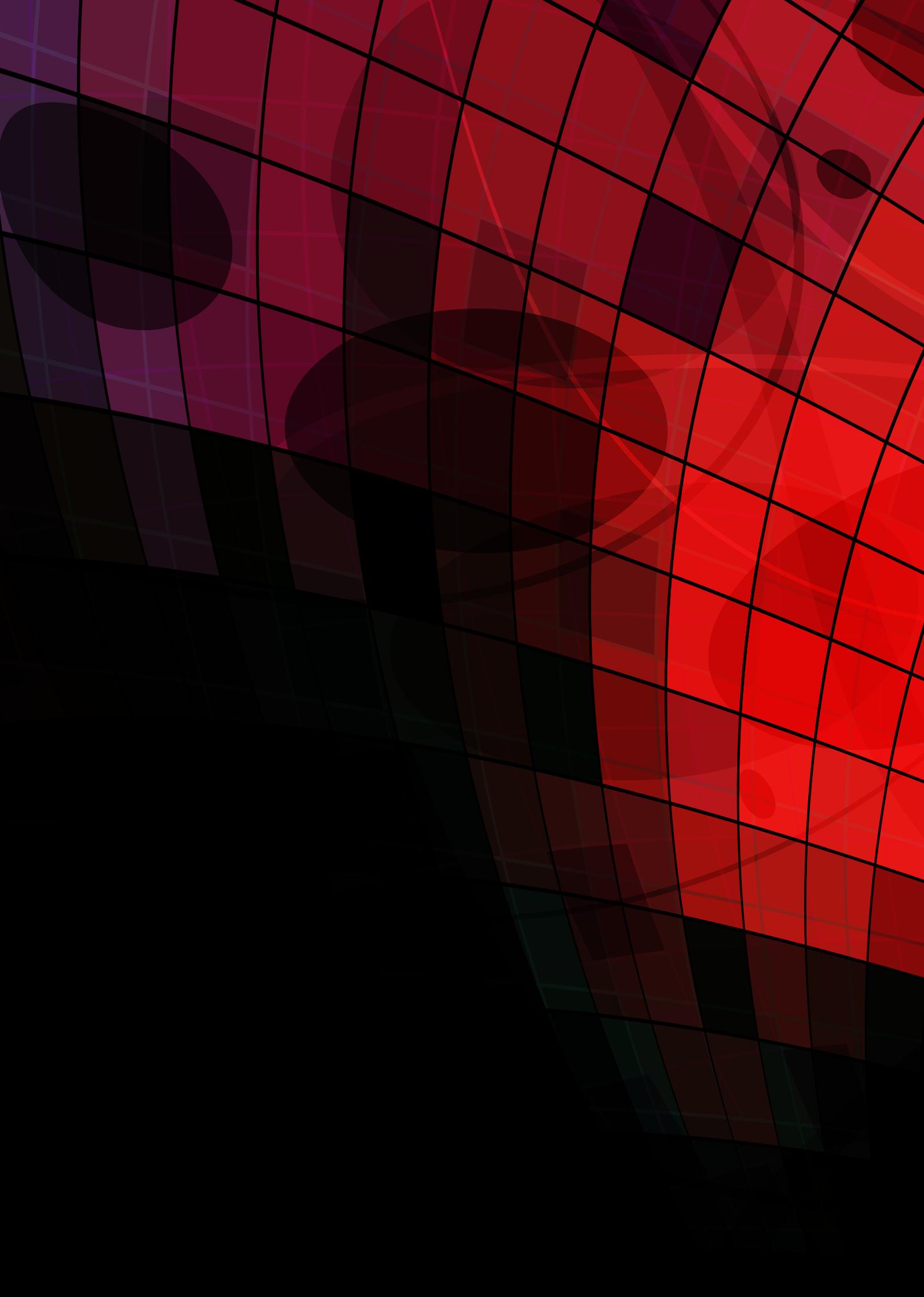




Mobilink

Corporate
Responsibility
Report 2015



**CORPORATE
RESPONSIBILITY
REPORT 2015**



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**REPORTING
CORPORATE
RESPONSIBILITY**

“ We are determined to succeed in a responsible and sustainable way. ”

Omar Manzur

Head of Corporate Communications, Mobilink.
omar.ma@mobilink.net



It gives me immense pleasure to present our annual Corporate Responsibility Report, a comprehensive guide into Mobilink's ambition to contribute towards the sustainable living of our consumers through mobile connectivity and innovative services whilst upholding corporate ethics and social responsibility.

As Pakistan's leading cellular operator, it has always been Mobilink's resolve to find new avenues through which people can improve their lives and livelihood whilst using our modern technology. This resolve has garnered consumer trust and for stakeholders pride who wish to create long-term value for the society at large and our business.

We also pride ourselves in our concern for consumer privacy and have set this fundamental right as our top priority. Our consumers are aware of this and appreciate our efforts.

The report is an effective showcase of Mobilink's corporate culture that values sustainable growth rooted in benevolence, empathy and volunteerism. We are hopeful that we will be able to clearly elucidate how our globally aligned business strategy and market operations play an active role in addressing a range of critical social issues.

Scope

The 2015 CR Report covers the full range of economic, environmental and social impact the organization has made across Pakistan. The data accumulated is from 1st January 2015 to 31st December 2015.

The report also encloses highlights of our financial accounts. Please note however, that the content

is not representative of our financial performance during the time period stated above.

Audience

Our primary focus is on sustainability activities and reports on issues that are of importance to our business and stakeholders. This report is intended for the use of by our customers, employees, communities, policy makers, government and regulatory bodies, international aid agencies, supply chain partners and other industry players.

Reporting Guidance

In the preparation of this report, we have taken references from the Corporate Triple Bottom Line Reporting approach. TBL has helped us optimize and communicate the impact of Mobilink's investments in economic vitality, natural resource stewardship and community well-being. Here, Mobilink has also disclosed significant business parameters as stipulated by the Global Reporting Initiative. This has been initiated so that Mobilink's CR reports are strictly aligned with the core requirements of GRI in subsequent years.

Assurance

All data collected and its collection methodologies presented in this report has been internally reviewed. The reported facts and figures are accurate to the best of our knowledge. However, it is our utmost effort that we continue to constantly improve our reporting and verification methodologies in the years to come.

Omar Manzur

Head of Corporate Communications, Mobilink.
omar.ma@mobilink.net



The responsibility of being Pakistan's leading telecom operator brings with it the added weight of societal expectations. Not only do we strive on a daily basis to provide the best and most innovative services to our customers but we ensure that maximum effort goes into creating a more supportive, caring and humane enterprise that is attentive to the needs of its employees, customers, vendors, distributors and the wider community as a whole.

I firmly believe that we can create a world with equal opportunities by bridging prevalent societal divides through our services and social initiatives.

For Mobilink, being responsible means creating a host of telecommunication services that enable people to connect on a global level and effectively diminish the divide caused by distances. This comes with the promise that telecommunication usage is made so prevalent in the country that each Pakistani benefits from the empowerment the service provides. It also entails averting a digital divide that can only be possible by spreading the benefits of the digital world through our superior

3G services to the corners of Pakistan, opening up new avenues of education, knowledge and healthcare.

Over the years, our social initiatives have exponentially increased since the Mobilink Foundation came into being in 2007. This organization has been the flagship of all social investments by Mobilink in the fields of education, health, environment and humanitarian efforts. I sincerely laud the efforts of our Mobilink Torchbearers - our employee volunteers, who have dedicated their time and energy in reshaping Mobilink as a more humane enterprise.

Being a responsible humane enterprise entails being able to communicate and motivate employees to believe in our ideals. It means creating an internal culture which encourages responsibility, ownership and promulgation of our values across and at all levels of business. It has been through our collective hard work and financial clout that we have surpassed all the corporate responsibility (CR) goals set forth in 2014 and ensured that the strides made that year did not fizzle out. Hence 2015 has been another year of achievements for us on the CR front.

I strongly believe that in today's world, the private sector can redefine its responsibilities and its own terms of success by enabling their businesses to be the driving force for social, environmental and economic benefits. I feel that this is what Mobilink was able to achieve in 2015 through its Group-wide 'Make Your Mark' (MYM) initiative.

Our goal for the coming years is to take the MYM program forward by leveraging the many positives present in our business - the spirit of our enterprise, the innovation that has helped the country and the industry to make strides in the improvement of quality of life, technological and scientific progress - to assist the youth of the nation in forging an unparalleled era of sustainable and inclusive progressive future for generations of Pakistanis.

Being responsible also means knowledge sharing and with the 2015 CR Report, I am certain that our efforts will be appreciated by all of you. I hope that this report motivates and prompts you to step up in helping the 'youthful' population of Pakistan attain a positive and progressive future.

Warm Regards,

Jeffrey Hedberg

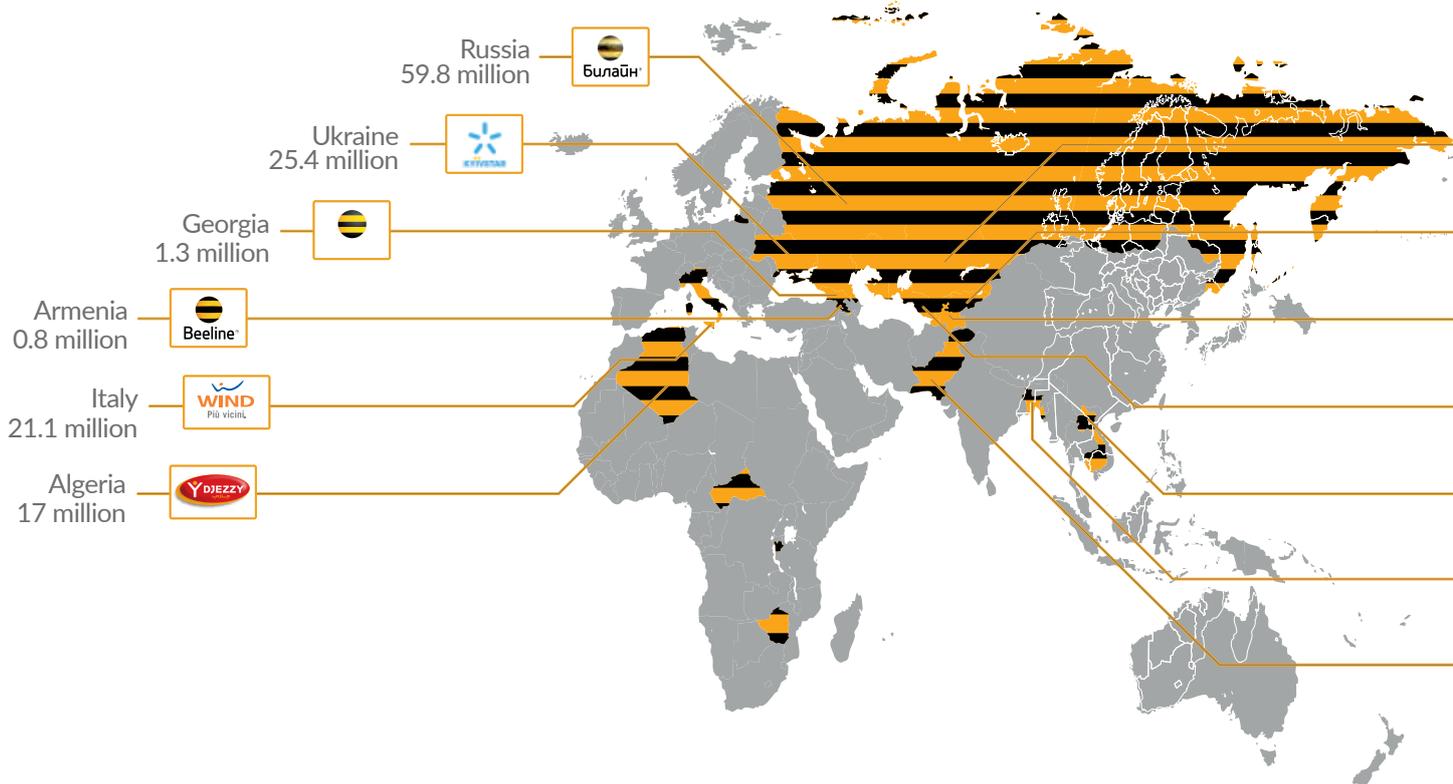
President & CEO Mobilink

“ I firmly believe that we can create a world with equal opportunities by bridging prevalent societal divides through our services and social initiatives. ”

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President & CEO, Mobilink.





