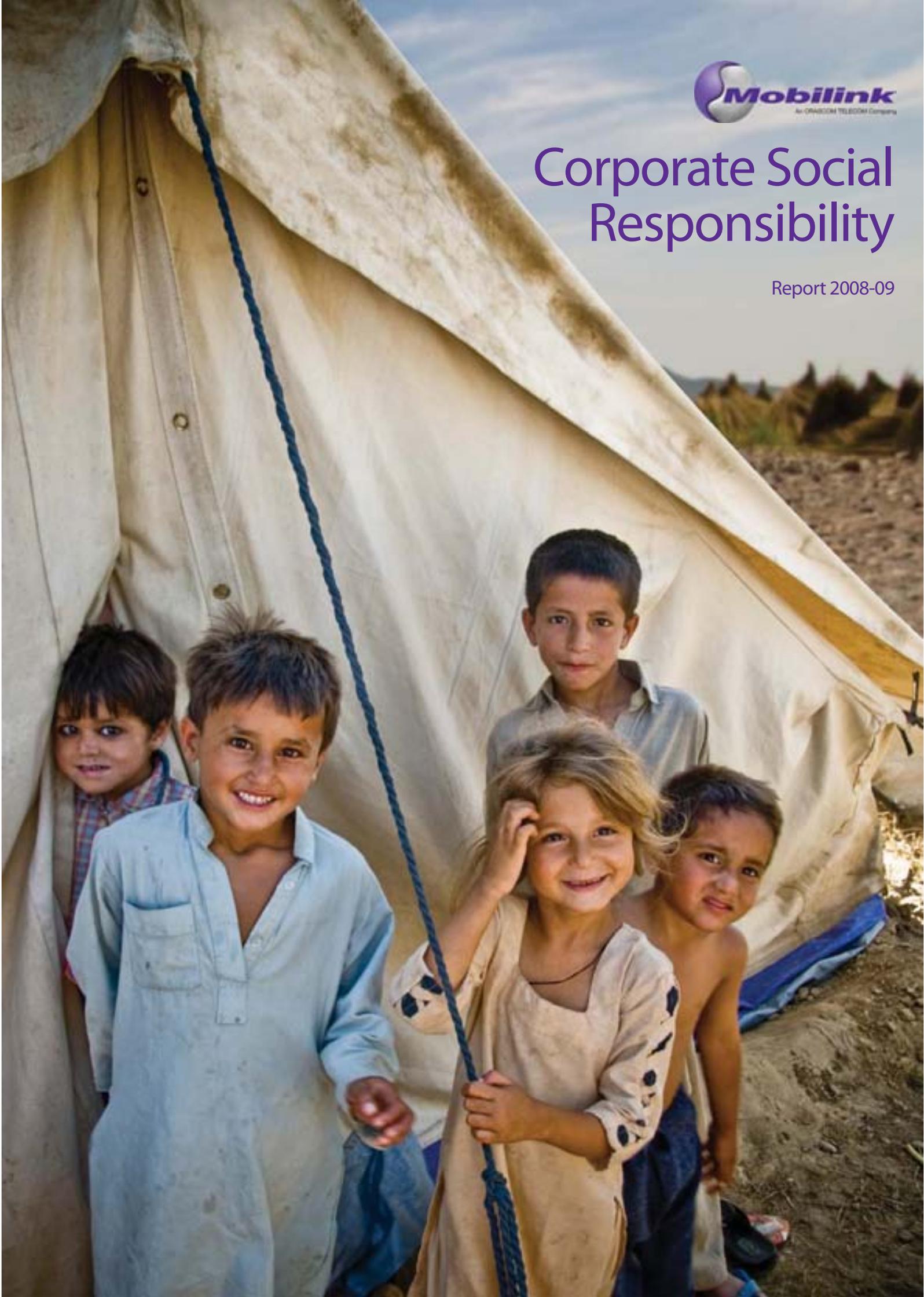




# Corporate Social Responsibility

Report 2008-09





**Mob**  
by CHOLEZ  
resha



# Corporate Social Responsibility

Report 2008-09

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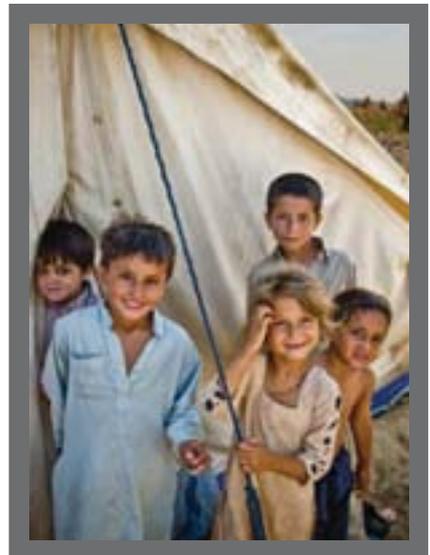
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## About this report

This is Mobilink's second Corporate Social Responsibility (CSR) Report which covers the period 2008-2009. We have taken a different approach in this report and included details about how Mobilink ensures ethical and sustainable business practices as well as CSR through social investment.

More information and updates on our current initiatives can be found on Mobilink's CSR website:

[www.mobilinkgsm.com/csr](http://www.mobilinkgsm.com/csr)

For any feedback or queries regarding this report, please email us at [csr@mobilink.net](mailto:csr@mobilink.net)

## Message from the Chairman



Corporate social responsibility is a crucial part of the investment Orascom Telecom Holding (OTH) makes within each country of its operations. We believe in allowing each subsidiary to tailor its approach to its relevant needs and sharing best practices across subsidiaries.

Pakistan is a country whose people, culture and hospitality has always welcomed me and it has become my second home. It is the one place where OTH will continue to invest, both in terms of business with special focus on CSR activities. We are committed to supporting this country, giving its people a voice and assisting them wherever possible. It is through dynamic initiatives

undertaken by Mobilink and OTH that we contribute to projects in education, environment, health and disaster management.

