



For the fifth year in a row...

## Vodafone Egypt Launches Its Annual Sustainability Report at the British Egyptian Business Association Event

As a strategic partner and member of the British Egyptian Business Association (BEBA), Vodafone Egypt releases its annual sustainability report in an interactive session during BEBA's breakfast event held at the Conrad Cairo Hotel. This year marks the fifth consecutive year in a row for the telecom giant to release its sustainability report.

Pioneering the sustainability scene, Vodafone Egypt is the first telecom operator to report on its sustainability efforts following the ESG approach metrics, on a voluntarily basis. The report has been issued digitally for two consecutive years, this milestone adds to the shift to a digital interactive format, as part of the company's endeavor to raise awareness, both internally and externally about sustainability. With a commitment to further bolstering transparency, the report additionally seeks to showcase the company's responsible and sustainable approach to addressing the economic, social, and environmental impacts stemming from its operations. This progressive move underscores Vodafone Egypt's leadership in the industry, establishing benchmarks for others to emulate and incorporate comparable sustainability practices across their operations.

During the event, a panel discussion was held under the title "**Digital Enablement to Accelerate the SDGs: Private Sector's Role**". The panel was attended by **Gareth Bayley**, British Ambassador to Egypt, **Mohamed Abdullah**, CEO of Vodafone Egypt, **Rawhi Afaghani**, Deputy Resident Representative of UNDP Egypt, **Nada Al-Agizi**, Director of Sustainable Development and International Cooperation Department at the League of Arab States and **Maged Ezz ElDeen**, Country Senior Partner & Deals Leader at PwC and moderated by Ayman Essam, External Affairs and Legal Director at Vodafone Egypt

Over the past 25 years, Vodafone Egypt has consistently solidified its position as a key player in digital transformation and communications infrastructure in Egypt. With a customer base exceeding 47 million, encompassing nearly half of Egypt's population, the telecom giant has played a pivotal role in shaping the nation's connectivity landscape. Beyond telecommunications, Vodafone Egypt is dedicated to further enhancing the lives of millions of Egyptians through a huge portfolio of initiatives such as "Vodafone Cash" the e-wallet and financial services market leader for financial inclusion, the educational platform "Ta3limy", "V-Hub" serving SMEs across all sectors; in addition to several fruitful partnerships with governmental entities to provide multiple technological solutions, among which digitalizing the Universal Health Insurance hospitals and the Egyptian Universities' Hospitals.

Report Link: <https://web.vodafone.com.eg/en/sustainability-report-2023>