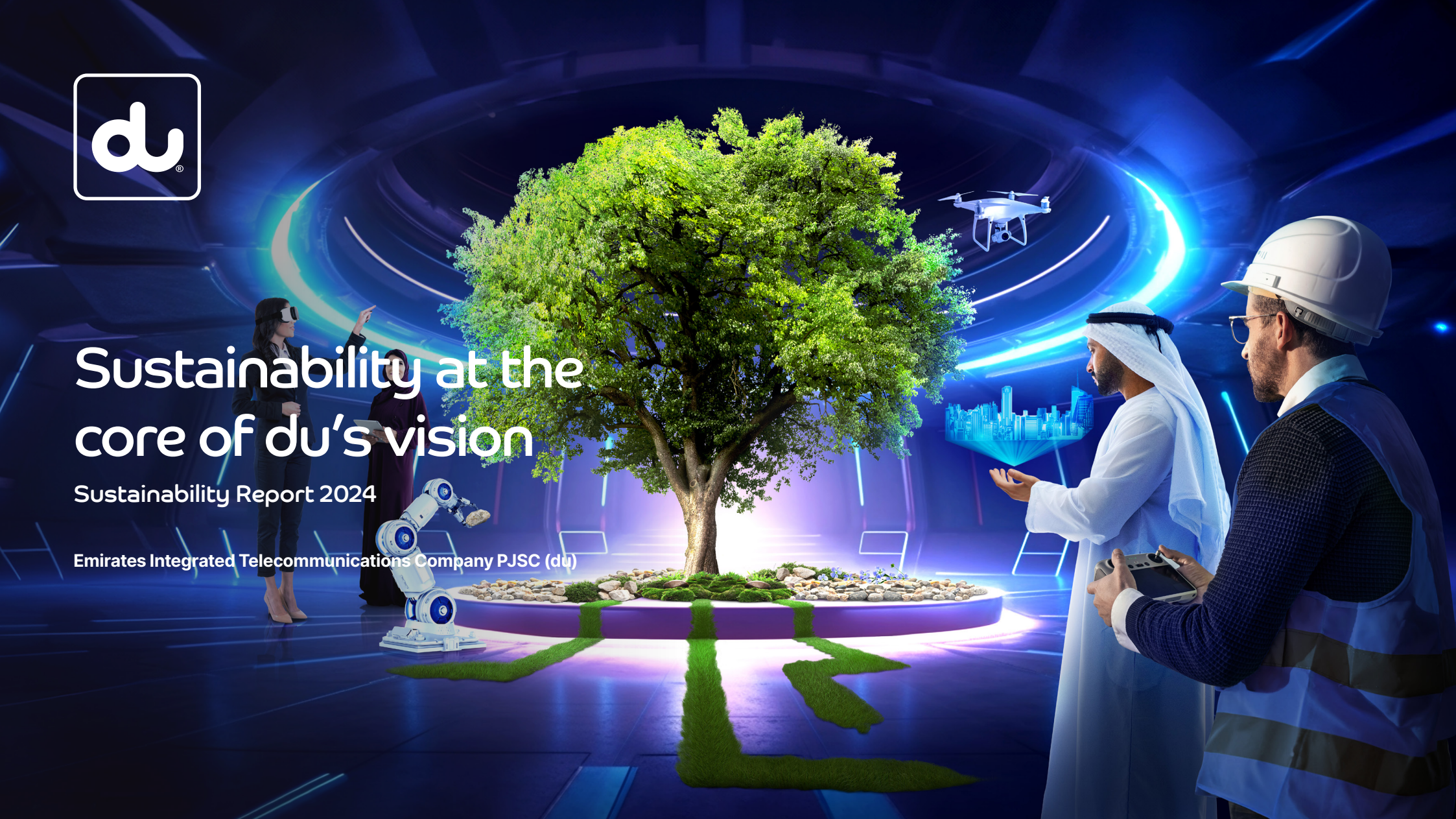




# Sustainability at the core of du's vision

Sustainability Report 2024

Emirates Integrated Telecommunications Company PJSC (du)





## Introduction

Welcome to our 2024 Sustainability Report. This document reflects our unwavering commitment to embedding sustainability across every facet of our operations. From environmental stewardship to community engagement and technological advancements, this report captures our progress in creating long-term value for all stakeholders.

In 2024, we advanced our sustainability journey by integrating renewable energy into our infrastructure and reducing carbon emissions through innovative solutions. Aligned with the UAE's Net Zero 2050 ambitions, we prioritised environmental responsibility while fostering inclusivity and community empowerment, ensuring sustainability remains central to our business ethos.

# Sustainability at the core of du's vision

A commitment to sustainable growth and shared prosperity.

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At du, our commitment to building a sustainable business has been a cornerstone of our vision since inception. This commitment, deeply embedded in our brand promise, is consistently reflected by our Board of Directors, CEO, and senior management. Our 2024 Sustainability Report marks another milestone in our journey, offering a comprehensive overview of our achievements across the three pillars of our sustainability strategy and priority focus areas throughout the year.

This report serves as both an update on our progress from the previous year and a complement to our Annual Report and Corporate Governance Report. In line with global standards, we have prepared this report with reference to the Global Reporting Initiative (GRI) standards and the Dubai Financial Market ESG reporting guide. It provides an in-depth analysis of our alignment with the United Nations Sustainable Development Goals (UNSDGs), covering du's progress for the year ended 31 December 2024.

We maintain a commitment to transparency by issuing our sustainability report annually, with previous reports accessible on our website at [www.du.ae/sustainability](http://www.du.ae/sustainability). We encourage all stakeholders to engage with this report and join us on our sustainability journey.

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## Sustainability at du

Our sustainability strategy is rooted in the belief that a truly sustainable and responsible business enhances lives at every touchpoint. We focus on three key pillars:

1. Make our people and communities happier
2. Operate ethically and responsibly
3. Deliver the benefits of our services to all

These pillars guide our efforts to create positive impacts across our operations, from ethical governance to environmental stewardship and community empowerment.

## Alignment with SDGs

Our strategy aligns closely with several UN Sustainable Development Goals (SDGs), including SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals). We continuously assess the materiality of various sustainability topics to ensure we focus on areas that have a significant impact on our business and stakeholders.

## Pillar 1


**Make our people and communities happier:**

We are dedicated to enriching the lives of our customers, employees and communities. Our initiatives focus on providing an exceptional work environment and creating a positive social impact.

**Our priority areas**

- Employee engagement and well-being
- Community well-being

→ Read more on pages 9-18

## Pillar 2


**Operate ethically and responsibly:**

Integrity and transparency form the cornerstone of our operations. We adhere to the highest ethical standards, ensuring accountability and fairness in all our dealings.

**Our priority areas**

- Environmental footprint
- Data privacy and security

→ Read more on pages 19-29

## Pillar 3


**Deliver the benefits of our services to all:**

We strive to ensure our state-of-the-art services and technologies are available to all, fostering digital inclusivity and empowerment.




**Our priority areas**

- Customer happiness
- Technology for good

→ Read more on pages 30-35



## Introduction continued

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	<p>Organisation of the Year for Youth Empowerment in GCC GOV HR &amp; Youth Awards 2024</p>	<p>7.75% reduction in waste generated and 20,685 kg of food waste composted</p>	<p>Launched du Pay for secure, inclusive digital financial services</p>
	<p><b>85</b></p> <p>Employee Engagement score placed among global top-tier companies</p>	<p><b>3rd</b></p> <p>in the Dubai National SME Suppliers category for supporting Dubai-based SMEs</p>	<p><b>100%</b></p> <p>Achieved 100% digital invoices, eliminating paper waste</p>
	<p><b>54%</b></p> <p>of our Emirati workforce consisted of women</p>	<p>ISO certification for Sustainable Procurement to reinforce global best practices</p>	<p>Reduced power consumption in Radio Access Network (RAN) using AI-driven optimisation</p>
	<p><b>2,000+</b></p> <p>employees and their families actively engaged in various wellness initiatives and events</p> <p>Udemy Business MENA Excellence Award</p>	<p><b>90</b></p> <p>Solar on Tower (renewable energy) project sites</p> <p>Awarded the Dubai Chamber of Commerce ESG Label (with a score of 91.48%)</p>	<p><b>94%</b></p> <p>Achieved 94% reduction in MNMI (Mobile Number Management Interface) retail visits</p> <p>Partnered with Microsoft and AWS to accelerate AI and cloud</p>

## Introduction continued

## How we create value

01



### Financial capital – Driving sustainable growth

- AED 14.64 billion in revenue and AED 2.49 billion in net profit, ensuring financial resilience.
- Economic value distributed (AED 7.33 billion) supporting national economic development.

## AED 7.33bn



- |                        |        |  |       |
|------------------------|--------|--|-------|
| ● Operational expenses | 53.11% | ● Payment to Government                      | 5.76% |
| ● Royalty and tax      | 24.82% | ● Community investment / Social contribution | 0.02% |
| ● Employee wages       | 16.29% |  |       |
- Strategic reinvestments in digital transformation, innovation, and network expansion to sustain long-term value.

02



### Manufactured capital – Strengthening infrastructure & innovation

- Expanded 5G-Advanced Deployment
- Achieved high-performance 800G network speeds.
- Increased adoption of self-service kiosks and AI-driven digital services.