When the conflict in the northern areas of Pakistan escalated, I knew we needed to immediately step forward and play our part. We provided additional resources to set up a relief camp for the internally displaced persons. Within days, the camp was operational and proved to be one of the most successful public-private partnerships this year.

Despite the global economic slowdown we are dedicated to maintaining our CSR investments and giving back to the community and country which has allowed us to grow. Together with the Mobilink family, of which I am proud to be a part, we will continue to work towards making the lives of countless Pakistanis better.

**Naguib Sawiris**  
Chairman, Orascom Telecom

“When the conflict in the northern areas of Pakistan escalated I knew we needed to immediately step forward and play our part”

“I am proud of our achievements and contributions to the people of Pakistan”

## Message from the Group CEO



Mobilink has proved over the years that the success of a business is not reflected by the mere capacity to make financial gains. Truly robust corporate operations can only be ensured by enriching the society. Contributing towards sustainable well-being of the community is an essential obligation of an enterprise. It helps in winning the confidence and loyalty of customers.

We at Orascom Telecom Holdings S.A.E and Mobilink Pakistan believe that CSR is about inculcating values in the organization. It is about being a company that is a responsible citizen where it does business. The combined efforts of Mobilink Pakistan and its parent concern Orascom Telecom Holdings S.A.E has yielded an overall

successful trend of Corporate Social Responsibility in the social domains of education, environment, health and disaster management. Along with the Mobilink family, we always stood with the people of Pakistan whenever they needed us.

I am proud of our achievements and contributions to the people of Pakistan. As a company that reshapes lives of millions every day, we have an important responsibility to act ethically and responsibly in all that we do. We want to make sure that our every effort counts and we continue to bring betterment to the culturally rich nation.

Looking to the future, Mobilink and Orascom Telecom Holdings will continue to broaden and formalize its CSR initiatives. We will be discovering additional ways to make a positive difference to our customers, society, employees and the environment and continue the melody of reshaping lives.

### **Khaled Bichara**

Group CEO, Orascom Telecom Holding

## Message from the President & CEO



The year 2009 has been a challenging one for Pakistan, its economy and its people. As part of the telecom industry we have had our share of challenges yet we have risen to the occasion and made good progress both on the business as well as the social front by shifting our focus towards sustainability.

We believe that CSR is a strategic, holistic approach to managing a company within all areas and departments and one that has sheltered us from uncertainty. Even in today's difficult economic climate we have maintained our commitment to operate ethically and responsibly towards all our stakeholders.

Amongst our CSR initiatives in education, health, environment and disaster management, a recent example has been the set-up of the Mobilink relief camp for Internally Displaced Persons (IDPs) of Swat in June 2009. The camp provided shelter, food, education and healthcare facilities for more than 7,000 individuals. At a cost of \$1 million, the project was made possible by Orascom's support and was the largest private sector commitment of its kind for IDPs relief. In addition, the Mobilink family united in its efforts and personally donated Rs. 3,500,000 or nearly \$42,000 in essential relief goods to more than 15,000 persons.

As Pakistan's largest private sector corporation we continue to fulfill our responsibility towards the nation and its people. By setting examples of excellence in CSR we hope that other organizations will also be encouraged to reshape the lives of millions of our countrymen.

We recognize that CSR has a long-term, positive impact on a company, from linkages in financial performance to the morale of employees. We believe investing in it is not simply a cost but an opportunity. We therefore continue to evaluate and invest in sustainable social projects which are beneficial for both individuals and the company.

With integrity, professionalism, and commitment to supporting the nation and its people wherever possible, we will continue to move ahead in a responsible and accountable manner.

**Rashid Khan**  
President & CEO, Mobilink

**“As Pakistan's largest private sector corporation we continue to fulfill our responsibility towards the nation and its people”**





# About Mobilink

History and Background  
Vision & Values  
Why Mobilink  
Awards, Recognition and Partnerships  
Risks and Challenges



# About Mobilink



1

“We cover you in 10,000+ cities and towns nationwide as well as over 130 countries”

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

Mobilink offers exclusively designed tariff plans that cater to the communication needs of a diverse group of people, from individuals to businessmen to corporate and multinationals. To achieve this objective, we offer both postpaid (indigo) and prepaid (Jazz) solutions to our customers. Compared to our competitors, both postpaid (indigo) and prepaid (Jazz) brands 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 also offer a host of value-added-services to our prized customers. At the same time, Mobilink places high importance to its coverage. This is the reason we cover you in 10,000+ cities and towns nationwide as well as over 130 countries on international roaming service. In other words, we speak your language, everywhere.

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 in the larger interests of the community we live in.

## Mobilink Timeline



## **Mobilink's Vision**

To be the leading  
Telecommunication  
Services Provider in Pakistan  
by offering innovative  
Communication solutions  
for our Customers while  
exceeding Shareholder  
value & Employee  
Expectations.

## Our Culture

Mobilink's strong corporate values serve as the foundation for its cultural, behavioural and decision making norms. These values have always been at the heart of our business principles and success.

## Mobilink's Values

Each of our values guide the way we work as an organization and ensure that we not only meet the needs of our employees and stakeholders today, but also work towards sustaining and enhancing human and financial capital for the future.

### 1. Total Customer Satisfaction

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

### 2. Business Excellence

We strive for excellence in all that we do by aspiring to the highest standards and raising the bar for ourselves every day. This commitment to delivering world-class quality translates into unmatched service and value for our customers and all stakeholders.

### 3. Trust & Integrity

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

### 4. Respect for People

Our relationships drive our business. We respect and esteem our employees and all stakeholders. We believe in teamwork, empowerment and honour.

