Bridging the spaces between Ambition and Impact

Sustainability Report 2025

Sustainability Report

Contents

Introduction	02
Pillar 1	08
Pillar 2	19
Pillar 3	33
GRI content index	35

Introduction

Bridging today's innovation and tomorrow's responsibility

About this report

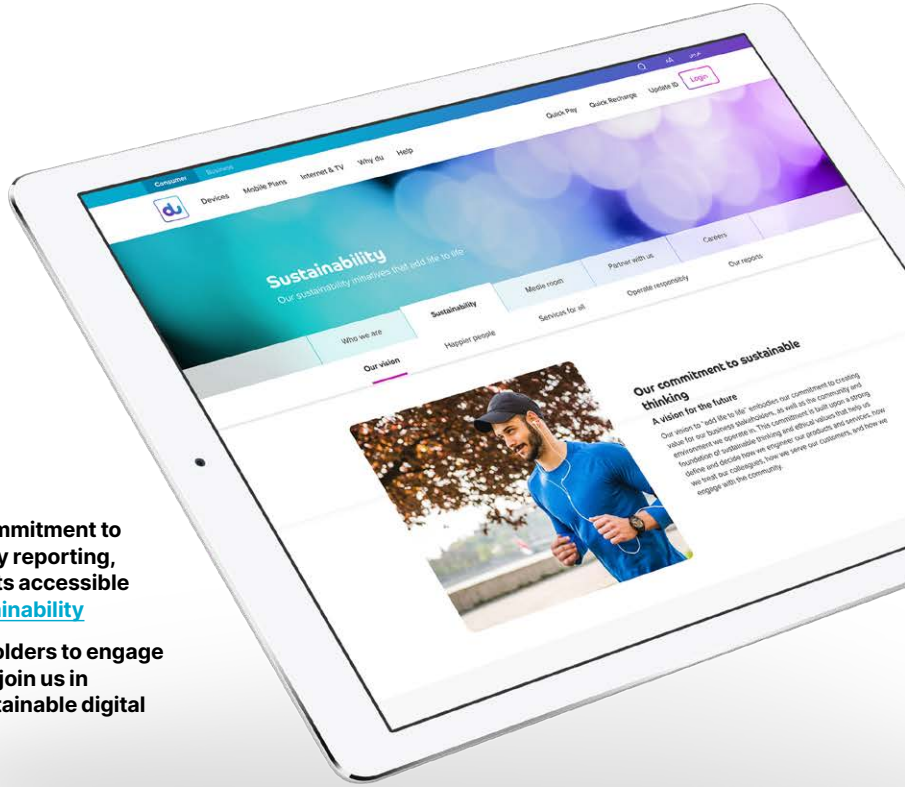
Welcome to our 2025 Sustainability Report. This year marks a significant milestone in our sustainability journey as we transition from ambition to achievement, demonstrating measurable progress across environmental, social and governance priorities.

From achieving industry-leading certifications to delivering meaningful community impact and workforce well-being initiatives, our 2025 performance reflects a comprehensive commitment to embedding sustainability into every operational decision. This report reflects the collective efforts of our Board of Directors, CEO, senior management, and employees who champion sustainability throughout our organisation. Their dedication ensures that our sustainability agenda remains aligned with the UAE's national vision whilst creating lasting value for customers, employees, suppliers, communities and shareholders.

Prepared in reference to the Global Reporting Initiative (GRI) standards and the Dubai Financial Market ESG reporting guide, this report provides a comprehensive disclosure of our sustainability performance for the year ended 31 December 2025.

We maintain our commitment to annual sustainability reporting, with previous reports accessible at www.du.ae/sustainability

We invite all stakeholders to engage with this report and join us in building a more sustainable digital future for the UAE.



Sustainability at du

Building a sustainable business has been central to our vision since du's inception in 2006. Nearly two decades later, sustainability is no longer an aspiration – it is integrated into our governance structures, operational processes and strategic decision-making.

Our approach centres on three interconnected pillars that guide our sustainability agenda:

Pillar 1: Make our people and communities happier

We believe exceptional organisations are built by exceptional people. Our commitment extends beyond our employees to the communities we serve, recognising that sustainable growth depends on shared prosperity. Through inclusive workplace policies, continuous learning opportunities, and strategic community partnerships, we create environments where people thrive.

Priority 1
Employee engagement and well-being

Priority 2
Community well-being

Pillar 2: Operate ethically and responsibly

Trust forms the foundation of everything we do. We uphold the highest standards of business ethics, data protection, and environmental stewardship. From achieving ISO 20400 certification to advancing our net zero roadmap, we demonstrate that profitable operations and responsible practices are inseparable.

Priority 3
Environmental footprint

Priority 4
Data privacy and security

Pillar 3: Deliver the benefits of our services to all

As a telecommunications provider, we have unique opportunities to advance digital inclusion, enable innovation, and expand access to transformative technologies. We leverage our infrastructure, expertise, and partnerships to ensure the digital economy benefits all segments of UAE society.

Priority 5
Customer happiness

Priority 6
Technology for good

Introduction continued

Highlights

Pillar 1: Make our people and communities happier

89%
Employee Engagement score, placing du among global top-tier companies

54%
of our Emirati workforce consisted of women

2,000+
employees and their families actively engaged in wellness initiatives

84%
Learning Curiosity Index achieved, exceeding the 80% target

AED 6.6 mn
in-kind support provided to UAE charities through free SMS campaigns

Pillar 2: Operate ethically and responsibly

23%
reduction in Scope 1 and 2 emissions against our 2021 baseline

LEED Platinum
certified headquarters with a score of 95/100 – the greenest office building in the region

42%
waste diversion rate achieved, significantly exceeding the 18% baseline target

ISO 20400 certified
– the first telecom operator in the UAE to achieve Sustainable Procurement certification

99.61%
completion of the Annual Code of Business Conduct Assessment

Pillar 3: Deliver the benefits of our services to all

100%
digital invoices achieved, eliminating paper waste

94%
MNMI reduction in retail visits through digital transformation

AED 1.5 bn
in du Pay digital transactions in under two years

5.1MW
UAE's first NVIDIA AI supercluster deployed at Dubai Silicon Oasis

Introduction continued

Alignment with SDGs

Our sustainability strategy advances multiple United Nations Sustainable Development Goals (SDGs), demonstrating how telecommunications infrastructure and services contribute to global development priorities.

We foster an inclusive workplace culture that prioritises employee well-being, continuous learning, and career development. Our Emiratisation initiatives and SME partnerships support economic diversification and create meaningful employment opportunities aligned with national talent development objectives.

As pioneers in 5G deployment and AI integration, we establish the digital infrastructure essential for the UAE's knowledge economy. Strategic partnerships position the UAE as a regional technology hub, whilst network investments ensure reliable connectivity reaches all Emirates.

We integrate sustainability throughout our value chain, from achieving ISO 20400 certification for sustainable procurement to implementing comprehensive waste management and circular economy initiatives. Our responsible resource management demonstrates operational efficiency in practice.

Aligned with the UAE's Net Zero 2050 strategy, we advance decarbonisation through AI-driven network optimisation, renewable energy installations, and comprehensive emissions measurement. Our climate commitments translate into measurable action across operations.

Strategic collaborations with technology providers, ESG agencies, recycling partners, and community organisations amplify our sustainability impact. These partnerships demonstrate our commitment to collective action on shared sustainability challenges.

Contributing to additional SDGs

Our initiatives also support SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 5 (Gender Equality), and SDG 11 (Sustainable Cities and Communities) through targeted programmes across employee wellness, digital skills development, inclusive hiring practices, and smart infrastructure enablement.

Underpinned by our core values

Our sustainability efforts are guided by four core values that define how we work:

Dedication

We pursue excellence in sustainability performance with the same commitment we bring to customer service and operational efficiency.

Curiosity

We continuously explore emerging technologies, innovative solutions, and best practices that enhance our sustainability impact.

Agility

We adapt quickly to evolving stakeholder expectations, regulatory requirements, and scientific understanding of sustainability challenges.

Openness

We engage transparently with stakeholders, acknowledge areas for improvement, and share learnings that benefit the broader industry.

Introduction continued

Materiality

In 2025, we maintained focus on our established material topics, which continue to reflect both stakeholder priorities and business imperatives.

Our materiality framework, developed through comprehensive stakeholder engagement and validated in our previous assessment cycle, remains relevant to our operating context. The six material issues identified continue to represent the sustainability topics that matter most to our business and stakeholders.

We monitor emerging themes including AI ethics, circular economy practices, and supply chain resilience, which inform our strategic planning and operational decision-making.

We plan to conduct a comprehensive materiality refresh in 2026, involving structured stakeholder consultation and formal reassessment of topic significance. This refresh will ensure our sustainability strategy remains aligned with evolving stakeholder expectations and business priorities.

Our six most material issues

Pillar 1: Make our people and communities happier

Privacy and security of customer data

In an increasingly digital economy, protecting personal information represents both a regulatory requirement and a competitive differentiator. We maintain robust cybersecurity frameworks, achieving certifications including ISO 27001:2022 and PCI DSS v4.1 compliance, whilst continuously enhancing our data protection capabilities.

Consumer satisfaction and happiness

Customer experience remains central to our business success. We continuously refine our products, services, and touchpoints based on real-time digital insights and comprehensive feedback mechanisms. Network reliability, service accessibility and responsive support define our customer commitment.

Pillar 2: Operate ethically and responsibly

Good corporate governance and business ethics

Ethical conduct and regulatory compliance form non-negotiable foundations of our operations. Our governance frameworks, whistleblower protections, and compliance monitoring ensure accountability at all levels, with organisation-wide commitment to integrity reflected in annual Code of Business Conduct assessments.

Marketing and advertising that is clear and not misleading

Transparent communication builds customer trust and supports informed decision-making. We ensure all marketing materials accurately represent service capabilities, pricing structures, and terms of use, avoiding misleading claims or practices that could damage customer relationships.

Pillar 3: Deliver the benefits of our services to all

Financial performance that delivers shareholder value

Sustainable financial performance enables continued investment in people, infrastructure, and innovation. We balance profitability with long-term value creation, ensuring our business model remains resilient whilst funding sustainability initiatives that benefit all stakeholders.