04



### Human capital – Empowering people & talent development

- Accelerating digital and AI skills development through graduate training.
- Increased employee engagement, well-being and continuous learning.
- Fostering an innovative, collaborative, and inclusive workforce.

06



### Natural capital – Advancing sustainability & environmental responsibility

- Committed to Net Zero emissions by 2050.
- Enhanced energy efficiency across the network.
- Diverted increasing percentages of waste from landfill.

03



### Intellectual capital – Leading in digital transformation

- Enhanced financial inclusion through innovation.
- Expanded AI and cloud partnerships driving leadership in AI-powered solutions.
- Strengthened cybersecurity leadership.

05



### Social & relationship capital – Strengthening communities & partnerships

- Foster SME growth and entrepreneurship.
- Charity partnerships to support digital inclusion, cyber safety, and social impact.
- Strengthened supplier relationships through fair procurement practices.

“We made significant strides in our sustainability journey, building on our commitment to the UAE’s net zero ambitions.”

**Fahad Al Hassawi,**  
CEO

## Underpinned by our core values

### Dedication

We are committed to excellence and customer satisfaction in every aspect of our service

### Curiosity

Innovation and continuous learning are at the heart of our growth

### Agility

We swiftly adapt to changing market dynamics and customer needs

### Openness

Transparency and inclusivity are key to our internal and external interactions



## Introduction continued

## Materiality

Our six most important issues are defined as:

In 2024, we conducted a review of our material topics, reaffirming the continued relevance of previously identified priorities.

The assessment process validated that the existing materiality matrix accurately reflected both business imperatives and stakeholder expectations. There has been no movement in the priority order of the material issues, and customer satisfaction, data privacy, and corporate governance remained at the forefront of material concerns while environmental and social considerations maintained their established positions of importance. Our full materiality matrix can be found in our [2023 Sustainability Report](#)

#### Privacy and security of customer data

The safeguarding of personal and sensitive information. In the telecom sector, this includes protecting customer data from breaches, unauthorised access, and misuse while ensuring compliance with legal, regulatory and ethical standards.

#### Good corporate governance and business ethics

Adopting ethical business practices and ensuring transparency in operations. For telecom companies like du, this includes regulatory compliance, anti-corruption measures, and fair dealings.

#### Consumer satisfaction and happiness

The extent to which our telecom services meet or exceed customer expectations. This includes seamless connectivity, value-added services, and superior customer support, contributing to overall user satisfaction.

#### Marketing and advertising that is clear and not misleading

Ensuring transparent and ethical communication about our telecom products and services, avoiding misleading claims or practices.

#### Innovative products and technical services

The development and delivery of cutting-edge telecom solutions that enhance connectivity, efficiency, and user experience. This includes advancements in 5G technology, digital platforms, and smart infrastructure.

#### Financial performance that delivers shareholder value

Balancing sustainability goals with financial success, ensuring our operations remain profitable while meeting stakeholder and investor expectations.

Introduction continued

## Stakeholder engagement



We prioritise transparent and active engagement with our customers, employees, suppliers, communities, and shareholders, ensuring our sustainability strategy aligns with their expectations and needs. This includes:

### Our customers

We continuously refine our products and services based on real-time digital insights and periodic surveys, improving customer experience, service efficiency, and accessibility.

### Our employees

Employee voices shaped key initiatives through regular town halls, engagement surveys, and digital feedback platforms, leading to enhanced well-being support and structured career development.

### Our suppliers

Through industry forums and collaborative discussions, we strengthened fair procurement practices and explored sustainable sourcing opportunities.

### Our communities

Our partnerships with charitable organisations enabled employee volunteering programmes and grassroots initiatives, supporting social development, environmental protection, and cyber safety awareness.

### Our shareholders

We ensured transparency in financial performance, providing regular updates via official disclosures and direct communications, reinforcing confidence in our growth, governance, and strategic direction.



## Make our people and communities happier



### Pillar 1 – Make our people and communities happier

Fostering connection,  
inclusion, and well-being  
for our people and  
communities.

**PRIORITY 1**  
**EMPLOYEE ENGAGEMENT**  
**AND WELL-BEING**

**PRIORITY 2**  
**COMMUNITY WELL-BEING**

### PRIORITY 1 – EMPLOYEE ENGAGEMENT AND WELL-BEING

#### Emiratisation

In 2024, Emiratisation remained a cornerstone of our strategy, with Emiratis comprising 39% of our total workforce. Notably, 46% of senior roles were held by Emirati professionals, demonstrating our commitment to nurturing local talent at the leadership level. Moreover, 54% of our Emirati workforce consisted of women, reflecting our dedication to gender diversity and inclusion.

Key initiatives included the launch of the 'Future X Graduate Programme,' designed to upskill Emirati graduates in digital and leadership capabilities, alongside a bespoke Commercial National Development Programme, which upskilled 77 experienced UAE nationals. We also participated in university and career fairs, hosting 44 interns and accommodating 116 students through educational institutes and strategic partnerships such as Huawei.

#### Emirati Women's Day

In celebration of Emirati Women's Day, the du Youth Council hosted the "I Am Remarkable" workshop, which is aimed at empowering female employees to recognise and celebrate their achievements in the workplace and beyond. This workshop encouraged open discussions and provided practical strategies for self-promotion, fostering a supportive community where participants could share experiences and learn from one another. This initiative helped build a network of allies and mentors who support each other's growth.

Additionally, in celebration of Girls in ICT Day, the du Youth Council organised a session where a youth employee delivered an interactive session to over 30 female students at GEMS School, focusing on her



journey in the ICT sector. The session featured key insights into robotics and AI, highlighting the relevance and opportunities these technologies hold for the future. The initiative emphasised real-world applications of ICT,

providing students with a hands-on perspective of innovation and technology, aiming to bridge the gender gap in ICT and encouraging more young women to consider technology-driven career paths.

These initiatives reflect our ongoing dedication to fostering female leadership and supporting the aspirations of Emirati women, both within the company and the broader community.

## Make our people and communities happier continued

### Employee engagement

In 2024, we proudly achieved an outstanding 96% participation in our Employee Engagement Initiative, surpassing global and regional benchmarks. This remarkable achievement reflects our ongoing commitment to creating a workplace where everyone thrives.

Building on insights from previous years, we also introduced 'Celebrate,' an innovative peer-to-peer recognition programme designed to foster appreciation and camaraderie across teams.

As a cornerstone of our engagement strategy, 'Celebrate' has revolutionised how we recognise contributions, strengthening meaningful connections and promoting a culture of mutual respect and acknowledgment. Key advancements included:

- Transparent sharing of survey results across teams, paired with targeted manager training.
- Providing support to underperforming managers through tailored coaching and helplines.

To drive continuous improvement, we:

- Conducted pulse surveys to maintain an ongoing feedback loop.
- Delivered initiatives such as corporate roadmaps, Emirati Majlis, CXO-led town halls, and structured performance discussions.

As we look to 2025 and beyond, our ambition is to continue to rank in the Global Top 10 for Employee Engagement. We remain dedicated to innovating and fostering a culture of excellence, collaboration, and fulfilment for all our employees.

### Employee benefits

We offer a wide range of benefits to our full-time employees, fostering a happy and inclusive work environment. Building on our foundation of Pay-for-Performance, we continue to provide enhanced entitlements that go beyond legislated requirements, ensuring fairness and transparency.

Our work-from-home initiative offers employees greater flexibility while maintaining business continuity. On-site amenities such as relaxation areas, gaming zones, a canteen, and a clinic, alongside financial perks like telecom discounts and complimentary discount programmes, support a healthy work-life balance.

**We remain dedicated to innovating and fostering a culture of excellence, collaboration, and fulfilment for all our employees.**

To further motivate and recognise exceptional performance, we use spot awards to reward employees who go above and beyond. Additionally, we have a structured Salary Progression Policy, enabling targeted salary increases within budget and reinforcing our commitment to employee growth and satisfaction.





## Make our people and communities happier continued

### HR digitalisation

This year, we launched a comprehensive HR digitalisation programme to enhance employee well-being, inclusivity, and sustainability. By integrating advanced technologies, the initiative has streamlined processes, empowered employees, and significantly reduced the organisation's environmental footprint. Previously, manual and time-intensive HR methods created inefficiencies, limited access to resources, and hindered data-driven decision-making for greater inclusivity and sustainability.

The HR digitalisation programme has delivered measurable benefits:

- **Enhanced Employee Experience:** User-friendly tools empower employees to manage HR-related needs, fostering engagement and self-direction.
- **Workplace Inclusivity:** Data-driven insights have informed initiatives to enhance equity and retain diverse talent.
- **Environmental Sustainability:** Digitalising HR operations has significantly reduced paper consumption and resource use, reinforcing du's commitment to sustainability.

This programme reflects our forward-thinking approach to integrating technology with people-centred values, enhancing employee experiences, optimising operations, and advancing environmental goals.

As we continue to innovate, the programme will remain pivotal to our sustainability and workforce strategies, with ongoing advancements such as AI chatbot capabilities and improvements across recruitment, onboarding, and the overall employee journey.



### Diversity

We have 75 unique nationalities at our office, and we believe that this diversity is the foundation for a thriving culture at du that positively impacts all our people, as well as our customers.