### 5. Corporate Social Responsibility

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

These values aim to ensure a workplace that necessitates open and respectful communication and exceptional quality of service to internal and external stakeholders.

Mobilink's [Corporate Strategy](#) reflects our commitment to sustainable business practices and balancing responsibility alongside growth and productivity.



# Why Mobilink

## Quality of Service and Standards

Mobilink has an unparalleled dedication to its customers and is committed to providing telecommunication services of the highest quality and standard. Mobilink always aims to ensure that its network is reliable and connectivity remains high during all hours of the day.

With the deployment of state-of-the-art equipment, Mobilink hopes to provide a quality of service in accordance with international standards. It is important, however, to note that the quality of Mobilink's service depends largely on the performance of other networks and Mobilink is not responsible if the quality of its services suffers due to causes attributable to other operators or third parties and are not in control of Mobilink.

Mobilink provides the widest coverage network, covering more than 10,000+ cities, towns, and villages across Pakistan. The type of coverage service Mobilink provides is divided into three main categories:

- Physical Presence – Mobilink has physical infrastructure in the area.
- Indoor Spillover Coverage – High coverage level in adjoining area.
- Outdoor Spillover Coverage – Medium coverage level in adjoining area.

Along with nationwide coverage, Mobilink also provides International Roaming in over 130 countries with more than 300 partner operators worldwide.

Additional information about the coverage areas, franchises and customer service centres can be obtained from our website: [www.mobilinkgsm.com](http://www.mobilinkgsm.com)



## Memberships, Awards, Recognition & Partnerships

### Memberships

#### World Business Council for Sustainable Development

The World Business Council for Sustainable Development (WBCSD) is a CEO-led, global association of some 200 international companies dealing exclusively with business and sustainable development. It was created in 1995 and is based in Geneva, Switzerland.

The Council provides a platform for companies to explore sustainable development, share knowledge, experiences and best practices and to advocate business positions on these issues in a variety of forums, working with governments, non-governmental and intergovernmental organizations.

It works on a variety of issues related to sustainable development. While its focus is on the overarching areas Energy & Climate, Development, Ecosystems and the Role of Business in Society, it also executes sector specific projects on cement, mobility, tires, chemicals, water, energy efficiency in buildings and forestry.

BCSD Pakistan was formally launched in November 2006 and Mobilink has been a member of the council since September 2007. To date it is the only telecom operator on this panel.



Mobilink is the first and only telecom operator to represent Pakistan at the prestigious United Nations Global Compact (UNGC) platform. The UNGC presents a unique platform for participants to advance their commitments to sustainability and corporate citizenship. It is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

With more than 5,000 company participants and stakeholders from more than 120 countries, over 60 networks in developed and emerging economies, and a spectrum of learning, dialogue and partnership modalities, companies are provided with an opportunity to learn and share vigorously on various levels.

By signing up to the initiative, Mobilink demonstrates its commitment to upholding its ten key principles throughout its business.

“ Mobilink is the only telecom operator on the members’ panel of World Business Council for Sustainable Development (WBCSD) & also the only telecom operator to represent Pakistan at the prestigious United Nations Global Compact (UNGC) platform ”

## Awards



Putting the Consumer First - Mobilink Wins Top CSR Award (Helpline Trust)



National Forum for Health and Education Environmental Excellence Award



Superbrands Award - Jazz and indigo



Informa Telecoms & Media – Top 100 Mobile Operators Brands, Mobilink is also the only Pakistani operator



Excellence Award (2009) by the Marketing Association of Pakistan for outstanding performance in the field of Marketing & Management, and for making a significant difference in the Organization's standing in the Corporate Sector.

## Special Recognition



Mobilink received premier recognition at the GSMA Mobile World Congress (MWC) in February 2008. The company's contribution to Pakistan's economic and social growth and bringing Pakistanis together was highlighted by the international media at this event. Special recognition was also earned by Mobilink for its CSR efforts in the country when the international media reported, "It was just one of a number of examples at the congress, the largest of its kind, on how the mobile technology sector is contributing know-how and resources to improve lives, particularly in rural regions of developing countries, both philanthropically and for business reasons."

## Risks & Challenges

Corporate social responsibility is one of the five values of business excellence at Mobilink. The greatest challenge today is to transform this value from an intangible goal into reality. However a number of initiatives have already been taken to ensure this is a shared value throughout the company such as focus on CSR during Culture of Excellence trainings attended by all employees.

It is also necessary to implement reporting standards and structures which ensure that all initiatives are measurable, cost effective and leave the desired impact on the local community. By doing so, Mobilink will move from viewing CSR as being a small part of its operations to adopting it as a channel to sustainable business excellence.

Over the last year, our greatest risk has been in providing coverage in conflict areas across Pakistan. This critical access to information for customers can be the difference between finding a safe haven for their family or being trapped in a disaster-zone. Mobilink always strives to ensure uninterrupted services throughout Pakistan.

**“Our greatest risk has been in providing coverage in conflict areas across Pakistan. This critical access to information for customers can be the difference between finding a safe haven for their family or being trapped in a disaster-zone”**





# 2

## Economic Sustainability and Growth

Income and Growth  
Market Share  
Financial Statement (Summary)  
Liabilities and Expenditure  
Audits



# Economic Sustainability and Growth

2

## Growth

In wake of the prevalent conditions, Mobilink had to take an aggressive stance in its offerings which helped retain its market share, increase its subscriber base through gross additions, control churn, and stabilize revenues in local currency terms. The ARPU in Q4 '09 increased by 3.4% (in PKR) as compared to Q3' 09. Churn in Q4' 09 decreased by 6.6 % as compared to the same period in 2008, whereas the subscriber base grew by 8.1%, boasting a total subscriber base of 30.8 Million for 2009.