Innovative products and technical services

Technology leadership differentiates du in a competitive market. Our investments in 5G-Advanced deployment, AI-powered solutions, and cloud partnerships establish du as the innovation leader in UAE telecommunications, enhancing connectivity, efficiency and user experience.

Introduction continued

Stakeholder engagement

Meaningful stakeholder engagement informs our sustainability priorities and ensures our initiatives create value for those we serve.

Stakeholder	Engagement approach	2025 focus areas
Our Customers	Multi-channel engagement through digital platforms, customer service touchpoints, surveys and social media monitoring enables real-time responsiveness to customer needs.	Network performance optimisation, service accessibility improvements, simplified customer journeys and enhanced digital self-service capabilities.
Our Employees	Continuous dialogue through Workplace platform, HR Hub app, leadership town halls, annual engagement surveys and pulse checks enabling rapid response to workforce priorities.	Career development pathways, well-being support, recognition programmes, diversity and inclusion initiatives and learning opportunities aligned with emerging skill requirements.
Our Partners	Structured supplier engagement through SRM framework, segmentation by business criticality, Voice of Supplier surveys, ESG assessment, and collaborative forums discussing performance and sustainability integration.	ISO 20400 implementation, ESG certification for top 100 suppliers, sustainability criteria integration in procurement decisions and circular economy opportunities.
Our Community	Strategic partnerships with charities, government entities, employee volunteering initiatives, digital awareness campaigns and targeted programmes addressing priority social issues.	Digital well-being and cybersecurity awareness particularly for youth and families, fraud prevention education, health and well-being support through charitable contributions and youth empowerment aligned with Emiratisation objectives.
Our Shareholders	Annual general meetings, quarterly financial disclosures, dedicated investor presentations, direct management communications and comprehensive ESG reporting.	Financial performance transparency, sustainability initiative disclosure, governance practice evolution, risk management framework and long-term value creation strategy.

Pillar 1

Make our people and communities happier

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

Priority 1
Employee engagement and well-being

Priority 2
Community well-being

Priority 1: Employee engagement and well-being

We create workplaces where employees thrive. Our strategic approach to employee engagement and well-being drives measurable results, strengthening our position as an employer of choice in the UAE's competitive talent landscape.

Through targeted initiatives spanning engagement, wellness, development, and inclusion, we continue to build a high-performing organisation aligned with the UAE's national priorities.

Employee engagement

Building on our exceptional 96% participation rate in 2024, we continued to strengthen employee engagement through transparent communication, continuous feedback mechanisms and meaningful recognition programmes.

Our engagement initiatives reinforce our culture of collaboration, mutual respect and shared purpose.

Our "Celebrate" recognition programme, our AI-powered peer-to-peer platform, continued to reform how we acknowledge contributions across teams.

Our engagement approach integrates multiple touchpoints: pulse surveys maintain continuous feedback loops, while town halls lead by one of our executive management teams, Emirati Majlis sessions, and corporate roadmaps ensure transparent communication of our strategic direction.

Targeted manager development initiatives, including tailored coaching and support, strengthen leadership capabilities and enhance team engagement across all levels.

Launch of our Employee Value Proposition programme

In 2025, du articulated its first-ever Employee Value Proposition (EVP) programme, a strategic milestone that positions the organisation for long-term success in attracting, engaging, and retaining top talent. This landmark initiative was co-created with employees through comprehensive surveys, focus groups, and candid feedback, ensuring authenticity and relevance.

The EVP was brought to life through an extensive video and photo campaign featuring over 70 employees across a two-day production. By placing our people at the centre of the narrative, we showcased their pivotal role in driving our success while reaffirming our commitment to delivering an exceptional employee experience aligned with our purpose, values and the UAE's national ambitions.

Pillar 1 continued
Make our people and communities happier

Employee well-being

Our employee well-being programme extends beyond the workplace, embracing a holistic approach that included families and reinforced a culture of health, engagement, and inclusivity. With over 2,000 employees and family members actively participating in 80+ wellness activations throughout 2025, we demonstrated that well-being remains a shared organisational priority.

Physical well-being

We encourage physical wellness through diverse initiatives that engage employees and their families in daily fitness activities. We developed impactful programmes such as the Tiger Obstacle Race, Ramadan Football Tournament (for adults and children), Spartan Hatta Challenge, and the inaugural du Kids Sports Olympics, which brought 200 children of employees into action. We also conducted season 11 of du's weight loss challenge – the Biggest Winner and Yoga Day to support long-term health and fitness commitments. We conducted ergonomic workplace assessments through the Wellfit campaign, to support our employees physical well-being whilst performing their duties.

80+
wellness activations throughout 2025

Mental well-being

Recognising the critical importance of mental health, we provided over 600 therapy sessions through our employee assistance programme. We reinforced our commitment to comprehensive employee support by running a Mental Health awareness campaigns in October. These initiatives were complemented by engagement programmes such as the Book Challenge, promoting mindfulness and continuous learning.

Health awareness

Our preventive healthcare strategy targets key health priorities through focused campaigns. Throughout 2025, we launched Breast Cancer Awareness campaigns, Blood Donation Drives, Eye Wellness campaigns, Skin Care campaigns, Kidney Day campaigns, and Autism Day Story sessions. Women's Wellness Day provides dedicated support for female employees' health needs.

Our on-site clinic delivered 1,000 medical consultations in 2025, achieving a 90% satisfaction rate. We implemented an electronic medical record system integrated with the NABIDH government portal, consolidating all health data in one centralised hub.

90%
medical consultation satisfaction rate

The Ministry of Health and Prevention recognised our national diabetes screening campaign, which engaged over 500 employees in proactive health screenings. We provide holistic support for employees managing chronic conditions, demonstrating the tangible impact of our health and wellness initiatives.

Employee benefits

We offer a comprehensive benefits package to our full-time employees, fostering an inclusive work environment that supports both professional success and personal well-being. Our benefits are highly competitive, periodically benchmarked against market standards, and fully compliant with UAE Labor Law, while providing enhanced entitlements that exceed legislated requirements.

Building on our foundation of Pay-for-Performance, we ensure fairness and transparency across all employee segments.

Our work-from-home initiative offers flexibility while maintaining business continuity, supporting diverse working styles and personal circumstances.

On-site amenities including relaxation areas, gaming zones, a canteen, and a medical clinic, alongside financial perks such as telecom discounts and complimentary discount programmes, support a healthy work-life balance.

Our Spot Awards programme provides immediate recognition for employees who demonstrate exceptional performance, while our structured Salary Progression Policy enables targeted salary increases, reinforcing our commitment to long-term employee retention and satisfaction.

Parental leave policies support work-life balance for new parents, with 53 employees taking parental leave in 2025, achieving a 100% return rate and 100% 12-month retention rate.

Pillar 1 continued
Make our people and communities happier

HR digital transformation

Our HR Digital Transformation programme, launched in 2022, continued to deliver exceptional results in 2025. By migrating from fragmented legacy systems to Oracle HCM Cloud, we streamlined core HR operations, eliminated data silos, and enabled real-time, data-driven decision-making that significantly enhanced organisational agility.

In parallel, we developed and launched in-house AI-powered modules, including “Celebrate”, our peer-to-peer recognition programme, and “Ask Dana”, an HR chatbot providing 24/7 employee support. This transformation revolutionised the employee lifecycle by automating workflows, simplifying processes and improving the overall employee experience.

The cloud-based system, accessible anytime and anywhere, significantly boosted operational efficiency, scalability, and agility while driving substantial cost savings and delivering strong financial returns. By integrating advanced technologies, we achieved wide-ranging benefits extending beyond HR, including streamlined operations, improved efficiency, deeper workforce insights, enhanced employee well-being, and a reduced environmental footprint.

This transformation was recognised with Highly Commended – Best Digital Innovation or AI Programme in HR/L&D at the CIPD Middle East People Awards 2025.

Learning and growth

At du, we empower employees to learn anytime, anywhere. Through MyJourney, our dedicated learning platform, knowledge remains accessible to all. In 2025, we made significant progress in Learning & Growth, introducing initiatives that strengthened employee skills and advanced professional development.

Empowering continuous learning

In 2025, we launched a number of new and comprehensive Learning & Development programmes delivered internally and through partnerships with leading global organisations, covering critical areas including Data Science, Generative AI, emerging technologies and leadership development.

The Peerspective Podcasts platform enabled shared learning, sparked conversations, and tapped into the collective wisdom of colleagues across the organisation.

We achieved a Learning Curiosity Index of 84%, well above the 2025 target set at 80%; significantly exceeding expectations and demonstrating a measurable shift toward a more engaged, curious, and future-ready workforce.

Our efforts were recognised with the prestigious award for Most Distinctive Learning and Development Strategy in the Public Sector, affirming our commitment to supporting our people.

Strengthening leadership excellence

Our dedication to leadership development remained a cornerstone of our approach. In 2025, we successfully upskilled leaders through the Leaders as Coach Programme and introduced the Mentorship Programme, enabling middle managers to enhance their mentoring capabilities. Both initiatives awarded participants credit hours from the International Coaching Federation (ICF).

For our junior employees, the Mentor-U Programme provided training on the fundamentals of mentoring, fostering a culture of guidance and growth across the organisation. Through our partnership with Harvard Manage Mentor and access to Spark, we continue to provide senior managers with world-class resources supporting ongoing development.

34,700
on-demand courses through MyJourney learning platform

27
average learning hours per employee

100%
participation in Annual Performance Reviews

84%
curiosity level for non-mandatory learning

Pillar 1 continued
Make our people and communities happier

Building a culture of curiosity

A key highlight of 2025 was the successful publication of a case study with OpenSesame, a leading learning content provider, externally validating our approach to fostering curiosity, accelerating growth, and embedding a visible and impactful learning culture. The case study showcases how du partnered with OpenSesame to transform employee development through "Learning Byte"– a weekly initiative delivering bite-sized, mobile-friendly modules that spark peer discussion and knowledge-sharing across the organisation.

By integrating seamlessly with our MyJourney platform and aligning content to business priorities, we've cultivated a culture where learning flows naturally into everyday work. This partnership strengthens our leadership pipeline and technical capabilities, positioning du as an employer of choice whilst reinforcing our commitment to continuous development and future-readiness.

