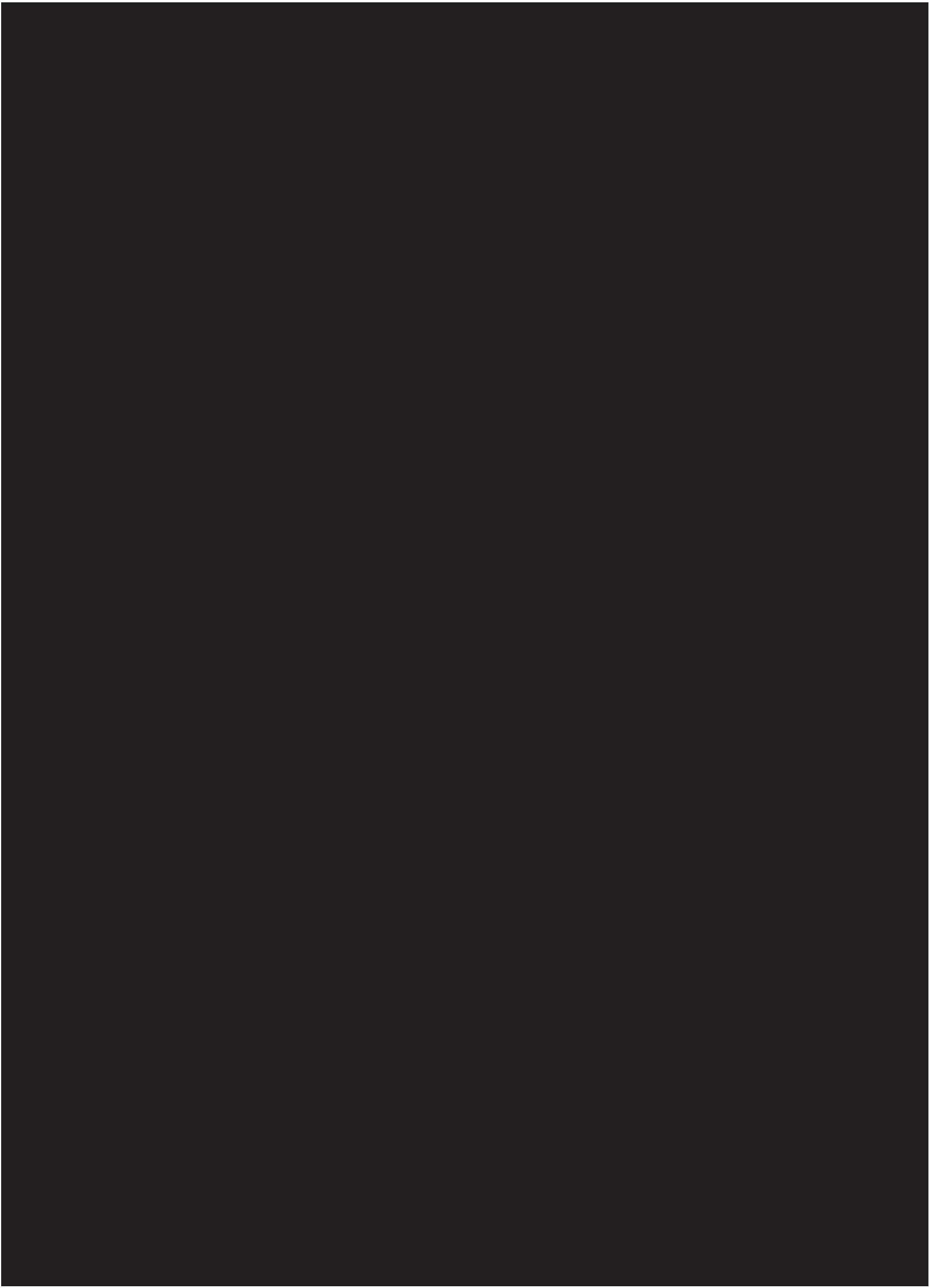


reshaping lives

CORPORATE SOCIAL RESPONSIBILITY REPORT 2006 - 2007







“We continue to call for  
a better tomorrow and  
with so many voices  
standing with us, we  
know we will be heard.”

**Naguib Sawiris**  
*Chairman Orascom Telecom*

## About this report

This is Mobilink's first Corporate Social Responsibility (CSR) Report; an overview of our involvement in the social and economic uplift of Pakistan in 2006 - 2007. However, it is not our first year as a responsible corporate citizen. CSR has long been ingrained in our corporate culture. In this report, we aim to share with you our priorities and commitments on the socio-economic, ethical and environmental issues. With this first report, we hope to engage our people, those outside our organization and Pakistan's business community in an active and ongoing dialogue to help us progress in our endeavour to reshape lives. More information and updates on our current initiatives can be found on Mobilink's CSR website.

<http://www.mobilinkgsm.com/about/responsibility.php>.

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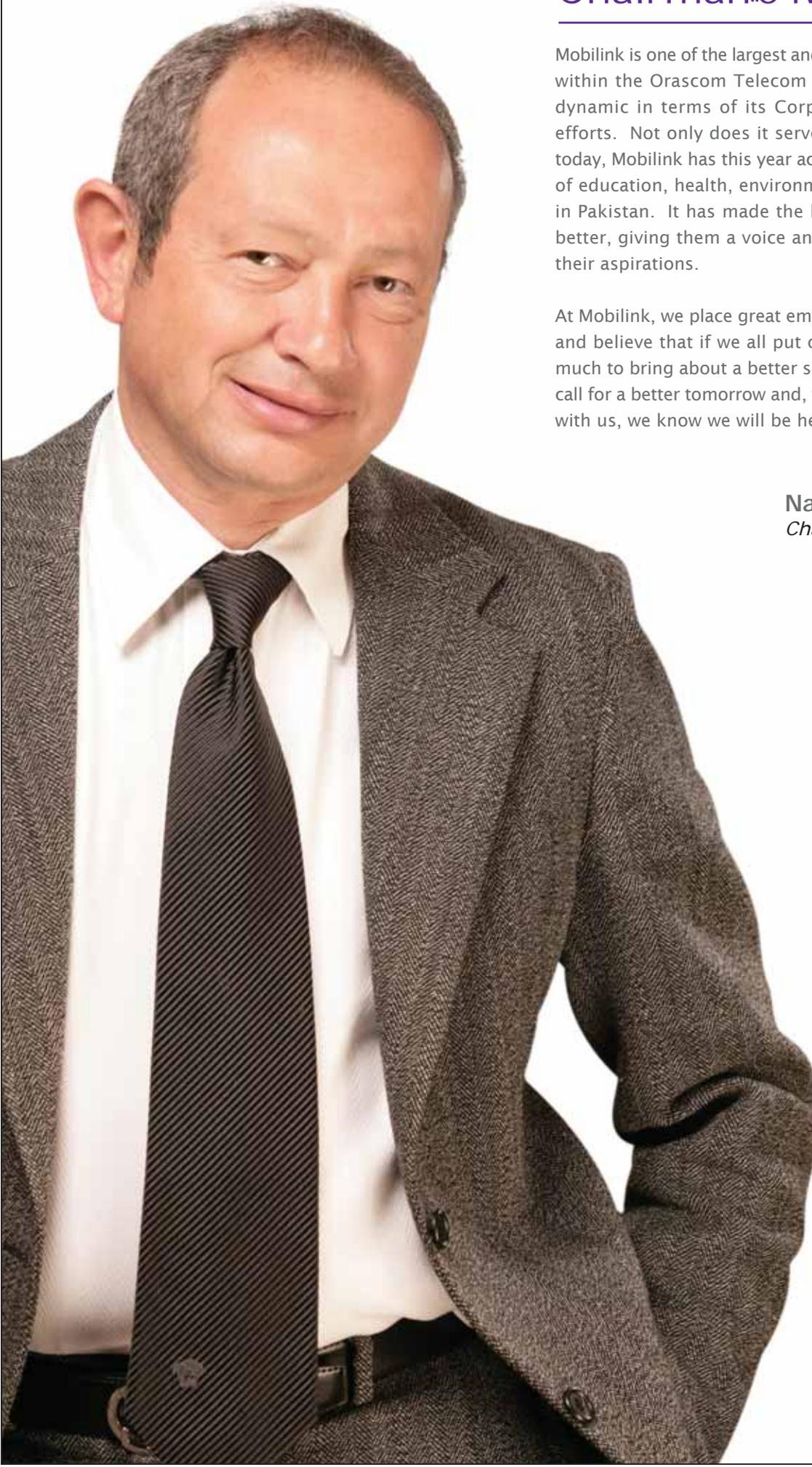
## Chairman's Message

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Mobilink is one of the largest and most successful subsidiaries within the Orascom Telecom family and one of the most dynamic in terms of its Corporate Social Responsibility efforts. Not only does it serve over 30 million customers today, Mobilink has this year actively contributed to the field of education, health, environment, and poverty alleviation in Pakistan. It has made the lives of countless Pakistanis better, giving them a voice and helping them to live up to their aspirations.

At Mobilink, we place great emphasis on assisting humanity and believe that if we all put one hand forward we can do much to bring about a better society today. We continue to call for a better tomorrow and, with so many voices standing with us, we know we will be heard.

**Naguib Sawiris**  
*Chairman Orascom Telecom*



# CEO's Message

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I am proud to share with you Mobilink's first Corporate Social Responsibility Report. Mobilink has a history of responsible business conduct. We strongly believe that real business success is not just about profits measured in numbers but also, as importantly, about how those numbers are achieved. Our corporate strategy reflects our commitment to sustainable business practices and balancing responsibility alongside growth and productivity.