## Market Share

According to internal reporting, Mobilink's market share reached 40.5% in 2009. According to the Pakistan Telecommunication Authority (Regulator), Mobilink's market share in Q4 stood at 31.5%. This market share is based on information disclosed by other operators which use different subscriber recognition policies.

3.4%

increase in ARPU for Q4' 09

6.6%

decrease in churn for Q4' 09

40.5%

market share in 2009

## Financial Statement (Summary)

### Financial Data

	December 2008	December 2009	Inc(Dec)
Revenues (US\$ 000)	1,207,520	1,058,463	(12.3%)
Revenues (PKR bn)	87.4	86.8	(0.7%)
EBITDA (US\$ 000)	491,664	384,781	(21.7%)
EBITDA (PKR bn)	34.93	31.70	(9.2%)
EBITDA Margin	40.7%	36.4%	(4.4%)
Capex(US\$ m)	537	157	(71%)

### Operational Data

	December 2008	September 2009	December 2009	Inc(Dec) Dec. 2009 vs 2008
Subscribers	28,479,600	30,046,050	30,800,354	(8.1%)
Market Share	31.7%	30.9%	31.5%	(0.2%)
ARPU(US\$) (3 Months)	3.0	2.8	2.9	(3.3%)
ARPU(PKR) (3 Months)	243	234	242	(0.4%)
Avg MCU (YTD)	172	196	198	15.4%
Churn(3 Months)	1.8%	5.3%	5.2%	(6.6%)

## Audits

Financial statements are annually audited and quarterly reviewed by external auditors.





# 3

## Corporate Governance and Accountability

Governance Structure and Management  
Code of Conduct and Ethics  
Transparency and Disclosure  
Anti-Corruption  
Stakeholders' Engagement

# Corporate Governance and Accountability

## 3

### Governance Structure & Management

Mobilink abides by the laws and rules detailed in the Pakistani Companies Ordinance, 1984 regarding composition of board, roles and responsibilities. It also complies with the Karachi Stock Exchange and Securities & Exchange Commission (SECP) of Pakistan for all board and secretarial matters including composition, description of members and policy matters, which thus is made publicly available.

### Code of Conduct and Ethics

The keystone to Mobilink's business success is integrity with respect to our dealings with customers, suppliers and government. The highest order of ethical conduct is the very foundation of the enterprise. These qualities have been instilled and transmitted throughout the company.

Mobilink's Code of Conduct provides firm, uncompromising standards for each employee in their dealings with agents, customers, suppliers, political entities and others. The code re-emphasizes and provides further guidance regarding policies which are an integral part of Mobilink's business philosophy.

Adherence to the code is the responsibility of each employee and a condition of continued employment. It is administered uniformly throughout the company and independent of the practices of other companies. Adherence to the code continues to be the subject of



management attention, periodic audits of the Internal Audit Department and reviewed by the Business Ethics Compliance Committee.

The Code of Conduct is circulated periodically to each officer, director and employee.

## Transparency and Disclosure

Information disclosed by a customer to a Mobilink employee, clearly identified verbally or in writing as sensitive, private or confidential, is protected from disclosure to unauthorized persons inside and outside the company. This is to the same extent as the protection of information sensitive, private or confidential to Mobilink.

The rights of investors of Mobilink are determined and agreed from time to time by their representatives, which is the Board of Directors. The Board of Directors decides and protects the rights of information, management and ensures the proper implementation of these rights through various board meetings and official communication channels.

Creditors and debt financiers have a full right to access the company's general and financial information. Mobilink ensures that this information is published in a timely manner through website publications, investor's relation correspondences and investor conferences.

## Anti-Corruption

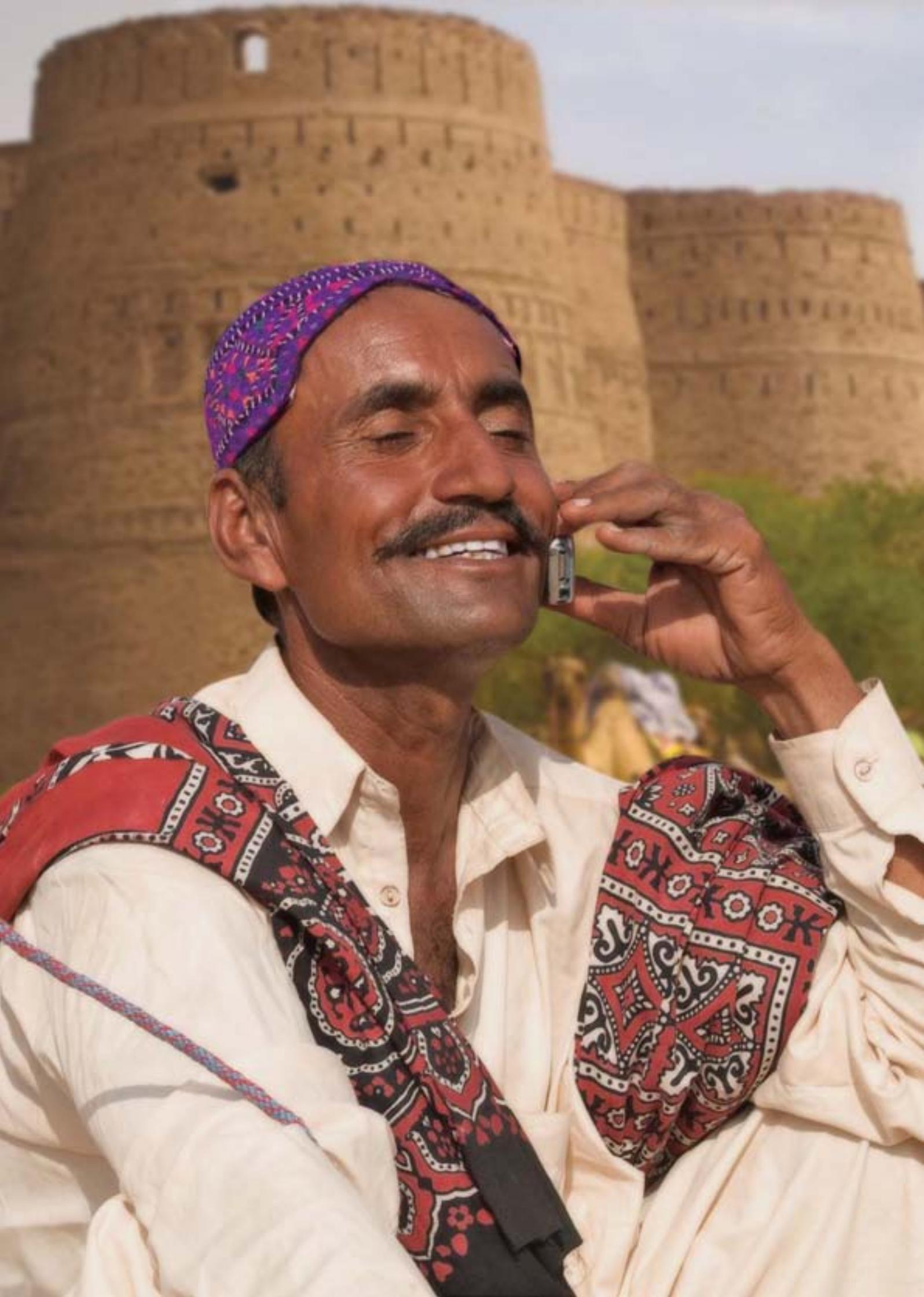
Employees of Mobilink abide by strict laws in place to counter corruption and may not engage in any act or course of conduct, which even if legal, customary and accepted in any such country, could be deemed to be in violation of the accepted business ethics of Mobilink or the laws of Pakistan relating to business ethics. Employees may not accept any payments, gifts or gratuities of any.