Career development

100% of our active permanent and contractual employees participated in the Annual Performance Review process. We placed strong emphasis on performance and career development reviews, ensuring every team member receives regular, constructive feedback aligned with their career aspirations.

Digital talent programme

In 2025, we successfully completed the second cohort of our Digital Talent Programme, delivered in collaboration with a globally recognised certification partner specialising in professional digital learning. The programme focuses on cutting-edge competencies such as AI, data science, creative problem-solving, and innovation excellence, combining industry-leading certifications with project-based learning and hands-on applications to solve real-world challenges aligned with du's strategic priorities.

Participants reported a 30% increase in engagement during the learning process, while their newly acquired skills contributed to several innovative initiatives within du.

30%

increase in participant engagement

Graduates become catalysts for innovation and value creation, leveraging new technologies and innovative frameworks to ensure the organisation remains at the forefront of industry advancements.

In addition, we renewed our strategic partnership with Huawei to accelerate Emiratisation through advanced technological skills development. Building on a long-standing collaboration grounded in ICT technologies and network development, the renewed partnership equips du employees, including emerging leaders, with critical competencies in cutting-edge technologies through targeted training and workshops in AI, data analytics, 5G and cloud solutions.

The partnership implements activities under the Joint Annual Training Plan (ATP), including Specialist Programmes Executive Leadership Programmes and emerging ICT knowledge-sharing webinars. Since 2021, initiatives such as the Huawei Internship Development Programme have provided graduate trainees with foundational knowledge in transformative technologies like 5G and Cloud, directly supporting du's Emiratisation goals and digital transformation efforts.

Pillar 1 continued
Make our people and communities happier

Building digital and AI capabilities

As artificial intelligence and emerging technologies rapidly reshape the telecommunications landscape, du recognised the critical need to upskill our workforce to maintain competitive advantage and drive innovation. We implemented a comprehensive three-tiered digital capability-building programme designed to democratise AI knowledge across the organisation while creating pathways for advanced technical specialisation.

We introduced the AI Starter Programme as a mandatory prerequisite to the Digital Talent Programme, equipping employees across all functions with essential understanding of AI principles and ensuring organisation-wide digital literacy.

Building on this foundation, the Digital Talent Programme provided in-depth training in Data Science, Generative AI and creative and critical thinking. Through collaboration with a globally recognised technology leader, employees gained professional certifications in emerging fields such as GenAI and Data Science.

For technical specialisation, we leveraged the Cisco Networking Academy, offering targeted training in Programming, Networking, and Cybersecurity, with du becoming the first telco in the region to provide employees with access to this academy.

The programme delivered measurable impact across the organisation: employees gained foundational AI understanding enabling informed decision-making at every level, while earning globally recognised certifications from leading technology providers. We strengthened internal expertise in Programming, Networking, and Cybersecurity, reducing dependency on external resources and establishing du as a regional benchmark for technical empowerment. This reinforced du's position as a digital-first organisation while building the technical foundation required to deliver innovative solutions to customers.

Pillar 1 continued
Make our people and communities happier

Diversity

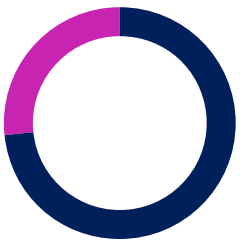
du's strength lies in our diversity. With 74 different nationalities represented across our workforce, we celebrate the rich tapestry of cultures, perspectives, and experiences that define our organisation.

Diversity data

Total employees

2,687

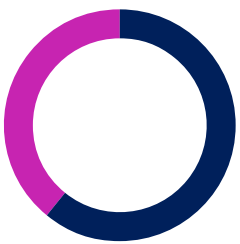
Male	73.5%
Female	26.5%



New hires (gender)

315

Male	61%
Female	39%



New hires (age)

315

Under 25	22.5%
25-45	73.7%
Over 45	3.8%

Employee departures

380

Under 25	10%
25-45	76.6%
Over 45	13.4%

Attrition rate by men vs women

Male	13.4%
Female	16.2%

Attrition rate by Emiratis vs expats

Emiratis	31.6%
Expats	12.8%

Parental leave

100%

return to work rate

Pillar 1 continued
Make our people and communities happier

Women's empowerment network

This year, we launched the Women's Empowerment Network, a platform run by female employees, for female employees, with the mission to connect, inspire, enable, and empower women at du. The network delivered multiple events and initiatives throughout the year, fostering community and professional development.

Looking ahead, we are committed to strengthening the Women's Empowerment Network, continuing diversity and inclusion activities throughout the year.

Supporting work-life balance

Our flexible working arrangements, including one day work-from-home and flexible start and finish times, enable better work-life balance for our diverse workforce.

Our "Back-to-School Week" initiative adjusted working hours for working parents, demonstrating our commitment to supporting employees' family responsibilities.

Cultural celebrations and youth development

Throughout 2025, we hosted initiatives, including Cultural Diversity Day and Family Day events that supported different elements of diversity and inclusion. We also hosted over 160 students from local schools and universities, supporting youth development in the region and contributing to the UAE's talent pipeline.

Youth empowerment

As part of du's commitment to youth development and the UAE's national priorities, we implemented comprehensive programmes to engage, inspire and equip young talent with the skills and experiences needed for future success.

du Youth Council

The du Youth Council plays a pivotal role in shaping an ecosystem where young talent is equipped with the necessary competencies to excel in the digital economy. As a pioneering step for UAE companies, the Youth Council focuses on nurturing young talent and supporting their integration into the nation's workforce in alignment with the National Youth Agenda 2031.

In 2025, we hosted an exclusive Youth Council Retreat at Kanvas in Al Quoz, bringing together youth employees for a day of inspiration, networking and collaborative workshops.

The retreat featured an inspirational fireside chat with Fahad Al Hassawi, du CEO, alongside a discussion with Hassan Sabt, President of the Dubai Youth Council, providing young professionals with access to seasoned perspectives and successful strategies. Interactive ideation workshops stimulated creative thinking and collaborative problem-solving, while informal networking sessions built relationships and facilitated the exchange of ideas.

Through the Youth Council, we continue to develop initiatives including leadership and development programmes, skill booster sessions, educational partnerships with Harvard and Huawei, and innovative platforms like the "du YouthCast" podcast and "Journey of Success" series to enhance professional skills and prepare young employees for a thriving future in the digital economy.

School engagement initiatives

Our School Internship Programme engaged 150 high school students in structured workplace experiences across the organisation, bridging the gap between academic learning and real-world professional environments. Through guided placements, interactive sessions, and supervised activities, students gained exposure to different business functions and developed essential workplace skills, including professionalism, communication and teamwork.

We conducted targeted school visits to raise awareness about career opportunities within the telecommunications industry. At Mareya Al Qebtaya Girls School, we engaged approximately 50 students through interactive discussions led by du representatives, exploring different departments, career pathways and the skills required to succeed in the workplace.

Pillar 1 continued
Make our people and communities happier

Youth empowerment continued

School engagement initiatives continued

These sessions encourage open dialogue, allowing students to ask questions and gain practical insights to support their future academic and career decisions.

Through this visit, du reaffirmed its commitment to empowering young talent and strengthening early engagement with schools as part of its broader youth development efforts.

Emiratisation

Emiratisation remained a cornerstone of our people development approach in 2025, aligned with the UAE's national priorities. We strengthened our commitment to developing and retaining Emirati talent at all levels of the organisation through targeted programmes that build technical expertise, leadership capabilities and digital fluency.

Our Emiratisation efforts received external recognition with Highly Commended – Best Nationalisation Programme at the CIPD Middle East People Awards 2025, affirming the effectiveness of our approach to nurturing national talent.

40%
of total workforce are Emirati

46%
of senior roles held by Emiratis

54%
of Emirati workforce are women

44
interns hosted

116
students trained through partnership

77
UAE nationals upskilled in Commercial National Development Programme

du x Federal Youth Authority collaboration

As part of du's ongoing commitment to youth empowerment and national development, we partnered with the Federal Youth Authority (FYA) for the first time through a dedicated three-day workshop series hosted at du headquarters from 4 to 6 August 2025.

The programme welcomed 27 youth participants representing diverse nationalities and backgrounds, delivering three immersive days of interactive sessions, practical activities, and exposure to real-world industry insights, all led by du employees.

This collaboration marks a significant milestone in du's engagement with FYA and reflects our shared objective of equipping young talent with knowledge, skills, and inspiration to support their future aspirations. The initiative stands as one of our most impactful youth engagements to date, highlighting the strength of cross-entity collaboration in driving meaningful outcomes.

Pillar 1 continued
Make our people and communities happier

Cisco Networking Academy

We became the first telecommunications operator in the region to offer access to the prestigious Cisco Networking Academy, providing comprehensive training in critical fields such as AI, programming, cybersecurity, networking, and data science. This transformative initiative launched with 14 Emirati graduates successfully earning their Cisco certifications, expanding to 52 UAE Nationals in the subsequent cohort.

All technical graduate trainees under the Future X programme pursue Cisco certification, equipping them with essential, job-ready skills that meet global industry standards. The programme spans three specialised tracks: the Cybersecurity Track builds foundational understanding of threat identification, network monitoring, and security protocols; the Networking Track covers hardware fundamentals, operating systems, and network security using Cisco technologies; and the Programming Track provides comprehensive training in Python, Internet of Things, and REST APIs.

Pillar 1 continued
Make our people and communities happier

Priority 2 – Community well-being

We continue to strengthen our community engagement approach by prioritising measurable, high-impact social initiatives aligned with the UAE's national priorities and the UAE's Year of Community in 2025.

Our comprehensive community engagement framework addressed critical societal needs across health, digital safety, youth empowerment, and financial security, demonstrating both scale and targeted impact across diverse community segments.

This strategic evolution reflected enhanced coordination between sustainability, communications, and operational teams, alongside the adoption of ESG-aligned tools and standards supporting improved monitoring, accountability, and impact assessment across social initiatives. By focusing on large-scale programmes with clear beneficiary segmentation and broad national reach, we reinforced our position as a socially responsible corporate partner contributing to the UAE's sustainable development.