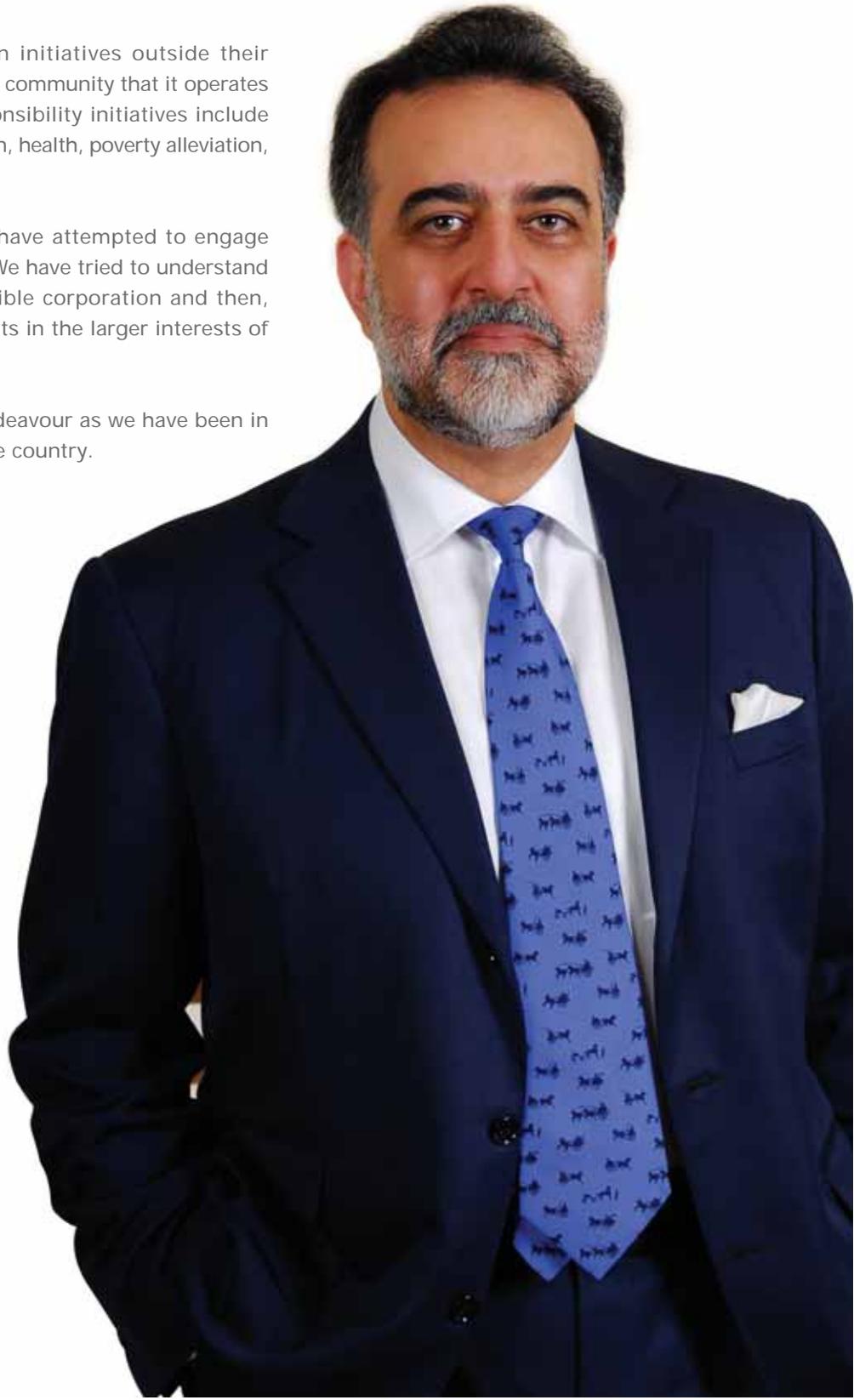
Today we are the largest telecommunication operator in Pakistan with 30 million family members. We have moved into the rural areas of Pakistan, extending our reach to the farthest corners of the country. With our success has come responsibility and hence our commitment to benefiting the stakeholders we work with by focusing on economic alleviation and social cohesion.

The Mobilink family has undertaken initiatives outside their professional duty by giving back to the community that it operates in. Mobilink's Corporate Social Responsibility initiatives include community welfare projects in education, health, poverty alleviation, and environment.

Through this reporting process, we have attempted to engage constructively with our stakeholders. We have tried to understand what is expected of us as a responsible corporation and then, where possible, to act on these insights in the larger interests of the community we live in.

I hope we are as successful in this endeavour as we have been in developing the telecom industry in the country.

**Zouhair A. Khaliq**  
President and CEO  
Mobilink, Pakistan



who  
we are





Orascom Telecom Holding S.A.E. or OTH was established in 1998 and has grown to become a major player in the telecommunication market in the world. OTH is considered amongst the largest and most diversified network operator in the Middle East, Africa and South Asia. It is a leading mobile telecommunications company operating in seven emerging markets in the Middle East, Africa and South Asia having a population under license of 460 million in total population with an average penetration of mobile telephony rate across all markets of 29% as of March 2007. Orascom Telecom operates GSM networks in Algeria (Djezzy), Egypt (MobiNil), Iraq (IraQna), Pakistan (Mobilink), Bangladesh (Banglalink), Tunisia (Tunisiana) and Zimbabwe (Telecel). Orascom Telecom has a subscriber base of over 56 million subscribers as of March 2007.

Orascom Telecom's operation in Pakistan, Mobilink, started in 1994 with a market share of 40% until early 2001. In April 2001, OTH took over management control of the company and Mobilink today serves more than 30 million subscribers, representing a market share of approximately 48% of total mobile subscribers in Pakistan.

Orascom Telecom has positioned itself as a leader in the region for its diverse GSM operations, with various GSM support and Internet operations. One of Orascom Telecom's main strategies is to create its own non-GSM subsidiaries to act as a support for its regional GSM operations. OTH has achieved this by dedicating financial, technical, and management resources for its subsidiaries. This includes network support and installation of GSM operations, equipment procurement, handset procurement and distribution companies, value added services, and Internet operations.

OTH is dedicated to providing the best quality services to its customers, value to shareholders, and a dynamic working environment for its nearly 11,000 employees.





Mobilink (Pakistan Mobile Communications Limited), a subsidiary of Orascom Telecom, started its operations in 1994, and has become the market leader both in terms of growth, as well as in terms of having the largest customer subscriber base in Pakistan - a base of over 30 million and growing. We pride ourselves in being the first cellular service provider to operate on a 100% digital GSM technology in Pakistan, also offering state-of-the-art communication solutions to our customers.

Mobilink offers exclusively designed tariff plans that cater to the communication needs of a diverse group of people, from individuals to businessmen to corporations and multinationals. To achieve this objective, we offer both postpaid (indigo) and prepaid (JAZZ) solutions to our customers. Both indigo and JAZZ are the largest brands of their kind in Pakistan's cellular industry.

In addition to providing advanced voice communication services that make the lives of millions of people easier, we offer a host of value-added-services to our customers. To ensure customer satisfaction, Mobilink places extreme importance on its network coverage. It is for this reason that we operate in over seven thousand destinations nationwide, providing international roaming services in one hundred twenty countries across the globe. In a nut-shell, we speak your language, everywhere.

Mobilink - Reshaping Lives!

# Reshaping Society and the Economy

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The mobile communications sector in Pakistan has brought significant fiscal, social and economic benefits to the country. Population coverage has increased rapidly to the current 70% level in just five years while the mobile penetration rate has grown dramatically, with geographic coverage now exceeding that of the fixed line operator.

## Mobilink Facts and Figures

- Unprecedented customer base of over 30 million.

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- Most extensive network coverage across Pakistan through an integrated technology infrastructure in more than 7,000 cities, towns and villages.

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- International Roaming in over 127 countries through over 300 partner operators.

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- Largest distribution network consisting of approx. 450 franchises and more than 208,000 retail outlets providing products and services across Pakistan.

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- The only corporate entity in Pakistan to issue a high-yield bond worth US\$ 250 million in the international market.

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- Total investment to date is over US\$ 2 billion in Pakistan.

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- Approx. US\$ 360 million paid up in taxes alone in 2007.

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- Direct employment to over 4,000 individuals and provision of livelihood to over 25,000 families through vendors, service providers, distributors and other partners.

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- Only Pakistani operator to be short listed in the World Communication Awards 2007 in the category 'Best Operator in Developing Country'.

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- Over US\$ 3 million spent on CSR related activities to date.

Mobile communications is often linked with an increase in productivity. In Pakistan, numerous ways of how mobile communications impacts productivity have been identified. The telecom industry in Pakistan has also directly created economic value through wage and employee benefits; contractor costs; taxes and regulatory fees; corporate social responsibility and dividends. The growth of mobile communications and the corresponding positive social and economic impact represent a significant success story. Mobile communications have transformed the way in which business is conducted – in Pakistan mobile communication has revolutionized the way people do business.



## Acquiring Superbrands status

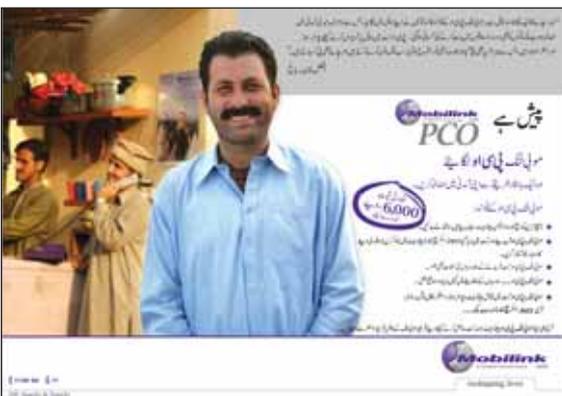
Around the world, Superbrands is recognized as the industry's independent authority on branding. Superbrands status is a powerful endorsement that provides evidence of a brand's exceptional standing for existing and potential customers, the media, suppliers, investors and employees. Superbrands is successfully operating in over 55 countries including US, Europe and Middle East.

Mobilink's winning brands brought a revolution in the advertising arena with exuberant campaigns like "Hum Bolein Mohabbat Ki Zaban", Mobilink Corporate Campaign - "Join us", "Mobilink PCO", "Jazz Budget", "Tribute to Madam Noor Jehan and Mehdi Hasan", "Mobilink indigo - Brings people closer" and many others. These communications were not only impactful but also conquered millions of hearts across Pakistan.