If any case of corruption is discovered, it is referred to the Business Ethics Compliance Committee. Mobilink has a zero tolerance policy for corruption and any employee found to be engaging in the practice is duly terminated from the company.

## Stakeholders' Engagement

Mobilink regularly shares all its CSR related activities with its shareholders, through publications, press coverage, and internal e-mail communication to employees. The purpose of doing so is to ensure that all our actions are transparent and managed responsibly.





A photograph of a desert landscape. In the foreground, the arm and shoulder of a person wearing a white thobe are visible on the left. In the middle ground, a caravan of camels with colorful saddles is moving across the sand. The background features several large, cylindrical, mud-brick structures, possibly part of a fort or a historical site, under a clear blue sky with some light clouds. A semi-transparent white square is overlaid on the image, containing a large number '4' and the text 'Our Customers' and 'Customer Care' and 'Customer Satisfaction'.

## 4 Our Customers

Customer Care  
Customer Satisfaction

# Our Customers

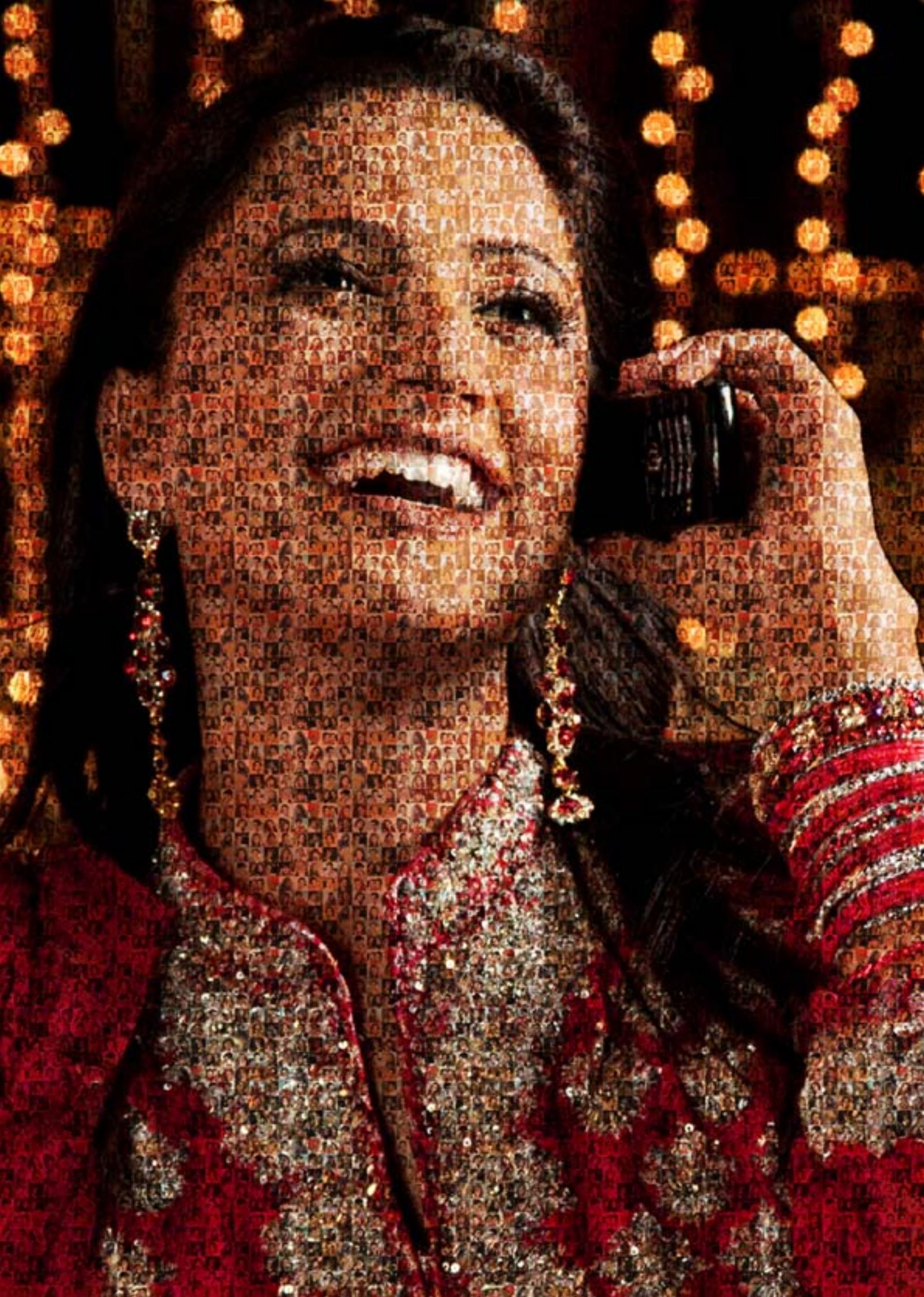
4

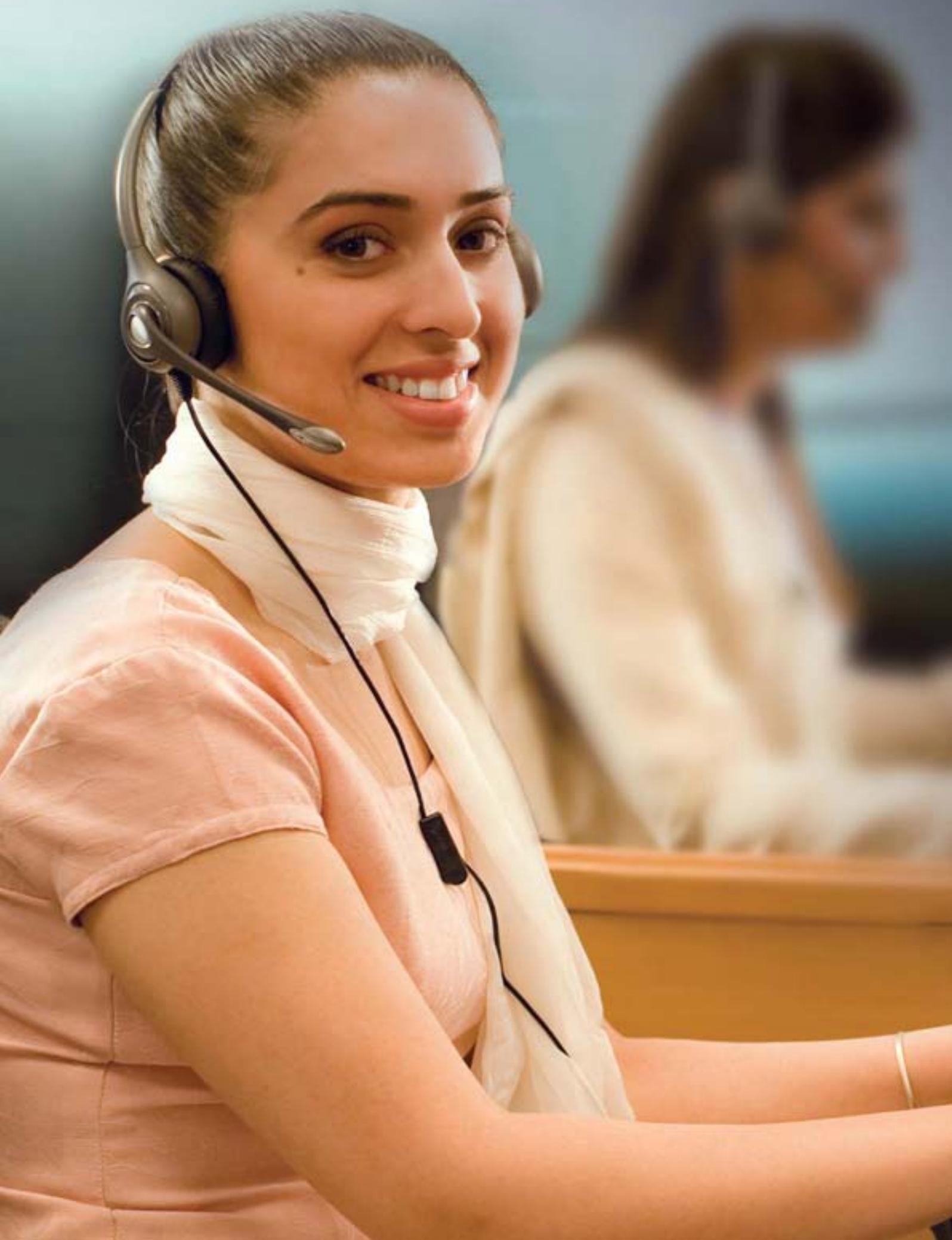
## Customer Care

At Mobilink our Customer Care mantra is to assist and serve our clients above and beyond. Mobilink firmly believes that 'Keeping your customer on hold is no way to hold a customer.' We make these words one of the many thoughts that guides us and with our experienced and ever-ready Customer Care network, nationwide, we give this mantra new meaning.

Total Customer Satisfaction is one of the key Mobilink values that places customers at the heart of our success. Safeguarding their trust and respecting their confidence is achieved with service, quality and value beyond expectation.







## Customer Satisfaction



As Pakistan's largest Customer Care network, Mobilink has a staff of over 2,000 professionals ready at our valuable customer's service. Mobilink's Customer Support staff is available round the clock to cater for customer's complaints and queries. Complaints are received from the customers through the following channels:

### Helpline (111)

A 24-hour helpline is available for customer queries, complaints or concerns. Customers are intimated for an update regarding the concerns which require detailed investigation. Customers can also contact us by dialing 042/051/021 – 111 300 300 from their landline/other operator numbers.