In 2026, we plan to scale and deepen our community engagement programmes, building on the foundations established in 2025. Our strategic priorities reflect commitment to broader reach, deeper impact, and stronger collaborative partnerships.

Digital well-being

Our commitment to enhancing community well-being is driven by our holistic DICE approach, which prioritises Digital literacy, Innovation, Cohesive society and national policy, and Empowerment. By addressing the unique needs of the UAE's diverse population, we create a safer, more inclusive digital environment for all.

Nationwide fraud and cyber awareness campaign

Recognising the growing sophistication of digital threats, we launched a comprehensive nationwide campaign targeting the general public. This initiative addressed critical security concerns including phishing attacks, identity protection, financial security, device safety and scam prevention.

Delivered through multiple channels including SMS, email, website content, and public advertising, the campaign achieved broad reach across the UAE's diverse population. By providing free cyber safety and fraud awareness education through school-based educational sessions, public digital awareness campaigns, and open access online content, we ensured accessibility for all community segments.

From Prevention to Protection – School Cyber Safety programme

We have delivered a comprehensive nationwide Cyber Safety education campaign reaching more than 3,500 students across multiple Emirates in 2025. The programme addressed safe online behaviour, positive digital use, and cyber risk awareness through age-appropriate sessions tailored to different educational levels.

This initiative empowered students, educators, and parents with practical tools to navigate the online world responsibly.

3,500
students were reached with our Cyber Safety campaign

Sessions focused on preventing cyberbullying, understanding data privacy, and recognising the dangers of misinformation, equipping participants with actionable strategies for a safer digital experience.

Through these educational initiatives, we cultivated a culture of critical thinking and respect in digital spaces, promoting inclusivity and instilling confidence in the next generation of digital users. Our work underscores our commitment to addressing the challenges of the digital age and creating a secure, empowering online environment that contributes to youth protection and early digital literacy.

Pillar 1 continued
Make our people and communities happier

Charity and fundraising

We maintained our commitment to supporting charitable organisations and critical social causes across the UAE through both direct financial contributions and in-kind support. Our comprehensive approach to philanthropy addressed healthcare challenges, supported national initiatives, and amplified the reach of charitable organisations serving communities in need.

A significant contribution to healthcare access and patient well-being came through our AED 1 million contribution to the Authority of Social Contribution – Ma'an, specifically designated to support cancer patients. This financial commitment addressed a critical healthcare need, contributing to improved health outcomes and supporting patients and their families during challenging circumstances. This contribution reflected our ongoing commitment to health and well-being as a core pillar of community engagement, ensuring that our social impact extends beyond digital initiatives to address fundamental healthcare challenges affecting UAE communities.

Beyond our healthcare contribution, we provided support to the Fathers' Fund by Mohammed Bin Rashid Global Initiatives and contributed more than AED 6.5 million in-kind by supporting local charitable organisations. As a strategic partner of the campaign, we leverage our telecommunications infrastructure and digital reach to amplify fundraising efforts, providing free SMS campaigns that enable charities to connect with donors across the UAE and expand the impact of vital causes.

This initiative enables charitable organisations to reach wider audiences, increasing their capacity to mobilise support and deliver critical services to communities in need.

AED 3,045,000
raised at the Ramadan charity auction

AED 1,000,000
donated to Ma'an

AED 6,589,795
in-kind support to UAE charities through free SMS campaigns

Partnerships and collaboration

Our community impact is amplified through strategic partnerships with credible public, educational, and community entities. In 2025, we maintained collaborations with the Authority of Social Contribution, educational institutions, and government entities to deliver programmes with national reach and measurable impact.

Direct collaboration with schools and educational institutions enabled the delivery of cyber safety programmes, while partnerships with government entities facilitated targeted engagement initiatives, including labour camp programmes for blue-collar workers. These collaborative approaches ensured our community initiatives aligned with national priorities and reached diverse population segments.

Nationwide digital communication channels including SMS, email, website platforms, and public advertising provided scalable delivery mechanisms for awareness campaigns, while face-to-face engagement through schools and community organisations ensured meaningful interaction and educational impact.

Pillar 2

Operate ethically and responsibly

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

Priority 3
Environmental footprint
Priority 4
Data privacy and security

Priority 3 – Environmental footprint

We recognise that our operations directly impact the environment, and we embrace our responsibility to minimise this footprint through strategic investments in renewable energy, circular economy practices and sustainable infrastructure. In 2025, we accelerated our environmental programmes, delivering measurable progress towards our Net Zero commitments whilst advancing regional leadership in sustainable operations.

Net Zero programme

Our Net Zero programme continues to drive significant emissions reductions across our network infrastructure. By Q4 2025, we achieved a 23% reduction in Scope 1 and 2 emissions against our 2021 baseline, progressing towards our 43% reduction target by 2030 as mandated by TDRA. This positions us firmly on track to meet our commitments: Scope 1 and 2 Net Zero by 2030, and Scope 3 by 2050, fully aligned with the UAE's Net Zero 2050 ambitions.

Our mobile network environmental management system, certified to ISO 14001, translates sustainability targets into operational programmes through formal governance frameworks.
We established KPI baselines and reduction trajectories across mobile network sites and data centres, enabling data-driven decision-making and continuous performance improvements.

Pillar 2 continued
Make our people and communities happier

Net Zero Committee

The Net Zero Committee is sponsored by the CEO, CTO, and Chief Regulatory & Shared Services Officer (CRSSO), reflecting strong executive oversight and accountability for du's decarbonisation agenda.

Chaired by the Head of Net Zero, the Committee operates through a hub-and-spoke governance model, bringing together representatives from all departments. The Committee is responsible for steering the company's Net Zero roadmap, embedding low-carbon practices across operations, and ensuring cross-functional alignment on emissions reduction, energy efficiency, and sustainable network transformation in line with national Net Zero 2050 ambitions.

Energy saving in our technical sites

In 2025, du deployed AI-driven energy optimisation across the mobile network to reduce power consumption while maintaining network performance. This initiative earned du Infra the AIM AI World Championship 2025 award during the AIM Congress in Abu Dhabi in April 2025, recognising our contribution to intelligent energy management and efficiency improvement.

Renewable and hybrid power deployment

As part of cleaner power transformation, du expanded renewable and hybrid solutions to reduce carbon intensity across mobile sites:

Solar-powered sites

88

operational solar installations delivering 0.932 ktCO₂ emissions reduction in 2025.

Lithium hybrid systems

174

hybrid deployments delivering 1.2072 ktCO₂ emissions reduction in 2025 by reducing generator runtime and diesel dependency.

AI optimisation

delivered 1.33 ktCO₂

emissions reduction in 2025 through AI-enabled optimisation and intelligent load management.

Combined impact (Solar + Hybrid + iPowerStar) in 2025: 3.47 $ktCO_2$.

Diesel positioning: Diesel operation is primarily maintained for emergency and contingency resilience, and the strategy remains to reduce dependency through continued expansion of solar/hybrid deployments and disciplined generator operating protocols.

Fixed network and DC

- DC & POPs Equipment Shutdown: Achieved a 1.66 $ktCO_2$ reduction in 2025 by decommissioning and shutting down under-utilised DC and POPs equipment, improving energy efficiency and reducing unnecessary power consumption
- Transport Equipment Modernization: Delivered a 0.75 $ktCO_2$ reduction in 2025 through modernisation of transport equipment, enabling higher efficiency, lower energy losses, and reduced operational emissions

Collectively our Energy efficiency programmes delivered a combined reduction of 5.88 $ktCO_2$. These initiatives support our Net Zero trajectory whilst reducing operational costs and enhancing network resilience.

Pillar 2 continued
Make our people and communities happier

Data centre environmental performance

We design and operate our data centre facilities with energy efficiency as a core performance metric, maintaining Power Usage Effectiveness between 1.4 and 1.6 at full load – significantly outperforming traditional regional data centres that typically operate at 1.7 to 2.4 PUE.

Our facilities raised white space temperatures to 26°C in 2025, establishing temperature set-point governance that reduces energy consumption whilst maintaining operational integrity and improving redundancy levels. We deployed Indirect Evaporative Cooling systems that enhance efficiency by minimising reliance on mechanical cooling and refrigerants whilst providing extended free-cooling hours. Our IDEC systems utilise Treated Sewage Effluent water purified through an in-house reverse osmosis plant, with the treated water also used for landscape irrigation.

We transitioned to lithium-ion batteries instead of VRLA lead acid batteries, reducing both power consumption and emissions whilst decreasing cooling requirements. LED lighting with motion sensors ensures lighting operates only when areas are occupied. Solar PV panels at our car parks and 46 solar streetlights illuminating building exteriors further reduce grid electricity consumption.

Our operations reflect compliance with international best practice through ISO 27001 and Tier III certifications. We are assessing ISO 14001 Environmental Management certification for 2026, reinforcing our commitment to sustainable infrastructure operations.

Leading the region in sustainable AI infrastructure

In partnership with AIHostingHub, du has successfully deployed the UAE's first NVIDIA AI supercluster at Dubai Silicon Oasis in September 2025, marking a significant advancement in data centre and AI technology in the region. The 5.1MW facility features direct-to-chip liquid cooling technology supporting 4,000 GPUs, dramatically reducing power consumption compared with traditional air-cooling methods whilst substantially improving Power Usage Effectiveness.

Advanced Building Management Systems optimise facility operations in real time, integrating LEED principles and intelligent controls that reduce the proportion of power spent on non-IT loads. This approach aligns with national clean energy objectives whilst demonstrating how environmental management drives operational excellence in high-performance computing infrastructure.

As we expand our data centre capacity, we maintain our commitment to international energy efficiency standards whilst meeting the sophisticated requirements of global clients in AI and computing.

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GHG emissions

Category	2021	2022	2023	2024	2025
Scope 1 Emissions (tCO_2e)	27,599	29,877	28,112	35,647	39,937
Scope 2 Emissions (tCO_2e)	93,930	100,044	98,876	105,739	115,561
Total Emissions (tCO_2e)	121,529	129,921	126,988	141,386	155,489

Refrigerant	Usage due to leakage (kg) 2023	Usage due to leakage (kg) 2024	Usage due to leakage (kg) 2025
R22	2,112	4,726.3	5,102.8
R410A	103.86	251.3	231.6
141B	210.26	211.9	189
R407	232.6	224.1	271.2
Total Equivalent CO_2 Emissions (tCO_2e)	4,577	9,469	10,173

Sustainable facilities and infrastructure

Beyond network infrastructure, we advanced environmental performance across our commercial facilities and headquarters operations in 2025, achieving regional leadership recognition for sustainable building design.