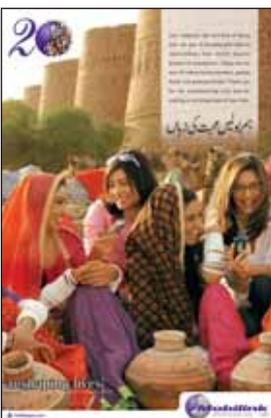


Today, Mobilink stands tall amongst the world's strongest brands and winning the Superbrands award is a responsibility more than an achievement for us. We shall continue to honour it by bringing as many people closer while reshaping millions of lives for a more prosperous Pakistan. We thank all our family members for making Mobilink indigo and Mobilink Jazz achieve the Superbrand status.

As an acknowledgment to its strong brand equity, Superbrands council has recognized Mobilink as the leading cellular brand of Pakistan.



This recent endorsement speaks for itself - about the exceptional standing of Mobilink's brands in the world of communications!



# Mobilink»s Vision

To be the leading Telecommunication Services Provider in Pakistan by offering innovative communication solutions to our customers while exceeding shareholder value & employee expectations.

# Values

## Commitment to Total Customer Satisfaction:

Customers are at the heart of our success, placing their trust and confidence in us. In return, we endeavor to anticipate customer needs and deliver service, quality, and value beyond expectations.

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## Passion for Business Excellence:

Mobilink strives for excellence in all that it does. We aspire to the highest standards and raise the bar for ourselves everyday. Our commitment to delivering world-class quality translates into unmatched service and value for our customers and our stakeholders.

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## Trust & Integrity:

At Mobilink, we take pride in practicing the highest ethical standards in an open and honest environment by honoring our commitments. We accept responsibility for our actions, and treat everyone fairly, with trust and respect.

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## Respect for People:

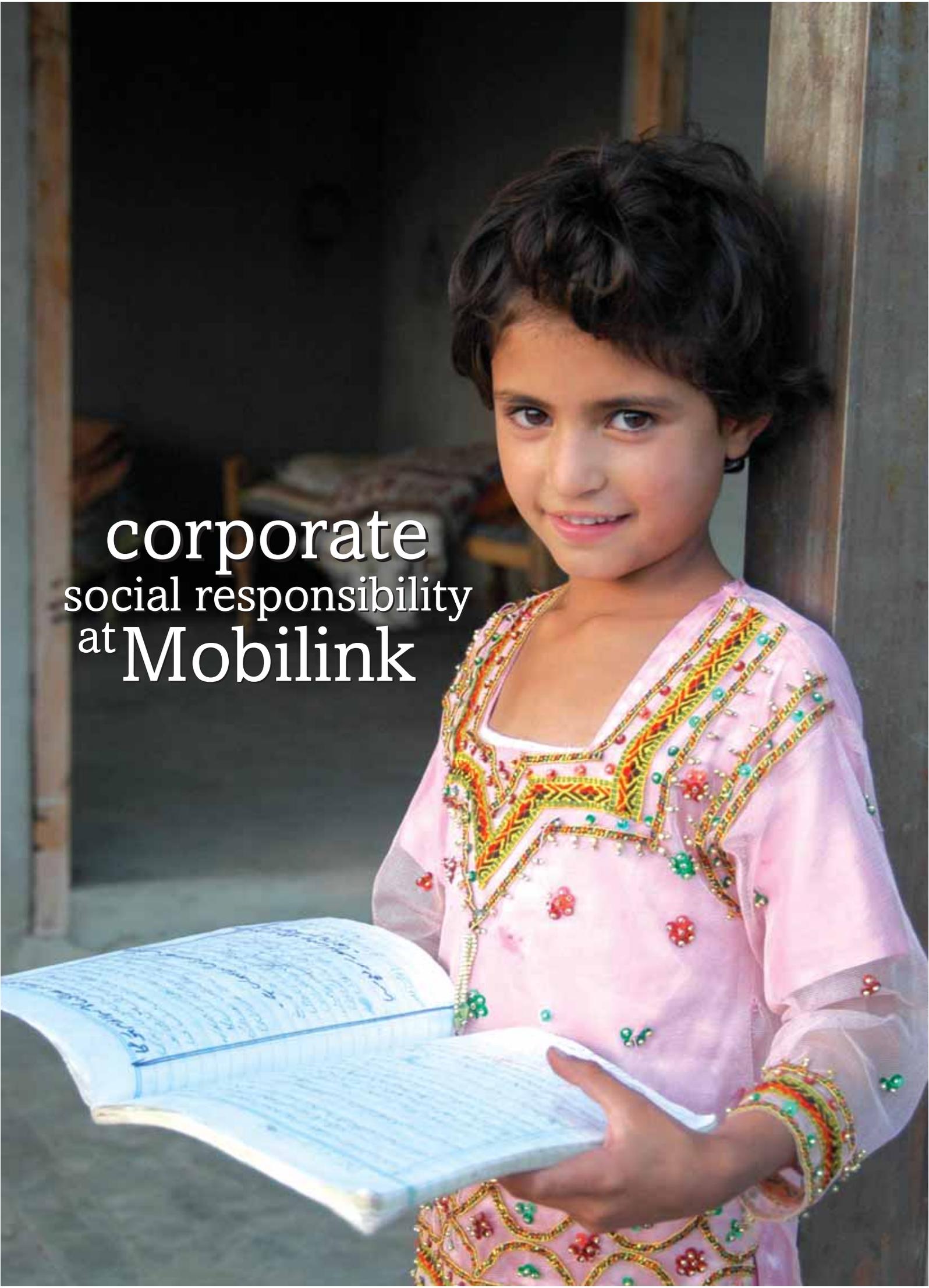
Our relationships drive our business. We respect and hold all our stakeholders in high esteem. We staunchly believe in teamwork, empowerment, and honor.

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## Responsible Corporate Citizen:

As the market leader, we recognize and fulfill our responsibility towards our country and the community we operate in. We contribute to worthy causes and are dedicated to the development and progress of society through our business and social activities.

corporate  
social responsibility  
at Mobilink



Mobilink believes in playing an active role in supporting the community and social development of Pakistan. Our Corporate Social Responsibility goes beyond philanthropy and donations whereby we take into full account the impact that Mobilink creates on all stakeholders and on the environment when making decisions. We follow ethical standards in our supplier selection, promoting environmentally sustainable practices and adherence to the law.

Mobilink also believes in sharing the benefits of Information and Communication Technology (ICT) by developing products, aimed at poverty alleviation such as the Mobilink PCO and the Kisan service, an agricultural IVR information service. Mobilink and its employees contribute significantly to local organizations and community projects and enrich the lives of Pakistanis through support in education, health, and the environment.

We recognize that an educated, healthy society is Pakistan's key to ensuring sustainable development.

### Our CSR Mission Statement:

- Support local communities in which customers, employees, investors and suppliers live.
- Support programs to increase accessibility and use of mobile technology in education, community health and employability.
- Protect the environment and promote sustainable practices in the business value chain.
- Promote diversity and remove barriers that prevent people from participating fully in society.
- Support personal development of employees and their involvement in local communities.
- Share benefits of developments in mobile communications technology as widely as possible.

# Key Milestones on our CSR Journey:

## October 2005:

Mobilink Earthquake Relief: Rs. 5 million was raised through SMS donations with the company also donating Rs. 5 million. Chairman Orascom Telecom, Naguib Sawiris further supported this cause with US\$ 1 million.

## June 2006:

Mobilink helped establish the Plasmapheresis ward in collaboration with the Pakistan Myasthenia Welfare Organisation (PMWO) at Pakistan Institute of Management Sciences (PIMS) hospital. This ward is completely funded by Mobilink.

## November 2006:

Mobilink donated Rs. 20 million to The Citizens Foundation (TCF) to set up two schools; a primary school in Nathoki, Lahore and a secondary school in Taiser Town, Karachi.

## December 2006:

CSR function introduced to the Marketing department within the organization.

## December 2007:

First CSR Report and launch of new CSR website.

## Ongoing:

Charity and community initiatives with The Citizens Foundation, Roshni Homes Trust, Zindagi Trust, Shaukat Khanum Memorial Trust, Layton Rahmatullah Benevolent Trust (LRBT), Lahore Businessmen Association for the Rehabilitation of Disabled (LABARD), Al-Shifa Eye Trust and others.



our.  
commitment  
to tomorrow

# Community

Mobilink believes in playing an active role in supporting the community and social development of Pakistan. Each year, Mobilink and its staff contribute significantly to charities and community projects to help bring about a better quality of life to the less privileged in the community and enrich the lives of Pakistanis through support in education, health, arts, sports and environment.

## Roshni Homes Trust

Roshni Homes Trust is a private organisation working towards housing and educating orphaned and abandoned children in the community. It gives children an opportunity to build lasting relationships within a family by provision of care and education. Thus, enabling them to become active members of the community through our belief in a long-term family approach to the care of orphaned and abandoned children.

Mobilink is a partner organization of Roshni Homes Trust supporting their cause by providing monetary assistance for a new youth housing block, as well as media support for a fund raising campaign. In further support of the organization, Mobilink donated the total amount collected from entry ticket sales of Mobilink Mobile Fairs held in 2006. It has also made a commitment to support the education of Roshni Homes Trust's top 12 performing students.



Roshni Homes Trust building in Gujranwala, constructed with the financial support of Mobilink, which has led to one of the wings being dedicated to Mobilink.



# Education

High quality education is the right of every Pakistani; but most of the time this right does not see the light of day. Education being one of the keys to socio-economic development, our cooperation with various educational institutes is well established. Mobilink believes that educating the next generation is a crucial investment into a better future, and we are continually increasing our efforts in this area.



## The Citizens Foundation Schools, Mobilink Campus I and II

In December 2006, on reaching the milestone of 20 million subscribers, Mobilink announced a financial commitment of Rs.20 million for the construction of schools in collaboration with The Citizens Foundation (TCF) in under-developed areas of Nathoki, Lahore and Taiser Town Karachi.

TCF is one of the largest non-profit organizations working in the field of education in Pakistan. It has at present expanded its network of purpose-built schools for deserving children to 311 units, educating almost 40,000 children all over the country. The 2,400 female teachers imparting education in these schools have been fully trained by TCF itself. TCF is also currently building schools for children in the earthquake-affected areas.