We endeavour to be an equal opportunity employer that displays no discrimination regarding age, gender, colour or religion in our decisions to recruit or develop careers. We also support people of determination to build long-term opportunities at our organisation. We currently have three people of determination at du.

In line with our commitment to inclusivity, all employees were entitled to parental leave, with 100% retention rates following their return to work. Enhancements to our paid parental leave policy were introduced to relieve financial and scheduling pressures on new parents, enabling them to prioritise their families during this crucial period. Seamless coordination with managers ensured smoother transitions back into the workplace, strengthening team cohesion and fostering a supportive environment. This dedication to balancing personal and professional priorities has resulted in lower attrition rates among parents and consistent praise from returning colleagues.

## Make our people and communities happier continued



## Diversity data

## Total number of employees

2,756

● Full-Time Male	2,027
● Full-Time Female	700
● Part-Time Male	25
● Part-Time Female	4
● People of Determination	3

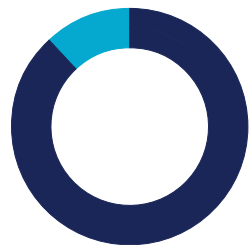


## Parental leave data

## Total du employees who took parental leave

84

● Male	74
● Female	10



## Return rate

99%

## 12-month retention rate

99%

## Total number of employees hired

368

## Age split

● Age Below 25	84
● Age 25-35	167
● Age 35-45	96
● Age 45-55	19
● Age Above 55	2



## Gender split for employees hired

Male	234
Female	134

## Attrition rate by men vs women

Male	15.5%
Female	20.08%

## Total number of employee turnover

472

## Age split

● Age Below 25	35
● Age 25-35	200
● Age 35-45	182
● Age 45-55	45
● Age Above 55	10



## Gender split for employee turnover

Male	330
Female	142

## Attrition rate by Emiratis vs expats

Emiratis	17.49
Expats	16.35



## Make our people and communities happier continued

### Employee wellness

In 2024, employee wellness extended beyond the workplace, embracing a holistic approach that included families and reinforced a culture of health, engagement, and inclusivity. Throughout the year, we saw record participation, with over 2,000 employees and their families actively engaging in various wellness initiatives and events.

Key highlights of our wellness programme:

- Sports tournaments such as the Ramadan Football Tournament, du Beach Bash, and Fitze Corporate Sports Fest are aimed at encouraging employees to integrate fitness into their daily routines. This also included the first-ever 'du kids sports Olympics,' with 200 children of employees participating.
- Successful implementation of an electronic medical record system in the on-site clinic, seamlessly integrated with the NABIDH government portal, consolidating all health data in one hub.
- Recognition by the Ministry of Health and Prevention for our national diabetes screening campaign, which saw over 500 employees participate in proactive health screenings.
- 90% satisfaction rate for clinic services, with more than 1,000 employees providing feedback, highlighting our commitment to quality healthcare and employee support.
- The success of our health and wellness initiatives, including our company health clinic, is best reflected in the profound impact we have on individual lives:



"I don't have enough words to express my gratitude for the love, care, and unwavering support you have shown me throughout my health journey. Your guidance during my cancer treatment and battle with ITP and diabetes has meant more to me than I can ever explain. There were moments when I felt lost, uncertain, and overwhelmed – but you were always there. You provided not just medical care but kindness, encouragement, and hope. Your belief in me gave me the strength to keep going, even in the darkest times. Winning a weight-loss challenge may seem small to some, but I never imagined achieving this milestone. It was only possible because of your unwavering support. You have been a lifeline, a source of strength and comfort during the most difficult periods of my life. The impact of your care will stay with me forever. Thank you for being such a crucial part of my healing and growth."

A du employee, who is also a cancer survivor and weight-loss challenge winner, shares their insights on the du Employee Wellbeing Team

## Make our people and communities happier continued

### People learning and growth

Driving innovation and excellence starts with equipping people with the tools and knowledge to thrive. This year, we made significant strides in fostering a culture of continuous learning, ensuring our employees are prepared for the challenges and opportunities of a rapidly evolving digital landscape. Through forward-thinking programmes and strategic collaborations, we focused on enhancing skills in data science, generative AI, emerging technologies, and leadership.

A key milestone was the launch of the Digital Talent Programme, an initiative aimed at establishing du as a leading digital telco. By partnering with a globally recognised technology leader, we provided employees with certifications in cutting-edge fields such as generative AI and data science. This effort bridged critical skill gaps, driving business growth while embedding a culture of agility and curiosity.

On-demand courses through the MyJourney learning platform

**30,000**

In a first for the region, we partnered with the Cisco Networking Academy to offer certification programmes in programming, networking, and cybersecurity. Beyond these partnerships, employees benefited from 30,000 on-demand courses through the MyJourney learning platform, empowering them to pursue self-directed growth. With average learning hours increasing to 26 per employee and 100% participation in Annual Performance Reviews, we reaffirmed our commitment to holistic employee development. In 2024, the learning curiosity level for non-mandatory learning rose to 86.4%, reflecting a 3.4% increase compared to the previous year. Over the past four years, this steady growth highlights an increasing motivation among employees to take initiative in their learning and development journey. These efforts earned us the Udemy Business MENA Excellence Award, a testament to our dedication to impactful and innovative learning strategies.

YTD learning curiosity in non-mandatory learning

**86.4%**

+3.4%



Blended learning took centre stage, integrating behavioural, technical, and leadership training to ensure alignment with global trends. Collaborative initiatives with Harvard, Huawei, Nokia, and Telefonica further strengthened leadership development, while targeted programmes like Skill Boosters enhanced business capabilities. We are also committed to developing the talents of the future leaders of du through the EDGE programme in collaboration with Ashridge Hult.

For 2025, we plan to continue leveraging strategic partnerships and alliances to expand development opportunities, with a strong focus on digital talent skills, enhancing advanced leadership capabilities, and fostering coaching and mentoring skills. By providing best-in-class learning solutions, we aim to promote an integrated learning culture throughout the employee journey, empowering self-directed learning and growth to drive success.

Average learning hours

**26.00**

+5 hours



## Make our people and communities happier continued

### Youth empowerment

Engaging with and empowering youth is central to our mission of fostering innovation and building a sustainable future. By investing in the development of young talent, we not only contribute to the personal and professional growth of the UAE's youth but also ensure a pipeline of skilled leaders ready to drive the nation's digital transformation.

The du Youth Council has played a pivotal role in empowering young talent through a series of impactful initiatives:

- In collaboration with Huawei, the Youth Digital Pioneers Programme provided university students and young professionals with cutting-edge knowledge and skills in digital innovation through an intensive two-week course.
- The launch of Skillpreneurship empowered young employees to lead skill-based workshops for their colleagues, fostering knowledge exchange, professional growth, and financial incentives.
- A robotics boot camp, hosted in partnership with an Emirati robotics engineer, provided children of employees (aged 8-15) with both foundational knowledge and hands-on experience in robotics over two days.
- The Girls in ICT programme encouraged STEM education among students, inspiring the next generation of innovators and problem-solvers.

- At the Ru'ya Careers UAE Fair, we engaged with young job seekers, offering career guidance and insights into future opportunities.
- The "Every Step Counts" campaign, launched in April 2024 in collaboration with UNICEF's School Health Education Project, educated students on the importance of healthy living through engaging, interactive roadshow activities.

These initiatives reflect our ongoing commitment to youth development, ensuring the next generation is equipped with the skills and opportunities to thrive in an evolving digital landscape.



**"At the recent Ru'ya Careers UAE fair, we forged connections with the next wave of Emirati talent, taking a significant step towards enriching the UAE's knowledge-based economy. The fast-paced digital transformation of the UAE has underscored the critical need for specialised skills. At the event, we championed digital education and skill refinement committed to not only nurturing local talent through Emiratisation but also propelling technological innovation forward, aligning with the economic and digital ambitions of the UAE."**

**Fatema Al Afeefi,**  
Head of Employee Experience and HR Digitalisation



## Make our people and communities happier continued



### FutureX

FutureX is du's pioneering 12-month Graduate Trainee Programme, designed to cultivate fresh talent and shape the next generation of digital innovation leaders. This immersive experience provides graduates with a structured learning journey that blends technical expertise, leadership development, and cross-functional exposure to ensure a well-rounded professional foundation.

The programme integrates hands-on experience with strategic skill development, combining technical training

in AI, data science, and digital transformation with sessions on wellness, diversity, and inclusion. Graduates participate in a cohort-based model, fostering a sense of belonging and collaboration while engaging in cross-functional projects and divisional rotations to

gain a holistic understanding of business operations. Additionally, quarterly review meetings with senior leadership provide a platform for knowledge-sharing, mentorship, and direct career guidance.

With a 96% satisfaction rate reported after the first phase, FutureX has proven to be a transformative initiative that equips young professionals with the expertise, confidence, and agility to thrive in a fast-evolving digital industry. Through this programme, we are actively shaping the future of tech talent, ensuring a strong pipeline of skilled leaders ready to drive innovation and long-term business success.