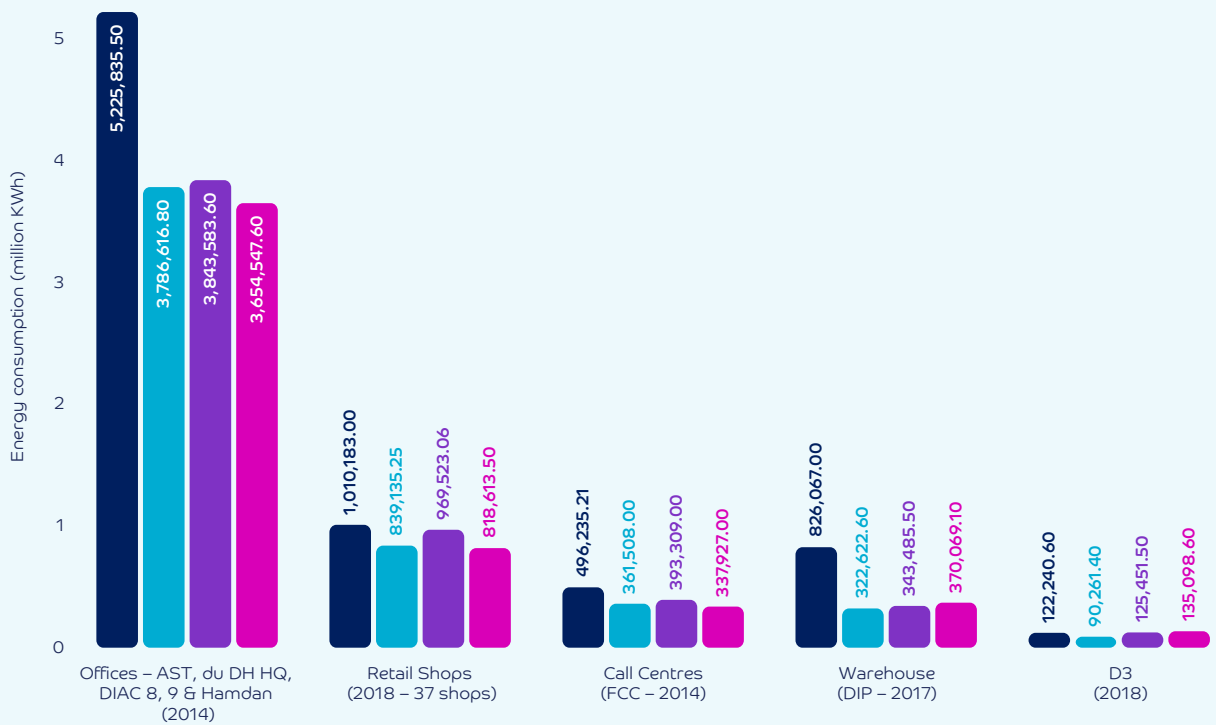
LEED Platinum certification

In 2025, du Headquarters achieved LEED Platinum Certification with an exceptional score of 95/100, positioning it as the greenest office building in the region and establishing a benchmark for high-performance, energy-efficient workplaces. This achievement reflects our comprehensive approach to sustainable design, incorporating advanced building management systems, optimised HVAC performance, water conservation measures and superior indoor environmental quality.

Pillar 2 continued
Make our people and communities happier

Energy Savings

Energy consumption – Base year vs 2023 vs 2024 vs 2025



Energy efficiency in our non-technical sites

We delivered significant energy savings across our non-technical facilities in 2025, achieving 2.36 million kWh in energy reductions through targeted efficiency programmes:

- **Building Management System (BMS):** Deployed at du HQ, providing real-time energy monitoring and automated temperature adjustments to 26°C during non-business hours, delivering measurable energy savings.
- **LED lighting upgrades:** Implemented across stores, offices, and warehouses, ensuring long-term energy savings whilst supporting sustainability goals.
- **Motion sensor technology:** Deployed to ensure lighting operates only when necessary, reducing power consumption in areas with fluctuating occupancy.
- **Solar control film:** Installed 3M sunscreen film on all windows at du HQ, achieving 4.7% reduction in electricity consumption and 8.2% reduction in chilled water usage.

Energy consumption at D3 increased in 2025 due to minor facility renovations and higher occupancy levels, which required additional power to support expanded operations.

Key

- Energy consumption in Base year
- Energy consumption in 2023
- Energy consumption in 2024
- Energy consumption in 2025

Pillar 2 continued
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Digital environmental management

We deployed advanced digital tools to enhance environmental performance tracking and optimisation. The Wastek mobile application enables streamlined waste tracking across commercial sites, whilst CAFMTEK provides integrated facilities management capabilities.

These digital platforms enable data-driven decision-making, real-time performance monitoring and efficient resource allocation across our environmental programmes.

Indoor air quality excellence

We implemented a proactive, design-led approach to indoor air quality across all facilities. Our ventilation systems exceed international standards and ASHRAE requirements, engineered from the design stage to optimise air exchange and occupant comfort. High-efficiency filtration and air purification systems integrate with state-of-the-art sensors that continuously monitor CO_2 levels, temperature and humidity. Real-time monitoring enables our facilities team to maintain healthy indoor environments through data-driven adjustments, creating cleaner spaces that enhance employee wellbeing, cognitive performance and customer experience.

Circular economy and waste management

In 2025, we delivered exceptional progress in circular economy practices, establishing new benchmarks for waste management performance within the UAE telecommunications sector.

Our comprehensive Waste Management Strategy, formally introduced in 2024, targets 30-50% waste reduction by 2026 through systematic integration of circular principles.

Waste diversion

We achieved an outstanding 42% waste diversion rate in 2025, equivalent to 117,708 kg of waste redirected from landfill. This accomplishment significantly exceeds our initial 18% baseline target and demonstrates the effectiveness of our integrated waste management solution, supported by mobile application technology for streamlined tracking and optimisation across commercial sites.

Through strategic partnerships with Emirates Environmental Group (EEG) and HITEK, combined with comprehensive employee training programmes and awareness roadshows, we established measurable on-ground impact and set a regional standard for sustainable operations.

42%

waste diversion rate achieved in 2025

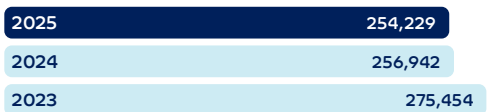
Waste composition analysis

Comprehensive waste audits reveal that each du employee generates an average of 0.22 kg of waste daily. Total waste generated in 2025 was 255,229 kg, distributed across four primary categories:

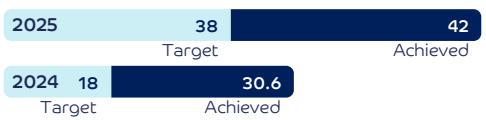
- **General waste:** 162,042 kg (58.83% of total waste)
- **Food waste:** 20,791 kg (7.75% of total waste)
- **Recyclables:** 71,395 kg (25.92% of total waste)
- **Reduction:** 21,225 kg (7.5% of total waste)

This represents a 7.50% reduction in total waste generated compared to the previous year, demonstrating our progress towards operational efficiency and resource optimisation.

Total waste generated (kg)



Waste diversion (%)



General waste	58.83%
Food waste	7.75%
Recyclables	25.92%
Reduction	11.6%

Pillar 2 continued
Make our people and communities happier

Food waste composting programme

We have installed an on-site food composting system at du HQ, diverting 20,791 kg of organic waste from landfill and transforming it into 7,277 kg of nutrient-rich compost in 2025.

This initiative prevented approximately 51,980 kg of CO_2 emissions from entering the atmosphere. The compost is distributed to employees for personal and community gardening, reinforcing our culture of sustainability and environmental stewardship whilst contributing to soil health and greener communities.

20,791 kg
of organic waste diverted from landfill

7,277 kg
of nutrient-rich compost transformed in 2025

51,980 kg
of CO_2 emissions prevented from entering the atmosphere

Single-use plastic elimination

We continue to deliver substantial reductions in single-use plastic consumption across our operations:

- **Water bottle elimination:** 50,471 single-use plastic bottles eliminated in 2025 through deployment of water filtration units across all offices, retail outlets, warehouses, and technical sites. This represents a 90% decrease in usage of 5-gallon water bottles, significantly reducing plastic waste whilst ensuring high-quality, accessible drinking water for employees.
- **Virgin Mobile eco-SIM card:** Introduced eco-designed SIM card made from recycled plastic sourced from discarded refrigerators, developed in partnership with Thales and Veolia. This innovation eliminated production of 5,000 metric tons of primary plastic and prevented 15,000 metric tons of CO_2 emissions. The Eco-SIM card is fully recyclable and carbon neutral, aligning with Virgin Mobile's commitment to ecological transformation.

Recycling and circular procurement

Our comprehensive recycling programmes and circular procurement initiatives delivered measurable environmental and economic value in 2025, including:

- **Paper recycling:** 11.6 tonnes of paper recycled in partnership with Emirates Environmental Group (EEG), contributing to resource recovery and waste reduction.
- **Battery recycling:** 369,460 kg of spent lead acid batteries recycled through partnership with Dubatt Battery Recycling, ensuring safe disposal whilst contributing to circular economy principles and recovering valuable materials.
- **Electronic waste:** Partnered with e-Cyclex for proper disposal and recycling of damaged TV screens and electronic equipment, contributing to circular economy by recovering valuable materials and reducing landfill waste.
- **Circular procurement:** 45,425 kg of excess stock sold via Emirates Auction, extending product lifecycle and redirecting materials from disposal.
- **Packaging innovation:** Replaced bubble wrap with honeycomb recycled paper across operations, reducing plastic packaging waste.

Green cleaning certification

We achieved full-scale Green Cleaning rollout across all commercial sites in 2025, verified and certified through independent third-party CIMS-GB audit.