Mobilink campus I in Taiser Town is expected to be completed by January 2008 whereas Mobilink campus II in Nathoki, Lahore has been functional since August 2007.

## Mobilink Scholarships Programs

Mobilink currently supports three scholarships at two leading universities in Pakistan:

- 1 Bachelors scholarship each year at the Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (GIKI) alternately for Electronic / Electrical Engineering and Computer Science.
- 2 scholarships each per year; one for Masters and one for Bachelors in Computer Science at the Lahore University of Management Sciences (LUMS).



“It had always been my dream to complete

my graduation with highest distinction, and now, Mobilink has made my dream come true!”

## Mobilink Scholarship Ghulam Ishaq Khan Institute

I'd like to take this opportunity to thank Mobilink for awarding me the merit-based Mobilink scholarship. At present, my family is faced with financial constraints. This scholarship will help reduce the burden on them. It has also given me confidence and I will now focus all my energies on maintaining my GPA at GIKI, which right now is 3.6. I hope to do something extra-ordinary in the field of Electronics, get scholarship for post-graduation and fulfill my dream of doing research.

I realize that with getting this scholarship, great responsibility has landed on my shoulders. I will try my best to graduate with high distinction and hence prove myself a worthy recipient. I pray to Allah to be with me and help me in achieving my goals in life, getting good education and later a good job. I want to thank Mobilink again in helping me get closer to my goals.

Thank you Mobilink  
Faizan Ahmed Siddiqi

# Health

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Health is a shared responsibility, one that Mobilink has taken on through numerous donations in the health sector. Our concern rests with disadvantaged and marginalized groups; those living in remote areas with little access to medical help; and providing facilities not available to these people. Therefore, Mobilink is determined to play its part in improving access to health services in Pakistan.



## PIMS PMWO Plasmapheresis Support

In July 2006 Mobilink donated US\$ 38,000 to the Pakistan Myasthenic Welfare Organization (PMWO) to facilitate the development of a special Mini Ward at the Pakistan Institute of Medical Sciences (PIMS) Hospital, Islamabad for the treatment of patients suffering from Myasthenia Gravis and GBS.



In December 2006, a special awards ceremony was held to recognize the efforts and dedicated services of the staff of the hospital, including doctors, nurses, volunteers and donors. The Plasmapheresis project has achieved good clinical results on the treatment of patients with fatal diseases. It is based on this outcome that Mobilink has committed to providing funds for further treatment kits over the year. This is the only facility in Pakistan, besides one at Agha Khan University Hospital, Karachi, treating this rare blood disorder.

“ The partnership between Mobilink and Pakistan Myasthenic Welfare Organization (PMWO) for provision of Plasmapheresis services in Pakistan is unique in the history of Pakistan.



Never before has a large corporate collaborated so openly and effectively with an NGO and a government institute (PIMS) to help the poor, needy and sick within the country. The generosity and keenness of Mobilink to nurture this relation is particularly appreciable.

Lives of hundreds of patients of Myasthenia Gravis and GBS are saved and this process is ongoing. One can only say - Thank You Mobilink.”

**Professor Muhammad Tariq FRCP, FRCPE**  
Head of the Department of Neurology, PIMS  
Chairman PMWO

## Mobilink UNICEF Polio Campaign

Pakistan is among the last four remaining polio affected countries of the world. For a world free of polio, advocates at the global level are bringing immunization to the spotlight, believing that Pakistan will be the next country in the world to achieve polio-free status.

Willing to play its part in achieving this goal, Mobilink supports UNICEF in National Polio Campaign by creating awareness for polio drives through poster campaigns at all its CS centres and franchise outlets. Mobilink also disseminates relevant information to its large employee base to ensure the message reaches a vast audience.



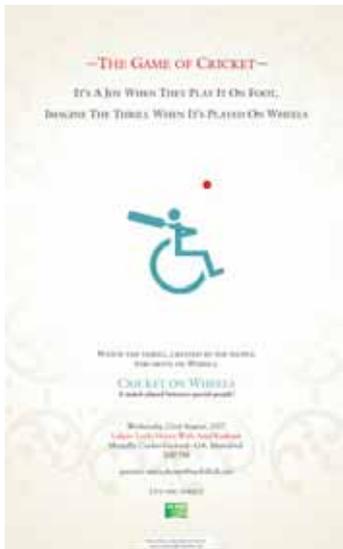
## WFP Nutrition and Hunger SMS Donation Campaign

On 29 March, 2007 Mobilink signed an agreement with the United Nations' World Food Program, the world's largest humanitarian organization, to enable customers to make donations of Rs. 10 through SMS messages sent to Mobilink. These donations were later used to fill funding gaps in the programs operated by the World Food Program in Pakistan.

# HR Initiatives for a Healthy Community



A souvenir for the blood donors



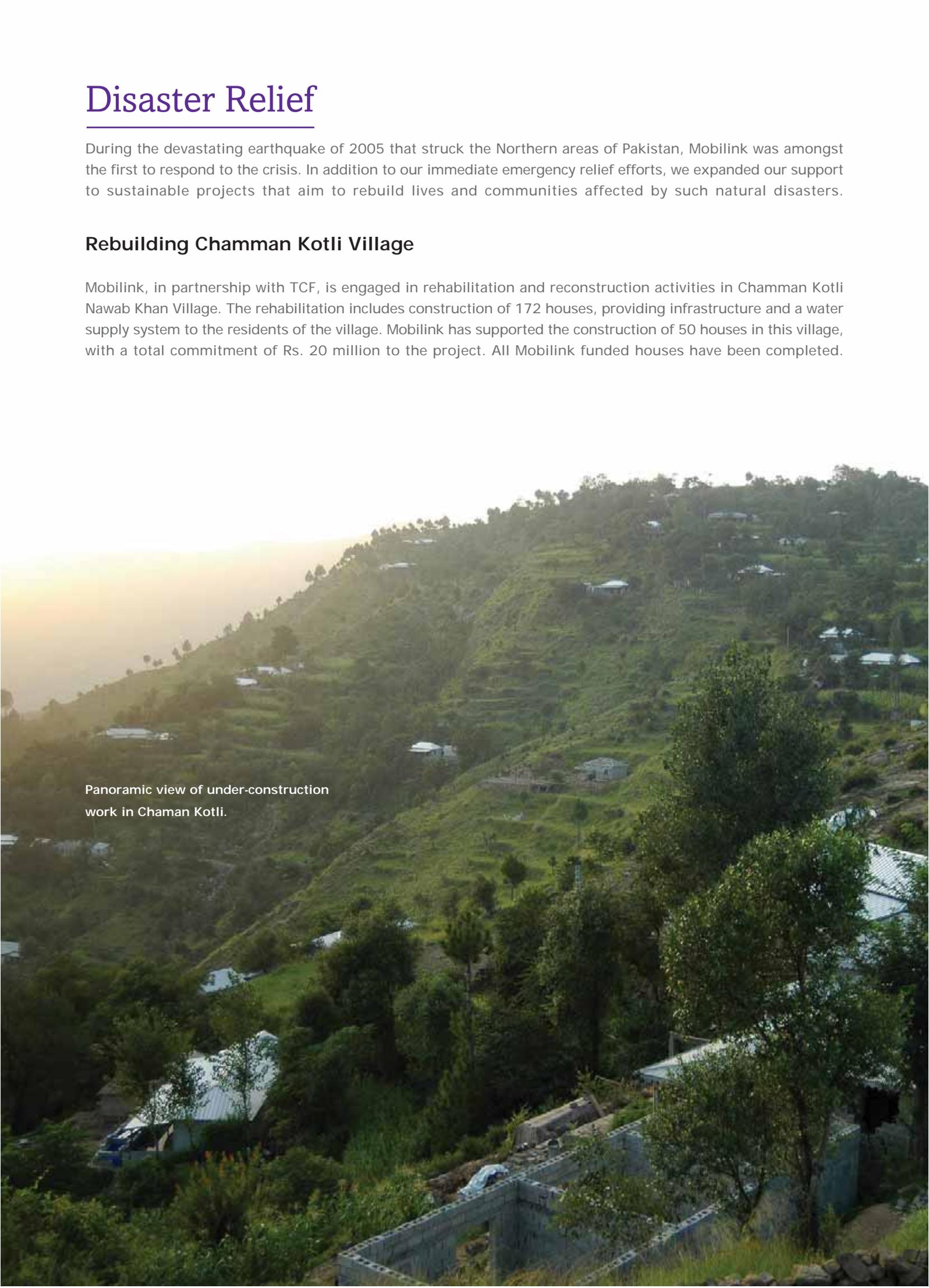
# Disaster Relief

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During the devastating earthquake of 2005 that struck the Northern areas of Pakistan, Mobilink was amongst the first to respond to the crisis. In addition to our immediate emergency relief efforts, we expanded our support to sustainable projects that aim to rebuild lives and communities affected by such natural disasters.

## Rebuilding Chamman Kotli Village

Mobilink, in partnership with TCF, is engaged in rehabilitation and reconstruction activities in Chamman Kotli Nawab Khan Village. The rehabilitation includes construction of 172 houses, providing infrastructure and a water supply system to the residents of the village. Mobilink has supported the construction of 50 houses in this village, with a total commitment of Rs. 20 million to the project. All Mobilink funded houses have been completed.



Panoramic view of under-construction work in Chaman Kotli.



Chamman Kotli Nawab Khan is located 20 km from the main Muzaffarabad city. Because of the October 8 earthquake, the infrastructure of Chamman Kotli Nawab Khan was severely damaged. Over 250 housing units, mosques and primary schools were completely destroyed.

The new house design for reconstruction has been completed, evaluated and approved by NesPak and the Earthquake Rehabilitation and Reconstruction Authority under the Government of Pakistan.

## Flood Relief

Following the devastation caused by the earthquake, which hit the Northern Areas of Pakistan in 2005, Mobilink recognized the importance of putting together a disaster relief team. Mobilink was able to effectively and efficiently offer aid and support to the affectees of floods in Pakistan in the summer of 2007. Victims received aid amounting to Rs. 1.5 million. This included food items, medicines, tents, clothes and most importantly clean water.