**"Future X is more than a career launch pad; it's a journey of learning, innovation and growth to prepare for a digital tomorrow. In Future X, every challenge became a lesson, every lesson became a skill, and every skill became a step towards the future I'm building."**

**Amna Amiri,**  
Specialist Learning Management (Trainee)

## PRIORITY 2 – COMMUNITY WELL-BEING

In 2024, we stepped up our efforts to enhance digital safety and drive social volunteering. Collaborative school campaigns expanded knowledge of cyber threats, while community-based events combated social isolation and promoted togetherness. We also continued forging partnerships with grassroots organisations, ensuring a more inclusive support system for underserved segments.

### Community projects

Strengthening social cohesion and inclusion is central to our community strategy. By celebrating key events like Ramadan, Emirati Children's Day, and Expo, we create shared moments of pride and connection across the UAE. Our initiatives aim to empower specific groups, including youth and women, by providing opportunities for growth and development and fostering a stronger and more inclusive society.



## Make our people and communities happier continued

### Digital well-being

Our commitment to enhancing community well-being is driven by our holistic DICE approach, which prioritises digital literacy, innovation, cohesion, and empowerment. By addressing the unique needs of the UAE's population, we aim to create a safer, more inclusive digital environment for all.

D I C E

Digital skills  
& well-being

Innovation &  
technology

Cohesive  
society &  
national policy

Empowerment

In collaboration with Beat the Cyber Bully, we expanded our cyber safety initiatives in 2024, delivering targeted workshops to thousands of students in public and private schools across the UAE. These sessions empowered students, educators, and parents with the tools to navigate the online world responsibly. Workshops focused on preventing cyberbullying, understanding data privacy, and recognising the dangers of misinformation, equipping participants with practical strategies for a safer digital experience.

One of our most innovative projects featured children sharing their online fears and ideas for creating a kinder internet. These powerful video narratives provided a platform for young voices, fostering greater awareness and inspiring meaningful conversations about responsible online behaviour.

Through these initiatives, we have cultivated a culture of critical thinking and respect in digital spaces, promoting inclusivity and instilling confidence in the next generation of digital users. Our work underscores our commitment to addressing the challenges of the digital age and creating a secure, empowering online environment for all.



### Charity and fundraising

During Ramadan, we conducted a charity auction for the UAE Mothers' Endowment Fund, raising AED 4,935,000 through the auction of special numbers. We also supported the fund through SMS and social media campaigns, encouraging widespread public donations. In addition, we continued our collaboration with the Al Jalila Foundation with a donation of AED 1 million to support its ongoing efforts to provide crucial healthcare services and programmes to those in need. The ongoing collaboration with the Al Jalila Foundation will contribute to uplifting the community and expanding the reach and impact of our philanthropic endeavours.

We are dedicated to supporting charitable organisations across the UAE, most notably by providing free-of-cost SMS campaigns to enhance their fundraising efforts. In 2024 alone, this initiative contributed an in-kind value of approximately AED 5 million, helping to amplify the reach and impact of vital causes. As part of our continued commitment to social responsibility, we will maintain this support, reinforcing our role in fostering positive change within the community.

## Make our people and communities happier continued

### Volunteering

Our employees contributed to several impactful activities with organisations such as the Dubai Charity Association, Goumbook, Emirates Environmental Group, and the Senses Residential and Day Care for Special Needs. These included distributing iftar meals to blue-collar workers, participating in mangrove planting and beach clean-up campaigns, conducting a desert clean-up drive, and engaging children of determination in fun and educational activities.

### Engaging events

In collaboration with the Thukher Club and the Dubai Charity Association, we hosted a suhoor event for senior citizens, offering engaging activities and prizes like Umra tickets. For orphans, we organised a lively iftar event with educational activities, entertainment, and gift vouchers to enhance their Ramadan and Eid celebrations.

Through these projects, we continue to invest in the UAE's people, ensuring every segment of society has the tools, opportunities, and support needed to thrive. In 2025, we will expand digital well-being initiatives, enhance employee volunteering, and support UAE-based healthcare and education causes through strategic donations.

In October 2024, du sponsored the AccessAbilities Expo, the Middle East's premier event dedicated to enhancing the lives of individuals with disabilities. du's participation aims to empower People of Determination and provide the latest technologies to enhance their quality of life, paving the path towards a more inclusive and accessible future for all.

**"Our support for the AccessAbilities Expo underlines our commitment to creating an inclusive environment where innovation and collaboration can thrive, breaking down barriers for People of Determination and showcasing how technology can serve as a bridge to a world where everyone has equal opportunities to succeed and be happy."**

**Adel Al Rais,**  
Head of Corporate Communications and Protocol





## Operate ethically and responsibly



### Pillar 2 – Operate ethically and responsibly

Net zero ambition and ethical excellence underpin our commitment to environmental sustainability and building trust.

**PRIORITY 3**  
**ENVIRONMENTAL FOOTPRINT**

**PRIORITY 4**  
**DATA PRIVACY AND SECURITY**

### PRIORITY 3 – ENVIRONMENTAL FOOTPRINT

As our network expands to support 5G and increased wireless traffic, we remain committed to enhancing energy efficiency across our base transceiver stations and data centres. By integrating renewable energy solutions, optimising infrastructure, and reducing emissions, we are driving meaningful progress towards our sustainability goals.

#### Enhancing energy efficiency in our technical sites

In 2024, our sustainability initiatives contributed to a total CO<sub>2</sub> reduction of 8.6 Ktons, the equivalent of planting 343,060 trees. Our key programmes included:

- Solar on tower – Installed at 90 sites across our network, with plans to expand further. These installations saved 603 tCO<sub>2</sub>, reducing reliance on traditional energy sources while supporting cleaner operations.
- Solar on the ground – Operating at 79 sites, these installations generated 11,317 MWh of energy savings, eliminating 3.05 KtCO<sub>2</sub> emissions and reducing diesel consumption by 14,400 litres – the equivalent of 122,000 trees planted.
- Lithium hybrid systems – Deployed at 209 sites, this initiative saved 14,952 MWh of energy, reduced CO<sub>2</sub> emissions by 4.03 KtCO<sub>2</sub>, and eliminated 7,200 litres of fuel consumption, translating to 161,200 trees planted.

### Investing in sustainable infrastructure

Beyond emissions reduction, we continue to innovate in energy efficiency across our facilities:

- Data centres – Optimised cooling efficiency across six data centres, improved redundancy levels, and raised white space temperatures to 26°C, significantly reducing energy demand.
- LED and solar streetlights – Implemented across multiple locations to enhance sustainability while improving operational efficiency.

Our continued investment in renewable energy, hybrid systems, and energy-efficient cooling reinforces our commitment to sustainable operations. As we move forward, we remain focused on expanding solar-powered sites, reducing our carbon footprint, and optimising energy efficiency, paving the way for a more sustainable future.



## Operate ethically and responsibly continued

### GHG emissions

We continue to track our Scope 1 and Scope 2 emissions, ensuring transparency and accountability in our environmental impact. In 2024, total GHG emissions increased due to expanded network infrastructure and rising energy demand. However, we continue to implement energy-efficient solutions, renewable energy projects, and emission-reducing initiatives to mitigate our footprint and move towards meeting our commitment to achieve net zero Scope 1 and 2 emissions within our operations in the UAE by 2030 and Scope 3 by 2050.

While Scope 1 emissions rose primarily due to increased diesel consumption and refrigerant usage, Scope 2 emissions increased alongside electricity demand from data centres, mobile sites, and retail operations. Despite these challenges, our ongoing solar energy expansion, hybrid generator deployment, and free cooling systems are actively reducing carbon intensity across our operations.

This report provides a year-over-year comparison of our emissions data, highlighting areas of progress and reinforcing our strategic focus on reducing energy consumption, transitioning to greener alternatives, and driving long-term sustainability.

Category	2021	2022	2023	2024
Scope 1 Emissions (tCO <sub>2</sub> e)	27,599	29,877	28,112	35,647
Scope 2 Emissions (tCO <sub>2</sub> e)	93,930	100,044	98,876	105,739
<b>Total Emissions (tCO<sub>2</sub>e)</b>	<b>121,529</b>	<b>129,921</b>	<b>126,988</b>	<b>141,386</b>

Refrigerant	Usage due to leakage (kg) 2023	Usage due to leakage (kg) 2024
R22	2,112	4726.3
R410A	103.86	251.3
141B	210.26	211.9
R407	232.6	224.1
<b>Total Equivalent CO<sub>2</sub> Emissions (tCO<sub>2</sub>)</b>	<b>4,577</b>	<b>129,921</b>

### Enhancing energy efficiency in our non-technical sites

We have implemented a range of energy efficiency initiatives across our non-technical sites to reduce power consumption, optimise resource use, and lower emissions. By continuing to enhance energy efficiency across our operations, we are not only reducing operational costs but also contributing to the UAE's Net Zero ambitions.

To improve energy management, we deployed a Building Management System (BMS) at du HQ, which provides real-time energy monitoring and automates temperature adjustments to 26°C during non-business hours, leading to significant energy savings. Additionally, we have upgraded cooling systems by integrating energy-efficient air-conditioning units and free cooling technology, leveraging natural airflow to reduce reliance on mechanical cooling.