VimpelCom at a Glance

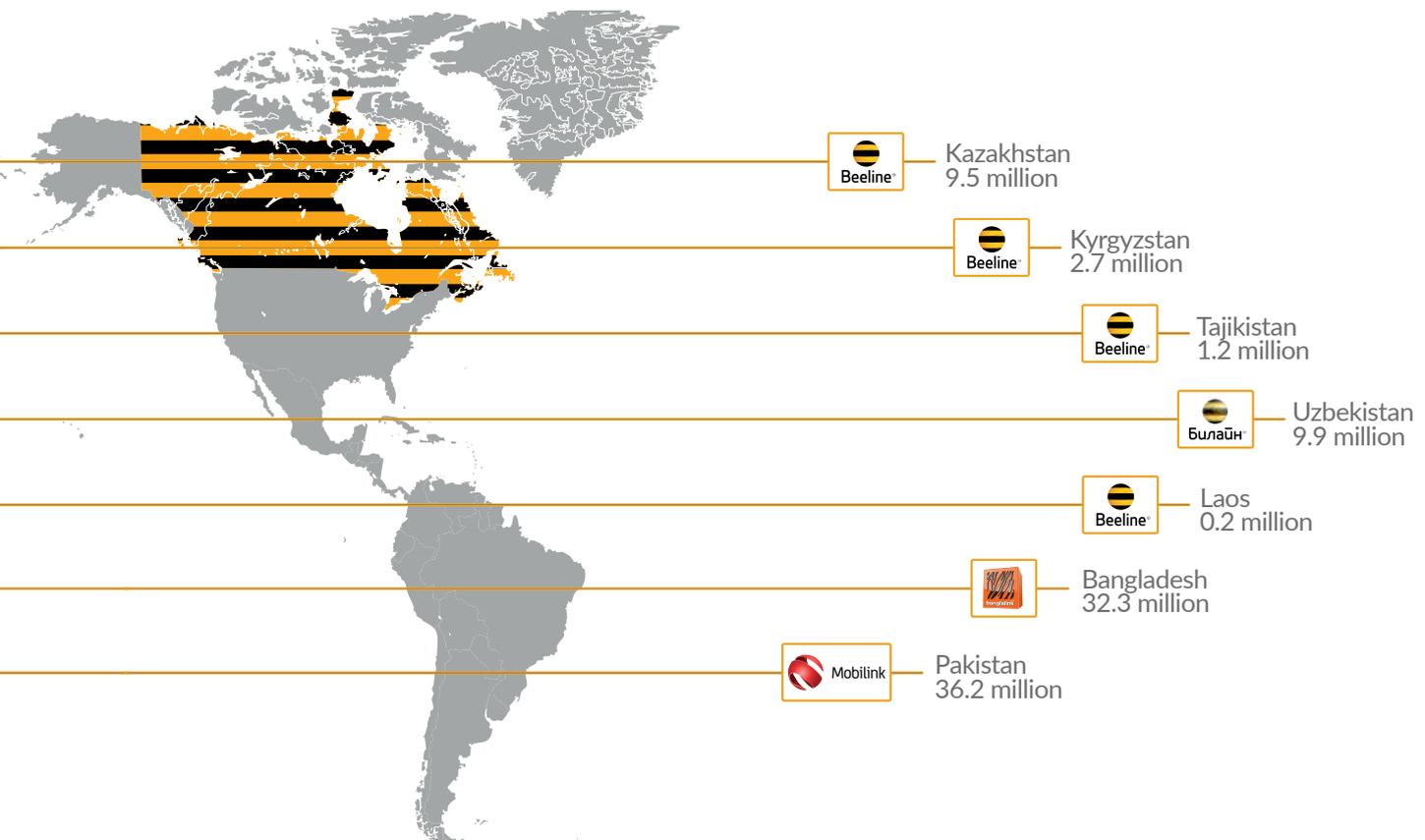
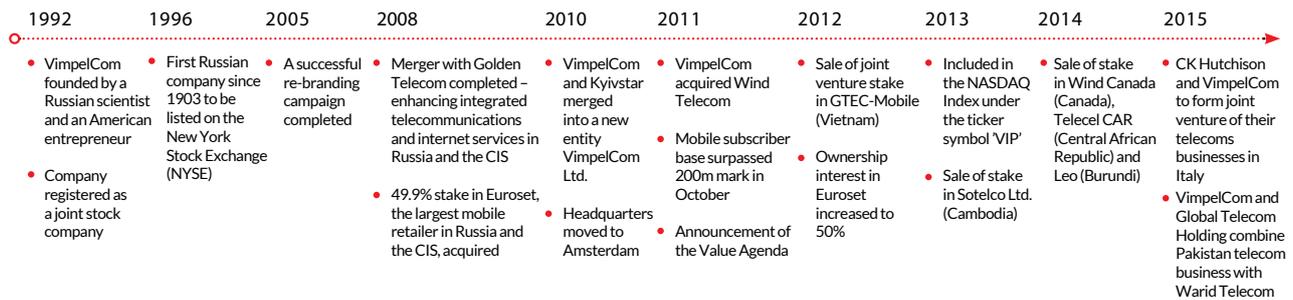
Focusing Locally. Empowering People.
Connecting Globally.

VimpelCom is one of the world's largest integrated telecommunications service operator, with over 217 million users across 13 countries. Since its commercial launch almost 20 years ago when VimpelCom comprised of five base station systems and connected a total of a thousand mobile phones, it has come a long way to become a global service operator, providing voice and data to cover territories with populations of over 740 million people. VimpelCom provides services under the "Beeline", "Kyivstar", "djuice", "Wind", "Infostrada" "Mobilink", "Banglalink", and "Djezzy" brands.

VimpelCom functions in a broad range of markets where prevalent social, economic and environmental conditions vary enormously. As a major international company, VimpelCom's commercial growth maintains a profound and visible congruence with responsible business operations. The manifestation of the said commitment is in the form of its benevolent contributions to fostering more educated, self-reliant, resilient and enterprising communities.

VimpelCom is headquartered in Amsterdam, the Netherlands, and is traded on the NASDAQ Global Select Market under the symbol "VIP".

Our History





Mobilink – The Prelude

Mobilink GSM dates back to 1994 when it surfaced as Pakistan's first GSM Mobile Operator. Two decades on, Mobilink remains the country's largest cellular communications company providing its customers with integrated telecommunications services across 20,000+ cities throughout Pakistan as well as roaming connectivity in 147 countries. Mobilink is serving more than 37 million customers nationwide with the country's largest voice and data network comprising of 10,000 cell sites.

Mobilink's network and business outreach extends across the country and is connecting the smallest of the villages to the largest of the metropolises. Powered by a fiber optic infrastructure of over 6,500 kilometers, Mobilink's connectivity remains unparalleled and unmatched and is further reinforced by a customer service experience that is personalized, empowering, transparent and valuable.

Mobilink maintains market leadership through cutting-edge integrated technology, affordable and individualized tariff plans, a consolidated

brand philosophy, an energetic customer service and the largest portfolio of value added services. As one of the country's largest corporate entities, Mobilink is mindful of its social responsibilities and has diligently worked to supplement the socio-economic prosperity and livelihood of its communities. The ethos, values and spirit of altruism and social innovation is reflected in Mobilink's organizational culture, the testimony of which are its remarkable social investments that very often find their way to the most deserving.

The setting up of the Mobilink Foundation in 2007 as an independent body to manage Mobilink's Corporate Responsibility function was an eloquent attestation to the development and progress of the communities it operates in. Till date, the Mobilink Foundation is the only registered non-profit organization in Pakistan's telecom sector. In 2012, Mobilink Foundation was certified by Pakistan Centre for Philanthropy in recognition of its efforts that have made a veritable impact in the lives of thousands of countrymen.



Mobilink becomes the first operator to launch SMS and free incoming calls. Orascom Telecom acquires 89% of the company's stakes

Star – Mobilink's postpaid brand is launched



Mobilink launches first call center in Lahore, becoming the first to service customers in local and regional languages



Mobilink re-brands, with a new logo & brand positioning



Jazz re-brands, with a new logo & brand positioning



Star re-brands as 'Indigo'

5 million

Mobilink crosses five (5) million customers

10 million

Mobilink World – Comprehensive collection of cutting edge Value Added Services (VAS) launched

Mobilink crosses ten (10) million customers



'Jazba' package upgraded to a stand-alone brand



Mobilink

Mobilink rebrands, with a new logo and brand positioning
20,000+ cities, towns, villages & countless destinations covered across Pakistan



Mobilink launches nationwide 3G network (2x10 MHz spectrum at 2100 MHz band)



Biometric Verification

Pre 1992

Pakistani customers had access to analog based (AMPS) mobile services only



1992

Mobilink becomes first operator to win a GSM license in Pakistan

GSM

1994

Mobilink launches GSM services in Pakistan and becomes the leading operator in the country



1998

Jazz – Pakistan's first prepaid mobile brand is launched. Mobilink re-brands, with a new logo and brand positioning



2000

2001

2003

2004

Mobilink Timeline

**22
YEARS**

2000 - 2005

2005

Jazz Octane – Jazz's youth package launched



Mobilink crosses twenty (20) million customers

20 million

Mobilink crosses thirty (30) million customers
7500+ cities, towns, villages & countless destinations covered across Pakistan

30 million

2006

2007

2008

Mobilink Foundation established as a custodian of Mobilink's CR initiatives



2010

Mobilink launches 'Jazba' prepaid package targeted towards the youth market



2006 - 2010

2011

2011 - 2015

2013

2014

2015

Customer Excellence

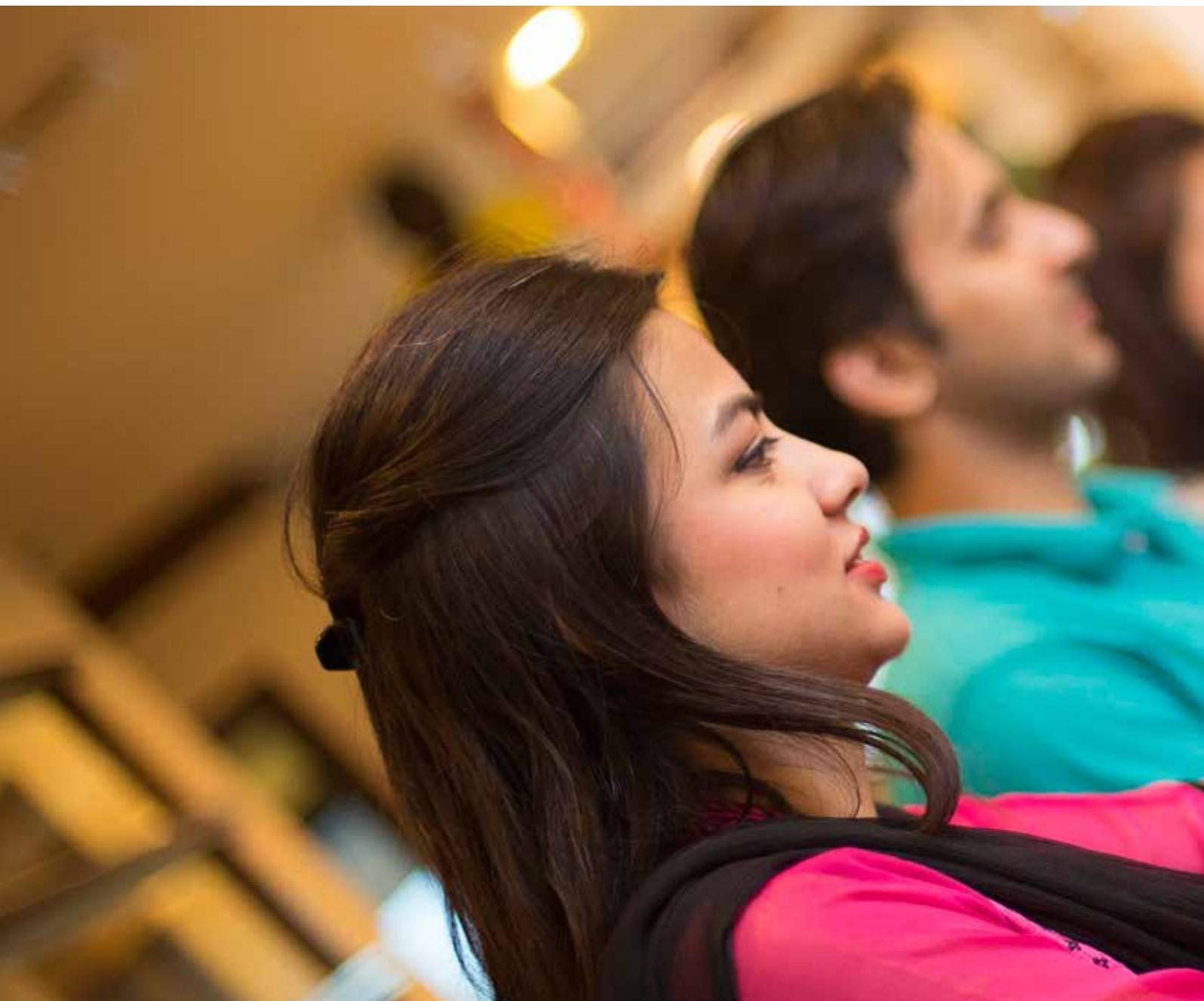
Delivering A Better Everyday

Being the trusted cellular provider of the largest number of individuals and corporations in Pakistan, Mobilink places great emphasis on delivering an experience that is built firmly around customer satisfaction. With an ambition to be the loyalty leader and the most recommended brand in the industry, Mobilink has consolidated its focus and efforts along the key moments of truth in a customer's journey and achieved impressive success in 2015.

Since the network experience is a key driver of promotion or detraction for our customers, the roll out of 3G and the modernization of Mobilink network in the last year and a half has given customer experience a definite boost. The

largest cellular footprint is now delivering even better value for our customers. One of the other key drivers in customer experience improvement has been the simplification of charging practices for certain products in Mobilink's portfolio. The transparent and attractive rates on our data products as well as introduction of industry-best packages like the Champion's Package have been extremely well received by its customers.

In addition to these broad based moves that have impacted a large number of our customers in a positive way, Mobilink has systematically started to collect, analyze and act upon the voice of the customer, collected from its various touch points. This bottom-up approach of capturing and

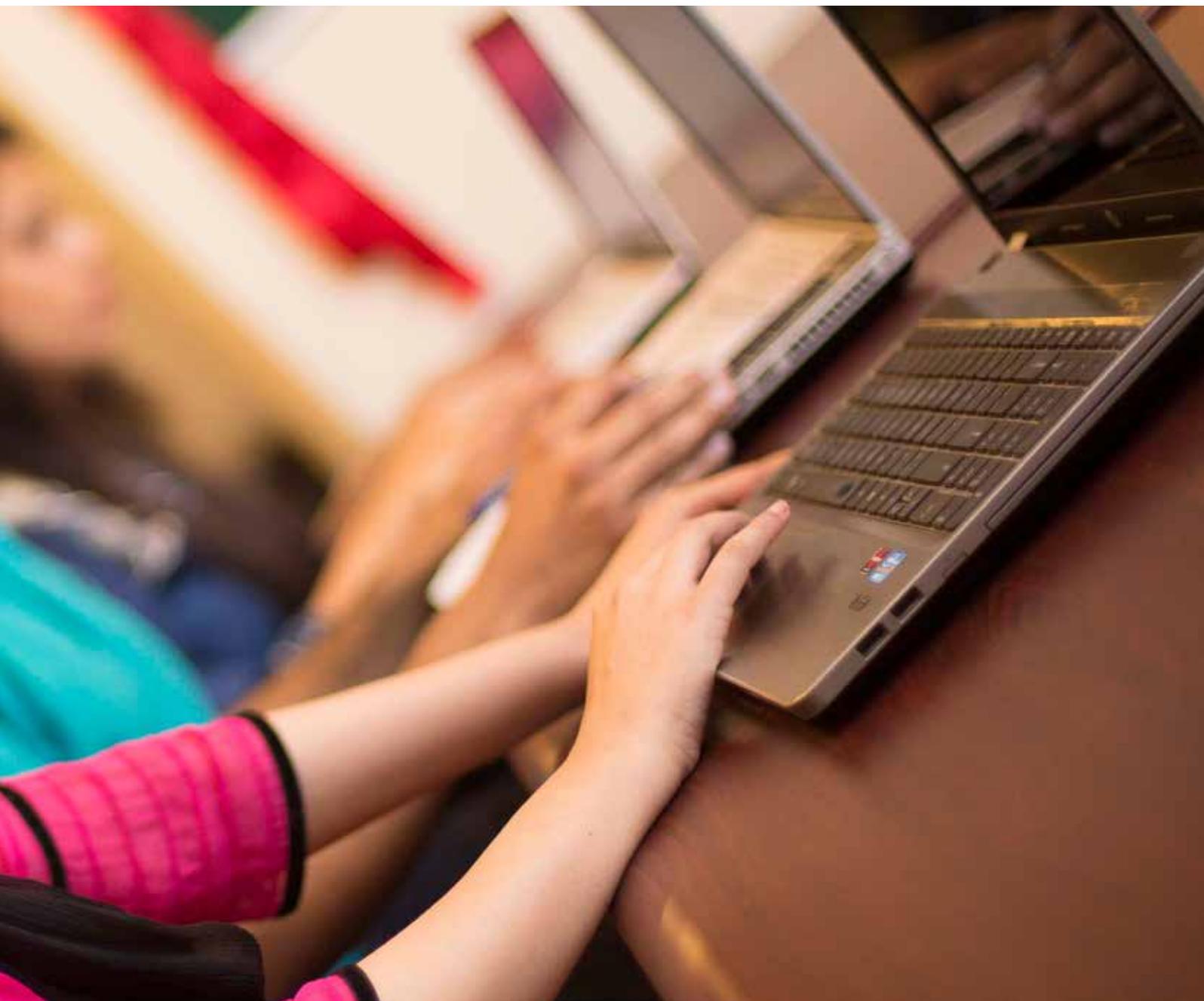


circulating the issues of our customers has put us on the path of continuous improvement.