Mobilink giving out food for the flood-affected in Gwadar and Kech districts of Baluchistan.

Wasim Akram, legendary cricketer and Mobilink Brand Ambassador, giving tips to potential cricket stars of tomorrow.



# Sports

As a nation, Pakistanis are very passionate about their sports. Mobilink, with its finger on the pulse of the nation, actively supports sporting events and sports programs at the grassroots level as part of their engagement in the community.

## Mobilink Hunt for Heroes

Mobilink Hunt for Heroes is Pakistan's first nationwide cricket talent hunt program, launched in collaboration with Pakistan Cricket Board (PCB) and TV channel Geo Super. The hunt reaches out to people across Pakistan targeting young cricketers (aged less than 16 years), and is designed to discover talent from the remotest areas of the country. This is the first time that PCB will be opening the doors of the prestigious National Cricket Academy (NCA) to remote communities.

Mobilink Hunt for Heroes is a two-phase program that will include 52 districts of Pakistan:

### Phase I

The Mobilink Hunt for Heroes teams started its countrywide tour from September 2007, covering all four provinces. Trials, coaching and then 3 ODIs take place in each district over the span of 10 days. Phase I will continue till February 2008 at the end of which 36 talented individuals will be short listed.

### Phase II

Selected individuals will travel to the National Cricket Academy (PCB, Lahore) where they will be given training and tips by cricket legends and PCB coaches over a period of two months. To make it to the top 11, the individuals will have to pass innovatively designed fitness tests, physical and mental tests, and pressure-intensive situations.

At the end of phase II, selected Heroes will be given a chance to represent Pakistan's Under 16 team, leading to the Under 19 cricket team and later perhaps to the national cricket team.

Moreover, selected Heroes will also be given educational assistance. Short listed players will eventually become the face of the nation, representing Pakistan in various national and international arenas.





## Renovation of Cricket Grounds

Recognizing that cricket is a game of mass appeal, Mobilink has undertaken the uplift of several strategically located cricket grounds from all over Pakistan. Equipment sheds, drink trolleys, sightscreens and covered seating have been provided for this purpose.

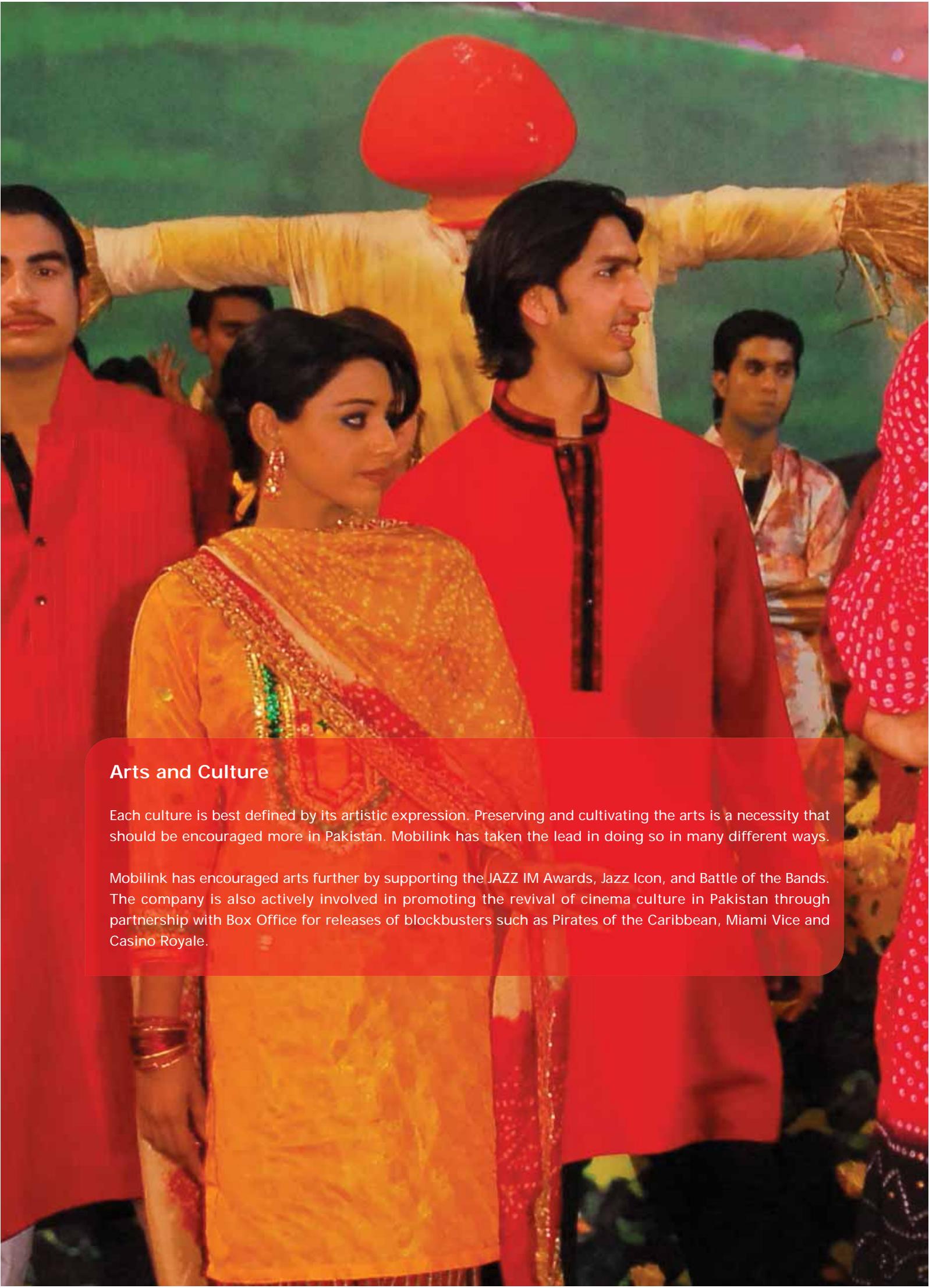
## Support for Disabled Sportsmen

Mobilink believes in the inclusion of all members of society in sports, including disabled athletes. It is for this reason that it has supported the 'All Pakistan Special Sports Festival for Disabled Persons' with the main aim to inculcate determination and willpower among the athletes. The event was held in 2007 in Faisalabad with Mobilink providing monetary assistance, management and organization services. Over 100 athletes (including those who are physically impaired, mentally impaired, visually impaired and hearing impaired) participated in the festival from all over Pakistan.

Mobilink has supported other events for disabled sportsmen such as 'Cricket on Wheels' (a friendly cricket match between two teams, from Azad Jammu & Kashmir and Lahore) as well as providing financial support for the Pakistan Deaf Sports Association.

“All Pakistan Special Sports Festival for Disabled Persons attracted over 100 athletes including the physically impaired, mentally impaired, visually impaired and hearing impaired from all over Pakistan.”

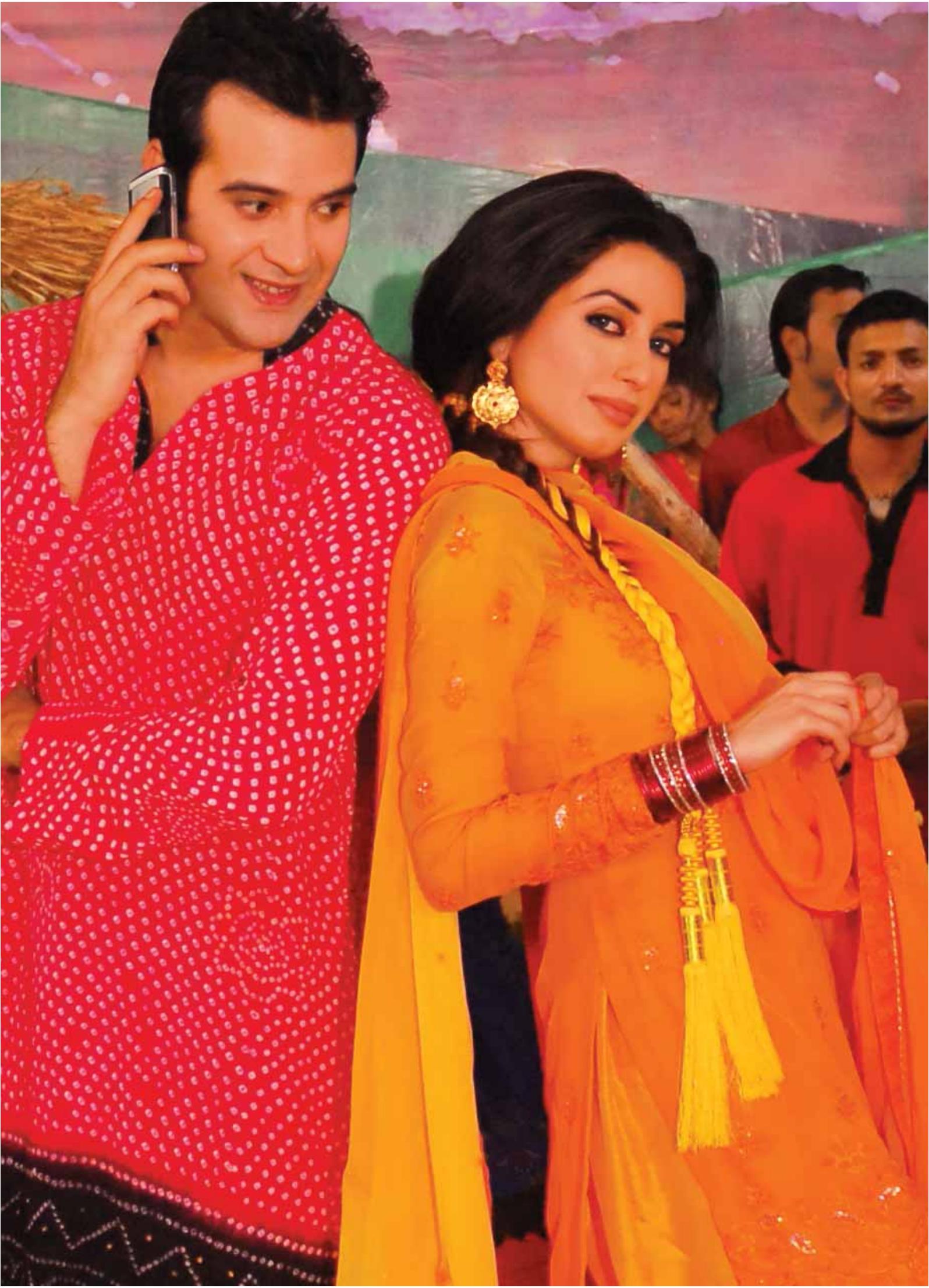


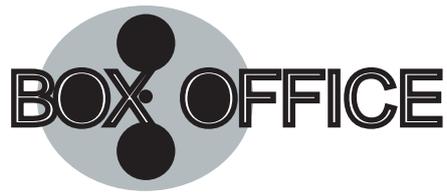


## Arts and Culture

Each culture is best defined by its artistic expression. Preserving and cultivating the arts is a necessity that should be encouraged more in Pakistan. Mobilink has taken the lead in doing so in many different ways.