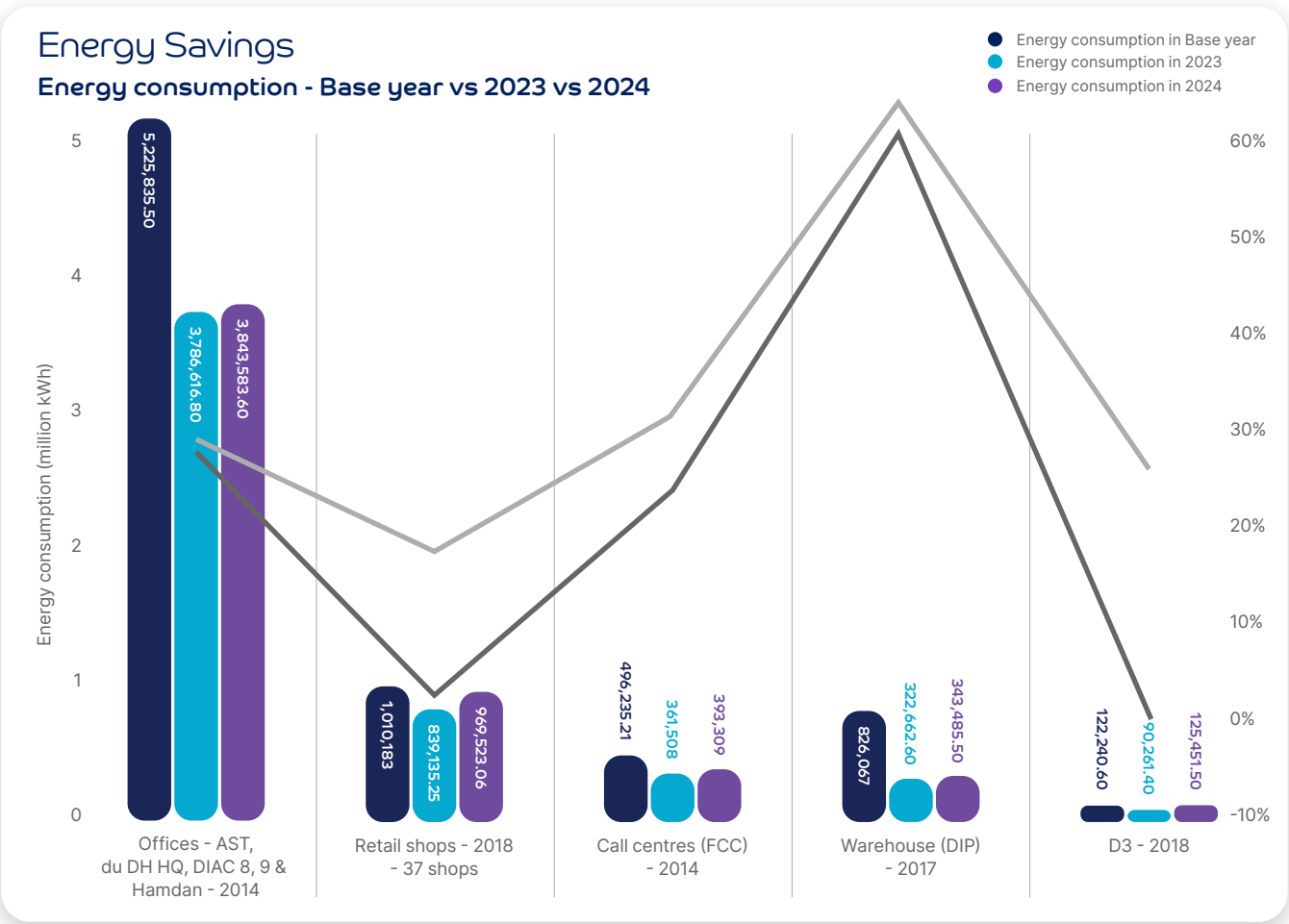
We have also introduced LED lighting upgrades across stores, offices, and warehouses, ensuring long-term energy savings while supporting our sustainability goals. Motion sensor technology was implemented to ensure lighting is only used when necessary, reducing unnecessary power consumption in areas with fluctuating occupancy.

Operate ethically and responsibly continued

To enhance insulation and thermal efficiency, we installed 3M sunscreen films on all windows at du HQ, reducing solar heat gain and easing the load on HVAC systems. This initiative led to a 4.7% decrease in electricity use and an 8.2% reduction in chilled water consumption, improving both sustainability and employee comfort.

Additionally, we engaged employees in energy-saving initiatives at Virgin D3 offices and the Fujairah Call Centre, raising awareness about conservation efforts and encouraging habits such as turning off lights and equipment when not in use. We also installed a daylighting system at du HQ, using advanced sensors to adjust artificial lighting based on natural light levels, further enhancing energy efficiency and workplace comfort.

By implementing these initiatives, we continue to optimise energy use across non-technical sites, improve sustainability performance, and contribute to long-term environmental goals.





Operate ethically and responsibly continued

Waste management

Our commitment to minimising waste, reducing landfill dependency, and promoting recycling is at the core of our sustainability strategy. In 2024, we built upon our existing waste management initiatives that were launched in 2023, making measurable progress in plastic reduction, food waste composting, and green cleaning practices.

Our Waste Management Plan, launched in December 2023, set an ambitious goal of diverting 30-50% of waste from landfills over the next three years. In 2024, we have been successful in achieving our target and have steadily increased the percentage of waste diverted from landfill sites over the year.

Employee training and education play a crucial role in achieving this target, ensuring better waste segregation and recycling habits across our offices. To further optimise waste collection, we are digitalising our waste disposal processes through the Wastek app, enabling more efficient tracking and management.

Waste diversion - roadmap

30.6%

Achieved



Waste reduction

7.75%

Total waste generated - baseline year (kg)



A recent waste study revealed that each du employee generates an average of 0.22 kg of waste daily. The total waste generated by du in 2024 was 255,623 kg, with 192,054 kg (around 75%) categorised as general waste, 20,685 kg (approximately 7.4%) as food waste, and 42,884 kg (about 15.5%) as recyclables. Looking ahead, we are committed to boosting the diversion rate by refining waste segregation practices and launching targeted awareness campaigns.

Food waste composting

As part of our commitment to minimising organic waste, we have installed an on-site food composter at our headquarters in Dubai Hills and partnered with a contractor at our office in Dubai International Academic City (DIAC) to process food waste into compost. In 2024, we generated 20,685 kg of food waste, all of which was transformed into 5,171 kg of compost. This initiative helped prevent approximately 25,335 kg of CO<sub>2</sub> emissions from entering the atmosphere. Additionally, employees are able to use the compost in their home gardens, fostering soil health and promoting greener communities.

## Operate ethically and responsibly continued

### Reducing single-use plastic

Following the successful implementation of Sprudel/No More Bottle Water Dispensers across all our facilities, efforts to phase out 5-gallon water bottles led to a 90% decrease in their usage, significantly reducing plastic waste and lowering our environmental footprint. We are also looking to reduce single-use plastics across our operations through innovative designs of products such as the eco-friendly tourist SIM, which is fully recyclable and eliminates the disposal of thousands of temporary SIM cards.

### Green cleaning initiatives

We have fully embraced green cleaning practices across all commercial sites, reinforcing our commitment to sustainability. Our CIMS-GB Certification underscores our dedication to eco-friendly cleaning methods, equipment, and products. In 2024, 60% of our cleaning material expenditure was allocated to environmentally responsible products, reducing the energy and water required for cleaning while minimising waste and our carbon footprint.

Through these initiatives, we continue to lead in waste reduction, responsible resource management, and environmental stewardship. As we push towards higher waste diversion rates, increased recycling, and further reductions in plastic consumption, we are shaping a more sustainable future for our operations and the communities we serve.



### Virgin Mobile launches eco-designed SIM card

This year, Virgin Mobile proudly introduced its first eco-designed SIM card, which was created in collaboration with Thales. These innovative eco-SIM cards are made from recycled plastic, sourced primarily from discarded refrigerators, thanks to a partnership between Thales and Veolia.

This sustainable solution includes both the SIM card and its bank card-sized support, helping to eliminate the production of 5,000 metric tons of primary/new plastic and preventing 15,000 metric tons of CO<sub>2</sub> emissions. Moreover, the plastic used in these cards is recyclable, enabling reuse at the end of its life-cycle. The Eco-SIM card is carbon neutral.

This initiative aligns with Virgin Mobile's broader commitment to reducing the carbon footprint of its services. It reflects our dedication to ecological transformation and responds to our subscribers' growing concerns about environmental sustainability.

**This sustainable solution prevented**

**15,000 metric tons**  
of CO<sub>2</sub> emissions

## Operate ethically and responsibly continued

**"In 2024, we strengthened our sustainability strategy by integrating circular economy principles - resource optimization, waste-to-value innovation, and closed-loop systems - into our operations, fully aligning with the UAE's Net Zero 2050 vision. A key accomplishment was to exceed our waste diversion targets - achieving 31% compared to 18%."**

**Abdulhadi Alalyak,**  
Head of Corporate Services

### Electronic waste

As part of our ongoing efforts to reduce electronic waste, we have partnered with e-Cyclex, a leading e-waste recycling company, to ensure the proper disposal and recycling of damaged TV screens.

Electronic waste poses a significant environmental challenge, with millions of tons of discarded electronics ending up in landfills every year. By collaborating with e-Cyclex, we actively contribute to the circular economy by ensuring that damaged TV screens are collected, processed, and recycled in an environmentally friendly manner. This initiative helps to recover valuable materials, reduce landfill waste, and minimise our carbon footprint.

