



Corporate

Social Responsibility

Taking steps to positively influence and sustainably support the community through a range of diverse CSR Initiatives

In 2022, **stc** effectively implemented its extensive corporate social responsibility (CSR) program, spreading awareness and positively contributing to a diverse range of causes within its key focus areas: health & sports, education, entrepreneurship, environment & youth empowerment. Under its numerous multidimensional campaigns and yearly community driven initiatives, **stc** collaborated with entities within the government and private sectors, especially local SMEs and entrepreneurs, to influence the Kuwaiti society in a way that can add value to their own lifestyles or that of others within the community.

stc has managed to grow the activities under its CSR framework by building long-term partnerships with various entities and continuously exploring opportunities to support the core mission behind its sustainable CSR program that positively impact the community.

As digital pioneers within our industry, and key players in the local market, we believe that we have a responsibility to support the community in various sustainable ways. As part of our corporate values and individual duty towards the nation and people of Kuwait, **stc** will continue to explore innovative ways to contribute effectively to the society and the economy.



Eid Al-Adha celebration at Al-Amiri Hospital

stc celebrated Eid Al-Adha by distributing gifts as surprises to the children undergoing inpatient medical treatments at Al-Amiri Hospital. This initiative aimed to draw a smile on the children's face and celebrate with them the joyful occasions.



Honoring students with physical disabilities

In collaboration with the Ministry of Education, **stc** honored students with physical disabilities in a graduation ceremony that included students from 12 different schools for the 1st time in Kuwait as part of the MOE initiative to bring all students together under one roof to celebrate their success.

Participation in AUM's career fair

stc participated in the American University of the Middle East's (AUM) annual career fair. **stc**'s participation falls in line with the various initiatives the Company has organized and pursued to empower the younger generation, while attracting aspiring candidates that fit into **stc**'s dynamic culture



Celebration of World Environment Day

Serving as a continuation of **stc**'s awareness campaigns and ongoing commitment to protect the environment, **stc** celebrated the World Environment Day at The Avenues, which was organized in collaboration with National Geographic Ultimate Explorer under the slogan 'Be The Change.'



'Awareness is Power' breast cancer awareness campaign

stc launched its breast cancer awareness campaign titled 'Awareness is Power', in line with the international awareness month. This year **stc** collaborated with the International Hospital doctors to provide **stc** employees with early detection methods, additional information regarding the disease, as well as consultation advice.

stc has also hosted the writer and economist, Nadia Al-Sharrah, as part of the 'Awareness is Power' campaign, to share her story with the company's female employees, of how she struggled, overcame and survived cancer, in addition to educating them about the importance of the early periodic examination.



Honoring excelling high school students

Believing in the power of knowledge as a catalyst in driving innovation and growth, and in line with its values surrounding leadership and self-development, **stc** honored 40 high school graduates who achieved academic excellence in Kuwait in a graduation ceremony held at Salwa Al Sabah Hall, in cooperation with Marina FM radio.



Collaboration with KACCH & BACCH

Driven by **stc**'s CSR initiatives to support health, **stc** collaborated with Teela Toys and the Kuwait Association for the Care of Children in Hospital & Bayt Abdullah Children's Hospice (KACCH & BACCH). This collaboration aimed to draw a smile on the children's faces and celebrate with them the joyful occasions through distributing gifts and toys to children's playrooms in hospitals.



Aspire Kids Club

stc partnered with Aspire Kids Club, a local entertainment and educational children's club that aims to promote culture and to spread a positive impact in the community in a series of humanitarian initiatives carried out under the slogan 'Reap What you Sow' during the month of Ramadan. The initiatives included distributing iftar meals throughout Kuwait and celebrating Gergean with the kids at the Kuwaiti hospitals by distributing educational gifts to children.

Kuwait Association for needy families

stc collaborated with the Kuwait Association for Needy Families in celebration of the International Day of Happiness in their special event for orphans in honoring excellent students, in which **stc** distributed different smart devices to around 200 excellent students in an effort to draw a smile on the children's faces.



'Al Hamra in Motion' fitness challenge

stc sponsored and participated in the 'Your Steps = Free Internet' and 'Al Hamra in Motion' fitness challenge during Ramadan as part of its corporate social responsibility framework which focuses on taking action for a good cause. The initiative, organized in partnership with the Tarahom Volunteer Team gave the participants an opportunity to give back to the community through a small gesture, while also focusing on their own physical health.



Al Qabas first Ramadan Padel Tournament

stc was the main sponsor of Al Qabas first Ramadan Padel Tournament with 250 teams participating and over 2000 attending the final games. The sponsorship emphasizes the Company's role in supporting sports activities that promote a healthy lifestyle and young athletes to focus on mental and physical health and building on vital skills such as teamwork.



'RunKuwait' Marathon

stc participated as the main sponsor in the annual fundraising marathon called 'RunKuwait', organized by the Fawzia Sultan Healthcare Network (FSHN), a nonprofit healthcare organization in Kuwait, that is dedicated towards supporting children with special needs. This initiative aimed at supporting the special needs community and raising awareness on the importance to collectively integrate this segment of individuals in various initiatives along with other segments of society.



Center 21

In line with the 'Because We Care' campaign launched under the Company's extensive corporate social responsibility framework, **stc** partnered with Center 21, a first of its kind center for young adults with special needs over the age of 21, to participate in the closing event of the Center 21 summer camp 2022, to drive and support the social empowerment of the special needs community.