Mobilink has encouraged arts further by supporting the JAZZ IM Awards, Jazz Icon, and Battle of the Bands. The company is also actively involved in promoting the revival of cinema culture in Pakistan through partnership with Box Office for releases of blockbusters such as Pirates of the Caribbean, Miami Vice and Casino Royale.





### **International Kara Film Festival**

Mobilink's alliance with the international Kara Film Festival demonstrates its commitment to the promotion of art and theatre. The festival creates a space for alternative and independent cinematographers, both experienced and new film-makers, to exhibit their creative endeavors in Pakistan. Mobilink not only supports the organizers but also assists in portraying a positive image of Pakistan to the world.

### **JAZZ Icon**

JAZZ has undertaken numerous initiatives to maintain its leadership position and connect with its target market, playing an instrumental role in promoting local music, culture and talent in Pakistan. For this purpose, JAZZ Icon was launched as an innovative way, providing opportunities for the young talent of Pakistan to prove themselves in front of an audience of millions.

Approximately 600 auditions were conducted across Karachi, Lahore and Islamabad, out of which 27 top contestants competed in the challenge. Judges for the competition included an elite panel with Ali Azmat, Mekaal Hassan and Fareeha Parvez each commenting on the contestants' performances.

# Khuda Kay Liye

*(In the Name of God)*

A Pakistani Urdu-language movie directed by Shoaib Mansoor. The film is a joint venture of Pakistan, India, and the United States. Iman Ali makes her cinematic debut with this film, and plays the character of a Pakistani Britisher. Shaan's wife is played by Austin Sayre whilst the young music prodigy Ahmed Jahanzeb along with Shuja Haider (composer of anti-terrorism song Yeh Hum Naheen) produced the soundtrack of the film. Khuda Kay Liye is a national and international success and has been awarded *The Silver Pyramid*, presented to Mr. Shoaib Mansoor for best director, at the Cairo Film Festival.

# KHUDA KAY LIYE

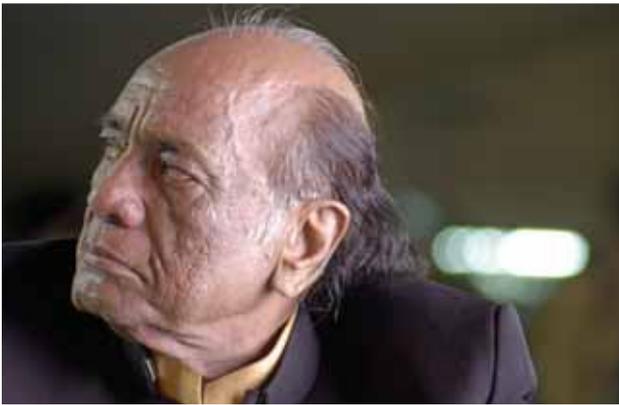
*Khuda Kay Liye*, Shoaib Mansoor's critically acclaimed debut feature was the first film under Mobilink's Revival of Cinema initiative.

# Tributes to the Legends

## Fareeda Khanum

### **Hum Bolain Azaadi Ki Zuban**

In acknowledgement to her singing talent, Fareeda Khanum has been bestowed with the title Malika-e-Ghazal (Queen of Ghazal). On 14th August 2007, Mobilink paid tribute to a music legend of Pakistan – Fareeda Khanum. The song Hum Bolain Azaadi Ki Zuban featured the immense vocal talents of Fareeda Khanum along with Najam Sheraz, their first-ever on-screen duet.



## Mehdi Hassan

### **Yeh Watan Tumhara Hai**

Mobilink paid tribute to another music legend of Pakistan - the King of Ghazal - Mehdi Hassan. The exclusive re-energized video of the memorable Mehdi Hassan song Yeh Watan Tumhara Hai, captures the true essence of unity and sovereignty.



## Noor Jehan

### **Aey Watan Kay Sajeelay Jawaano**

In memory of Malika-e-Tarannum (Queen of Melody) Noor Jehan, Mobilink has also paid homage to the versatile and melodious singer of Pakistan.





Mobilink employees leading the way in helping the community by teaching underprivileged children.



## Our Employees» Commitment to the Community

Mobilink believes in supporting the community not only through sponsorships but also through employee involvement. Mobilink encourages its employees to engage themselves in community welfare activities and to support relevant causes in order to give back to the communities that have helped us become who we are.

The community welfare activities undertaken at Mobilink have succeeded in creating awareness and sensitizing the employees to social issues. Voluntary donations are collected regularly through the “Imagine Humanity Fund Raising Campaign” nationwide and redirected towards sustainable projects for deserving people and organizations.

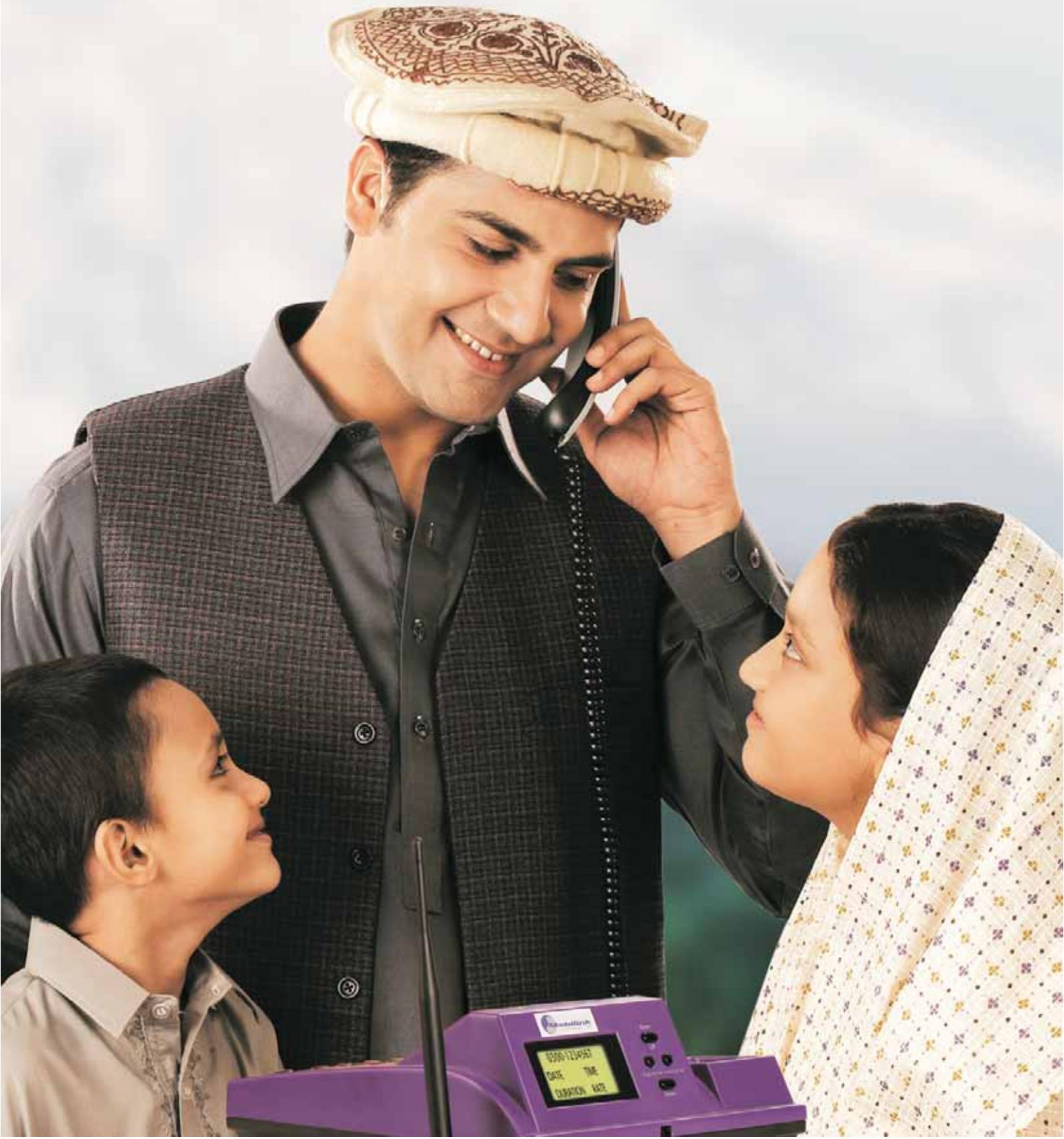
These activities include setting up of a free general medical camp at Bhara Kahu, Islamabad, a seminar on volunteerism, workshops and visits to NGOs, picnics at old age homes as well as collection and sale of waste paper at all Mobilink offices. Proceeds are then utilized for further community welfare activities.

A Career Mentoring Program (CMP) has also been introduced which aims to develop students’ soft skills. It is the responsibility of the mentor to groom the student on skills necessary for his/her professional development. This initiative has been launched in collaboration with HOAP.

