	Number	7	8	9
Ratio of the basic salary of women to men	Percentage	79%	81%	81%
Ratio of the remuneration of women to men	Percentage	77%	80%	80%
Turnover rate	Percentage	7%	6.7%	6.0%
Total number of employees who left the organization	Number	215	193	167
Total training provided for females	Hours	4,416	5,135	5,595
Total training provided for males	Hours	26,495	24,226	26,689
Total training provided for total workforce	Hours	30,911	29,361	32,284
Total training provided for senior management	Hours	645	945	368
Total training provided for middle management	Hours	4,288	8,064	5,372
Average hours of training per employee	Hours	28	27	23
Average hours of training per female employee	Hours	25	22	22
Average hours of training per male employee	Hours	29	28	23
Average hours of training per senior management employee	Hours	15	21	8
Average hours of training per middle management employee	Hours	16	28	17
Percentage of employees receiving regular performance and career development reviews	Percentage	99%	99%	99%
Percentage of female employees	Percentage	18%	18%	18%
Percentage of male employees	Percentage	79%	80%	81%
Percentage of senior management employees	Percentage	1%	2%	1.6%
Percentage of middle management employees	Percentage	9.3%	9.9%	10.8%
Total number of employees that the organization's anti-corruption policies have been communicated to	Number	2,447	2,480	2,558
Percentage of employees that the organization's anti-corruption policies have been communicated to	Percentage	85%	85%	87%
Ratio of basic salary of women to men	Percentage	16.6%	16.5%	17.8%
Ratio of remuneration of women to men	Percentage	16.3%	16.2%	17.5%
Percentage of employee engagement	Percentage	65%	76%	80%
Number of grievances filed in the reporting period	Number	n/a	69	101
Number of these grievance addressed or resolved	Number	n/a	42	62
Number of grievances filed prior to the reporting period that were resolved during the reporting period	Number	n/a	14	39
Work hours (employees)	Hours	n/a	1,960	2,143
Work hours (contractors)	Hours	n/a	1,960	2,143

Developing our People	Unit	2021	2022	2023
Employee fatalities as a result of work-related injury	Number	0	0	0
Employee fatalities rate as a result of work-related injury	Percentage	0%	0%	0%
Employee high consequence work related injury (excluding fatality)	Number	0	0	0
Employee high consequence work related injury rate (excluding fatality)	Percentage	0%	0%	0%
Contractor high consequence work related injury (excluding fatality)	Number	0	0	0
Contractor high consequence work related injury rate (excluding fatality)	Percentage	0%	0%	0%
Employee work related injury (excluding fatality and high consequence work)	Number	5	6	8
Employee work related injury rate (excluding fatality and high consequence work)	Percentage	0.17%	0.20%	0.27%
Fatalities as a result of work-related ill health	Number	0	0	0
Cases of recordable work-related ill health	Number	0	0	0
Total hours of H&S training provided to employees	Hours	120	1240	1270
Average hours of H&S training per year per employee	Hours	0.041	0.42	0.43
Total cost of HSE training	IQD	0	2,368,00	0
Salaries paid	IQD (Million)	82,976	81,868	95,012
Benefits paid	IQD (Million)	32,388	41,424	34,770





Climate Change and Energy	Unit	2021	2022	2023
Energy intensity	GJ/workforce	947	852	790
Direct energy consumption (natural gas, diesel, purge gas and off gases used as fuel)	GJ	2,446,270	2,189,806	1,926,676
Indirect energy consumption (electricity)	GJ	294,992	285,569	393,328
Amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives	GJ	225,926	206,989	426,263
Direct GHG emissions (Scope1)	tCO2e	168,467	150,805	132,673
Indirect GHG emissions (Scope 2)	tCO2e	55,639	53,862	74,185
Total GHG emissions	CO2e/workforce	224,106	204,667	206,858
GHG emissions intensity	Percentage	77.4%	70.4%	70.5%
The amount of capital expenditure, financing or investment deployed towards climate-related risks and opportunities	IQD Million	9,285	10,953	316
Sites converted to commercial power	Number	480	525	248
Sites converted to hybrid model	Number	228	526	701
Percentage of assets or business activities aligned with climate-related opportunities	Percentage	4.61%	10.69%	20.25%

Ethical Economic Opportunity	Unit	2021	2022	2023
Total number of board members	Number	9	9	9
Male members of the Board of Directors	Number	9	9	9
Female members of the Board of Directors	Number	0	0	0
Percentage of Board seats occupied by women	Percentage	0	0	0
Chairman's independence	Y/N	No	No	No
Percentage of board independence	Percentage	11%	11%	11%
Total number of non-independent members	Number	8	8	8
Total CEO annual pay	IQD Million	530	530	475
The ratio of the annual total compensation for the organization's highest-paid individual to the median annual total compensation for all employees (excluding the highest-paid individual)	Percentage	6.7%	6.7%	5.6%
The ratio of the percentage increase in annual total compensation for the organization's highest-paid individual to the median percentage increase in annual total compensation for all employees (excluding the highest-paid individual)	Percentage	3.2%	3.2%	3.6%
Total number for training hours delivered to board members	Hours	0	0	0
Total number of governance body members that received training on anti-corruption	Number	0	0	0

Ethical Economic Opportunity	Unit	2021	2022	2023
Average number of governance body members that received training on anti-corruption	Number	0	0	0
Total number of governance body members that the organization's anti-corruption policies and procedures have been communicated to	Number	0	0	27
Percentage of governance body members that the organization's anti-corruption policies and procedures have been communicated to.	Percentage	0%	0%	100%
Total number of governance body members that have received training on anti-corruption, broken down by region.	Number	0	0	0
Average number of training hours delivered to board members.	Hours	0	0	0
Total number of confirmed incidents of corruption.	Number	0	0	0
Total number of confirmed incidents in which employees were dismissed or disciplined for corruption	Number	0	0	0
Number of incidents of discrimination reported	Number	0	0	0
Number of incidents of discrimination reviewed	Number	0	0	0
Number of incidents of discrimination resolved	Number	0	0	0

Safeguarding Customers	Unit	2021	2022	2023
Customer satisfaction results	Percentage	72%	77%	78%
Customer complaints received through communication channels	Number	150,972	193,568	232,085
Percentage of customer complaints that were answered	Percentage	100%	100%	100%
Percentage of customer complaints that were solved	Percentage	100%	100%	100.00%
Privacy training sessions offered to employees	Number	0	0	0
Attempted cyberattacks	Number	1,651,605,525	211,541,684	535,669,569
Actual cyber breaches	Number	0	0	0
Complaints from regulatory bodies	Number	6,095	8,965	11,474

Supply Chain	Unit	2021	2022	2023
Percentage of spending on local suppliers	Percentage	50%	52%	53%
Percentage of local suppliers	Percentage	86%	87%	76%





## Environmental, Social and Governance Report 2023

Asiacell is not just a mobile service provider in Iraq. It is a company committed to protecting the environment and promoting sustainable development.

In conclusion, this report highlights Asiacell's ongoing commitment to these principles and underscores our efforts to integrate sustainability into all aspects of our operations. We remain steadfast in our mission to positively impact the environment and society while maintaining high standards of governance.