



KUWAIT: Zain's volunteers at Jaber Al-Ali mosque.



Zain's team with Rijeemy officials.

# Zain's annual Ramadan social campaign embodied spirit of giving

## Company welcomed holy month with plethora of social contributions

**KUWAIT:** Zain, the leading digital service provider in Kuwait, concluded its annual campaign for the Holy Month of Ramadan with a plethora of humanitarian, social, religious, sports, and recreational contributions. Zain's extensive program of various social, charitable, and humanitarian initiatives planned for the holy month came in line with the company's Corporate Sustainability and Social Responsibility strategy that closely focuses on giving back to the community. The company carefully selected the activities and programs that most presented an added value to all segments of the society, which all embodied the spirit of giving. In this report, Zain showcases the initiatives and programs it undertook during this past Ramadan:

### Ramadan Machla

Zain kicked-off its Ramadan campaign before the beginning of the holy month, where it delivered 'Ramadan Machla' (supplies) to a number of its strategic partners of non-profit organizations, who in turn distributed them to underprivileged families in Kuwait. The 'Ramadan Machla' initiative is one of the main pillars of Zain's annual Ramadan campaign, which came in line with the company's Corporate Social Responsibility and Sustainability strategy. Every year, Zain prepares boxes containing essential food supplies and delivers them through the network of its strategic partners of non-profit organizations. This year, the company favored delivering vouchers instead of the boxes to give every family the opportunity to choose specific supplies as per their different needs.

Zain delivered the 'Ramadan Machla' vouchers to strategic partners of non-profit organizations: the Kuwait Red Crescent Society (KRCS), Kuwait Food Bank, Direct Aid, Ministry of Social Affairs and Labor's Social Care Centers, and Zakat House. The vouchers were distributed to underprivileged families in Kuwait who were in need of support during the month of fasting. The vouchers were used at Saveco, an all-inclusive one-of-a-kind one-stop mega market, considered one of the biggest in Kuwait and the region, and offers a vast range of products and services. Zain also dedicated a day of special deals and exclusive offers for voucher holders in collaboration with Saveco.

### Zain Quran App

Zain launched an all-new update to its Quran App, which the company gifts to its customers during Ramadan of every year. The app offered the best Quran reading experience on iOS and Android smart devices, and this year supported Apple Watch. The app featured a user-friendly interface and many great features, including reading all pages of the Holy Quran, downloading and listening to the Holy Quran in the voices of over 20 famous reciters, read Tafseer (interpretations) to understand the meaning of verses, searching the whole text of the Holy Quran, as well as synchronizing usage between multiple devices. The app also included a dark mode feature for easy reading in the dark, prayer times and Athan notifications, Qibla direction, and much more. Customers were able to download the app for free by searching 'Zain Quran' in the App Store and Google Play Store.

### Iftar halls

Every year, Zain launches the iftar halls initiative, which is a main pillar of the company's Ramadan campaign. Through this initiative, Zain provided fasting individuals with daily iftar meals under the supervision of its volunteers team. The banquets were spread in two main halls in Jleeb and Jahra as part of a strategy to cover the most populated areas of Kuwait in order to assure the maximum amount of individuals' iftar needs are covered. This year, Zain offered nearly 35,000 daily iftar meals in total during the holy month.

### 'Zain Al-Khair' online donation portal

Before the holy month of Ramadan, Zain launched 'Zain Al-Khair' (khair.kw.zain.com), an online donation portal that allows Zain customers - both prepaid and postpaid - to donate to any of the listed charitable organizations with any amount ranging from KD 1 to KD 80. Customers were simply able to select the preferred organization, pick one of the available projects to donate to, then specify the donation amount. The donated amount was then automatically added to the customer's monthly phone bill or prepaid balance with ease.

All the charitable organizations listed in the portal were certified and licensed by the official authorities in Kuwait, and each one featured a number of different charity projects to choose from. The current list included: Al-Najat Charity, Al-Manaber Al-Quraniya Society, Social Reform Society - Rahma International, Social Reform Society - Namaa, Kuwait Food Bank, International Islamic Charitable Organization, Sheikh Abdullah Al-Nouri Charity Society, Revival of Islamic Heritage Society, and the Kuwaiti Charity Society for Serving the Holy Quran and its Sciences. More organizations will be added to the portal during the upcoming period.

### 'Ya Baghi Al Khair Aqbel 3'

This Ramadan, Zain launched the third edition of its charitable initiative 'Ya Baghi Al Khair Aqbel' in collaboration with



**35,000 daily iftar meals throughout Ramadan**

Direct Aid. As part of the initiative, Zain donated 500 Fils (half a KD) each time a customer paid their bill anytime during the holy month of Ramadan through one of Zain's electronic or direct channels, including Zain's website, Zain's smartphone app, any of Zain's Quickpay machines, and the company's main branches available throughout the country. The collected donations were used to support Direct Aid's Medical Sciences College project at Kenya, where six classrooms will be built for the Environmental Health section in the college.