### Corporate Community Welfare Work 2006 to 2007, ‘All for Humanity!’

- 300 Devoted Volunteers and growing
- 250 Dedicated Volunteering Hours nationwide each month
- Monthly Donation through voluntary salary deductions and sale of waste paper
- Activities designed to empower volunteers: Volunteer Trainings / Seminars, Volunteer Team Leads/ Project Leads, Lunch with the President & “Volunteer of the Month” Certification

# Socially Inclusive Products and Services



Mobilink's approach to CSR goes beyond charity – we strive to ensure sustainability and the use of products that lie at the core of our business, using our expertise towards the development of Pakistan.

## Mobilink PCO

The only way to combat poverty is to transform the less fortunate into productive members of society. Mobilink has taken a step towards alleviating poverty with the Mobilink PCO self-employment solution. This product enables people from all walks of life to earn a secured livelihood.

Aimed at bringing prosperity for the rural people throughout Pakistan, the Mobilink PCO is a shop in a box solution. The kit comes with a wireless payphone and shop branding items. Customers can instantly start their business activity after acquiring this PCO package.

In March 2007, Mobilink signed an agreement with National Bank of Pakistan (NBP) to finance the Mobilink PCO under the President's Rozgar Scheme. The NBP Karobar scheme is designed to finance the setting-up of the Mobilink PCO that will offer profitable business to the entrepreneurs instantly. The project is expected to be a critical tool for self-employment based on Mobilink's unmatched coverage and NBP's wide financial network across Pakistan.

- More than 2.5 million households connected
- Breakeven within 4 weeks only
- Average profit of US\$ 45
- Over 50, 000 businesses set-up
- Average revenue of US\$ 60

**Salma Bibi**, age 38,

Widow and mother of two children working as a housemaid, says

"I was earning a monthly wage and supporting my two school-going children in a meagre amount of Rs. 300/month. After starting my own PCO business, I am now making an additional income of Rs. 800/month, which makes it easy for me to run my house and indulge in a few luxuries of life."

**Tabbasum Bibi**, age 46,

Married with six daughters and three sons, from Chakalla, says

"With my Mobilink PCO I am able to provide a better life for my large family. I plan to build another story above my house for rental purposes. Life was quite hard before. Now the additional income from my PCO business is God's blessing and I can think of saving and doing something I always dreamt of doing."

**Fayyaz Begum**, age 45.

Married with three sons and two daughters, says

"I work as a hospital maid, and now with my PCO business I plan to open a parlor for my daughters with my Mobilink PCO earnings."



**Tariq Perwaiz, age 58**

Wah, says

“My family consists of six family members, and now I am making enough money to get two of my daughters married in the next few months.”

These testimonials are proof of the substantial growth and personal well being the product is providing for the masses, changing lives and bringing prosperity on solid footings.

## Lady Health Worker Shared Access to Voice Project



**Development  
Fund**

Pakistan's high poverty level, low literacy and lack of proper sanitation and availability of clean water still continues to be the key factor to the poor health condition of people. In 1994, the Program for Family Planning and Primary Health Care was launched through the Ministry of Health with the aim of providing primary healthcare at the community level.

In order to address the problem of communication between Lady Health Workers and their supervisors, Mobilink has initiated a pilot project in collaboration with the Ministry of Health, United Nations Population Fund (UNFPA), and the GSMA Development Fund to test two possible communication solutions for the timely referral of patients. These are a low cost mobile phones bundled with a Jazz SIM and the Mobilink PCO which will also provide a secondary income generation opportunity for the Lady Health Worker. The pilot will run in Chakwal and Muzaffargarh districts in rural Punjab.

Mobilink believes investment in the health conditions of local communities will be a contributing factor in poverty reduction in Pakistan. It is with this aim that this pilot project has been initiated.



## Mobilink Kisan Helpline

To help small farmers realize a good yield and to put an end to their exploitation at the hands of the middlemen, Mobilink launched a Kisan Helpline on 20th March 2007. Through this IVR based service customers can access:

- Price of the Day: Information on the going prices of various agricultural products in the major markets across Pakistan
- Advice on Harvest: Suggestions pertaining to crop care and use of pesticides for various crops.
- Weather Forecast: Latest weather information for coming 5 days.

## SMS Donation Campaigns

As a telecommunication service provider, Mobilink has an advantage in connecting millions of individuals with their family and friends through voice conversations as well as SMS messages. Through its SMS donation campaigns, it also facilitates donations of funds through SMS messages to a number of reputable organizations.

Customers only need to send an SMS with a selected key word to a four-digit code in order to donate Rs. 10. Among the organizations that Mobilink supports with this service are Shaukat Khanum Memorial Trust, Layton Rahmatullah Benevolent Trust (LRBT), Marie Adelaide Leprosy Centre (MALC) and The Citizens Foundation (TCF). In the month of Ramadan 2007, Mobilink offered further support by promoting the SMS donation service in print media and placement of billboards in numerous cities across Pakistan.

## Indigo Rewards Point Donations

Customers are able to earn reward points with every swipe of their Indigo Rewards Card at each Mobilink partner retail outlet. Customers can make financial contributions by simply calling up the Helpline and confirming which organization the points should be donated to. Mobilink currently allows its customers to donate Indigo Reward Points to Shaukat Khanum Memorial Trust and the Plasmaheresis Ward at PIMS hospital.

upholding & promoting  
responsible  
business practices



# Our Commitment to Employees

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At Mobilink we believe that our employees are our greatest strength. We believe in the development of our employees into well-rounded professionals equipped with entrepreneurial skills who are adaptable, proactive, articulate, efficient, and responsible. A number of initiatives have been put in place to achieve these goals.

Mobilink strives to build a work environment that is interactive and mutually supportive to encourage employee growth. In doing so, employees are encouraged to think independently and creatively, thereby aiding their personal development. It is for this reason that various measures recognize the contributions our employees make towards adding value to the company.

We are always striving harder to make Mobilink a great place to work.



“I have been very lucky to have been associated with Mobilink for over ten years.”

“My job is my pride, I feel I have achieved a bundle through my job. The respect and courage I get every day from my fellow colleagues is my source of strength. I have been very lucky to have been associated with Mobilink for over ten years. No doubt it’s a great company to work for.”

**Azmat Amin Nizami,**  
Vision Impaired Employee,  
Customer Services Department.

## Our Culture of Openness

The Human Resource department facilitates communication within the organization and creates an open and tolerant culture. This includes Town Hall meetings with the CEO, allowing employees the opportunity to voice their opinion directly to the CEO and management teams. Other programmes include the Relationship Management Initiative – ‘One day in the life of...’ which acknowledges the efforts of professionals working in various areas within the organization, adding to the culture of tolerance and appreciation. The employee profile, ‘Our People’, was also introduced for this purpose and is a personal snapshot of randomly selected employees. The profiles include personal ambitions and professional goals. Mobilink is an equal opportunity organisation that provides prospects for women and people of all faiths to join the work force and excel in their field of expertise.

## Code of Conduct

Our employees, while dealing with customers, suppliers and the government communicate the company’s image. To ensure clear understanding on expected behaviour and uniformity of the message conveyed through time and space, a comprehensive code of conduct is spelt out. It provides firm and uncompromising standards for all employees to abide by. The code of conduct is an integral building block for the organizational culture and business philosophy that the company stands for.

## Our Commitment to Corporate Ethics

Mobilink believes the keystone to its business success is integrity and respect in its dealings with customers, suppliers and governments. The highest order of ethical conduct is the very foundation of Mobilink. These qualities have been instilled and transmitted throughout the organization to all employees.

The Corporate Ethics code re-emphasizes and provides further guidance regarding policies, which are an integral part of Mobilink’s business philosophy. Adherence to the code continues to be the subject of management attention, with periodic audits carried out by the Internal Audit Department and reviewed by the Business Ethics Compliance Committee.

## Employee Safety

At work, our employees are our responsibility. All due measures are taken to prevent accidents while on the job. Every three months, employees attend an in-house workshop on safety. Potential risks of seemingly harmless actions are also brought to light. Periodic fire and earthquake drills are conducted to ensure employees know how to use fire extinguishers and fire exits. First aid boxes are also available with each department and volunteers are trained on their use.



## Family Friendly and Healthy Environment

Mobilink provides a platform for its employees and their families to interact outside the office arranging activities where families can interact with each other on a more personal level. To promote health and fitness of employees and their families, some of the activities the Human Resource department arranges are paintball tournaments, cricket challenges, mini football tournaments, contact centre cricket galas, birthday celebrations, photography competition, hikes and anglers' club expeditions.

## Employee Growth Programs

Mobilink offers all its employees the opportunity to take part in the Education Assistance Program, which encourages individuals to actively participate in financially assisted academic programs. Courses from accredited colleges via traditional classroom, video-based, distance learning, web-based, e-learning instruction and certain correspondence courses are covered under the assistance program. International trainings are also offered to employees on an ongoing basis. Some of the popularly sought-after local workshops are Effective Billing in Telecoms, Leadership Grid Seminar, Stress Management, Coaching and Counseling, Empowerment and Delegation, Grooming for Success, Project Management, The Inner Space and Leading with Emotional Intelligence.



Mobilink invited senior Faculty members from the Harvard Business School (HBS) to deliver training workshops on Managing Fast Growth Companies through strong leadership and high performance management teams.



## Our Commitment to the Environment

### Reuse and Recycling of Billboard Skins

Mobilink is the first and so far the only corporate organization in Pakistan to implement a recycling program, which uses outdated billboard skins to manufacture school bags for underprivileged children in the rural areas of Pakistan. This program is aimed at reducing the burden of non- biodegradable materials from the environment.

In the first phase of this program, school bags have been donated to the students of 'I am paid to learn' schools of Zindagi Trust, an NGO providing schooling to underprivileged working children. Zindagi Trust runs 56 schools nationwide with approx. 3500 students. Each student is paid an allowance of Rs. 120 weekly for attending school with a deduction of Rs. 20 for each day missed. As a result, Zindagi Trust has been very effective in curbing dropouts and absenteeism.

Mobilink is encouraging other organisation to join hands with it on this recycling drive.