The results of Mobilink's commitment to customer excellence have not only translated into a steep

improvement in our NPS (Net Promoter Score- a global measure of customer recommendation), but are also driving our business growth and are reflected in the reaffirmation of customer's trust in Mobilink.

Prepaid and Postpaid Stats for 2015		
Billed Traffic in Minutes (Mobile)	Total Data Customer Traffic carried by Network in MB (Mobile)	Total SMS Originated
150,469 MILLION	58,594 MILLION	84,153 MILLION
Total Subscriber Base	Data 90 Days Subscribers	BTS (Units)
36.21 MILLION	16.76 MILLION	9,963 MILLION



Institutional Memberships

GSM ASSOCIATION

Mobilink is a member of the GSM Association (GSMA), which represents the interests of mobile operators worldwide. Spanning across 220 countries, the GSMA unites nearly 800 of the world's mobile operators with more than 250 companies in the broader mobile ecosystem. These organizations include handset manufacturers, software companies, equipment providers and internet companies, as well as organizations in industry sectors such as financial services, healthcare, media, transport and utilities. GSMA is accredited for organizing industry-leading events and forums including Mobile World Congress and Mobile Asia.

Mobilink received premier recognition at the GSMA Mobile World Congress in February 2008, which served to highlight the company's contribution to Pakistan's economic and social growth. The GSMA declared Mobilink's flagship **mLiteracy Project** the winner of 'Best Mobile Education or Learning Product or Service' at the 2013 Global Mobile Congress.

WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT

The World Business Council for Sustainable Development (WBCSD) is a CEO-led, global association of some 200 international companies dealing exclusively with business and sustainable development. It was created in 1995 and is based in Geneva, Switzerland.

The Council provides a platform for companies to explore sustainable development, share knowledge, experiences and best practices, and to advocate business positions on these issues in a variety of forums, working with governments, non-governmental and intergovernmental organizations.

It works on a variety of issues related to sustainable development. While its focus is on the overarching areas of Energy & Climate, Development, Ecosystems and the Role of Business in Society, it also executes sector specific projects on cement, mobility, tires, chemicals, water as well as energy efficiency in buildings and forestry.

BCSD Pakistan was formally launched in November 2006 with the high-level participation of businesses and governments and Mobilink became a member of the council in September 2007. Till date, Mobilink remains the only Telecom Operator on this prestigious panel.

OVERSEAS INVESTORS CHAMBER OF COMMERCE AND INDUSTRY

Mobilink is a member of the esteemed Overseas Investors Chamber of Commerce & Industry (OICCI). Established in 1860s, OICCI is a platform which serves to promote the foreign investments, thereby playing a vital role in the growth of commerce and industry in the country.

As the oldest and largest investment Chamber, OICCI draws on a diverse membership both in terms of sector and geography with the current



GSM ASSOCIATION



WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT



OVERSEAS INVESTORS CHAMBER OF COMMERCE AND INDUSTRY

189 members representing 33 different countries and 14 different sectors of trade and industry. In 2010, Mobilink was recognized by the OICCI as the top donor amongst its member companies for relief of the flood affected people.

ISLAMABAD CHAMBER OF COMMERCE

Islamabad Chamber of Commerce and Industry (ICCI) was established in 1984 and incorporated under the Companies Act VII of 1913 on 26th August, 1984 as a Limited Company by Guarantee. As the premier Chamber of Commerce & Industry with national and international linkages, ICCI aims to enhance its leadership role by being proactive and providing quality services to its members and to act as a catalyst for rapid economic development in this region through promotion of trade, industry, services and development of youth entrepreneurship culture.

ASSOCIATION OF CORPORATE COUNSEL

ACC is the World's Largest Community of In-house Counsel. It was founded in March 11, 1982. ACC is a Global Bar Association that promotes the common professional and business interests of in-house counsel who work for corporations, associations and other private-sector organizations through information, education, networking opportunities and advocacy initiatives. For the aforesaid purposes, the ACC has taken various initiatives to better equip and train its members to enhance their competency,

efficiency and knowledge sharing about various legal practices/approaches exercised in various jurisdictions. The members may benefit through listed initiatives of ACC:

- Legal Resources Tailored for In-house Counsel
- In-house Specific Training and Education
- Strategic Business Perspective
- Timely Legal and Regulatory updates
- Career Development
- Global Perspective and Local Support

Mobilink is a member of ACC since 2014.

INTERNATIONAL TELECOMMUNICATION UNION (ITU)

ITU is United Nation's specialized agency for information and communication technologies. Initially founded in 1865 at the International Telegraph Convention, it became a United Nations specialized agency in 1947. Based in Geneva, Switzerland, ITU's membership includes 193 Member States and around 700 public and private sector companies as well as international and regional telecommunication entities known as "Sector Members and Associates". These members undertake most of the work of the sectors.

ITU coordinates the shared global use of the radio spectrum, promoting international cooperation in assigning satellite orbits. This helps it in achieving its goal of improving telecommunication infrastructure in the developing world, and assisting the development and coordination of worldwide technical standards.



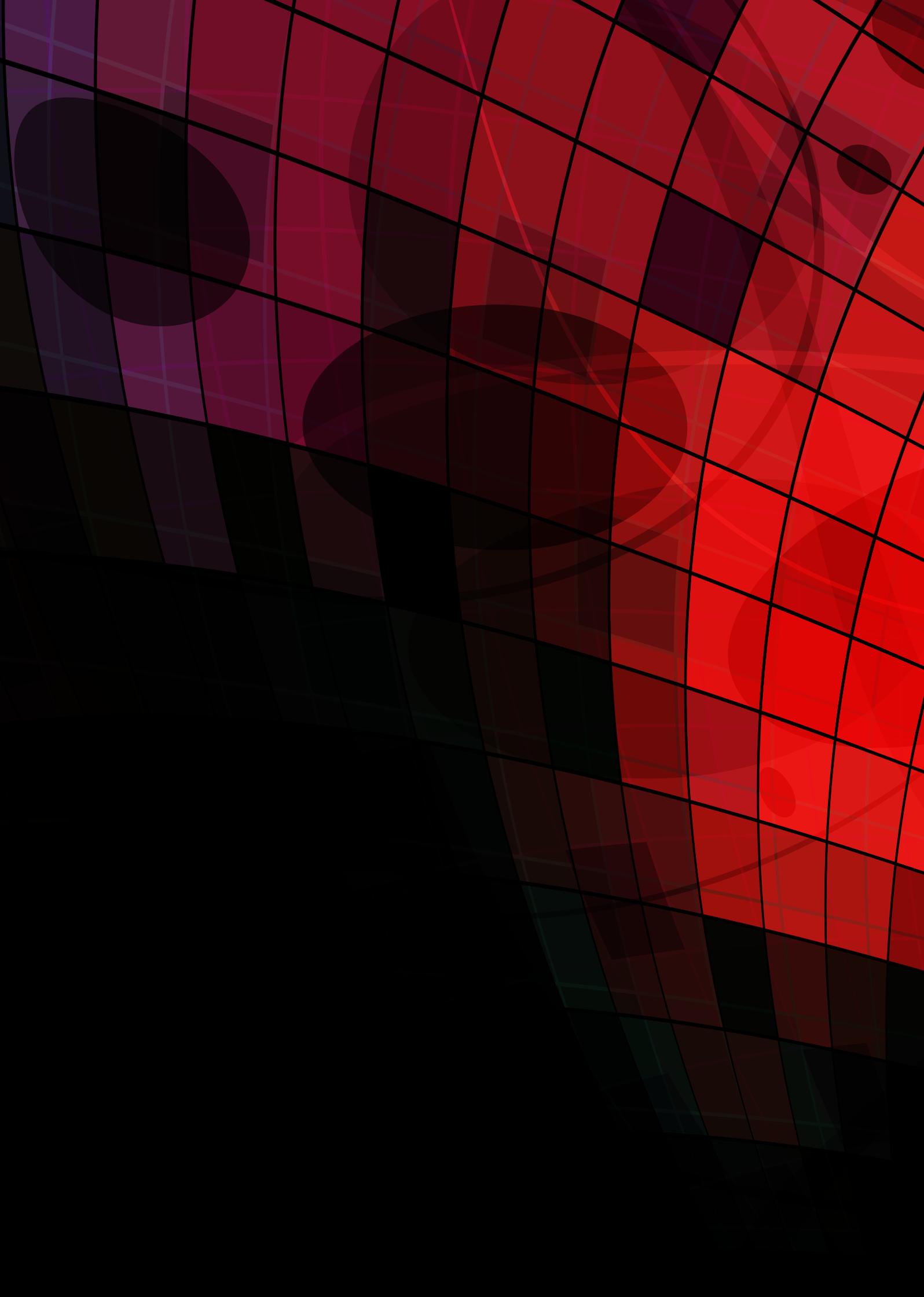
ISLAMABAD CHAMBER OF COMMERCE



ASSOCIATION OF CORPORATE COUNSEL



INTERNATIONAL TELECOMMUNICATION UNION (ITU)



Mobilink Foundation

- Sharing Value
- Volunteerism at Mobilink
- The Torchbearers
- Awards and Recognition

Mobilink Foundation

In December 2007, Mobilink took a concerted decision to establish a distinct legal entity as a vehicle for corporate giving. Registered under Section 42 of Pakistan Companies Ordinance 1984, Mobilink Foundation came into existence as a separate corporate foundation to assist management in deploying a more focused and hands-on approach to Corporate Social Responsibility (CSR), which in some cases draws on the expertise and knowledge of the funding company to address socio-economic challenges.

The Foundation's close alignment with Mobilink's core activities and long-term business interests allows it to achieve a greater impact and ensures that the Foundation's efforts can be sustained. The CSR strategy draws on the Foundation's knowledge and networks of organizations it cooperates with, while at the same time benefits from Mobilink's financial clout and human resources. This collaborative approach allows Mobilink and its Foundation to go beyond what each entity could achieve on its own to reach scale and achieve a lasting transformative impact, across the country.

In line with Mobilink's group-wide approach, the Foundation strives to provide marginalized societies with access to free education, healthcare, relief during times of natural catastrophes, and also undertakes initiatives to preserve the environment for future generations. The Foundation has been known to extend assistance to individuals in need and institutional partners not just in financial terms, but also with the help of thousands of dedicated volunteer hours.

With true altruism as one of the main objectives of the Foundation, the administrative and the overhead costs have been kept low, in order to ensure that every rupee donated to Mobilink Foundation is invested towards making a difference.

Mobilink Foundation envisions a developed and progressive Pakistan by bringing about a change in the living standards of the underprivileged by utilizing Mobilink's innovation and by partnering with communities to collectively find solutions to address some of Pakistan's most pressing socio-economic problems.



Sharing Value

Sharing Value is a strategy at Mobilink Foundation focused on creating measurable business value by identifying and addressing social problems that intersect with Mobilink's business. This framework creates new opportunities to maximize value for internal and external stakeholders.

The principle of Shared Value looks to combine Mobilink's strengths i.e. innovative technology, infrastructure, its outreach and the subscriber base, with those of its critical stakeholders in a bid to generate value and synergy providing maximum

value to all parties and the society as a whole. Mobilink Foundation's Shared Value Framework takes the following aspects into consideration in order to maximize the impact and recognition of its interventions:

- Catalyzing Public Sector Stakeholders
- Maximizing Social Return on Investments (SROI)
- Aligning CR Objectives with Business Priorities
- Leveraging Social and Business Innovation



Volunteerism at Mobilink



In accordance with its fundamental principle of contribution to economic and social development through corporate activities, Mobilink supports volunteer activities by employees with the additional motive of creating communities where people feel proud of such initiatives.

Mobilink Foundation's activities are spearheaded by the Mobilink Torchbearers who not only lead the Corporate Responsibility drives but also assist with baseline studies, community mobilization, project monitoring and impact evaluations.

Torchbearers have also accompanied Mobilink Humanitarian Relief Caravans to disaster-struck areas and have been involved in various on-

ground initiatives even in the most remote parts of the country.

Mobilink plans and implements volunteer programs that will lead to solutions to various challenges that local communities are facing, with emphasis on the Foundation's core areas of operation. As a best practice, Mobilink involves its staff to lead and participate in CSR initiatives both by payroll contribution and time dedication.