### PRIORITY 4 – DATA PRIVACY AND SECURITY

At du, data and security are at the core of our commitment to protecting customer information. Within our Information Security and Risk Management (ISRM) Department, we have established a specialised Data Security and Privacy Management unit dedicated to safeguarding sensitive data and ensuring compliance with regulatory frameworks. Our approach is guided by the Telecommunications and Digital Government Regulatory Authority (TDRA), Consumer Protection Regulations (CPR), and other relevant legal requirements. Additionally, we adhere to ISO 27001 and PCI-DSS 4.0 industry standards to maintain a robust and resilient security framework.

In 2024, we strengthened our commitment to data protection by updating our Data Security and Privacy Policy and refining our data taxonomy in collaboration with business owners. Key initiatives include:

- Enhancing tokenisation to secure sensitive data.
- Modernising Identity Access Management (IAM) to streamline authentication and authorisation processes.
- Implementing user access management reconciliation and recertification to ensure proper access control.
- Strengthening database access and privileged access management to mitigate security risks.
- Developing a 'User Access Governance Platform' to enhance security oversight.





## Operate ethically and responsibly continued

With the introduction of AI-driven technologies, we have also adopted a seamless governing dataflow framework, ensuring secure and structured data management across all operations.

For more details on how we collect, use, and protect personal data – both online and within our business operations – please refer to our Privacy Policy at [www.du.ae/privacypolicy](http://www.du.ae/privacypolicy).

### Ethical business

Ethical business is the foundation of our operations, reflecting our dedication to integrity, transparency, and excellence. It means fostering trust with stakeholders – employees, suppliers, customers, and the public – while holding ourselves accountable to the highest standards. Guided by our Code of Business Conduct and Ethics, we address critical human rights issues, including anti-discrimination, harassment prevention, grievance management, whistleblowing, anti-corruption, and insider trading.

Our Code, accessible to all stakeholders via our website, ensures that every employee is informed of these principles through annual training, with a formal acknowledgement of their understanding and adherence. By proactively preventing misconduct and promoting a culture of responsibility, we uphold honesty and fairness in every aspect of our business.

This unwavering commitment to ethical practices is not just about compliance, it is about building a sustainable future rooted in trust and accountability. Even when instances of non-compliance arise, such as the seven cases reported in 2024, we take them seriously, ensuring corrective actions are implemented to uphold our values and maintain transparency.

During the year, we received seven violations from TDRA amounting to AED 2.4 Mn. We consider all instances of non-compliance raised by our regulator to be significant.

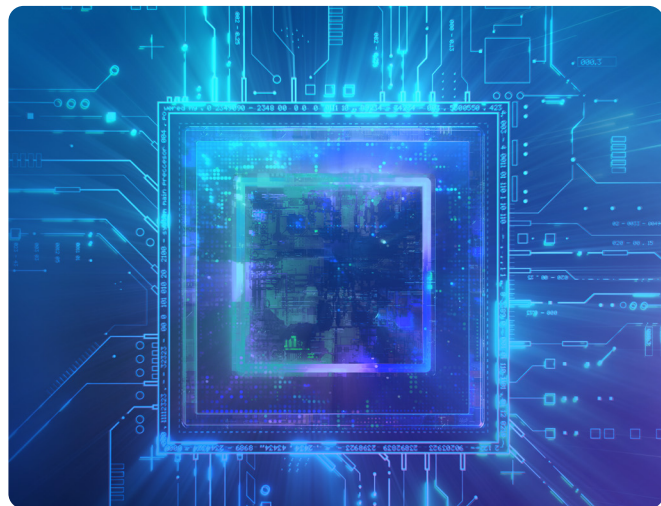


## Operate ethically and responsibly continued

### Health and safety

We prioritise the well-being of our employees, contractors, and partners by maintaining robust health and safety standards. Our efforts are guided by a structured HSE management system, which ensures compliance with regulatory requirements and best practices.

The table to the right outlines our key priorities and management approach, showcasing how we identify risks, implement effective mitigation measures, and foster a culture of safety and well-being across our operations.



Priority area	Our management approach
Occupational health and safety management system	Our legally approved HSE management system is designed to protect people, assets, and the environment. It encompasses all operational sites and activities, ensuring adherence to internal policies and regulatory requirements.
Hazard identification, Risk assessment, and Incident investigation	We use the Maximo system to report workplace hazards and incidents. This system generates detailed reports, enabling us to identify risks and implement corrective actions promptly.
Occupational health services	Occupational health services are provided through internal communications, policies, annual training plans, and awareness sessions, including site-specific inductions.
Worker participation, consultation, and communication on occupational health and safety	Employees are engaged through annual training plans, feedback mechanisms, and safety awareness initiatives to understand their rights and responsibilities.
Worker training on occupational health and safety	Comprehensive training programmes are delivered annually to educate workers on health and safety topics.
Promotion of worker health	Initiatives beyond regulatory requirements include sports events, health campaigns, and wellness activations integrated into our yearly engagement plan.
Prevention and mitigation of health and safety risks in business relationships	HSE mandates are embedded into all contracts, and detailed instructions are shared with partners to ensure compliance with our HSE management system.
Work-related injuries	Work-related injuries are tracked and assessed using our reporting systems.
Work-related ill health	Illnesses are monitored and recorded separately, with specific attention to chronic conditions reported by employees.
Workers covered by the occupational health and safety management system	All employees of du are covered under our HSE management system, which undergoes regular internal audits to ensure compliance.

## Operate ethically and responsibly continued

### Grievance mechanisms

We are committed to fostering a fair and inclusive work environment by maintaining a comprehensive grievance policy to address employee concerns effectively. This policy ensures all grievances are thoroughly documented, recorded in our database, and resolved with appropriate action.

In 2024, we made strides in modernising our HR processes with the introduction of an HR Dashboard and automation of the majority of our HR systems. As part of this transformation, the grievance process will undergo a full review and rewrite in the next phase, with clear communication to employees on any updates.

This year, we recorded nine grievances:

- Six cases related to misconduct – All were managed and closed with corrective actions taken.
- Three cases related to performance management were also successfully resolved by our Human Resources team.

### Whistleblowing

Our whistleblowing policy empowers employees to report concerns without fear of retaliation, assured that their reports will be managed seriously, confidentially, and investigated thoroughly. Reports can be made anonymously by calling 800 503 7283, through the website [www.duconcerns.ae](http://www.duconcerns.ae), or by sending an email to [wb@duconcerns.ae](mailto:wb@duconcerns.ae). The du Concerns service is



independently operated by a third party, ensuring objectivity and confidentiality, separate from our daily operations.

### Business continuity

To deliver our products and services seamlessly during times of instability, we have implemented a robust Business Continuity Management System (BCMS). This system is designed to build resilience across our people, processes, facilities, and technologies, safeguarding the interests of our customers, vendors, partners, regulators, and contractors.

In 2024, we maintained our ISO 22301:2019 certification for security and resilience in business continuity management systems, reflecting our commitment to international standards. Additionally, we achieved 100% compliance for our critical infrastructure, as validated by the Telecommunications and Digital Government Regulatory Authority (TDRA) following a thorough audit.

As we undergo major transformation, our Business Continuity Management System will continue to ensure resilience across all aspects of our operations – du Business, du Pay, du Tech, and du Infra – minimising disruptions to customers and services during abnormal events.



## Operate ethically and responsibly continued

### Keeping communities connected during the historical floods

In April 2024, the UAE experienced unexpected heavy rains, causing significant disruptions to infrastructure across the country. Amid this challenging situation, we played a critical role in maintaining uninterrupted communication services, ensuring that emergency services remained operational and communities stayed connected.

Our proactive approach to preparedness was key to our success during this crisis. Measures included:

- Readying human resources to respond efficiently to emerging challenges.
- Deploying Rapid Telecom vehicles to critical locations, providing swift communication support where needed.
- Ensuring the availability of backup systems, such as generators and batteries, to maintain operations across critical network infrastructure.

Through proactive planning, a swift and coordinated response, and collaboration with relevant agencies, we were able to mitigate the impact of the adverse weather effectively. This effort highlighted the essential role communication services play as a lifeline during emergencies and reinforced our commitment to resilience and reliability.



### Responsible marketing

We have a firm commitment to responsible, honest, friendly, and trustworthy marketing and communication campaigns. We empower our customers with the option to choose whether to receive our communications, and we strictly avoid the sale of any prohibited or controversial products and services. During the year, we had no incidents of non-compliance related to product labelling.

### Responsible procurement

In 2024, we partnered with 663 suppliers to deliver essential goods and services, with a total spend of AED 6.64 billion. Of this, 75% of the procurement budget was allocated to suppliers headquartered in the UAE, demonstrating our commitment to supporting the local economy. Additionally, we increased spending on national SME suppliers, cascading this approach through major Tier 1 contractors to further support Emirati businesses. This year, we achieved several key milestones:

- Completion of tenders for Mobile Network Expansion, IT Managed Services.
- Demonstrating strong financial stewardship by overachieving our cost-efficiency goals.
- Accomplished 74% of our Procurement Sustainability Roadmap, driving significant progress towards sustainable sourcing practices.
- Operationalised a disaster recovery warehouse in the Northern Emirates to enhance supply chain resilience.