Annual Blood Donation Drive

In collaboration with the Kuwait Central Blood Bank, a blood donation drive was held for **stc** family in line with the World Blood Donor Day. The drive witnessed the participation of Tabeeby App to spread awareness on the importance and benefits of donating blood. **stc** was also recognized by Kuwait Central Blood Bank for its contributions towards the community.

stc's Fit Kid camp

stc's Fit Kid Camp was organized in partnership with Circuit+ Fitness and Teela App, in line with the 'Because We Care' umbrella. The two-week fitness summer camp witnessed the participation of more than 40 Kids and aimed at educating the younger generation on the importance of adopting healthy habits and fitness practices at a young age.



#we_are_one campaign against bullying

stc launched #we_are_one campaign, in line with the return to school which primarily focused on bullying prevention across a series of activities launched by **stc**, as well as engaging initiatives that uplift students in their return to school.

stc purple stationary was the first initiative launched under the #we_are_one campaign, where **stc** collaborated with the Kuwait Association for the Care of Children in Hospital (KACCH), Dabdoob, as well as International Business Center. Children got the chance to select the stationary items they needed for the new school year, while enjoying the presence of the famous Dabdoob character who distributed gifts to the children.

The second initiative under the #we_are_one campaign launched in collaboration with the Ministry of Education was 'story time with **stc**' at 360 Mall. **stc** sponsored a young Kuwaiti talent in the art of writing stories, to develop the story, that simulates children to raise their awareness of the culture of acceptance. In addition a donation drive was held in cooperation with the Tarahom Volunteer Team coinciding with the start of the new school year.

The awareness campaign also featured reports covering the bullying topic as well as working with a psychologist who will provide counseling tips and indicators related to preventing bullying and what the causes might be for such actions.



'Purple Island'

stc collaborated with Teela, a leading toy shop App in the GCC, to distribute gifts to children during the 'Purple Island' event held at 360 Mall. This initiative comes in line with **stc**'s firm belief in the importance of engaging with members of the community through diverse experiences, and served as an additional event **stc** has participated in as part of its summer activities for children.



stc



What are the types of electronic fraud?

- Text messages
- Email messages
- phone calls

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Diraya Campaign

In collaboration with the Central Bank of Kuwait and the Kuwait Banking Association, **stc** supported Diraya "Be Aware" campaign, an awareness campaign initiated in response to the increased fraudulent activities and cybercrimes. The Company published educational content and information on all its digital and social platforms as well as promoted the awareness initiative throughout its branches across Kuwait.



Kuwait University partnership

stc formed a strategic partnership with the Mass Communications Department within the College of Arts at Kuwait University which consisted the sponsorship of the dedicated lounge for students called "**stc** Diwaniya", as well as other forms of activities and events in support of students throughout their studies.

'**stc** Diwaniya' was launched in the presence of KU alumni in the social media field and serves as a recreational area for students to unwind and rest in between or after lectures. **stc** will be hosting a series of events and activities that aim to empower and engage students as part of the partnership.

"small hands...big things"

stc participated in the two-day exhibition titled "small hands...big things" that was organized to guide individuals with special needs from childhood to employment. This initiative aimed to highlight the importance of using occupational therapy to guide those with special needs throughout the various stages of their lives.



East Padel Tournament

In line with **stc**'s commitment towards empowering and backing the local sports community, the Company sponsored the East Padel Tournament, one of the largest tournaments in Kuwait. Considering how Padel has become the latest trend in sports amongst the younger generation, **stc**, through its sponsorship, encouraged those interested in competing professionally in the sport to participate. The East Padel Tournament series consisted of 4 tournaments and a total of 40 total match days in which over 1,500 players will compete for a chance to win part of the KD 16,000 total prize pool.



COFE App strategic partnership

stc inked a strategic agreement with COFE App, the region's premiere online coffee marketplace. The new formed partnership was organized as part of the second season of the 'Weyak' initiative by **stc** to focus on sustainably supporting local SMEs and startups while enabling digital transformation. Throughout the collaboration, **stc** and the COFE App will be organizing a series of interactive activities including online activations, special events, and the largest of-its-kind COFE Festival in Kuwait.



Flare Festival

Through its strategic partnership with Flare Fitness, **stc** sponsored the 7th 'Flare Festival', one of the largest of its kind in Kuwait, for the third year in a row. Our participation and support towards such initiatives within the community builds on **stc**'s strive to promote healthy living, amongst the youth. Flare Festival included diverse competitions and unique events for adults, youth and children alike.



stc what's up

stc kicked off this initiative which consists of a series of social media episodes focusing on different topics showcased by social media influencers; whereby, they have each elaborated on their field of expertise, with an aim to educate and entertain the public.

Weyak

Following the success of season 1, stc enhanced Weyak initiative by partnering with several local SMEs and local start-ups, to focus on enabling their digital transformation journey. The Weyak initiative launched by stc aims to support and empower local SMEs that have been creating a positive impact in the community.



Mother's day campaign

On the occasion of Mother's Day, a full campaign under #you're_the_supporter was created to express the role of the mother in our lives.



November Men's Health Awareness Month

November awareness campaign

stc launched its prostate cancer awareness campaign to raise awareness on men's health in line with the international men's health awareness month, November. The prostate cancer awareness campaign this year was organized in collaboration with several local companies that included MAD Recovery Center, Mubkhar, Pro Life Foods, and Flare Fitness in line with the Company ongoing support to the local SMEs.

Dawrat Strategic Partnership

In line with Company's digital transformation and enriching people's life, stc partnered with Dawrat to provide meaningful online education to the community. Through this strategic partnership that aims to support the community through sustainable education, stc and Dawrat will organize several learning initiatives that include online workshops, courses, and specialized sessions. The objective of the initiative is to cover a range of topics throughout the sessions that include photography and videography, cooking, sports and fitness, as well as traveling and creating Vlogs.