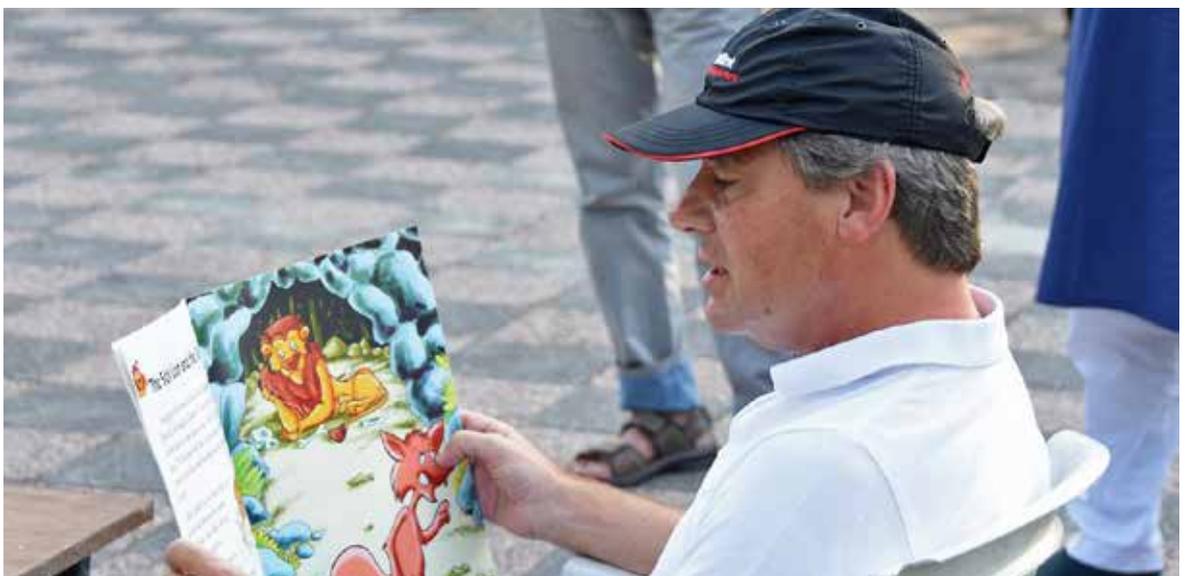
Mobilink Foundation's volunteers are recognized nationwide as Torchbearers and comprise of hundreds of active employees who lead and support the Foundation's initiatives in all project areas.



The Torchbearers



'The Torchbearer Mentors' manage various CR initiatives in their respective regions and are backed by organizational support. The Torchbearers have played a critical role in building a reputable name for Mobilink Foundation within the local communities.



Awards & Recognition

Mobilink HQ's Certification as a Green Office

Mobilink became the first and only Telecom operator in the country with three of its office premises considered "Green Office Certified". This was after the IBC I & II buildings passed the WWF's Green Office Audit as a result of considerable decline in the business' carbon footprint.

The feat was only made possible through a host of initiatives taken by the CSR and the HSSE teams and the support exhibited by the entire Mobilink team that enabled us to add yet another international accolade to our name.



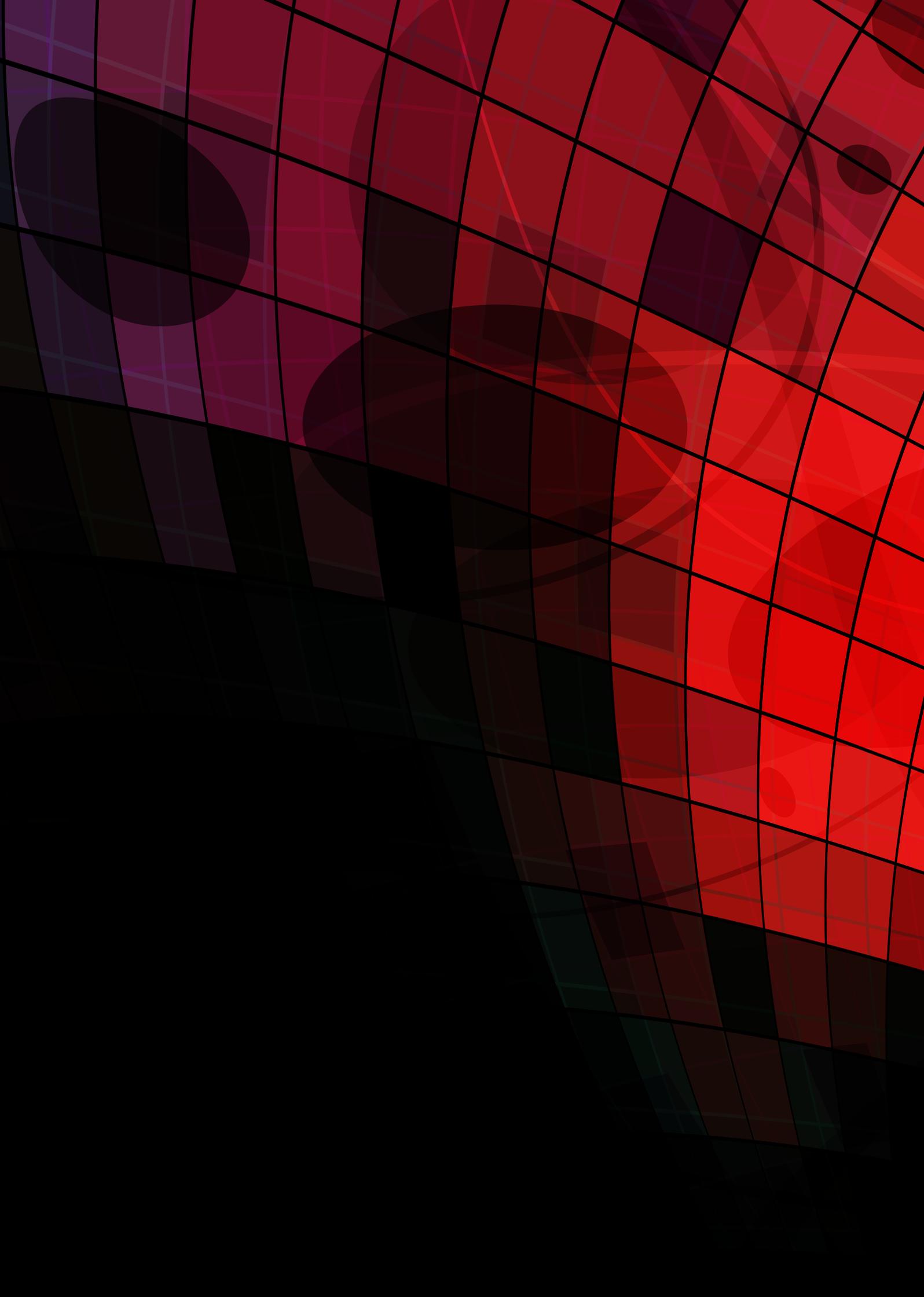
CSR Excellence Award

Mobilink won top honors at the 8th Annual CSR Excellence Awards 2015, which were conducted by the CSR Association of Pakistan. The award was received under the 'Innovation' category for its CSR activities which were endorsed as one that leverages business strengths to offer high impact social solutions.



Shaukat Khanum CSR Award

Mobilink received the Annual Shaukat Khanum Social Responsibility Award, for the third consecutive year for extending generous support to the Hospital and the Trust.





Business Beyond Usual

- Sustainability at Mobilink
- Triple Bottom Line
- Human Resources & People @Mobilink
- Planet and Sustainability
- Profits and Sustainability
- United Nations Global Compact

Sustainability at Mobilink

At Mobilink, we strive to furnish the evolving demands of our stakeholders and understand that the role of corporate organizations is continuously transforming. Modern businesses are not described only through the prism of economic categories and financial returns, as the concept of Corporate Responsibility has been added to the benchmarks and the impact of the enterprise and its nexus with the society is continuously judged.



Triple Bottom Line

At Mobilink, the management is aware that our business footprint and dividends go beyond the traditional profit and loss approach. It is understood that Mobilink's realm of influence includes the people, planet and of course the return for investors. For the same reasons social investments, the drive to sustainability and corporate citizenship are central to our business philosophy.

Corporate Responsibility, as viewed by VimpelCom, is a strategic and operational performance indicator which assesses the impact of our business and its nexus with the society. For an organization that takes pride in its altruistic business culture, ethos and practices, Mobilink resolutely subscribes to the Triple Bottom Line approach.

Triple Bottom Line is a three dimensional framework of performance which is built upon the concept of sustainability of People, Planet and Profit. The approach commonly referred to as 3P.

- **People** refers to the employees as well as the communities a corporate works with. A socially responsible enterprise considers the betterment of its employees and constantly works as a beneficiary of the society.

- **Planet** refers to an efficient use of the natural resources so as to conserve them for future generations. Carbon/ecological footprint reduction and energy conservation has emerged as one of the core values of a responsible corporate citizen.
- **Profit** refers to the revenue generated whilst the social, environmental and economic responsibility is a priority.



Human Resources & People @Mobilink

Human Resources @Mobilink aims to provide the best Mobilink experience for all. To achieve this objective, a number of initiatives were undertaken and implemented that included attracting the best



talent, providing learning and development opportunities, working towards improving employee well-being and equipping Mobilinkers with the best benefits.

Talent Attraction and Acquisition

Attracting and acquiring talent that would bring considerable value to the company and prove to be a valuable asset in the long run is an imperative part of HR's philosophy.

We aim towards making Mobilink the Employer of Choice by undertaking Employer Branding initiatives and providing a memorable corporate experience to all those who become a part of Mobilink through internships and employment. To ensure that the right fit is hired in the right department, we have implemented a thorough



hiring and onboarding process that would prove to be the best experience for the applicants as well as the organization.

Moreover, we strive towards improving and

implementing all internal processes to make the Mobilink experience even better than before for all current and potential Mobilinkers.

Summer Internship - Discover

Summer Internships are offered to groom and develop young talent that will be the future of our country. At Mobilink, an important objective for us is to equip the youth with hands-on corporate experiences that would help them develop expertise for their future careers. Under the name of Discover, internships are offered to students during their time off providing multiple learning opportunities through department



specific projects and development trainings. By offering these prospects to the upcoming youth, we strive to establish the Mobilink brand among the target audience.



Student Development Workshops

Fulfilling our goal to establish a strong brand image of Mobilink among the youth, we conducted student development workshops under the name of Master Your Future that comprised of delivering content to students on various topics, giving them guidance on how to be ready for the corporate world beforehand. Our aim is to create Mobilink's presence among these students while imparting corporate knowledge. These sessions were conducted nationwide in reputable universities namely, LUMS, UCP, NUST, AIOU, Air, COMSATS and FAST etc. Additional programs like these are planned for the year ahead to further create and maintain the Mobilink presence, more than its competitors.



Social Media Presence

Creating a strong Mobilink existence on the digital map and social media channels was done by rigorously following and updating our Mobilink Careers platforms (Facebook, Twitter, LinkedIn & Careers Blog). We have a base of 116,749 fans on Facebook, 4665 followers on Twitter and 15,407 members on LinkedIn.

These platforms are in place to make sure that

Mobilink is able to attract potential candidates and to create an affiliation with all those who follow the Mobilink brand on social media.



Recognizing Our People!

Mobilink appreciates, recognizes and rewards the hard work of our people who play a pivotal role in the achievement of organizational goals. To achieve this objective, the Recognition Framework was launched with an aim to create a culture of appreciation and celebration through a fair and equitable system.

This allowed formal recognition in various categories for individual, team, business achievement and leadership areas. Under this, many avenues of recognition were opened and that allowed Mobilinkers to celebrate and





recognize their endeavors as they live a better everyday at Mobilink.

Employee Engagement



Employee Learning & Development

To upgrade the skill sets of all our employees needed to facilitate their career advancement and growth, various learning and development opportunities are provided by Mobilink. These help them grow in their current roles and responsibilities as well as learn new skills that would increase their work scope.

Throughout the years, we have aimed to provide Mobilinkers with the best learning and development tools to ensure a steady trend in employee and company growth.

Amidst other employee engagement initiatives launched and tested during 2015, an employee opinion survey was conducted as a pulse check to gather employee feedback on various work related aspects.

Action plans for improvement were built on survey results and a number of significant changes have since been implemented i.e. revision of the performance measurement approach etc. Another well received initiative was Mobilink's Values & Behaviors e-Learning Module 'LEAP' – Leveraging Every Action for Performance.

Through an interactive, scenario based platform, the initiative provided employees an opportunity



to seek simple solutions to everyday work challenges and empowered them to make decisions in alignment with Mobilink's Values.

Leadership Development Programs

Under the umbrella of Leadership Development, the Advanced Management Practice Program for Senior Managers was launched in 2015 and included 360 survey and coaching sessions. The Executive Leadership Program for Senior



Executives was also launched and comprised of the same tools i.e. 360 survey and online coaching sessions. These initiatives mark the achievement of an essential milestone in developing the leaders of Mobilink. More programs like these would be launched in the future, to develop and strengthen



the leadership within Mobilink that would steer the organization towards a path of success.

Digital Factory

In an era where Digital Leadership is the ultimate growth catalyst, internal digital transformation is imperative to deliver business excellence. Digital Factory is one excellent initiative that aims towards expanding the organization's learning and development. It leverages the use of digital

Mobilink

DIGITAL FACTORY

An E-Learning Platform

infrastructure and enables the organization to reach its entire employee base with learning and development initiatives through a single click, reducing execution time by weeks and costs by multiple folds, resulting in even greater efficiency and mobility.

It is also the first ever Mobilink application to be available to all employees over the internet. The robust IT security framework built into the app makes it compliant to latest IT security standards.

The e-learning platform can be accessed on <https://digitalfactory.mobilink.net> where Mobilinkers can access e-learning programs, assessments, videos and any knowledge-sharing material.

Facebook@work

"We cannot solve our problems with the same thinking we used when we created them." – Albert Einstein.

Digital social collaboration has completely redefined the way employees collaborate with each other, and organizations thriving in Digital Leadership keep digital collaboration at the heart of their business. However the most essential element in ensuring that employees adopt digital social collaboration is not a huge set of features and technical complexity, in fact it lies in introducing something simple and close to native human behavior.

Mobilink here was able to make a winning mark on a global level by becoming the first telecom globally to get Facebook for its employees. Similar to the regular Facebook that everybody is familiar

is available on iOS and Android to ensure further connectivity amongst all Mobilinkers. The ease of use and prior familiarity with the tool has helped employees to communicate better and easier.



with, this tool was quickly accepted and is gaining engagement on quite an enhanced pace.

The Facebook@work App and the Work Chat App

Every day, an increasing number of Mobilinkers are using the platform which has helped in its phenomenal success.

Planet and Sustainability

Mobilink understands that the greatest challenge facing humanity is the alarming adverse effects on the environment around us. The leadership believes that Mobilink can utilize its market position to ensure no harm to the environment is done on its behalf. This is the reason why Mobilink includes the environment as one of the core elements of its corporate framework.

