Q&A with stc GCSO

What are stc's sustainability strategies for the coming years?

Our sustainability framework is anchored by our dare 2.0 strategy, emphasizing a balance between achieving our short- and long-term objectives. This year, we've refreshed our sustainability corporate strategy and focused on three core sustainability priority areas: Environmental Performance and Climate, Development of Human Capital through Technological Innovation, and Solid Governance and Ethical Excellence. These areas are crucial not only for the success of our business but also for the benefit of our stakeholders and the communities we serve.

How does stc's digital innovation align with its sustainability objectives?

At stc, we believe that digital innovation is the backbone of sustainability. Our efforts in areas such as digital infrastructure, cloud computing, cybersecurity, IoT, AI, and digital payments, among others, not only advance our position as a leading digital transformation engine but also significantly contribute to our sustainability goals. For instance, our expansion of 5G and fiber optic internet access directly supports environmental sustainability by enhancing energy efficiency and promoting the use of sustainable technologies and ensuring the inclusion and accessibility of people across the countries we operate.

What challenges does stc face in advancing its sustainability agenda?

One of the most pressing challenges we face is aligning our rapid digital expansion with our sustainability targets, especially our commitment to achieving net-zero emissions by 2050. Additionally, ensuring that our digital transformation benefits all members of society equally presents an ongoing challenge. However, we are committed to overcoming these obstacles through innovation, strategic partnerships, and a steadfast commitment to our sustainability principles.

Can you elaborate on stc's efforts to cultivate a sustainability-minded culture within the organization?

Through specialized training programs and learning experiences offered by stc Academy, as well as mandatory employee training on ethical standards, data privacy and security, and health & safety, we continuously reinforce the importance of sustainability. Additionally, we conduct various events, awareness campaigns, and volunteering opportunities to make it part of our DNA. Our digital transformation efforts, integral to our dare 2.0 strategy, also play a crucial role in fostering this culture by enabling efficient operations and driving awareness across stc Group.

Cultivating a culture of sustainability at stc involves embedding sustainable practices and mindsets at every level of our organization. Through specialized training programs and learning experiences offered by stc Academy, as well as mandatory employee training on ethical standards, data privacy and security, and health & safety, we continuously reinforce the importance of sustainability. Additionally, we regularly conduct diverse events, awareness campaigns, and volunteering opportunities that promote sustainability across all levels of the organization. This consistent engagement, awareness, and development ensure that sustainability principles are

deeply ingrained in our company culture, making them an intrinsic part of our DNA. Our digital transformation efforts, integral to our dare 2.0 strategy, also play a crucial role in fostering this culture by enabling efficient operations and driving awareness across stc Group.

How is stc advancing diversity and inclusion within its operations?

Diversity and inclusion are at the core of our human capital development strategy. In 2023, stc Group achieved significant progress in gender diversity, with the hiring rate for women reaching 31.6% and employment for people with disabilities increasing by 36%, reflecting our efforts to create a more inclusive workplace. Furthermore, the introduction of stc Diversity and Inclusion guidelines underscores our belief that diversity drives progress and innovation. By encouraging employees to embrace their uniqueness, we foster an environment of equity and inclusion, enhancing our ability to serve diverse communities and contribute to our success in digital technology. Our initiatives, including flagship programs, enhanced health and safety, employee development, and a focus on empowering women and accommodating people with disabilities, demonstrate our commitment to making stc a place where everyone feels valued and empowered. This commitment extends to bridging the digital divide, exemplified by the innovative Smart Truck project, which brings digital literacy and technology access to underserved communities, particularly those in remote areas.

What initiatives has stc undertaken to support the communities in which it operates?

Our commitment to supporting communities is demonstrated through strategic social investment programs aimed at bridging societal divides and promoting overall well-being. Notably, in 2023 we created the Education4ALL Digital Inclusion Action Plan in partnership with Huawei, launching the Smart Truck initiative to empower the elderly with digital skills, improving their digital literacy and enhancing their independence and quality of life in a digital world. This complements other initiatives like the technical enablement program, ImpactU, volunteering, and e-recycling and furniture recycling programs among others all designed to empower individuals and communities. Additionally, our commitment to environmental conservation is evidenced by our pledge to plant one million trees, further showcasing our dedication to societal and ecological well-being.

Why is publishing an annual Sustainability Report important for stc?

Publishing our annual Sustainability Report is fundamental to our approach to transparency and accountability. It allows us to communicate our progress, challenges, and future plans in a clear and structured manner to our stakeholders. This report not only highlights our achievements in sustainability-related disclosures but also reinforces our commitment to being a leading role model for corporate governance and sustainability practices in the MENA region and beyond. It is our way of showing the world that we are dedicated to driving positive change and fostering prosperity while protecting our planet for future generations.

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