### '2,000 Projects' campaign

This year, Zain also collaborated with Direct Aid to support the '2,000 Projects' campaign, which was held throughout an entire day to receive donations through the official online portal and Zain's SMS service. All of the campaign's proceeds will go to supporting 2,000 projects in Africa, 500 of which are water wells, 500 health projects, as well as 1,000 develop-



Zain's team and officials at Social Care Centers.



Zain Al-Shuhour campaign's logo.

mental projects for empowering family economies.

### Al-Roudhan Football Tournament 40

Zain was the Strategic Partner of the 40th edition of Al-Roudhan Ramadan Football Tournament for the fourth consecutive year, which came under the patronage of His Highness the Amir Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah. On Ramadan of every year, the Kuwaiti audiences, especially young ones, eagerly look forward with great passion to Al-Roudhan Tournament, given the fact that it witnesses high levels of professionalism and excitement through both the competing local teams as well as the international football stars hosted.

This year, Al-Roudhan tournament witnessed the participation of Italian legend Francesco Totti and Ivorian legend Didier Drogba, who both took part in a special iftar banquet along with Zain customers who won a competition on the company's social media channels. The event also hosted Croatian legend Luka Modric, who won the Ballon d'Or as world player of the year 2018, as well as Portuguese legend Luis Figo.

Zain and Al-Roudhan's organizing committee, both being Kuwaiti organizations proud of their national identity, organized a Girgian celebration where candy was distributed to the attending crowds while hosting a traditional performance. The event also witnessed a special friendly match between ministers and members of the parliament, which was held under the patronage and attendance of His Highness the Prime Minister Sheikh Jaber Mubarak Al-Hamad Al-Sabah and Speaker of the National Assembly Marzouq Al-Ghanem. The match ended with a 3-2 win for the parliament team.

As it does every year, Zain was present



From Al-Roudhan Tournament.

at Al-Roudhan Tournament on a daily basis, where it interacted with the audiences through various competitions, activities, and entertainment programs. The company also distributed valuable prizes and held daily challenges and competitions on its official social media channels, and more.

### 'Rijeemy' Health Program

This year, Zain was the strategic partner of the 'Rijeemy' Health Program, which is considered one of the biggest health and sports programs in Kuwait during the Holy Month of Ramadan. The event was held on a daily basis at Mall 360, and aimed at promoting a healthier and more active lifestyle during fasting. The event worked to elevate the level of health awareness among people who are fasting during Ramadan, especially while fasting, through engaging participants in exciting activities.

### Social Visits

Every Ramadan, Zain is keen to reach out to the many segments of the community, including orphaned children, the elderly, and people with special needs, by visiting the Ministry of Social Affairs and Labor's Care Centers to share the joyful blessings of the Holy Month with them.

Zain believes in the importance of embracing the beautiful values of the Islamic religion as well as the noble traditions of the Kuwaiti heritage all year round and especially in the Holy Month of Ramadan. Zain also shared the joys of the Holy Month with children and patients in a number of the biggest hospitals in Kuwait. The company's team always visits the hospitals during this blessed time of year to distribute gifts and girgian to children and their families and celebrate the occasion in a family atmosphere full of joy and happiness.

Zain also shared the joys of girgian with special needs children in collaboration with Al-Kharafi Activity Kids Center, where the company's volunteers visited the children and their families to distribute Girgeean and gifts while also organizing many other fun activities.

### Qiyam prayers and last 10 days of Ramadan

During the last 10 days of Ramadan and during Qiyam prayers, Zain was present at Jaber Al-Ali mosque, where the company's volunteers offered hospitality services to worshippers to contribute in lightening the hot weather conditions and offer a more comfortable atmosphere.

### Cultural and Recreational Programs

Every Ramadan, Zain is keen on diversifying the content of its campaign to include cultural and recreational programs. This year, Zain sponsored 'Jaber Khater,' a social and cultural show hosted by social media influencer Fahad Al-Beshara. In the show, Beshara discussed many topics related to good deeds, politeness, and the values of the Holy Month in a simple and creative way on social media channels. The show presented ideas in a modern way to attract the attention of viewers, especially young ones.

As for the classic Ramadan competitions that the public eagerly waits for every year, Zain sponsored 'Kanz FM' daily radio show throughout the whole month. Customers enjoyed participating in the show's quizzes and winning valuable prizes on a daily basis.



Zain's iftar halls.