Since its inception, Mobilink has focused its resources and technical expertise in stimulating environmental awareness, preserving nature and bringing about sustainable development.

Its strategy to reduce environmental harm and bring about environmental sustainability and conservation includes a three pronged approach across the organization:

- Minimizing Mobilink's carbon footprint through an environmental management system
- Recycling and reusing redundant organic and inorganic waste materials
- Introduction of alternative energy solutions and championing the adoption of eco-friendly practices within the organization

Across all commercial and noncommercial value chains that fall under Mobilink, environmental impact is very carefully monitored. Environmental Management System (EMS) benchmarks are strictly followed with a greater concentration on energy consumption, water usage and waste generation. Mobilink's organizational ethics policies and practices for employees are centered on the respect for environment and are circumspect of the value of resources for the future generations.

During the year 2015, Mobilink continued its drive to champion WWF's Green Office initiative by verifying its Head Office, Mobilink House and adjacent IBC II building as Green Offices. This award is a testament to Mobilink's successful implementation of Environmental Management System throughout its offices in Pakistan.

The Green Office Award is a result of a comprehensive audit conducted by WWF. The certification effort was largely employee-driven. The project included deployment of Mobilink's employee volunteers as 'Green Wardens', who advocated the **recycle-reuse-reduce** scheme in addition to their day to day duties. As part of the final audit, WWF interviewed employees of Mobilink's Islamabad HQ to sense and assess the employee involvement in the initiative.

Mobilink's Corporate Responsibility and Health Safety & Environment (HSE) teams have helped to reduce the consumption of water, electricity and the production of solid waste. After a thorough audit of its corporate offices' carbon blueprint, it was assessed that Mobilink's carbon emissions have reduced by 35%, while solid waste production has dropped by 50%.

Throughout last year, Green Wardens have proactively advocated the 'recycle-reuse-reduce' philosophy across the organization. These Green Wardens are tasked with educating and inculcating amongst fellow colleagues the critical importance of eco-friendly business practices and the benefits gained through these activities.

In the area of Network Energy Reduction and Efficiency, power system optimization was initiated by Admin and Technical Teams nationwide. The projects targeted remodeling of HQ Power backup system, introduction of the energy-efficient low carbon emission Gen-Sets, office lighting system rearrangement, remodeling of chiller operations and power factor improvement.

Furthermore, Mobilink promotes amongst its staff the maximum use of daylight for day-to-day activities. The Corporate Responsibility function and Green Wardens regularly organize eco-preservation walks and cleaning campaigns in selected endangered eco-systems across the country. Mobilink Foundation commemorated World Earth Day 2015 by using its social media assets to educate masses about litter and waste management concerns by sharing the 3R's: Reduce, Re-use and Recycle.



Profits and Sustainability

Mobilink's ambition is to contribute to Pakistan's living standards by delivering connectivity and innovative services to customers, while maintaining the trust of its stakeholders by behaving ethically and responsibly in every area of operation.

Mobilink has been an integral part of Pakistan's telecommunications landscape and has remained the leading cellular services provider of the country despite competitive and economic challenges.

Mobilink has also tapped in to Pakistan's vast youth bulge to create countless job opportunities for them, which also includes comprehensive training programs to ensure they stay up-to-date regarding changes in their field of expertise across the globe.

Apart from these initiatives, Mobilink's products and services have set a benchmark in the industry for others to follow, while ensuring the country



Throughout this journey, Mobilink has made a significant economic contribution to Pakistan's public finances and is committed to acting with integrity and transparency in all tax related matters. The company also plays an active role in assisting government in policy matters related to the telecom industry.

continues on a path to digital prosperity in line with its local and global objectives. The leadership is well aware of the fact that, in the long run, the company's financial success is intertwined with Pakistan's economic wellbeing. For this purpose, Mobilink shapes business strategies looking to provide solutions to the needs of the masses.

USD '000	2013	2014	2015
Revenue (USD)	1,065,916	1,010,460	1,013,738
EBITDA (USD)	442,345	386,277	409,050
EBITDA Margin	41.5%	38.2%	40.4%
Capex (USD)	190,405	641,107	237,754

United Nations Global Compact

Mobilink is the first cellular provider in Pakistan to endorse the United Nations Global Compact (UNGC) and further the country's development on a global scale. The UNGC is a call to companies to align strategies and operations with universal principles on human rights, labor, environment and anti-corruption, and take actions that advance societal goals.

The Global Compact provides a practical CR framework for the development, implementation and disclosure of sustainability policies and practices. It offers participants a wide spectrum of work streams, management tools and resources, all designed to help advance sustainable business models and markets.

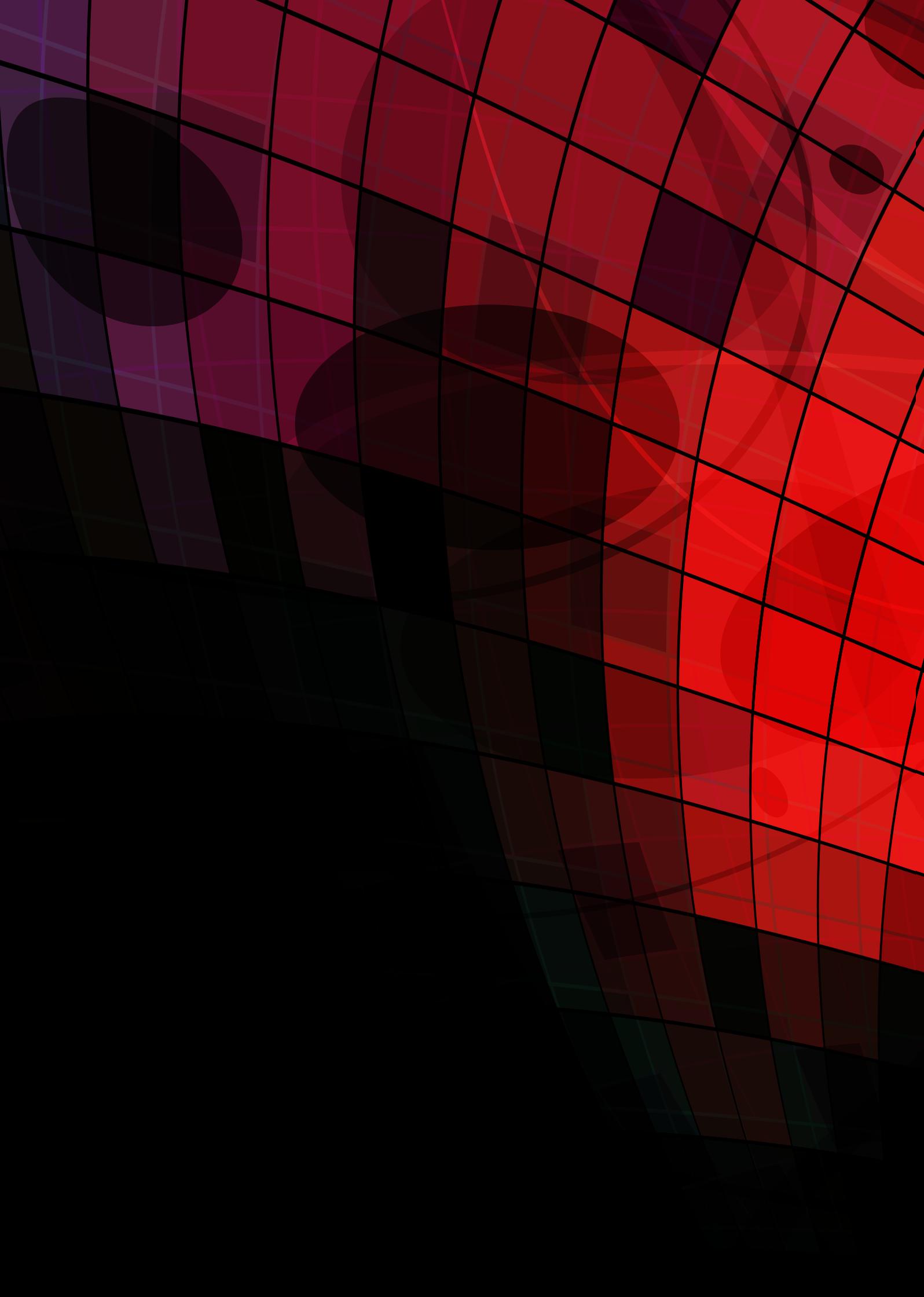
Mobilink's commitment to UNGC has enabled it to implement responsible business practices combined with innovation and collaboration to bring about powerful change, locally. It has ensured that the company enhances its engagement towards communities in the realm of environment, society and governance.

Mobilink has strived to shape its business actions and operations in consonance with the ten principles highlighted by UNGC. As one of the leading corporates of Pakistan, Mobilink pledges to serve the communities with well sustained social and environmental amenities in the best of their interests, and promises to leave a benchmark as a socially responsible corporate for the future generations to come.

Mobilink, its leadership and employees remain committed to progressively making it a shared value-driven business. Through the Global Compact, the company looks to increasingly play an important role in shaping the drivers of business conduct and have a flow-on effect to the wider business community beyond its immediate stakeholder base.









Social Investments

- Make Your Mark
- Health
- Education
- Environment
- Disaster Relief
- Sponsorships and Other Activities
- Partnering with Mobilink Foundation

CSR Activities in 2015

Education

Sr. No.	Description	Region/City
1	Activity with the residents of Safina Children Home	Islamabad
2	Pehli Kiran School System Annual Day	Islamabad
3	Book Reading Activity at Greenland Society of Special Education	Lahore
4	Mobilink Upgrades Women Welfare and Development Center	Islamabad
5	Mobilink Connectivity Drive	Islamabad
6	Teach to Transform	Islamabad
7	Torchbearer Visit to Al-Farabi National Special Education Center	Islamabad

Health

Sr. No.	Description	Region/City
1	Theatrical Play by Cancer Patients	Lahore
2	Mobilink's Pink Ribbon Campaign 2015	Nationwide
3	Nationwide Blood Donation Drive 2015	Nationwide

Environment

Sr. No.	Description	Region/City
1	The Green Office Quiz	Islamabad
2	Adopt a Plant 2.0	Islamabad
3	Walk to Preserve	Islamabad
4	Green Office Certification	Islamabad

Disaster Relief

Sr. No.	Description	Region/City
1	Heatwave Relief Activity	Karachi/Hyderabad

Make Your Mark

Sr. No.	Description	Region/City
1	ICT Enhancement Program	Azad Jammu & Kashmir, Hyderabad, Gilgit, Quetta, Mardan, Karachi
2	Mobilink MYM Entrepreneurism Program - 1	Nationwide
3	SMS Based Literacy Program	Mardan, Swabi, Nowshera, Buner, Malakand, Harripur, Mansehra, Kohat

Other Activities

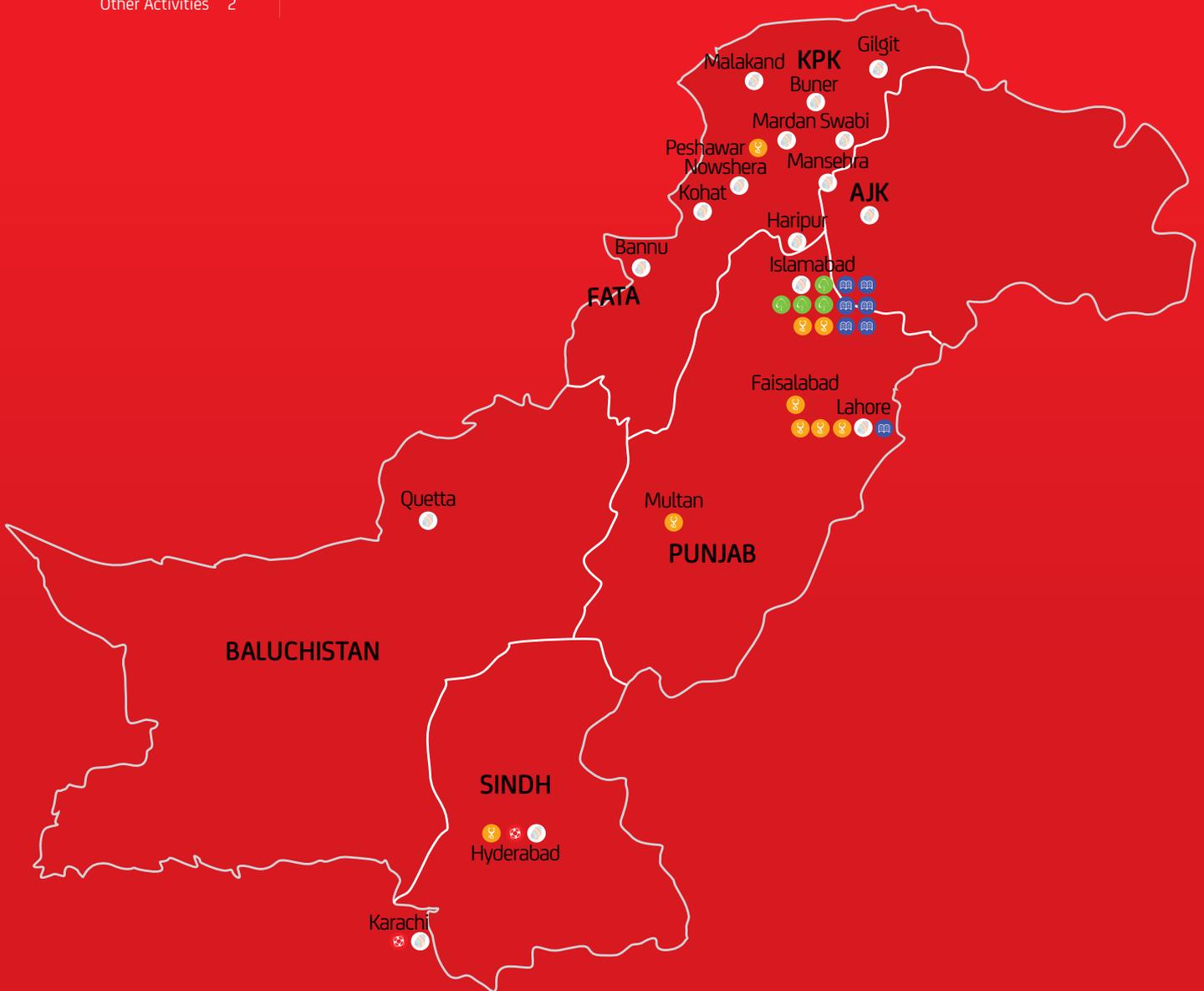
Sr. No.	Description	Region/City
1	Donation Appeal - Shaukat Khanum Memorial Hospital	Karachi, Lahore, Islamabad
2	Donation Appeal - Layton Rahmatullah Benevolent Trust	Karachi, Lahore, Islamabad
3	Donation Appeal - Pink Ribbon Pakistan	Karachi, Lahore, Islamabad
4	Torchbearer Visit at Dar-ul-Atfal	Peshawar
5	Iftar Dinner at Bint-e-Fatima Old Age Home	Karachi
6	Iftar Dinner at Aafiat Old Age Home	Islamabad
7	Iftar Dinner at Aafiat Old Age Home	Lahore
8	Spring Gala Fund Raiser	Islamabad
9	Subh-e-Nau Fund Raiser	Islamabad
10	Organization of Pakistani Entrepreneurs (OPEN)	Islamabad

Activities in North - I	
Health	5
Education	5
Environment	4
Disaster Relief	1
Other Activities	5

Activities in North - II	
Health	1
Education	1
Disaster Relief	2

Activities in South	
Health	2
Education	4
Environment	2
Disaster Relief	3
Other Activities	2

Activities in Central	
Health	4
Education	4
Disaster Relief	2
Other Activities	1



-  Health
-  Education
-  Environment
-  Disaster Relief
-  Make Your Mark

Make Your Mark

In 2014, VimpelCom launched a Group-wide program called Make Your Mark, which focuses on 'Helping Young People Shape Their Future.' The program's brand reflects the Company's aim to help young people leave their fingerprints on the world- to make their mark.