## Operate ethically and responsibly continued

**Sustainability-driven procurement**

We are committed to integrating sustainability into every aspect of our procurement processes, ensuring that environmental and social considerations are embedded into decision-making. This ongoing transformation has led to several key initiatives in 2024, driving meaningful progress in creating a more responsible and resilient supply chain.

Key achievements in 2024 include:

- Our Procurement Process Handbook was updated to make sustainability a core requirement, setting clear expectations for suppliers and internal stakeholders.
- In addition to the Total Cost of Ownership, we adopted Life-Cycle Costing as part of tender evaluations, ensuring that environmental and social impacts are considered throughout a product's lifespan.
- We partnered with a third-party ESG rating agency to evaluate supplier practices, paving the way for the launch of a Supplier Sustainability Index in 2025.
- Warehouse and supply chain emissions were measured in accordance with the GHG Protocol, enabling data-driven strategies to reduce carbon footprints across our operations.

Building on these achievements, we have outlined ambitious goals for the future of sustainable procurement:

- Achieving ISO certification for Sustainable Procurement in Q1 2025 to reinforce global best practices.
- Upgrading the procurement digital system and integrating AI tools for enhanced efficiency in contracts and supply chain management.

- Conducting comprehensive supply chain mapping, including Tier 1 for all products and Tier N for critical products, to strengthen traceability and transparency.
- Increasing the procurement of sustainable products and fostering strategic partnerships with suppliers to champion sustainable practices.
- Expediting the budget-to-sourcing-to-award cycle, ensuring greater operational efficiency.
- Participate in global initiatives to promote sustainable procurement, such as the GSMA Sustainability Group, and define industry standards.

To achieve these objectives, we are actively enhancing awareness of our procurement vision and strategy among internal stakeholders. This collaborative approach ensures that procurement functions as a key support and advisory unit, enabling teams to make informed, sustainability-focused decisions.

## Deliver the benefits of our services to all



### Pillar 3 – Deliver the benefits of our services to all

Expanding access,  
enhancing innovation,  
and elevating customer  
experiences.

**PRIORITY 5**  
**CUSTOMER HAPPINESS**

**PRIORITY 4**  
**TECHNOLOGY FOR GOOD**

## PRIORITY 5 – CUSTOMER HAPPINESS

### Innovative offerings

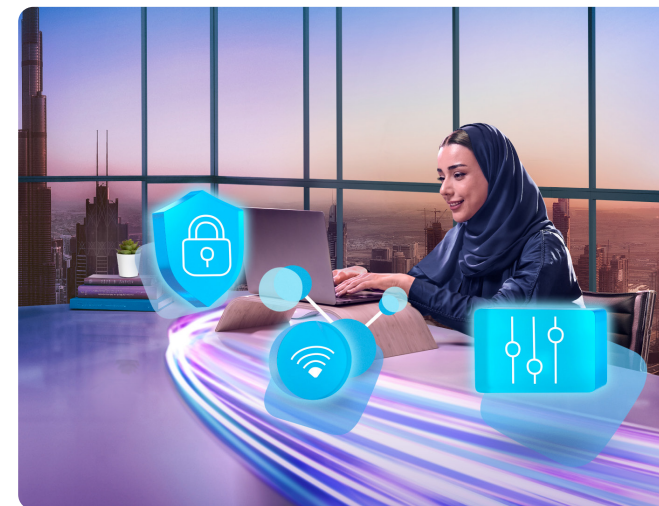
We continue to introduce innovative products and services that provide greater value, accessibility, and seamless digital experiences for individuals and businesses alike. In 2024, we expanded our portfolio with next-generation connectivity solutions, fintech innovations, and SME-focused initiatives, ensuring that our customers benefit from cutting-edge technology and enhanced service offerings. Our most innovative offerings include:

Supporting business growth and SME innovation:

- Partnered with the DIFC Innovation Hub to foster entrepreneurial growth and drive innovation among small and medium enterprises (SMEs).
- Collaborated with Microsoft to introduce productivity-enhancing solutions tailored for SMEs, ensuring businesses have the tools they need to scale efficiently and remain competitive.
- Launched Enterprise Plus, an innovative connectivity suite powered by Cisco Technologies, designed to accelerate digital transformation and business agility for enterprises across the UAE.

Enhancing customer-centric connectivity solutions:

- Introduced the Emirati Family Plan, offering unlimited data, national minutes, and exclusive benefits, ensuring UAE nationals enjoy seamless communication.
- Celebrated UAE National Day by gifting 53GB of free data to customers, reinforcing our commitment to rewarding and celebrating loyalty.
- Strengthened our partnership with Samsung, expanding business and service collaborations to bring cutting-edge mobile and connectivity solutions to our customers.





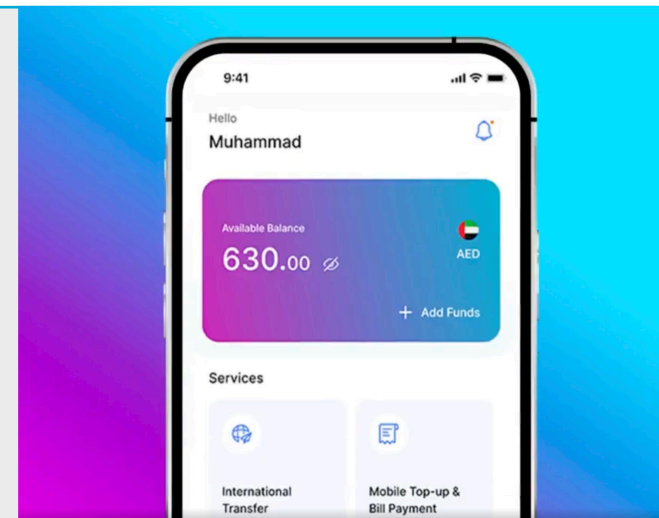
Deliver the benefits of our services to all continued

## Empowering digital payments with du Pay

Marking a major milestone in the UAE's fintech landscape, we introduced du Pay, a transformative digital financial service designed to provide secure, seamless, and inclusive payment solutions for UAE residents. Licensed by the Central Bank of the UAE, du Pay leverages du's robust infrastructure to bridge the gap between traditional banking and modern digital finance. Offering a comprehensive suite of services – including online and offline payments, utility bill settlements, mobile recharges, and competitive international money transfers – du Pay is designed to enhance financial accessibility for individuals and businesses across the UAE.

To further strengthen this initiative, we partnered with Visa to launch an innovative prepaid card, providing users with greater financial flexibility and convenience. Additionally, a collaboration with Emirates NBD enabled the integration of advanced digital payment solutions, enhancing the overall customer experience. These efforts align with our commitment to pushing the boundaries of economic, social, and digital evolution, ensuring secure and efficient financial services are within reach for all.

By focusing on inclusivity and security, du Pay is setting a new benchmark for digital financial services, reinforcing our role as a key enabler of digital transformation in the UAE.



## Customer experience

Our commitment to customer happiness remains at the core of everything we do. By leveraging digital transformation and self-service technologies, we continue to refine and enhance the customer journey – delivering efficiency, accessibility, and innovation while upholding our sustainability commitments.

This year, we continued to expand our Self-Service Kiosk (SSK) network, successfully reducing the need for assisted transactions and improving customer-journey efficiency.

## Key achievements include:

**94%**

reduction in MNMI (Mobile Number Management Interface) retail visits as customers seamlessly transitioned to self-service kiosks.

**82%**

decrease in specific SIM swap visits, further optimising customer wait times and service efficiency.

**40%**

increase in eSIM adoption, driving a shift from physical SIM cards to more sustainable digital alternatives (final figure pending confirmation).

**100%**

Transitioned to 100% digital invoices by the end of Q4 2023, significantly reducing paper waste and enhancing environmental sustainability.