### Service Centres

Customers can walk in to Mobilink Customer Care centres/franchises during business hours for their queries/complaints. Support is provided for issues which can be resolved on immediate basis. For matters which require thorough investigation, customers are

informed about the turnaround time for resolution. Customers are also intimated about the status of the complaint.

Mobilink has 440+ franchises and 19 Customer Services Centres all across Pakistan. Moreover our Regional Customer Care Managers can also be contacted for any escalations.

### Mail

Customers can also communicate their concerns, queries, complaints and feedback to PMCL by writing at P. O. Box 6246, GPO, Lahore Cantt or through fax at 042-111 301 301. Customers intimated for the resolution of complaints.

### Email

Customers can launch their complaints through our website <http://www.mobilinkgsm.com> or by email at [customercare@mobilink.net](mailto:customercare@mobilink.net). This channel is also used for escalation of the concerns and feedback submitted by the subscribers.





# 5

## Our Employees

Workforce Diversity  
Employee Training and Development  
Dialogue and Communication  
Work Health and Safety  
Employee Retention and Attraction



# Our Employees



Mobilink aims to attract and retain talented, committed and responsible people by treating employees fairly and respectfully, providing a competitive rewards package and offering a safe and healthy work environment. We help our employees develop their potential professionally by providing opportunities for leadership. We also recognize that a diverse workforce brings innovation in our products, services, technologies and enables us to meet the needs of our stakeholders.

## Workforce and Diversity

Mobilink employed approximately 3,900 people in Pakistan at the end of year 2009. Mobilink is committed to equal opportunity for all its employees and hires without any discrimination based on race, colour, sex, nationality, ancestry, religion or disability. All Mobilink premises adhere to our Equal Opportunity for Employees policy. By end of 2009, female representation represented an estimate of 25% of our staff.

“female employees represented roughly 25% of our staff as of 2009”

### Mobilink Percentage of Female Employees 2009 & 2008

Year	Male	Female
2009	75%	25%
2008	80.61%	19.39%

### Mobilink Workforce by age group

Age Group	20-25	25-30	30-40	40-50	Above 50
Total	424	1762	1363	188	43

5.61%

increase in female staff in 2009

57.8%

of total staff is under 30 years old

## Employee Training and Development

Mobilink recognizes that the personal and professional growth of its employees is a critical goal of its responsibility towards its people. Mobilink strives to enhance motivation for its employees to excel at their work and develop their leadership skills through cross-training, education assistance and multidisciplinary skills.

Mobilink provides its employees of all levels from Associates to Directors with various training and development programs. In Pakistan, Mobilink offers more than 19 training programs, such as technical training and business training that use a wide range of approaches such as external local and international vendors, department specific In house trainings and other sessions delivered by Mobilink’s internal trainers depending on objectives. In fiscal year 2009, the total training hours for all Mobilink’s employees was 204.

### Mobilink Average Training Hours 2009/Level

	Level	Training Hours/2009
1	Associates	845.82
2	Specialists	359.64
3	Managers	125.43
4	Director	18.13
<b>Total Training Hours</b>		<b>1349.02</b>

**“ In Pakistan, Mobilink offers more than 19 training programs and in fiscal year 2009, total training hours for all Mobilink employees were 204 ”**

Mobilink offers special training programs for managers to ensure that their managerial skills sets are broadened. A few programs include:

### People Managers Toolkit Program 2008-2009:



Designed specifically for Mobilink’s people managers to equip them with managerial tools and skills that would enable them to manage individual, team performance and resources more effectively.

### Education Assistance Program:

This program provides employees with financial assistance to enhance their work related education. Since 2006, 216 (125 availed) employees have benefited from this program and the majority of employees have availed this program for Masters / Post Graduate Diplomas etc.

## Dialogue and Communication

Mobilink strives to consult its employees in a wide variety of areas - from regular performance reviews to ongoing communication using our intranet, biannual newsletter, Mobilink Family Portal and during our Town Hall meetings. Mobilink's corporate intranet provides an important channel for the connection of our employees. The intranet is used as a platform for the regular corporate announcements. On a biannual basis, Mobilink publishes an employee newsletter that aims at capturing all aspects of life at Mobilink such as employee events, business milestones, departmental updates, marriage announcements through articles and pictures contributed by the staff themselves.

The Mobilink Family portal and the Town Hall meetings provide appropriate bodies for exchange of information and views between Mobilink's management and employees. The Mobilink family portal is an avenue for employees where they have easy access to all the human resources functions and policies. Using the portal, they can discuss issues, share innovative ideas and register themselves in various human resources events. The Town Hall meetings provide the tool to collaborate more effectively across businesses whereby company performance and market trends are shared with all the staff and they are encouraged to share their views, suggestions and queries with the president and the management team.

Like all businesses, we must continually improve our efficiency. As a result, in 2008, Mobilink introduced the Climate Survey with the aim of gauging our working environment in various management dimensions which includes working environment, teamwork, people management, trainings, benefits, growth opportunities and recognition. The survey was conducted by a consultant firm in order to ensure confidentiality and transparency in the process. In addition, Mobilink hired an external Human Resources firm to conduct a "Culture of Excellence Survey" which focuses on the values and behaviours to assess how well these are demonstrated by each department.



## Work Health and Safety

In managing health, we seek to have healthy productive employees. We offer a comprehensive medical insurance program that covers all our employees in addition to other traditional benefits, such as life insurance and employee counseling by professional counselors.

Mobilink is committed to protecting the organization's most valuable asset i.e. employees, and to secure all physical assets, by utilizing a proactive approach. To accomplish this task, the Security Department promotes a safe and secure environment by installing world class security equipment nationwide.