Make Your Mark enables VimpelCom to make a significant positive impact on society by involving all business units and OpCos in contributing initiatives and projects under one common theme. It incorporates ongoing projects, but is also leading to the creation of many more.

Make Your Mark, as VimpelCom's flagship program is aimed at helping the next generation find solutions to the challenges the future will bring - climate change and resource scarcity, rising population and the pressure these will bring on access to the fundamentals of society like health, education, employment and food. The goal of Make Your Mark is to empower young people to make a positive difference through increased access to education and through inspiring social entrepreneurship, particularly in the digital arena.



make
your
mark

helping
young people
shape their
future

Make Your Mark includes three sets of activities:

- **Educate** - using technology and resources to bring education to people who would otherwise not have access to it.
- **Support** - for young people with creative digital commercial ideas, helping them build businesses.
- **Inspire** - young people to turn their energy, enthusiasm and insights into digital solutions which target challenges in areas such as healthcare, food production, education and access to finances.

The three themes have been chosen because they profoundly affect communities, customers and wider stakeholders and also because VimpelCom and the business units can together make a real difference in the said areas. The Company and the business units can together offer the below skills and resources to enable the future of the young and discerning;

- our expertise and investment in communication technologies
- our commercial expertise
- our own track record in delivering 'services for society'
- our scale and international presence combined with local knowledge
- our political, commercial and financial contacts
- the commitment of our employees
- our financial resources

Make Your Mark Pakistan

Mobilink, under the strategic guidance of VimpelCom launched the program in Pakistan. The initiatives planned under the program offers support to a variety of beneficiaries to tackle the socio-economic challenges in Pakistan. The ultimate aim of MYM is enabling a generation of educated and tech-literate young people. For this purpose, Mobilink partnered with three global organizations that include LUMS, Pakistan Centre for Philanthropy and GuarantCo. Details of the



three initiatives launched under the program, are:

1) Mobilink Entrepreneurship Support Initiative

Mobilink partnered with LUMS Center for Entrepreneurship (LCE), an all-inclusive development incubator for budding entrepreneurs that formalizes the process of scouting, mentoring and facilitating startup founders. Set up under the umbrella of Lahore University of Management Science (LUMS) as an autonomous platform, LCE aims to build an entrepreneurial ecosystem that will bring together necessary resources & acumen required to maximize the growth potential of local entrepreneurs.



LCE representatives were invited as judges at TiE, OPEN, P@SHA, Startup Weekends, Civic Hackathons, Startup Cup and Mobile Coding Jams where they got a chance to assess and review hundreds of business plans. Under the partnership, 13 Start-ups have been scouted from across the country and are currently incubated at the center. The selected prospective businesses received mentoring from industry experts, following which they will get an opportunity to secure funding and/ or commercial contracts at Investor's Day.

The list of Start-ups supported by Mobilink are as follows:

- Docket
- Shadi Box
- ShahiSawari
- Door Drop
- Aitomation
- Mezaaj
- Paperpk.com
- NAROPE
- Event Bazar
- Treble
- Nearpeer.org

2) MYM's ICT Enhancement Program

Supporting educational provisions to enable young people to take control of their future, Mobilink has established 6 state-of-the art ICT Labs (10 computers in each lab) at schools adopted by NGOs.

This initiative saw Mobilink and PCP join hands to identify schools in need of ICT labs, with PCP responsible for ensuring that the recipients are marginalized social classes. PCP's involvement also made the process transparent and impartial. The program will now reach out to almost 3500 deserving students of primary and secondary schools operating in rural and peri-urban areas every six months.



The Program, in its first year, reached out to 6000+ deserving students of primary and secondary schools, operating in rural and peri-urban areas. The details of the schools where the six computer labs were setup are as follows:

- Govt. Girls High School, Dhak Rangla, Bagh AJK
- Zunaira Mallah School, Village Sumaar Mallah, Hyderabad
- Read Foundation Higher Secondary School, Jutial, Gilgit
- Government Girls High School Shafiq Shaheed, Killi Shadi Khan, Quetta
- HDF Model School, Dosehara Road, Mahu Dheri, Mardan
- Nasra School, Kachi Abadi, Depot Lines, Karachi



The overall aim of Mobilink's latest social investment is to contribute towards the academic nurturing of young scholars who will become part of the emergent digital economy and to establish a generation of successful entrepreneurs who can provide for themselves and their families. With the addition of the 6 recently established labs, Mobilink till date has established a total of 11 computer labs in various educational institutions across the country.

3) SMS Based Literacy Program

In 2009, Mobilink developed a pilot scheme with UNESCO and the Bunyad Foundation to educate rural women, a group mostly excluded from the conventional educational system in Pakistan. The project started in 2009 with 250 female learners in rural Punjab, and by the end of 2013, it had embraced 5,000 women across the country. Mobilink's mLiteracy program helps teachers offer a basic literacy curriculum using SMS – with free connectivity for teachers and learners. The program's project facilitators organize classes in small learning centers in villages, often in the houses of local elders, and learners' responses are logged in to monitor their progress.

The project has expanded to enable rural women to better manage domestic finance, and to raise subjects such as religious tolerance and equal opportunity. The program has noticeably reduced gender bias to mobile use, and participants have reported a heightened sense



of security by having access to this means of communication.

With the additional budgetary support of GuarantCo, Mobilink in the program's 6th phase partnered with The Institute of Social and Policy Sciences (I-SAPS) and GuarantCo for 'SMS-based Adult Female Literacy Program', which is enabling learners to receive ICT based education in close proximity to their homes. Through this initiative, Mobilink is educating around 4,050 women in eight rural districts of KPK, including Mardan, Swabi, Nowshera, Malakand, Haripur, Mansehra, Kohat and Buner.

Since community mobilization was deemed a cornerstone to make this initiative sustainable, 'Village Education Support Committees' were created throughout the eight districts, whose members include respected elders and influential individuals. As a result, Mobilink with the help of their implementing partners not only had an all-out community support in identification of teachers and learners in each of the 154 villages, but also managed to establish 160 easily-accessible Adult Literacy Centres, where adult females of ages between 15 and 35 have been enrolled and imparted basic literacy skills.

Under the 'SMS-based Adult Female Literacy Program', learners gain some level of literacy during their six-month basic literacy coursework along with the provision of a mobile phone in order to practice and further develop their newly acquired skills.

Health

As a socially responsible business, Mobilink strives to adapt to the evolving needs of the society and is committed to provide basic, yet essential health services across Pakistan. Mobilink's social investments in the domain of public health are directed to reputable institutions providing quality and comprehensive healthcare.

The company has not only supported a number of medical institutions but has also put in immense effort to provide the best-in-class healthcare facilities to the local communities. Throughout the year, the Mobilink Foundation made valuable investments in the up-gradation of health infrastructures, organizing blood donation drives and medical camps, marking world health related days besides visiting resident patients at various hospitals, and hence, making a difference in alleviating healthcare conditions across the country.



Nationwide Blood Donation Drive 2015

At Mobilink Foundation, we strive hard to instill the values of humanity, service to community and corporate responsibility across the organization. In December 2015, Mobilink organized Pakistan's largest corporate blood donation drive. The nationwide drive was organized by Mobilink's CR team along with its team of active Torchbearers all across Mobilink offices and resulted in collection of over 1201 pints of blood over a period of 7 days, benefiting over 3,500 young Thalassemia patients across Pakistan.

The activity saw Mobilink partnering with Sundus Foundation and Indus Hospital, setting up blood donation camps at 15 Mobilink premises across the three regions. Contributing further to the cause, Mobilink brought onboard 6 of the country's leading educational institutes to run the campaign amongst university students.

The drive was a means of collecting blood for children suffering from a range of chronic and life threatening illnesses including Thalassemia, which is a hereditary genetic blood disorder. Over 5,000 children are born with this disease in Pakistan every year and their survival depends on regular blood transfusion for the rest of their lives.

Theatrical Play by Cancer Patients

In September, 2015, Mobilink organized a theatrical play in collaboration with Shaukat Khanum Memorial Hospital. The very special show featured a cast of child performers, all of whom were either cancer survivors or under treatment. The performers enthralled the audience with their superb performance. Proceeds from the sales of tickets were donated to the Hospital facilitating it to provide free cancer treatment to poor patients. The event that attracted various national and international media was chaired by Mobilink's CFO, Andrew Kemp.



Mobilink's Pink Ribbon Campaign 2015

Pakistan has the highest rate of female breast cancer in Asia, as 1 out of 9 Pakistani women is likely to suffer from breast cancer at some point in their lives. Approximately 90,000 cases of breast cancer are reported every year in Pakistan and about 40,000 women die from this deadly ailment. More than 90% women have a chance of surviving breast cancer with early diagnosis; however due to lack of awareness and medical facilities, women are diagnosed at later stages which is the prime reason for the high mortality rate.

Mobilink had been a supporter of the Pink Ribbon Campaign for the past eight years. Mobilink assisted the campaign by carrying out an advocacy drive which involved sending out informational messages to its customer base, nationwide.

On October 25, 2015, Minar-e-Pakistan was lit up in rosy pink lights to symbolize support for the Breast Cancer Awareness Month, and to show solidarity to patients and survivors at the International Mammogram Day. This initiative by the Pink Ribbon Campaign supported by Mobilink was in accordance with international support for 'Pinktober', which had seen famous monuments such as the Empire State Building, the White House, the Eiffel Tower and the Sydney Opera House also turning pink.



Global Hand Washing Day (GHWD)

According to the Pakistan Demographic and Health Survey conducted in 2013, almost 53,000 children under five years of age die, because of diarrhea - a disease which is directly linked with poor quality water, sanitation and hygiene. Out of every 1000 live births almost 104 children die before reaching their fifth birthday. Lives can be saved by improved water sanitation and hygiene facilities and access to health services.

Various studies and researches have proved that the hand washing with soap can avert the incidence of diarrhea and pneumonia by up to 16%. Mobilink also disseminated hygiene awareness via informational Text Messages nationwide and also took part in the GHWD event organized by Plan International Pakistan in collaboration with Punjab Water Aid and the UNICEF on October 15, 2015.

Education

Education remains one of the most significant indicators of social progress playing a decisive role for a society to achieve self-sustainability and equitable development. Education is recognized as one of the top priorities by the UN and is a critical parameter of the UN Millennium Development Goals; only second to extreme poverty eradication.

At Mobilink, the leadership believes that the long term socio-economic well-being of communities is dependent on proliferation of education and strengthening of educational institutions. Education, because of the remarkable social uplift that it promises, remains the foremost CR priority as it is considered to be the only veritable sustainable development tool.

Activity with the residents of Safina Children Home (SCH)

Mobilink Foundation organized a fun filled activity for the residents of Safina Children's Home, an orphanage established by Safina Welfare Services, Islamabad. 30 Mobilink Torchbearers spent the evening with the children orphaned due to the



devastating earthquake in October 2005.

Mobilink Torchbearers hosted the activity for the 60 residents of Safina Children Home at Fatima Jinnah Park, where they took part in entertaining activities, games and sports. These included painting, tug-of-war, sack race, frisbee and football. The day was concluded with the Torchbearers distributing school bags among the children.



Mobilink upgrades Women Welfare & Development Center, Islamabad

In June 2015, Mobilink upgraded the Women Welfare & Development Center, Islamabad by setting up a stitching and sewing facility. The



facility, with 10 sewing machines, was inaugurated by Mobilink's CR Team and Torchbearers in an activity held at the Center. The upgraded vocational training center will organize sewing, cutting and stitching classes for the women of Islamabad and surrounding areas. The six months' course, offered at the Center, aims at empowering women beneficiaries with skills that they can utilize in earning a living for their family and subsequently teach others. Contribution to this Center was monetary as well as in volunteer hours. The Center is located in the north of Islamabad.



Society of Special Education

Mobilink Foundation continued its initiative to support local educational institutes by visiting the Greenland Society of Special Education (GSSE), a non-commercial institute in Lahore. The Mobilink Torchbearers aligned a host of activities including a poem recitation competition, storytelling and interactive sessions to make the day memorable for the students. Goody bags comprising of coloring book and pencils, ludo, toys and edibles were distributed amongst the students at the conclusion of the activity.

GSSE was established in 2000 for the development of special children and has branches in Garhi Shahu, Lahore and Kot Radha Kishan, Kasur district. It has professionally qualified and experienced teams providing a tailor-made individualized educational program (IEP) as per each child's need so that they utilize their potential and become independent.

Mobilink Foundation has been associated with the institute since 2009 and has previously provided classroom furniture, playground equipment and conducting other activities to upgrade the school premises.



Mobilink Connectivity Drive

Mobilink donated 10 Smartphones with the data enabled SIMS to Pehli Kiran School System Campuses. The mobile phones are being used for installation of Government provided Mobile Emergency Alert System for Schools. They connect local schools with the Police and other law enforcement agencies. The software, downloaded on to an Android smart handset, can be prompted to notify the above mentioned if the educational establishment faces a threat of or a potential occurrence of terrorism, fire, kidnapping or robbery.