Our commitment to eco-friendly cleaning methods is demonstrated through 60% of cleaning material expenditure allocated to environmentally responsible products, reducing energy and water requirements whilst minimising waste and carbon footprint.

Pillar 2 continued
Make our people and communities happier

Mobilising employees for environmental action

In collaboration with the Emirates Environmental Group (EEG), a leading UAE environmental NGO dedicated to national afforestation since 2007, we participated in the "For Our Emirates We Plant" tree-planting campaign in Ras Al Khaimah. We contributed to planting native trees, enhancing green cover, supporting biodiversity, and advancing carbon sequestration efforts aligned with UAE climate goals. This initiative exemplifies our commitment to environmental stewardship and community engagement in ecological restoration.

In addition, we celebrated UAE National Environment Day through cleanup and hiking initiatives in Fujairah, engaging employees in hands-on environmental conservation activities and reinforcing our culture of sustainability awareness.

Environmental certifications

Our environmental management approach is underpinned by robust governance frameworks and internationally recognised certifications:

- **ISO 14001 certification:** Maintained across mobile network operations and data centre facilities, providing systematic environmental management and continuous improvement frameworks.
- **LEED Platinum achievement:** Scored 95/100, the highest in the region, demonstrating excellence in sustainable building design and operations.
- **ISO 20400 Sustainable Procurement:** Achieved certification to reinforce global best practices in sustainable supply chain management.
- **Dubai Chamber ESG Label:** Awarded a score of 84%, recognising our comprehensive ESG performance and transparency.
- **CIMS-GB Certification:** Verified green cleaning practices across all commercial sites through independent third-party audit.

These certifications and frameworks provide assurance to stakeholders whilst driving continuous improvement in environmental performance across our operations.

Pillar 2 continued
Make our people and communities happier

Water stewardship

We implemented comprehensive water conservation measures across our facilities, driving efficient resource utilisation and measurable reductions in water consumption:

- **Water-efficient fixtures:** Installed water aerators, sensor-activated taps, and low-volume flush systems across all facilities.
- **Water filtration deployment:** Continued expansion of water filtration units across offices, retail outlets, warehouses, and technical sites, promoting sustainable water use whilst ensuring high-quality drinking water.

These initiatives reflect our commitment to responsible water management, particularly important in the UAE's water-scarce environment, contributing to national resource conservation priorities.

Looking ahead: Our 2026 priorities

In 2026, we are committed to accelerating our environmental performance through these four strategic priorities:

- **Net Zero programme expansion:** We will scale Solar-on-Tower installations and Lithium Hybrid deployments whilst extending AI-driven energy optimisation (iPowerStar) across additional network sites. New Proof of Concepts will trial innovative energy reduction technologies and Data Centre Power Usage Effectiveness (PUE) enhancements.
- **Network equipment modernisation:** Equipment upgrades will prioritise energy-efficient technologies, replacing legacy systems with next-generation solutions that reduce energy per data traffic whilst recovering materials for circular economy initiatives.
- **Circular economy advancement:** Building on our 42% waste diversion achievement, we will implement enhanced waste segregation practices and expand digital waste management platforms across additional sites for real-time performance tracking.
- **Enhanced measurement and reporting:** We will expand Scope 3 emissions measurement across supply chain operations, equipment lifecycle, and logistics activities. AI-empowered data management systems will enhance reporting accuracy and enable predictive analytics for environmental performance optimisation.

Pillar 2 continued
Make our people and communities happier

Priority 4 – Data privacy and security

At du, protecting data and operating with integrity are fundamental to maintaining trust with our customers, employees, and stakeholders. Our comprehensive framework integrates advanced security technologies, rigorous risk management, international certifications, and strong governance oversight to protect data assets while enabling digital transformation.

We recognise that robust cybersecurity and ethical business practices are essential enablers of customer trust, operational continuity and competitive advantage. Through continuous enhancement of our security capabilities, systematic ethics training, and clear accountability mechanisms, we maintain our position as a trusted telecommunications operator aligned with UAE national priorities.

Key priorities for 2026 include enhancing data sovereignty compliance for cross-border data transfers, upgrading our Security Operations Centre with AI-powered detection and response capabilities, strengthening employee access lifecycle management processes, and revising our Code of Business Conduct and Ethics to remain current with evolving business activities and regulatory requirements.

Cybersecurity and data protection

We continue to enhance our cybersecurity and data protection framework through a risk-based and AI-augmented security model. This evolution positions the organisation to address emerging threats while maintaining operational resilience and customer trust. Our comprehensive approach encompasses proactive threat intelligence, automation in incident response, and compliance with updated UAE standards, reflecting our commitment to protecting data assets and maintaining service continuity in an increasingly complex threat landscape.

Our cybersecurity governance structure has evolved into a dedicated function led by the Head of Security, with an expanded mandate encompassing the Security Operations Centre, Cybersecurity Risk management, Data protection, Planning & design, and Business Continuity Management functions. This integrated approach ensures cohesive oversight across all security dimensions, enabling rapid response to emerging threats while maintaining alignment with business objectives.

Performance and certifications

Our security performance delivered exceptional results across all critical metrics. Zero critical data breaches were reported during the period, while our Security Operations Centre maintained an average incident response time of under 30 minutes and system uptime for critical services reached 99.999%. These achievements reflect our proactive approach to threat management, complemented by significant reduction in phishing-related incidents and successful simplification of user identity lifecycle management.

Our commitment to international standards is demonstrated through multiple certifications. We maintain ISO 27001:2022 certification covering data centres, network infrastructure, and cloud environments, with annual recertification audits completed with no major nonconformities. PCI DSS v4.1 certification ensures payment data security across all transactional systems, while ISO 22301:2019 Business Continuity Management certification validates our disaster recovery capabilities. Achievement of NCEMA (AE/SCNS/NCEMA 7000:2021) certification aligns our security framework with UAE national cybersecurity standards, reinforcing our position as a trusted telecommunications operator.

Pillar 2 continued
Make our people and communities happier

Risk management and security controls

We updated our information security policies to align with ISO 27001:2022 requirements, strengthening threat intelligence integration, data leakage prevention, data masking and cloud services security. Main risks identified include phishing, ransomware, data exfiltration, and insider threats, tracked through quarterly threat modelling, red-team simulations, and risk assessments using NIST Cybersecurity Framework and ISO 27005 methodologies. Findings are tracked in a centralised risk register, with remediation actions actioned by the executive management team, ensuring executive-level accountability for security outcomes.

Mitigation measures include network segmentation and endpoint protection, regular penetration testing, and data encryption at rest and in transit. We enhanced key controls including Next-Gen Firewalls, EDR/XDR platforms and DDoS protection systems. Security for 5G and IoT environments was strengthened through network isolation and continuous vulnerability scanning.

Our Security Operations Centre operates under an Incident Response Framework based on NIST standards, providing 24/7 monitoring of all systems. No regulatory-reportable breaches occurred during the reporting period. Enhanced security controls for data protection and encryption were implemented, complemented by expanded compliance programmes through regular assessments and oversight by the Data Governance Committee.

Training and emerging technologies

We enhanced the Cyber Risk Dashboard for the executive management team's oversight, providing executive leadership with real-time visibility into the organisation's security posture. The coverage of internal cybersecurity assessments was increased across departments, strengthening accountability and ensuring consistent application of security standards. Main outcomes include improved cross-departmental accountability, reduced policy violations and strengthened cybersecurity controls.

Mandatory annual cybersecurity training was delivered to all employees, complemented by periodic phishing simulations to assess awareness levels and response effectiveness. This comprehensive training programme ensures that employees understand their role in maintaining organisational security and are equipped to identify and respond appropriately to security threats.

The Company updated its cybersecurity risk methodology to include measures addressing threats and privacy risks related to emerging technologies such as AI, IoT, cloud and 5G environments. This forward-looking approach ensures that security and privacy considerations evolve in parallel with technological advancement, enabling innovation while maintaining appropriate risk management.

We share regular updates with relevant stakeholders through internal communications, reports, and town halls regarding the organisation's security posture. Enhanced cybersecurity promotes customer trust, operational continuity and competitive advantage in digital transformation initiatives.

Ethical business

At du, ethical business conduct forms the foundation of our operations and stakeholder relationships. We maintain a comprehensive governance framework ensuring that all employees, consultants, and business partners uphold the highest standards of integrity, transparency, and accountability. Our approach to business ethics encompasses robust policies, systematic training, and clear reporting mechanisms, supported by strong oversight from senior management and the Board of Directors.

Code of Business Conduct and Ethics

The Code of Business Conduct and Ethics (COBC&E) document is approved by the Board and endorsed by the CEO, applicable to all employees and consultants working with EITC. We initiated and completed the Annual Code of Business Conduct Assessment & Sign off across the company including all subsidiaries, achieving 99.61% completion. This exceptional completion rate demonstrates organisation-wide commitment to ethical conduct and ensures that employees acknowledge their understanding of and commitment to upholding our ethical standards.

Business units maintain KPIs on completion of code of conduct trainings and closing of identified non-compliances and audit observations. The Board has ensured inclusion of ethics-related KPIs for all the executive management team, managed by Compliance and HR. This accountability framework ensures that senior leaders are directly responsible for fostering ethical culture within their areas of responsibility.

Pillar 2 continued
Make our people and communities happier

Anti-Bribery, Anti-Corruption and Gifts Policy

All employees must adhere to and follow the Anti-Bribery and Anti-Corruption and Gifts Policy, which specifies the protocols to be followed across the organisation. Employees are encouraged to report any conflict of interest or gifts received or to be received to the Compliance team and HR business partners. There have been instances in which employees approached the Compliance team for support on matters related to conflicts of interest and gifts, and guidance was duly provided. No specific cases for investigation were shared with the Compliance team during the reporting period.

Employee awareness

Periodic updates on ethics related topics, including gifts, conflicts of interest, and other ethical considerations are shared with employees through Workvivo. Awareness posts are distributed through internal channels including digital platforms and TV screens, ensuring visibility across diverse work environments. Emails are sent directly to the executive management team upon completion of COBC&E training by their respective departments, ensuring executive visibility into training completion rates.