## Recycling Office Paper

Mobilink recycles office waste paper on a regular basis including scrap paper, cartons, wires and wooden boxes. Substantial amount of paper is sold each month to be recycled. Proceeds collected are used to fund community welfare activities.



# Uplifting and Beautification of Public Areas

At Mobilink, we care for the community we live in. In our effort to be a responsible corporate citizen, we aim to support initiatives to improve the public infrastructure where possible.



## Construction and Maintenance of Flower Markets

Mobilink has undertaken the uplift of flower markets in Islamabad, Lahore, and Karachi in order to establish a well-kept, efficient market for the purchase of flowers.

Mobilink is also developing a landscaped park on the premises of the Lahore flower market for the beautification of an otherwise run-down area, treating trees with the required medicines to protect and enhance the natural environment. Additionally, no trees have been cut down to make way for the development.



Mobilink's Flower Market in Islamabad.

## Contribution to Public Well-being and Traffic Safety

Mobilink has built bus shelters for the benefit of commuters. At various locations, water dispensers with clean drinking water are provided nationwide. Traffic canopies have also been installed enabling city traffic police in Sukkur. Mobilink has also collaborated with the National Highway Authority for the 'Your Safety is our Priority' initiative by installing 130 helpline service boards along the highway from Karachi to Sadiqabad.



Mobilink CS Centre Jehlum equipped with wheelchair access.

## Craftsman's Village

Mobilink has taken over the building of a Craftsman Village in Islamabad. To facilitate craftsmen from remote parts of Pakistan and allow them to work and sell products to visiting tourists and local people. This craftsman's village will allow regional artists to display and produce arts and crafts of their distinct ethnic cultures.

By salvaging the dying arts and crafts of different regions Mobilink is providing an opportunity for local people to display their diverse skills and talents in one location.

Along with building shops for the artisans, a teashop is also being constructed for the local people and craftsmen to sit together and enjoy teatime.

## Organizations

# We Support

- Agha Khan Hospital Foundation
- Al Shifa Trust
- Attock Sahara Foundation
- CARE Foundation
- Classical Music Heritage Trust
- Family Education Services Foundation
- Floral Arts Society of Pakistan
- Friends for Life
- Lahore Businessmen Association for Rehabilitation of Disabled (LABARD)
- Layton Rahmatullah Benevolent Trust (LRBT)
- Marie Adelaide Leprosy Centre (MALC)
- Marketing Association of Pakistan
- Metropolitan Rotary Club
- National Grammar Society
- Old Associates of Kinnaird Society
- Old Grammarian's Society
- Old Ravians Association
- Pakistan Deaf Sports Council
- Pani Pakistan
- Pirbhat Women's Development Society
- Roshni Homes Trust
- Sahara for Life Trust
- Sargodhian Spirit Trust
- Shaukat Khanum Memorial Trust
- SOS Children's Village
- Tameer-e-Millat Foundation
- The Citizens Foundation
- Umeed-e-Noor
- UNICEF
- Volunteer Women's Organization
- World Food Program
- Zindagi Trust
- Zindagi Welfare Society



# the way forward

The process involved in producing this social responsibility report has been much more than simple compilation of information; it has been a process of self-assessment for Mobilink paving the way for charting the future roadmap with respect to our CSR agenda.

Over the last few years Mobilink's social responsibility activities have focused mainly on donations and sponsorships. As the largest private sector organization in the country, we take the responsibility of leading the way towards socially responsible business practices very seriously.

Guided by the vision of reshaping lives and our enduring commitment to supporting the development of Pakistan, we have established the Mobilink Foundation. By setting up an organization our main objective is dedicated towards performing social services, focusing mainly on education and health, we express our long-term commitment to the people of Pakistan. Our pledge is to give back to the country and community that has helped us achieve our current status.



# The Mobilink Foundation

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Our vision is free access to education for children and healthcare for all Pakistanis. We seek to promote a country in which all children go to school and people have access to healthcare, irrespective of their financial strength and background. We aim to bring about sustainable improvements to the living standards of the underprivileged by working with local communities and relevant organizations within Pakistan.

The Mobilink Foundation supports projects focusing on two main areas: Education and Health. Whenever possible, we leverage on our telecommunications infrastructure and expertise to further these causes and give back to the community Mobilink operates in.

We support initiatives aimed at:

- Improving primary education in Pakistan
- Reducing illiteracy
- Vocational training
- Supporting underprivileged talents in attaining scholarships
- Improving health access in Pakistan
- Research within education and health for social development

For more information please visit [www.mobilinkfoundation.org](http://www.mobilinkfoundation.org)

## Our Commitments for 2007-2008

- Ethical guidelines in our supply chain
- Socially inclusive products for the hearing and vision impaired
- Inclusive employment policy for marginalized groups
- Wheelchair access at our offices
- Awareness campaign on road safety, emphasizing the use of safety helmets and seatbelts
- Handset recycling initiative
- Adherence to Global Reporting Initiative (GRI) reporting standards



join us



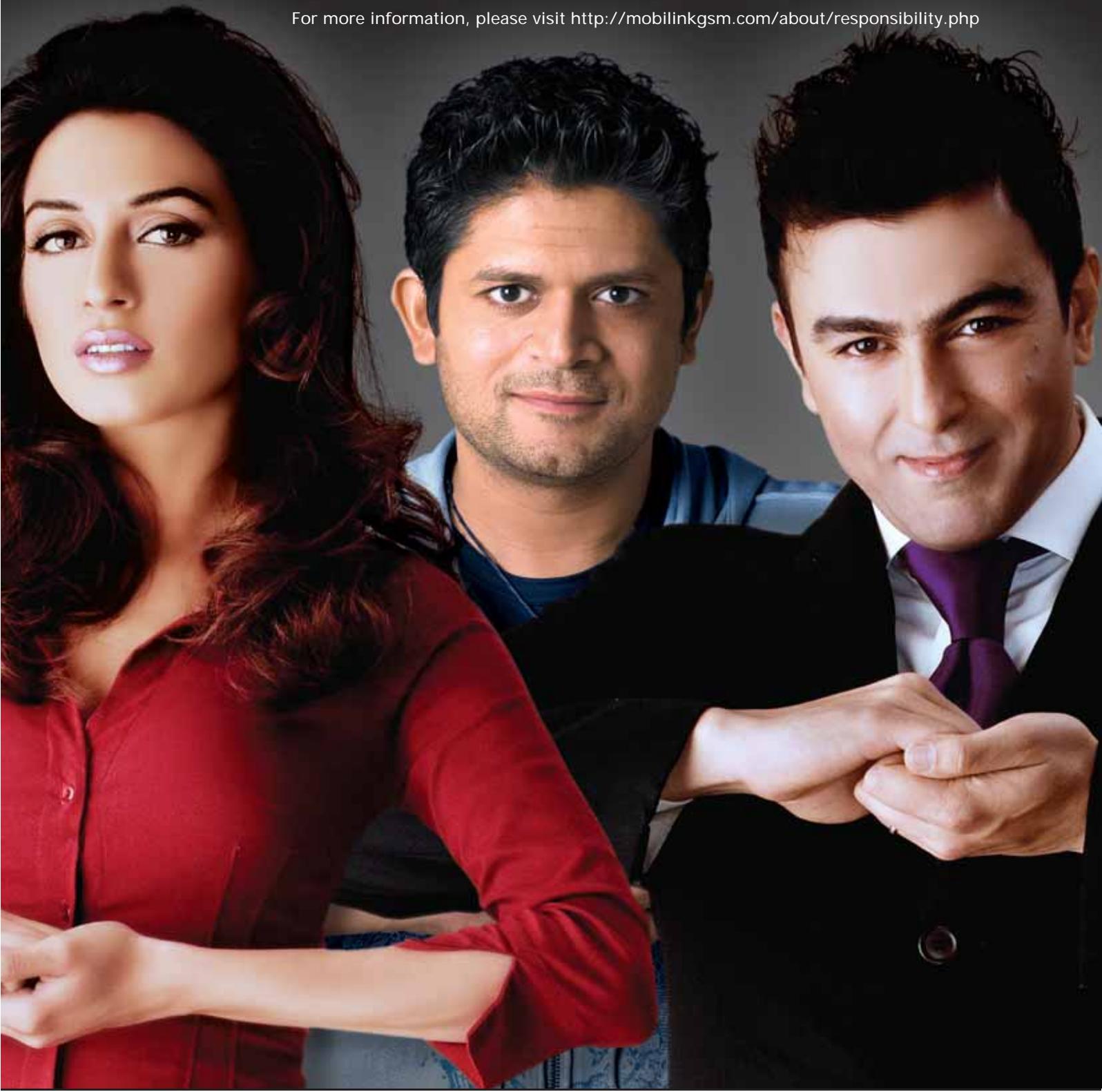
## Organizations

- Donate your used billboard skins
- Encourage your organization to support initiatives for better education, healthcare and sustainable business practices in your local community.
- Give us your feedback

## Individuals

- Make donations through SMS
- Donate your Indigo Rewards Points
- Give us your feedback

For more information, please visit <http://mobilinkgsm.com/about/responsibility.php>





## Help Us Improve

Our efforts are rewarded whenever our activities make sense to you. Therefore it would be of great help to us to receive your opinions and suggestions regarding our first Corporate Social Responsibility report and how we have communicated it to you.

Please detach and mail this form to the Corporate Social Responsibility Team at Mobilink:

Pakistan Mobile Communications Limited  
Corporate Social Responsibility Team  
Marketing Department  
42 Kulsum Plaza  
Blue Area  
Jinnah Avenue  
Islamabad  
Pakistan  
e-mail: [csr@mobilink.net](mailto:csr@mobilink.net)  
Tel: +92 (51) 2273984-9  
[www.mobilinkgsm.com](http://www.mobilinkgsm.com)

1. Your overall comments on this report

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2. What further information would you like to see published in further reports?

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3. Would you like to receive a copy of our next report?

Yes (Please provide your contact details below)  No

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Contact details (optional)

Name:

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Organization:

---

Address:

---

Country:

Telephone:

---

E-mail:

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