Teach to Transform

Mobilink Foundation launched its 'Teach to Transform' (T2T) program by conducting a 90 minutes mentorship session at Master Ayub's Park School located at F-6, Islamabad.

Under the program's guidelines, Mobilink's employee volunteers spent their time at the school by providing teaching support to students who were struggling academically and required additional tuition.



Jeffrey Hedberg, CEO – Mobilink, was also part of the volunteer team and dedicated his time to a book reading activity with the students. The activity was concluded after the distribution of necessary course books, self-help reading materials and stationery amongst students.

T2T is a student mentorship program that assigns Mobilink Torchbearers to underprivileged schools across the country. Launched in 2013, it is yet another innovative corporate social responsibility initiative by the Mobilink Foundation. The pilot phase of the project was launched at the DSRA School in Karachi where 46 students benefited from the teaching assistance provided.

Torchbearers Visit to Al-Farabi National Special Education Center

In December 2015, Mobilink Foundation commemorated the National Day for Disability by organizing a "Disability Equality Training" at the Mobilink House, Islamabad. The training was aimed to equip participants with a working knowledge of disability and to recognize discriminatory language and practices. Following the training, Mobilink Torchbearers visited the Al-Farabi National Special Education Center for Physically Handicapped in G-8/4, Islamabad.

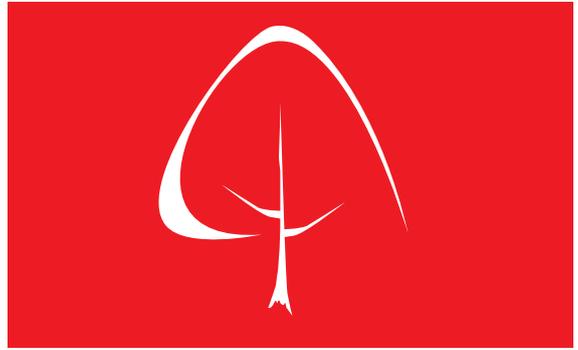
At the Center, they engaged in an interactive session with children with special needs, which included a discussion on their aspirations and plans for the future. This activity was partnered with STEP Pakistan.



Environment

Environmental sustainability is one of the basic components of a prosperous society. The CR function at Mobilink strives to inculcate the concern for the planet and its resources amongst its internal and external stakeholders. Eco-friendly practices have been introduced within an entire range of business segments by demanding sustainable consumption of bio-degradable as well as non-degradable resources.

The Mobilink Foundation has also adopted an Environmental Management System (EMS) at the



workplace which ensures judicious consumption of electricity, water and fuel. Mobilink's Torchbearers pro-actively sensitize the employees to help indoctrinate environmental responsibility by organizing internal campaigns and drives.

Walk to Preserve

The Mobilink Foundation kicked off this year's Corporate Responsibility activities by conducting the "Walk to Preserve" at Trail-3, Margalla Hills. 61 energetic volunteers took part in the clean-up and preservation of the eco-system activity by picking up the trash as they moved up the hill.

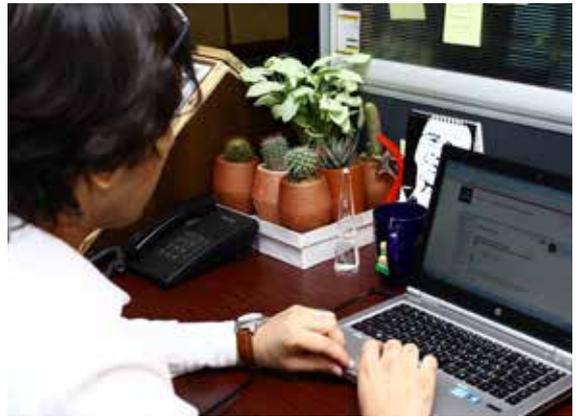
Besides realizing civic responsibility, aiding to preserve the environment and learning about environmental custodianship, the activity also served as an opportunity for the volunteers to put their stamina to the test.



The Green Office Quiz

This initiative was launched to instill the awareness of the Green Office campaign among the Mobilink employees. It was a MCQs based quiz that tested knowledge about our heritage, the planet and its ecological wealth. The campaign received an astounding response and the quiz winner - having the most number of correct answers-was awarded an Apple iPad 2.

The quiz played an instrumental role in getting IBC 1 and 2, the Green Office Certification.



Adopt a Plant 2.0

After a resounding in the first phase success; the Green Office Team introduced the 'Adopt a Plant 2.0' at the Islamabad office.

A variety of indoor and outdoor plants were put up for adoption while the Green Wardens and Horticulture experts were tasked with providing plant caretaking tips and adoption procedures.



The campaign received an astounding response with more than 500 plants adopted by the HQ employees.

Disaster Relief



The Mobilink Foundation has an illustrious history of displaying corporate social responsibility towards the society at large especially in providing humanitarian assistance to disaster stricken communities. In the nation's time of need, Mobilink and its Torchbearers have marked their presence in the remotest parts of the country and have wholeheartedly extended assistance to the affected communities. Mobilink played a major role to play in alleviating the suffering of those whose lives and livelihoods have been disrupted due to such calamities. Mobilink has worked closely with national and provincial disaster management authorities and the armed forces besides other relevant government authorities in ensuring that Mobilink's assistance of food and non-food consignments reach the most deserving.

Heat Wave Relief Activity- Karachi & Hyderabad

The heat wave that gripped Karachi and interior Sindh in the month of Ramzan claimed over 1300 lives. As a response, Mobilink Foundation took the lead and initiated a relief campaign that reached out to the victims of heat strokes, hospitalized for treatment at health units and hospitals. Mobilink Torchbearers carried out several relief aid distributions activities at:

- Abbasi Shaheed Hospital Karachi,
- Qatar Hospital Karachi
- Shah Bhitai Hospital Hyderabad
- Civil Hospital Hyderabad

More than 3,300 people, affected by severe heat, were provided assistance. The relief activities saw distribution of 10,000 bottles of mineral water, 6000 boxes of juice, 4000 ice packs, 4000 hand sized towels and 40 cooling mist fans.





Sponsorships and Other Activities

Mobilink's Fundraising Campaigns

Mobilink's fundraising campaigns for the year included the Foundation partnering with:

- Shaukat Khanum Memorial Hospital
- LRBT
- Pink Ribbon

The commitment made under the campaign included installation of Out of Home Hoardings in Karachi, Lahore and Islamabad for a period of 10 days for each of the implementing partner.

Other contributions included SMS dissemination for raising awareness and generation of funds. The nationwide SMS dissemination for the three partners, reached out to more than 30 million customers nationwide.

Torchbearer Visit to Dar ul Atfal - Peshawar

Mobilink continued its efforts of providing assistance to the deserving and marginalized segments by having the first of the social inclusion activities in Peshawar. The activity was held at Dar ul Atfal, a privately managed orphanage, housing children from the IDP communities. More than 100 children of the facility and 15 Mobilink



Torchbearers took part in the activity which included interactive sessions with the resident children, board games and refreshments.

Iftar Dinner at Bint-e-Fatima Old Age Home - Karachi

In the spirit of Holy month of Ramadan, Mobilink Foundation initiated a number of charitable projects with the aim to reach out to the



marginalized and often forgotten members of the society. In the South region, the Iftar activity was held at the well reputed Bint-e-Fatima Old Home, Karachi. Bint-e-Fatima Old Home (trust) is a non-governmental & nonprofit organization providing shelter to the senior citizens and gender based violence survivors of society.

The activity was managed by the Foundation volunteers who spent their time socializing with the residents. The evening featured an outdoor Iftar dinner.

The activity also included distribution of gift hampers amongst the residents including new bedding, clothes and other household items.

Iftar Dinner at Aafiat Old Age Home - Islamabad

The Mobilink Foundation conducted the third Iftar activity at Aafiat Old Home, Islamabad, an old home established by the Social Welfare Department. The Iftar was managed by the



Mobilink Foundation Mentors and Torchbearers and was attended by more than 50 residents present at the facility. The activity included iftar and dinner with residents as well as distribution of Eid gifts.

Iftar Dinner at Aafia Old Age Home - Lahore

Annual Iftar dinner for senior citizens was held at Aafia Old Home in Lahore. The Iftar was hosted



by the devoted Mobilink Torchbearers and their families who spent their time interacting with the elderly residents. The activity also included distribution of giveaways amongst 40 residents and 15 caretakers which included new bedding, clothes and other household items.

Mobilink Foundation's Sponsorships:

Spring Gala Fund Raiser

Mobilink sponsored Spring Gala, hosted by Serena Hotel. The proceeds and collections were donated



by the Hotel to Jamila Sultana Foundation. The Jamila Sultana Foundation provides assistance and treatment to children affected by Thalassemia.

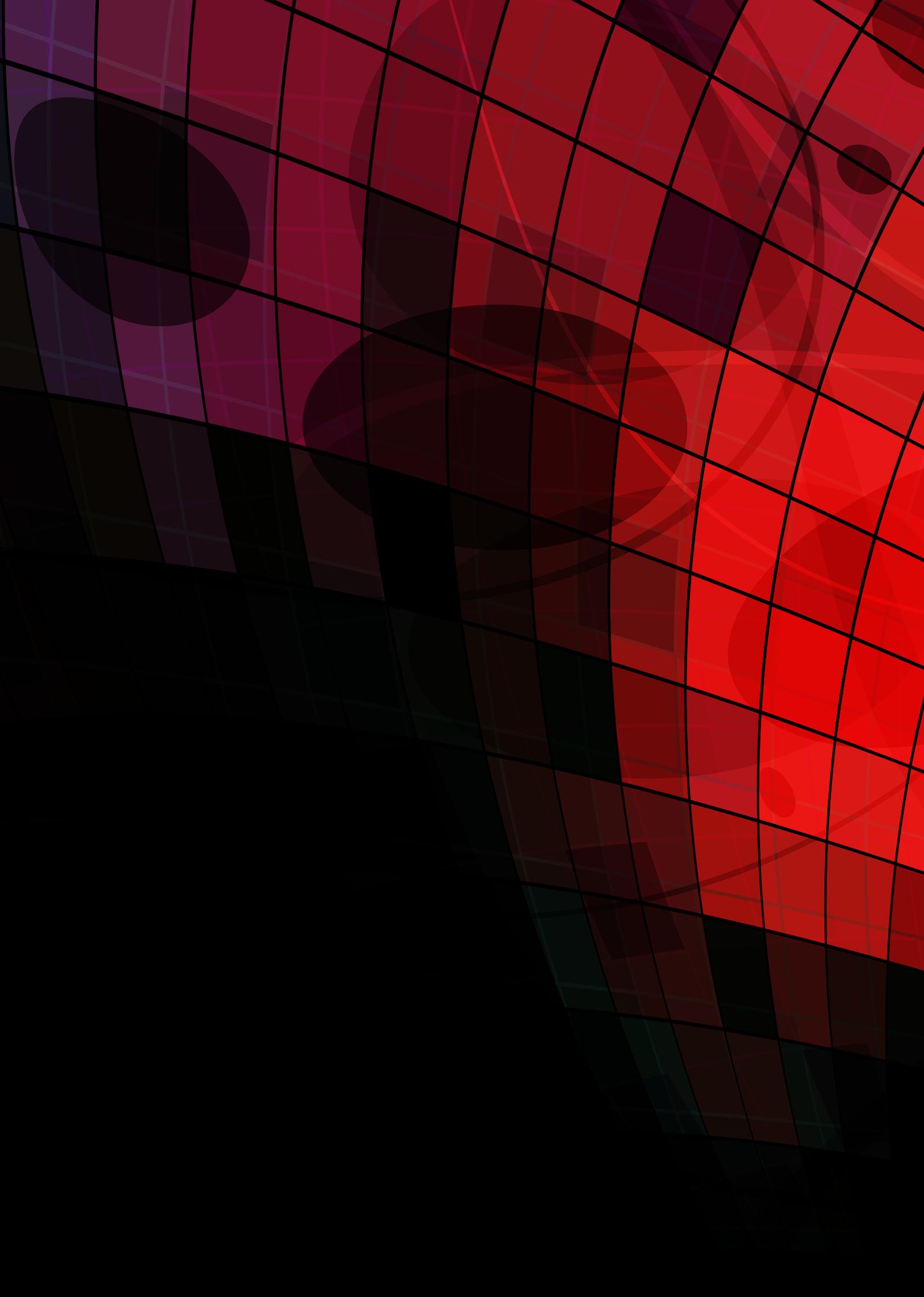
Subh-e-Nau Fund Raiser

Subh-e-Nau, a registered NGO, held a fund raising event in collaboration with renowned singer Rahat Fateh Ali Khan at the Islamabad Marriott on 21st February, 2015. All proceeds went to the Subh-e-Nau Disability Program.

Organization of Pakistani Entrepreneurs (OPEN)

Mobilink sponsored a networking session of the local entrepreneurial community.





4

Partnering with Mobilink Foundation

- Due Diligence
- Partner Selection Process
- GRI Framework

Partnering with Mobilink Foundation

At Mobilink Foundation, we believe in forming long-term, sustainable associations with a variety of stakeholders. Partnerships are a cornerstone of our CR strategy, which benefit our communities through the introduction of dynamism, innovation and efficiencies.

Effective application of Mobilink's Corporate Responsibility model is dependent on the selection of good, credible partner organizations with similar subject interests. Collaborative programs enable value chains integration which in turn helps to leverage individual strengths and generates synergy.

Due Diligence

Pre-award due diligence is the process used to assess the appropriateness of a potential partner or intended recipient of a donation or a grant. The pre-award due diligence is an important part of conceiving effective and responsible partnerships.

Mobilink Foundation's partner selection process aims to ensure long-term value from CR investments by identifying possible weaknesses and risks, and considering opportunities to enhance capacity of the potential partner before initiating a program. The process aims to reduce the risk of funds and project focus being diverted from agreed development objectives, which inevitably reduces the desired impact. Due diligence also helps to reduce misunderstandings and establishes an environment of accountability and transparency.