Whistleblowing

Whistleblowing channels are managed by Internal Audit for du, with separate channels managed by du Pay compliance team for that entity. Employees have access to multiple reporting mechanisms including dedicated email, telephone hotline, and website portal, ensuring accessibility regardless of location or preferred communication method. These independent reporting mechanisms provide employees with confidence that concerns can be raised without fear of retaliation, supporting a culture of transparency and accountability.

Business continuity

To ensure the uninterrupted delivery of our products and services during periods of instability, we have implemented a fully integrated and rigorously governed Business Continuity Management System (BCMS). This system is structured to enhance organisational resilience across our people, processes, facilities, and technologies, thereby safeguarding the interests of our customers, partners, vendors, regulators and contractors.

In 2025, we successfully maintained our ISO 22301:2019 certification for Security and Resilience in Business Continuity Management Systems, demonstrating continued alignment with internationally recognised standards.

Furthermore, our critical infrastructure achieved 100% compliance, as verified by the TDRA following a comprehensive and detailed audit. In addition, we have participated in several National simulations and recognised in all simulations.

As du advances through its major transformation programme, the BCMS will remain a foundational pillar of operational resilience across du Business, du Pay, du Tech and du Infra. This ensures the organisation's ability to minimise service disruption, maintain continuity during abnormal events, and uphold the highest standards of reliability and national digital resilience.

Grievance mechanisms

In du we are committed to fostering fair work environment by maintaining a comprehensive grievance policy to address employee concerns effectively.

In 2025, we recorded:

- Six cases related to misconduct – all were managed and closed with corrective actions taken.
- Three cases related to performance management were also successfully resolved by the HR team.

Pillar 2 continued
Make our people and communities happier

Responsible marketing

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

Responsible procurement

In 2025, we updated our Procurement Policy to reflect our commitment to sustainable procurement, aligning our process documentation with ISO 20400 requirements across all procurement processes. This enhancement ensures that sustainability considerations are systematically integrated into procurement decisions, from supplier selection through contract management.

Supplier engagement

To strengthen sustainability across our supply chain, we selected our top 100 suppliers to undergo ESG certification through an independent certification agency. This initiative establishes baseline ESG performance metrics and identifies opportunities for collaborative improvement with our strategic suppliers. We maintain strong support for local procurement and have established annual targets supporting SMEs, In-Country Value (ICV), and waste reduction initiatives.

Key achievements in 2025

2,395
active suppliers

AED 4.6 bn
total procurement spend

28%
of spend with suppliers headquartered in the UAE

1%
of spend with Emirati suppliers and SMEs

Supply chain sustainability

In 2025, we partnered with CRIF, a global leader specialising in credit information systems, analytics, and digital solutions, to enhance ESG performance within our supply chain through Synesgy, CRIF's pioneering digital platform. This collaboration integrates sustainable practices within core business operations, elevating du's position as a pioneer in corporate sustainability within the telecommunications sector.

Recognising the escalating global demand for sustainable business initiatives, we proactively incorporated ESG factors into our supplier review process. Synesgy enables deeper evaluation of supplier ESG performance, ensuring compliance with our sustainability targets and rigorous regulatory standards.

The platform provides detailed assessments of supplier environmental impacts, social contributions, and governance practices, enabling us to identify and manage potential ESG-related risks within the supply chain. Leveraging advanced analytics, Synesgy facilitates continuous monitoring and improvement of supplier ESG practices, supporting our sustainable development goals while maintaining transparency and high ethical standards aligned with international sustainability criteria and benchmarks.

Pillar 2 continued
Make our people and communities happier

UAE's first telecom operator to achieve ISO 20400 certification

du became the first telecom operator in the UAE, and the second in the GCC, to be awarded ISO 20400 Sustainable Procurement certification. This international standard recognises organisations that holistically incorporate environmental, social, and economic factors into supply chain decision-making frameworks.

We implemented comprehensive sustainable procurement processes aligned with the UAE's Net Zero by 2050 initiative and the United Nations Sustainable Development Goals, deploying state-of-the-art tools for supplier assessment and continuous advancement in vendor sustainability performance. Through strategic collaboration with key partners including CRIF AG, Dubatt, and Aramex PJSC, we shaped a robust and responsible supply chain.

The certification reinforces assurance for customers that services are meticulously vetted for ethical and sustainable provenance, provides suppliers with clear directives to elevate their sustainability standards, and strengthens investor confidence in du's expertise at navigating ESG risks for sustainable long-term value creation.

Health and safety

We prioritise the well-being of our employees, contractors, and partners through robust health and safety standards. Our HSE management system protects people, assets, and the environment across all operational sites, ensuring adherence to internal policies and regulatory requirements.

We use the Maximo system to report workplace hazards and incidents, enabling prompt risk identification and corrective action. All employees are covered under our HSE management system, which undergoes regular internal audits. We engage employees through annual training plans, feedback mechanisms, and safety awareness initiatives, whilst embedding HSE mandates into all contracts with detailed compliance instructions for partners.

Safety excellence

In 2025, we achieved zero work-related incidents and accidents by applying best safety practices based on local and international standards. This milestone reflects our commitment to zero tolerance for forecasted incidents and accidents whilst maintaining the highest safety standards in our work environment and processes.

Throughout the year, we updated our HSE policies and procedures as part of our regular review cycle to ensure continuous alignment with evolving regulatory requirements and industry best practices. We worked closely with contractors to ensure adherence to our HSE policy, particularly for working from heights and handling hazardous substances, ensuring all personnel were trained, upskilled, and equipped with necessary personal protective equipment (PPE).

Training and preparedness

We delivered comprehensive health and safety training programmes to equip our workforce with essential knowledge and comply with government mandates. Key training initiatives included basic fire safety and fire marshals training, first aiders training, emergency coordinators training, and working from heights certification.

In collaboration with building management partners and the Civil Defence, we conducted successful fire drill and evacuation activities at our main offices. During rain seasons, we collaborated with UAE government entities across the Emirates to ensure the safety of our staff and assets, successfully completing these tasks with zero injuries and accidents.

Emergency response

Our emergency preparedness capabilities were tested during the 2025 rain seasons, where our collaboration with UAE government entities across the Emirates ensured comprehensive protection of our people and assets. These real-world scenarios validated our robust crisis management protocols, demonstrating our ability to respond effectively to unexpected events whilst maintaining zero incidents and accidents.

Pillar 3

Deliver the benefits of our services to all

Expanding access, enhancing innovation, and elevating customer experiences.

Priority 5
Customer happiness
Priority 6
Technology for good

Priority 5 – Customer happiness

At du, customer happiness is at the heart of everything we do. We recognise that delivering exceptional customer experiences requires continuous innovation in our products and services, coupled with seamless digital interactions that anticipate and address customer needs. Our approach combines cutting-edge technology with human-centric design, ensuring that every touchpoint reinforces trust, convenience, and value.

Through strategic investments in AI-powered customer service, expanded product portfolios, and innovative partnerships, we continue elevating the customer experience across both consumer and enterprise segments.

By leveraging automation, machine learning, and advanced analytics, we deliver personalised solutions that enhance satisfaction while improving operational efficiency.

Innovative offerings

This year we expanded our Home Wireless portfolio, enhancing Unlimited Mobile Plans and introducing Geo-tagged Bundles to drive location-based relevance. For businesses, we launched Office Wireless, Enterprise Plus, and Care Connect to improve connectivity, reliability, and service assurance. We advanced our M2M solutions and developed bespoke propositions tailored to high-value customer segments, ensuring greater differentiation and deeper customer engagement across both consumer and enterprise markets.

Strategic partnerships and innovation

Our commitment to innovation is reflected in strategic collaborations that expand our digital ecosystem. du Pay and talabat rolled out a joint digital wallet designed specifically for delivery riders, addressing a critical need within the gig economy.

As the Official Telecom Partner for Expand North Star 2025, the world's largest startup and investor connector event, we reinforced our position at the forefront of regional innovation. In partnership with Microsoft, Nokia, Khalifa University, and ITU, we launched the first Arabic Telecom LLM, demonstrating our commitment to localised technological advancement and digital inclusion.

Customer experience

We continue investing in digitisation of our operations using automation and machine learning practices. AI, ML, hyperscale, quantum computing, and big data-based solutions are being developed to improve customer experience through faster resolution of complaints and queries, while bringing efficiency to network operations. These technological investments enable personalised customer service, network optimisation, and predictive capabilities that enhance customer satisfaction and reduce churn, positioning du at the forefront of digital customer experience delivery.

Pillar 3 continued
Deliver the benefits of our services to all

Priority 6 – Technology for good

We operate with a clear recognition that innovation must serve both business growth and societal benefit. Our commitment to technology for good encompasses advancing digital infrastructure, fostering innovation ecosystems, and ensuring that technological progress contributes to environmental sustainability and social inclusion. By treating innovation as a strategic, revenue-oriented platform while maintaining focus on broader impact, we position technology as an enabler of progress that creates value for all stakeholders.

Digital infrastructure and innovation

We are increasingly investing in AI and sovereign compute capabilities through data centres and the AI Park, formalising our innovation structure through initiatives such as the du Innovation Center and Envision events. These investments strengthen our hyperscaler and technology partnerships, including strategic collaborations with Microsoft, positioning du at the forefront of the region's digital transformation.

Our digital-first approach is powered by ultra-reliable fibre and 5G technology complemented by a robust partner ecosystem. We expanded population coverage for 5G across the UAE, focusing on deep indoor wireless access to augment our fixed footprint nationwide. Investment in 5G-Advanced technologies included trials achieving 10 Gbps speeds over 6 GHz band, while AI applications for network and RAN optimisation improve energy efficiency across our infrastructure.

Platform driven innovation

We place greater emphasis on API- and platform-driven monetisation, leveraging services such as du Pay, eSIM solutions. du Pay surpassed AED 1.5 billion in digital transactions in less than two years, supporting the UAE's acceleration towards a cashless economy. This platform approach creates new revenue streams while delivering enhanced value and convenience to customers across diverse use cases.

Innovation governance

We maintain clear strategic priorities defined in our strategy with specific goals and KPI targets in respective areas. Infrastructure, assets, and related investments for disruptive technologies are regularly assessed, monitored, and tracked, ensuring disciplined capital allocation aligned with strategic objectives.