Deliver the benefits of our services to all continued

## Care Connect platform to elevate enterprise customer experience

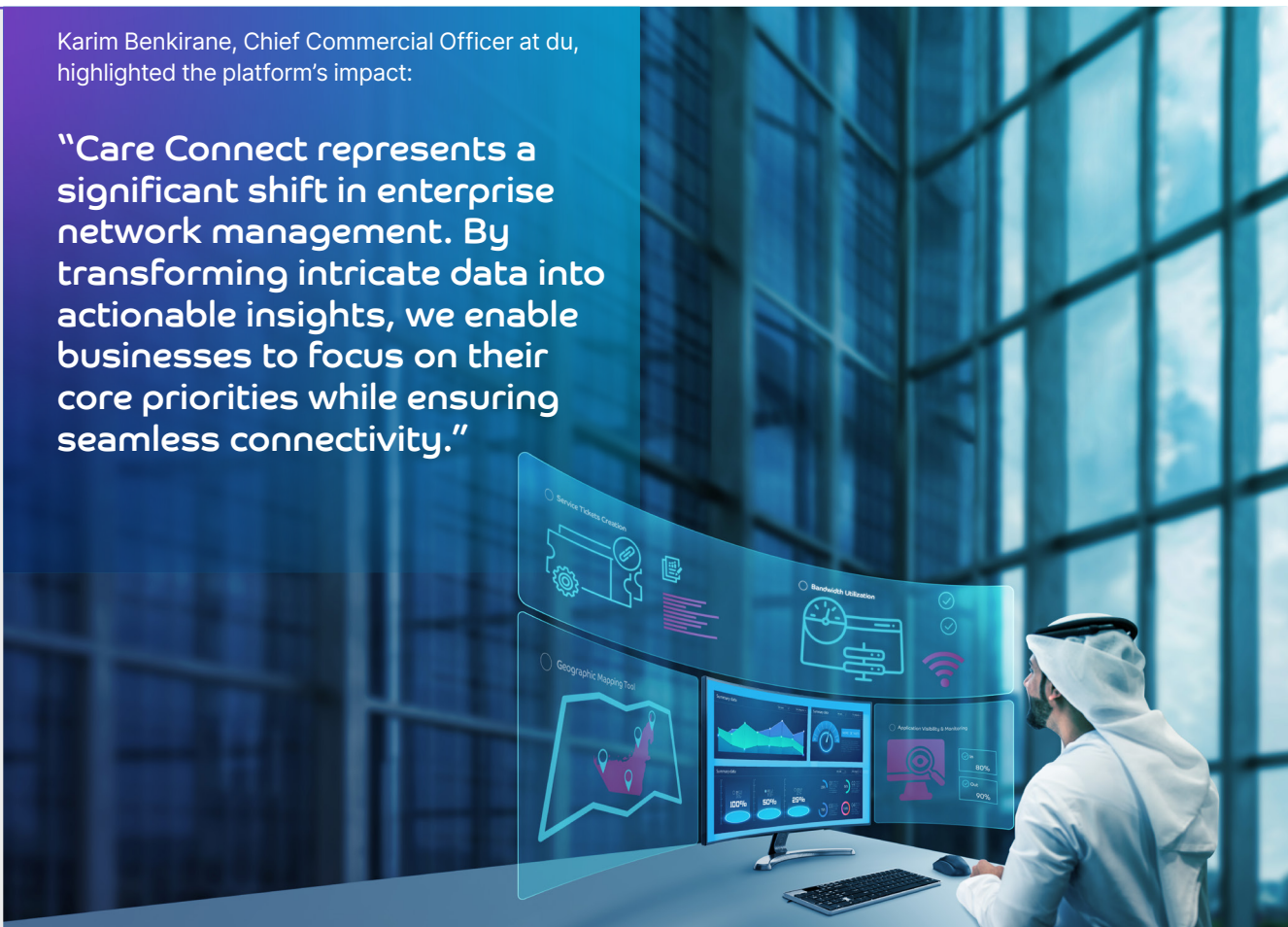
To enhance enterprise service assurance, we launched Care Connect, a one-stop platform designed to provide real-time network transparency, seamless communication, and actionable insights for businesses. By consolidating multiple service management tools into a single, user-friendly interface, Care Connect simplifies network operations and eliminates inefficiencies caused by fragmented third-party platforms.

The platform continuously collects, categorises, and translates complex network data, enabling IT managers, system engineers, and service providers to proactively monitor, manage, and optimise network performance. It offers customisable alerts, detailed reporting, and a shared performance dashboard, ensuring greater operational efficiency and a collaborative approach to service management.

This launch reaffirms our commitment to digital leadership, setting a new standard in service assurance by offering a transparent, efficient, and customer-centric approach to enterprise network management.

Karim Benkirane, Chief Commercial Officer at du, highlighted the platform's impact:

**“Care Connect represents a significant shift in enterprise network management. By transforming intricate data into actionable insights, we enable businesses to focus on their core priorities while ensuring seamless connectivity.”**



## Deliver the benefits of our services to all continued

### PRIORITY 6 – TECHNOLOGY FOR GOOD

#### Digital transformation

In 2024, we took a significant step towards integrating AI into our sustainability efforts by introducing a dedicated AI function supported by an AI task force and a newly appointed Chief of AI. This initiative led to the identification of a backlog of 60+ AI use cases, with a strong emphasis on internal efficiency and sustainability. Among these, key projects focused on reducing power consumption in the Radio Access Network (RAN), contributing to energy efficiency and cost savings.

Additionally, AI-driven digitalisation of asset life-cycle management in network warehousing enabled better resource utilisation, including the reuse of written-off devices and optimisation of the asset life-cycle. Furthermore, we have begun injecting Generative AI into internal processes to boost productivity by not less than 10x, ultimately enhancing sustainability, customer experience, and competitive advantage.

In parallel, we expanded our strategic partnerships and investments to enhance digital infrastructure, further positioning the UAE as a regional leader in AI and cloud computing. Collaborations included:

- Accelerating cloud adoption with AWS – Our partnership with Amazon Web Services (AWS) is empowering businesses with cloud-first strategies, enabling scalability, agility, and operational efficiency. By optimising workloads and enhancing data security, we are unlocking new AI-driven capabilities for industries across the UAE.
- Revolutionising the digital landscape with Microsoft – In collaboration with Microsoft, we are integrating AI-driven innovations to transform the UAE's digital ecosystem. This supports the nation's vision for a knowledge-based economy, driving advanced analytics, automation, and AI-powered business solutions that enhance productivity and decision-making.
- Strengthening cybersecurity and AI at GISEC Global 2024 – As a digital transformation partner at GISEC Global 2024, we showcased cutting-edge cybersecurity and AI solutions that equip businesses with advanced threat detection and security frameworks, reinforcing the UAE's digital resilience.
- Establishing the UAE as an AI powerhouse with NVIDIA Supercluster – In partnership with AIHostingHub, we launched the UAE's first NVIDIA supercluster in the GCC, providing unparalleled processing power for AI, high-performance computing (HPC), and machine learning. This innovation enables enterprises, research institutions, and government entities to accelerate AI adoption and drive breakthrough advancements.





## Deliver the benefits of our services to all continued

- Partnering with DataRobot, a leading AI platform recognised for its excellence in AI governance, we enhanced our ability to develop, deploy, and govern AI use cases both internally and externally. This collaboration aims to protect us, manage risks, and uphold ethical principles, including sustainability and accountability, ensuring responsible AI adoption across the organisation.
- Collaborating with the Dubai Health Authority (DHA) to accelerate digital healthcare transformation, introducing AI-powered patient-care solutions, advanced diagnostics, and telemedicine capabilities to enhance medical outcomes.
- Partnering with Netcracker Technology to integrate Generative AI (GenAI) into telecom services, driving automation, predictive analytics, and enhanced customer experiences.
- Joining The Orange Alliance programme to enhance cross-border collaboration in AI, cloud services, and digital transformation, fostering innovation across multiple markets.
- Showcasing integrated AI solutions that propel the UAE's AI economy and future-proof industries and position the country at the forefront of digital transformation.

### Digital innovation

We are committed to leveraging AI, IoT, and cloud technologies to drive innovation, efficiency, and sustainability across key industries. In 2024, we introduced cutting-edge solutions and strategic partnerships to accelerate digital transformation in mobility, agriculture, healthcare, and telecom. This included:

- Launching the du Smart Car, a Wi-Fi-enabled device offering remote monitoring, security features, and real-time diagnostics, enhancing connectivity and safety on the road.
- Partnering with Gracia Group to launch the UAE's first AI-driven agritech platform, optimising resource use, improving crop yields, and supporting food security through data-driven insights, endorsed by the Ministry of Climate Change and Control.



## Deliver the benefits of our services to all continued

### Network infrastructure

In 2024, we continued to strengthen our network infrastructure, integrating cutting-edge technology, sustainability principles, and next-generation connectivity solutions. Our IT department remained instrumental in driving digital transformation, advancing Green IT initiatives to optimise software, hardware, and operational efficiency.

By leveraging automation, digitalisation, and AI-powered analytics, we enhanced resource allocation and streamlined processes, reinforcing our commitment to environmental sustainability and operational excellence. These efforts contribute to our broader goal of achieving net zero emissions by 2050 while maintaining high-performance, future-ready infrastructure.

Further solidifying our position as a leading digital telco, we spearheaded the commercial deployment of 5G-Advanced, reinforcing the UAE's status as a hub for next-generation telecommunications. In collaboration with Huawei, we achieved high-performance 800G network speeds, setting new industry benchmarks.

Our partnerships with Nokia and MediaTek paved the way for the next level 5G uplink performance in the MEA region, driving faster and more reliable connectivity. Additionally, in a milestone achievement, we joined forces with Nokia to announce the first commercial 5G Cloud RAN deployment in the Middle East and Africa, a major step in virtualising network operations and enhancing scalability, efficiency, and sustainability.

We also expanded our global connectivity capabilities, ranking among the Top 10 in the World Teleport Association's global rankings, a testament to our leadership in satellite and teleport services. Our Samacom teleport facility was awarded Tier 4 Certification by the World Teleport Association, underscoring our commitment to resilient, high-performance satellite communications. Additionally, we partnered with Intelsat to enhance cellular connectivity in remote areas across the UAE, ensuring

even the most underserved communities benefit from seamless, high-speed communications. Strengthening international connectivity, we forged a partnership with Paltel, establishing a new express route between the UAE and Palestine and enhancing cross-border communication capabilities.

As we expand our network infrastructure, we remain focused on technological advancement, sustainability, and customer experience, ensuring our solutions are resilient, high-performing, and future-ready.





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