

## Engaging our Valued Stakeholders



At **stc**, we are committed to building and maintaining strong, trust-based relationships with our stakeholders. Through open, transparent, and consistent communication, we engage meaningfully with investors, employees, customers, suppliers, government entities, and the local community. By taking a strategic approach, we ensure that stakeholder feedback is integrated into board discussions and business decisions, aligning us with their needs and positioning us to exceed their expectations.

### Our Investors and Shareholders

We reinforce our communication with investors through regular engagements, our annual report, our corporate website, and quarterly presentations, supported by a dedicated Investor Relations team. We have also recently launched our first standalone Sustainability Report for the year 2023, enhancing communication on key environmental, social, and governance (ESG) topics and our performance in these areas.

By providing clear insights into our strategic initiatives, latest developments, and financial performance, we keep investors informed of our competitive positioning and sustainability efforts. We deliver these updates through virtual meetings, online channels, and in-person forums, ensuring that investors receive timely, transparent information. Our proactive corporate responses strengthen investor confidence and enhance **stc**'s visibility in the global financial markets.

### Our Employees

Our focus on employee well-being and professional growth recognizes their essential role in achieving operational excellence. We empower our workforce through tailored training sessions and initiatives such as the 'With-U' program, which fosters employee support and satisfaction. **stc** is deeply committed to employee development, investing in health, safety, and digital collaboration tools.

Employees are kept engaged in the company's daily operations through corporate newsletters, policy updates, and regular meetings between executive management and staff at all levels. These interactions encourage feedback on both daily operations and departmental outlooks, fostering a responsive and inclusive culture. **stc** supports remote work options to ensure business continuity during global challenges, alongside regular workshops, succession planning, and performance assessments.



## Our Suppliers and Business Partners

Our procurement and supplier relationship management teams foster strong connections with local and international suppliers, ensuring efficient management of contracts and procurement processes.

Through regular in-person and virtual meetings, we maintain strong lines of communication with suppliers who align with our standards and meet local and regional demands. Our enhanced digital integration in supplier management has streamlined procurement processes, fostering innovation and cost-efficiency in our operations.



## Our Customers

With a customer base of approximately 2.3 million, we are dedicated to delivering cutting-edge products and services that respond to evolving needs. Our customer-centric strategy, bolstered by 5G technology adoption, allows us to introduce tailored services for individual and enterprise clients alike.

Through strategic partnerships and an expanding digital ecosystem, we offer greater convenience and access to advanced solutions, solidifying our leadership in digital transformation. Direct feedback loops from customer interactions inform our service adjustments, while our flexible operating model and business continuity plan keep us agile. Our communication channels include social media, call centers, customer service offices, and the **Mysto** app, providing direct, real-time support.



## Regulators and Governmental Entities

We proactively comply with regulatory frameworks and maintain strong relationships with government and regulatory bodies in Kuwait. Our enhanced governance protocols, transparency, and thorough disclosures reflect the highest standards of accountability in all company activities.

By collaborating closely with authorities, we support national development goals, particularly in telecommunications infrastructure and the digital economy. Our Annual Report and Board Summary Report further underscore our commitment, detailing our internal audit practices, risk and compliance committee activities, and external audit processes.



## Our Community

Expanding our Corporate Social Responsibility (CSR) efforts, we have launched numerous initiatives focused on education, digital literacy, and environmental sustainability. We collaborate with government and non-profit organizations to make a meaningful impact, from supporting local businesses in digital transformation to empowering communities with resources. Our specialized team represents **stc** in local media and public events, keeping stakeholders informed about our latest news, services, and market position.

Through awareness campaigns, our InspireU program, and active partnerships for employee volunteering, we promote entrepreneurship and digital innovation. We also engage with academic institutions by hosting awareness sessions, career fairs, and other relevant events, supporting the educational and professional growth of Kuwait's youth.