A dedicated Innovation & Tech Business Development function primarily focuses on non-core growth agenda for both B2B and B2C segments, while du Tech's mandate as a function capitalises on ICT growth opportunities outside of the core business. Investments in AI use cases span across the Company, reflecting organisation-wide commitment to leveraging artificial intelligence for operational excellence and customer value.

Network infrastructure

At du, resilient and inclusive network infrastructure is a cornerstone of delivering the benefits of our services to all. We recognise that equitable digital access depends on the availability of high-quality, reliable, and future-ready connectivity that supports the evolving needs of individuals, businesses, and public services across the UAE.

Our approach focuses on expanding coverage, strengthening network performance, and enabling consistent customer experiences, while ensuring that infrastructure development aligns with national digital ambitions and long-term sustainability objectives. Through continued investment in next-generation technologies, including the deployment of 5G-Advanced capabilities, we enhanced network capacity, coverage, and service reliability for both consumer and enterprise customers.

These advancements enable faster speeds and improved indoor and edge-of-coverage performance. They support data-intensive and mission-critical applications – including remote work, digital learning, smart city services, and large-scale IoT deployments – extending the social and economic benefits of advanced connectivity to a broader segment of society.

At the same time, improved spectrum efficiency, intelligent network design, and energy-efficient equipment reduce energy consumption per unit of data transmitted. This supports responsible network growth as demand for connectivity continues to increase across the UAE.

GRI content index

Statement of use

du has reported the information cited in this GRI content index for the period 01 Jan 2024 to 31 Dec 2024 with reference to the GRI Standards 2021.

GRI 1 used

GRI 1: Foundation 2021.

GRI Standard	Disclosure	Reference/Location	UNGC Principles
GRI 2: General disclosures			
2-1	Organisational details	Emirates Integrated Telecommunications Company (EITC) with headquarters in Dubai, and operating in the UAE	
2-2	Entities included in the sustainability report	du, Edara and Virgin Mobile UAE	
2-3	Reporting period, frequency, and contact point	01 Jan 2024 to 31 Dec 2024; Annually; CSR@du.ae	
2-4	Restatements of information	No restatements of information	
2-5	External assurance	While this report has not been externally assured, our financial statements have been audited by external parties.	
2-6	Activities, value chain and markets served	https://www.du.ae/who-we-are	
2-7	Employees	Page 12: Diversity data	
2-8	Workers who are not employees	Not disclosed – Information unavailable/ incomplete	
2-9	Governance structure and composition	Corporate Governance Report	

GRI Standard	Disclosure	Reference/Location	UNGC Principles
GRI 2: General disclosures continued			
2-10	Nomination and selection of the highest governance body	Corporate Governance Report	
2-11	Chair of the highest governance body	Corporate Governance Report	
2-12	Role of the highest governance body in overseeing ESG topics	Corporate Governance Report	
2-13	Delegation of responsibility for managing ESG impacts	Corporate Governance Report	
2-14	Role of the highest governance body in sustainability reporting	Corporate Governance Report	
2-15	Conflicts of interest	Corporate Governance Report	
2-16	Communication of critical concerns	Corporate Governance Report	
2-17	Collective knowledge of the highest governance body	Corporate Governance Report	
2-18	Evaluation of the highest governance body's performance	Corporate Governance Report	
2-19	Remuneration policies	Corporate Governance Report	
2-20	Process to determine remuneration	Corporate Governance Report	
2-21	Annual total compensation ratio	Not disclosed – confidentiality	
2-22	Statement on sustainable development strategy	Page 4: Sustainability at du	

GRI content index continued

GRI Standard	Disclosure	Reference/Location	UNGC Principles
GRI 2: General disclosures continued			
2-23	Policy commitments	Page 26: Health and Safety Page 27: Operate ethically and responsibly	Principle 1 Principle 2
2-24	Embedding policy commitments	Page 26: Health and Safety Page 27: Operate ethically and responsibly	Principle 1 Principle 2
2-25	Processes to remediate negative impacts	Page 27: Operate ethically and responsibly	Principle 1 Principle 2
2-26	Mechanisms for seeking advice and raising concerns	Page 27: Operate ethically and responsibly	Principle 1 Principle 2
2-27	Compliance with laws and regulations	Page 3: Contents Page 27: Operate ethically and responsibly	Principle 1 Principle 4 Principle 5 Principle 6 Principle 10
2-28	Membership associations	Not disclosed – Information unavailable/ incomplete	
2-29	Approach to stakeholder engagement	Page 8: Stakeholder engagement	
2-30	Collective bargaining agreements	Not disclosed – Trade unions are prohibited in the UAE	
GRI 3: Material Topics			
3-1	Process to determine material topics	Page 7: Materiality	
3-2	List of material topics	Page 7: Materiality	
3-3	Management of material topics	Page 7: Materiality	

GRI Standard	Disclosure	Reference/Location	UNGC Principles
GRI 201: Economic Performance 2016			
201-1	Direct economic value generated and distributed	Page 6: How we create value	
201-2	Financial implications and other risks and opportunities due to climate change	Page 28: Operate ethically and responsibly	
201-3	Defined benefit plan obligations and other retirement plans	Page 10: Employee benefits	
201-4	Financial assistance received from government	Annual Report – page 91	
GRI 204: Procurement Practices 2016			
204-1	Proportion of spending on local suppliers	Page 28: Responsible procurement	
GRI 205: Anti-corruption 2016			
205-2	Communication and training about anti-corruption policies and procedures	Page 25: Ethical business	Principle 10
GRI 302: Energy 2016			
302-1	Energy consumption within the organization	Page 21: Energy consumption	Principle 7 Principle 8
302-3	Energy intensity	Page 21: Energy consumption	
302-4	Reduction of energy consumption	Page 19-21: Environmental Footprint	Principle 7 Principle 8
302-5	Reductions in energy requirements of products and services	Page 19: Investing in sustainable infrastructure	Principle 9

GRI content index continued

GRI Standard	Disclosure	Reference/Location	UNGC Principles
GRI 305: Emissions 2016			
305-1	Direct (Scope 1) GHG emissions	Page 20: GHG emissions	Principle 7 Principle 8
305-2	Energy indirect (Scope 2) GHG emissions	Page 20: GHG emissions	Principle 7 Principle 8
305-5	Reduction of GHG emissions	Page 20: GHG emissions	Principle 8 Principle 9
305-6	Emissions of ozone-depleting substances (ODS)	Page 20: GHG emissions	
305-7	Nitrogen oxides (NOx), sulfur oxides (SOx), and other air emissions	Page 20: GHG emissions	
GRI 306: Waste 2020			
306-1	Waste generation and significant waste-related impacts	Page 22-24: Waste management	Principle 7 Principle 8
306-2	Management of significant waste-related impacts	Page 22-24: Waste management	Principle 8 Principle 9
306-3	Waste generated	Page 22-24: Waste management	
306-4	Waste diverted from disposal	Page 22-24: Waste management	Principle 8
306-5	Waste directed to disposal	Page 22-24: Waste management	
GRI 308: Supplier Environmental Assessment 2016			
308-1	New suppliers screened using environmental criteria	Page 28: Responsible procurement	Principle 8
308-2	Negative environmental impacts in the supply chain and actions taken	Page 29: Sustainability-driven procurement	Principle 8

GRI Standard	Disclosure	Reference/Location	UNGC Principles
GRI 401: Employment 2016			
401-1	New employee hires and employee turnover	Page 12: Diversity data	Principle 6
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Page 10: Employee benefits	Principle 6
401-3	Parental leave	Page 11: Diversity	Principle 6
GRI 403: Occupational Health and Safety 2018			
403-1	Occupational health and safety management system	Page 26: Health and safety	Principle 4 Principle 5
403-2	Hazard identification, risk assessment, and incident investigation	Page 26: Health and safety	
403-3	Occupational health services	Page 26: Health and safety	
403-4	Worker participation, consultation, and communication on occupational health and safety	Page 26: Health and safety	
403-5	Worker training on occupational health and safety	Page 26: Health and safety	
403-6	Promotion of worker health	Page 26: Health and safety	
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Page 26: Health and safety	

GRI content index continued

GRI Standard	Disclosure	Reference/Location	UNGC Principles
GRI 403: Occupational Health and Safety 2018 continued			
403-8	Workers covered by an occupational health and safety management system	Page 26: Health and safety	
403-9	Work-related injuries	Page 26: Health and safety	
403-10	Work-related ill health	Page 26: Health and safety	
GRI 404: Training and Education 2016			
404-1	Average hours of training per year per employee	Page 14: People learning and growth	
404-2	Programs for upgrading employee skills and transition assistance programs	Page 14: People learning and growth	
404-3	Percentage of employees receiving regular performance and career development reviews	Page 14: People learning and growth	
GRI 405: Diversity and Equal Opportunity 2016			
405-1	Diversity of governance bodies and employees	Corporate Governance Report – page 54	Principle 6
405-2	Ratio of basic salary and remuneration of women to men	Not disclosed – We endeavour to be an equal opportunity employer and display no discrimination regarding age, gender, colour or religion	
GRI 406: Non-discrimination 2016			
406-1	Incidents of discrimination and corrective actions taken	Page 27: Grievance mechanisms	Principle 1 Principle 2 Principle 6

GRI Standard	Disclosure	Reference/Location	UNGC Principles
GRI 414: Supplier Social Assessment 2016			
414-1	New suppliers screened using social criteria	Page 28: Responsible procurement	Principle 4 Principle 5 Principle 6
414-2	Negative social impacts in the supply chain and actions taken	Page 28: Responsible procurement	Principle 4 Principle 5 Principle 6
GRI 416: Customer Health and Safety 2016			
416-1	Assessment of the health and safety impacts of product and service categories	Page 33: Digital transformation	
GRI 417: Marketing and Labelling 2016			
417-1	Requirements for product and service information and labeling	Page 28: Responsible marketing	
417-2	Incidents of non-compliance concerning product and service information and labeling	Page 28: Responsible marketing	
417-3	Incidents of non-compliance concerning marketing communications	Page 28: Responsible marketing	
GRI 418: Customer Privacy 2016			
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Not disclosed – confidentiality	

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