Partner Selection Process

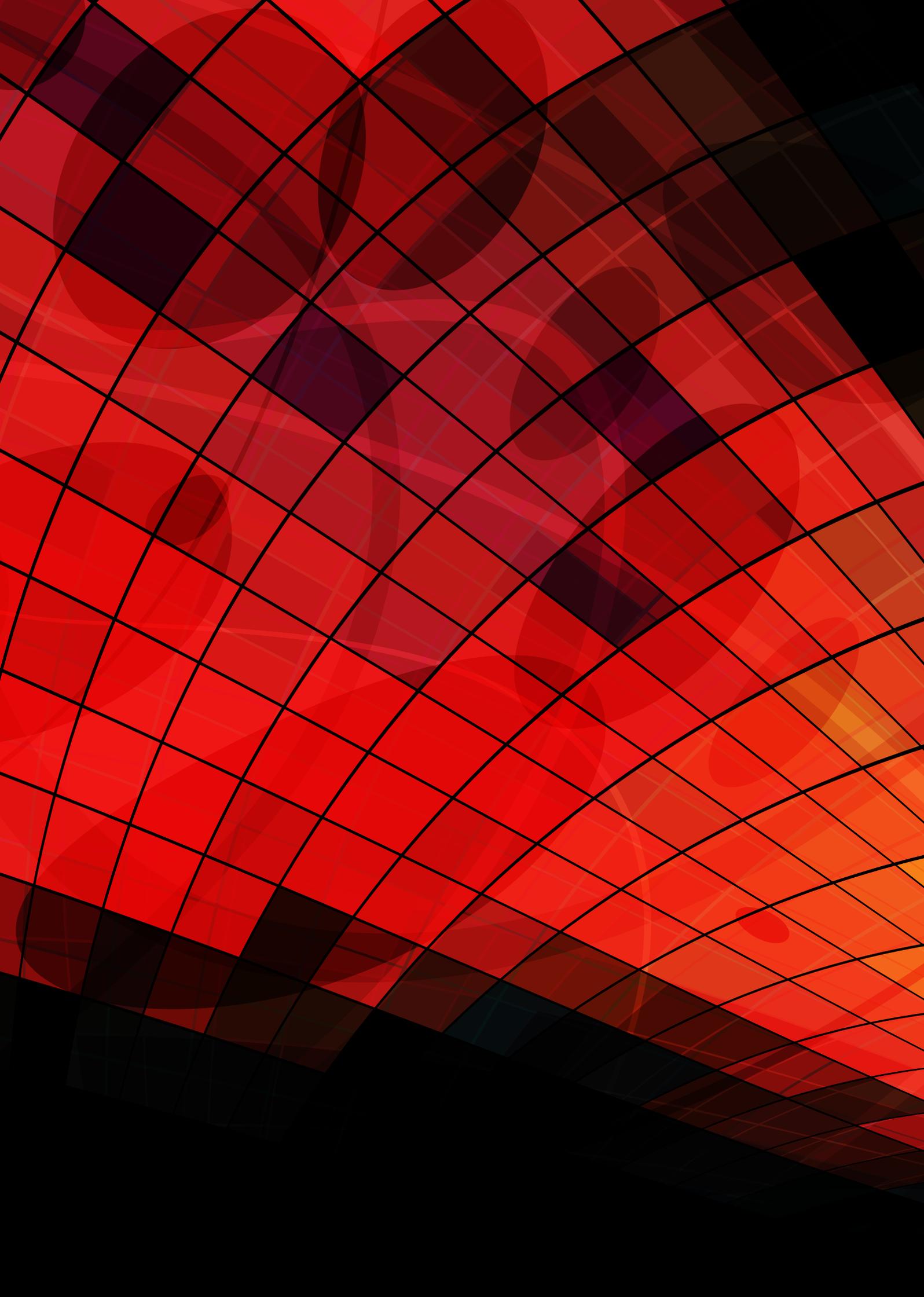
A set of 25 standards are used to assess an applicant's organizational structure in the following categories:

Categories	Total
Organizational Governance	100
Financial Systems	100
Program Implementation	200
Maximum Possible Score	400

Following the evaluation process, applicants will be ranked as follows:

TIERS	Percentage Score Obtained	Ranking
Tier 1	80-100	Excellent
Tier 2	65-79	Good
Tier 3	50-64	Average
Tier 4	Below 50	Below Average

An applicant attaining a minimum of a 'GOOD' ranking will be eligible to partner with Mobilink Foundation.



GRI Framework

Global Reporting Initiative (GRI) is a comprehensive Sustainability Reporting Framework that is widely accepted and used around the world. GRI parameters, enclosed within periodic sustainability reports, are reflective of organization's values and

governance model, and demonstrate the link between its strategy and its commitment to a sustainable global economy. Mobilink's comprehensive GRI Sustainability Reporting Framework (below) illustrates the company's economic, environmental and social impact



Corporate Responsibility KPI Summary

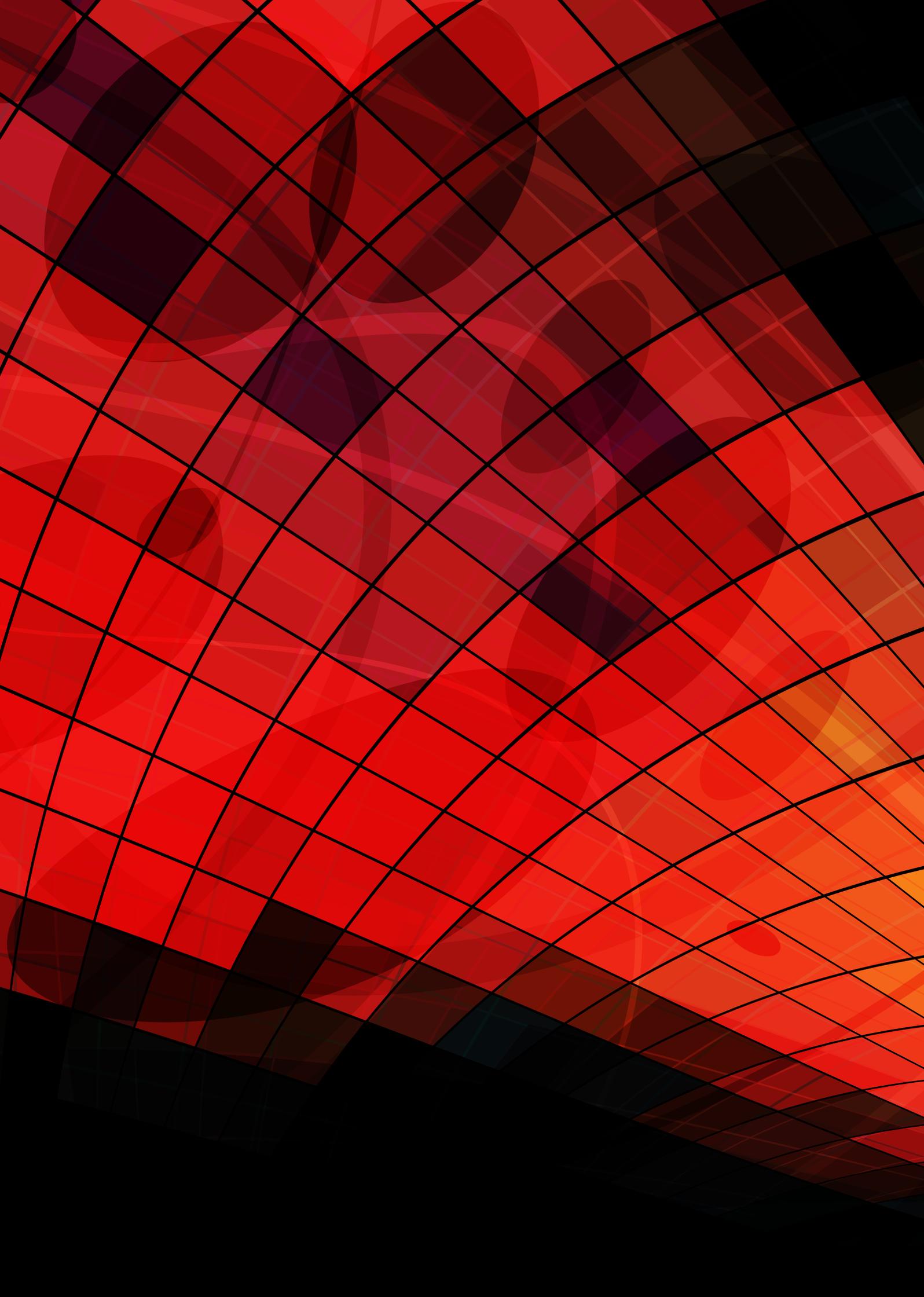
5/26/16 Pakistan
Currency: PKR
Scenario: Actual
Year: 2015
Period: December

EC	Economic
EC-05	Standard entry level wage by gender compared to minimum wage
EN	Environment
EN-03A	Direct Energy Consumed (Scope 1) Network
EN-03B	Direct Energy Consumed (Scope 1) Non-Network
EN-04A	Indirect Energy Consumed (Scope 2) Network
EN-04B	Indirect Energy Consumed (Scope 2) Non-Network
EN-05	Energy saving projects (Number of BTS with Carbon emission reducing technologies)
EN-28	Monetary value of significant fines for non-compliance with environmental laws and regulations
EN-29	Environmental impact of transporting products and employees of workforce
LA	Labour Practice and Decent Work
LA-01	Total number of employees split by gender
LA-02	Number of new employee hires and rate of employee turnover by gender
LA-04	Percentage of employees covered by collective bargaining agreement
LA-07	Rates on fatalities, serious injuries and work relates special security incidents
SO	Society
SO-04	Confirmed incidents of corruption and actions taken
SO-06	Total value of contributions to political institutions
SO-08	Fines and legal sanctions for non-compliance with anti-competitive behavior, anti-trust and monopoly practices
PR	Product Responsibility
PR-07	Non-compliance with Marketing communications regulations and voluntary codes
PR-08	Number of substantiated complaints regarding breaches of customer privacy and losses of customer data
PR-09	Fines for non-compliance with laws and regulations concerning the provision and use of products and services
VC	VimpelCom specific
VC-01	Social Investment indicators
VC-02	Network Information indicators

resultant of its business activities. The key performance indicators used in the framework have been selected to record and report our most material issues, and, where appropriate, represent data already being used for decision making and other management purposes. The

company has made sustainability reporting a standard operating procedure as it enables greater organizational transparency and accountability and helps our stakeholders develop trust in our business.

		2015	2014
Entry level wage vs minimum wage (%)	Male	166.7%	164.9%
	Female	166.7%	164.9%
Total Network Direct energy consumed	kWh	57,426,110	87,092,861
Total Non-network (Buildings) Direct energy consumed	kWh	5,252,140	5,396,155
Total Network indirect energy consumption	kWh	204,645,776	169,512,907
Total Non-network (Buildings) indirect energy consumption	kWh	19,179,009	18,624,212
Number of BTS with solar and / or wind energy technology	BTS	-	-
Number of BTS with free-cooling technology	BTS	-	-
Number of BTS with hybrid-diesel technology	BTS	5,733	5,700
Number of BTS which are outdoor sites	BTS	8,164	7,322
Number of BTS which use power-saving technology	BTS	9,963	8,942
Purchased and certified CO2-quotas or Emission Reductions	Tonnes of CO2 Offset	-	-
	PKR	0	0
Total energy used by motor vehicles owned and leased	kWh	5,687,634	5,951,782
Total Workforce	Total Male	2,411	2,636
	Total Female	353	393
	Total Workforce	2,764	3,029
New employee hires	Male	263	315
	Female	30	53
	Rate of staff turnover (New hire ratio)	10.60%	12.15%
Number of fatalities	Work-related / Employee	-	-
	Work-related / Contractor	2	-
	Not work-related / Employee	1	1
		3	1
Work related Special Security Incidents		5	0
Injury rate per million hours		0.437855977	7.18971583
Injury rate per 000 workforce days		0.003502848	0.057517727
Incidents where employees were dismissed or disciplined for breach of Code		0	2
Not renewed business partner contracts due to violations of Code		0	0
Report any concluded legal cases regarding breach of Code		0	0
	PKR	0	0
Monetary value of significant fines		-	-
Number of non-monetary sanctions		0	0
Cases brought through dispute resolution mechanisms		0	0
Incidents of non-compliance resulting in a fine or penalty		0	0
Incidents of non-compliance resulting in a warning		0	0
Incidents of non-compliance with voluntary codes		0	0
Substantiated complaints received from outside parties and by the organization		0	0
Substantiated complaints from regulatory bodies		0	0
Number of identified leaks, thefts, or losses of customer data		5	1
Total monetary value of significant fines	PKR	-	-
Social Investments - cash donations	PKR	12,622,443	34,671,543
Social Investment: Employee volunteering during paid working hours	Hours	2,902	4,320
Social Investment: In-kind giving - product or service donations	PKR	19,210,454	-
Mobile Network Traffic	GB	100,287,801	44,470,623
Mobile Network Sites	Integrated BS 4G (ENodeB)	-	-
	Integrated BS 3G (NodeB)	4,912	2,519
	Integrated sites 2G	9,963	9,566
	Mobile Network Sites	14,875	12,085



Mobilink Foundation Partnership Application

Applicants desiring to work with the Mobilink Foundation can share their proposal along with this application at



**Mobilink
Foundation**

Corporate Communications Department
Mobilink House
F8 Markaz, Islamabad
corporatecommunications@mobilink.net

Name:

Head office address, Telephone, Fax & Email:

Major programs:

REGISTRATION STATUS

Registered under:

Date of registration:

Operational since:

ADDITIONAL INFORMATION

Current CEO:

Chairperson of Governing Body:

Name of organization's major donor(s):

Number of offices and total staff strength:

TYPE OF ORGANIZATION

Advocacy

Service delivery

Capacity building

Funding

Support

Intermediary

Other (Please specify):

AREA OF ACTIVITY

Education

Health

Environment

Disaster relief

Micro-credit

Women's rights

Human rights / Social Justice

Arts & Culture

Water & sanitation

Other (Please specify):

BRIEF DESCRIPTION OF MAJOR ACTIVITIES OVER THE LAST 3 YEARS

PARTNERSHIP REQUESTED FOR

Technical assistance

Financial assistance

Sponsorship of an event

PROPOSED PROJECT

Title of the project:

DESCRIPTION OF THE PROJECT

Background & Rationale:

Objectives:

Proposed interventions:

Sustainability:

Beneficiary detail:



Mobilink
Foundation

Monetary contributions can be made to the Mobilink Foundation via:

NIB Bank

Swift Code: NIBPPKKA

Mobilink Foundation IBAN: PK06 NIBP 0000 0000 0488 0617

Branch: Post Mall Branch – Islamabad

Branch Code: 10111



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