The fast changing security scenario poses a serious challenge to the company, warranting a continuous updating of safety and security procedures. The Security Department works closely with employees, regularly introducing programs which contribute to safer living.



## Employee Retention and Attraction

The success and growth of our business is clearly linked to the attraction and retention of our talented employees. We recognize that we must offer various support programs and services to create a working environment where our staff feel a sense of belonging and are able to provide suggestions and feedback.

Mobilink provides a stimulating, motivating and encouraging workplace environment which lowers employees turn over and absenteeism rates. We adopt a holistic retention program and services to our talented employees that includes medical insurance, life insurance, educational assistance, and employee counseling. To help us retain our staff’s motivation, our support program includes award activities which create a sense of team building amongst Mobilink’s employees. We organize different monthly and annual competitions such as the Achievement Award, Century Club Award, Inter-Team Recognition, Upward Recognition and Surprise Award. All these awards and recognition activities stimulate a more productive and encouraging working environment.

### Mobilink Turnover Rate by Gender Division

Gender	Terminated/Resigned	Hired	Avg. headcount 2009	Turnover%
Female	187	33	743	25.17%
Male	479	271	3300	14.52%

Mobilink runs a number of recruitment campaigns to attract high potential calibers through applying the concept of “Employer Branding”. The Employer Branding campaign is channelized through multiple branding avenues including press ads, job fairs, company web portal, office branding and social network web pages.

In 2006, Mobilink became the first mover in the telecom industry to bring the concept of “Branding Human Resources” to attract talent. Under the slogan of “Let us reshape your careers as we reshape communication”, the Mobilink job portal reached 57,000 applications per day. In 2008, we launched our second employee attraction campaign with the tagline “Come, Let’s Talk About Your Future”, focusing on five main benefits from working at Mobilink: Pride of working with the leader, Enabling Environment, Development Opportunities, and Giving back to the Community.

The campaign highlighted how Mobilink encourages and invests in the individuality of every Mobilinker. The Mobilink spirit proudly reflected throughout this campaign as it came together as a visual culmination of how harmoniously people of all faces and from varied places come together as one, under Mobilink. The result of this campaign was the tremendous increase of job applications by 80%.







# 6

# Corporate Social Responsibility

Mission and Strategy  
CSR structure within Mobilink



# Corporate Social Responsibility

6

## Mission and Strategy

To ensure responsible business practices, lead employee volunteerism drives, develop inclusive products and invest in sustainable initiatives to give back to the community we operate in.





### Our CSR Strategy

- 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 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

### CSR structure within Mobilink







# 7

## Environmental Responsibility

Policies  
Recycling Schemes  
Initiatives to Minimize Impact of potential hazardous material

# Environmental Responsibility

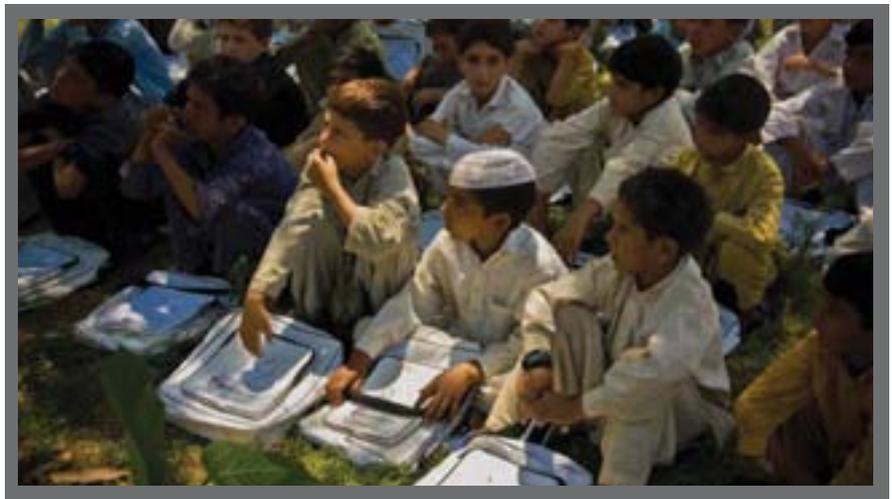
7

## Policies

- Ensure environment protection and sustainable practices
- Change behaviour and take positive steps for the four areas of consumption - fuel, electricity, paper and air travel emissions

## Recycling Schemes

### 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.

### Recycling Office Paper

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

## Handset Recycling

Mobilink initiated a handset recycling project to collect mobile phones and accessories no longer in use, refurbish repairable items and donate them to the Pakistan Association of the Dead and Disabled Welfare Association. All donations benefit the hearing impaired and the disabled individuals by connecting them with the people around them and providing an essential source of communication. Items beyond repair are disposed of in an environmentally-friendly manner in order to ensure toxic chemicals found in mobile phones do not pollute the air or leak into groundwater. Recycle drop boxes are placed at Mobilink Customer Care centres across the country making it accessible for everyone.



## Reuse and Disposal of Network Equipment



Mobilink recycles network equipment when required by swapping relevant items with support from our vendors. Equipment is dismantled and used on new sites in other areas an inventory of returned equipment maintained in our warehouses. One example is Huawei swap; where we swap Motorola equipment with Huawei equipment in some specific area. Dismantled equipment of Motorola is being used on new sites in other areas. Inventory of the returned equipment is being maintained in the warehouse. This equipment is being used on expansion or new sites.

Obsolete equipment is being disposed of environmentally or handed over to relevant vendors for recycling of parts, such as extraction of copper from wires and other parts.



## Initiatives to Minimize Impact of Potential Hazardous Materials

Hazardous Materials	Measures
Generator Noise & Smoke	Sound proofing of canopy on generator with 70 dba noise level at 1m & smoke within environmental limits
Site Drainage	Site is designed to have proper drainage to the nearby sewerage system or any safe disposal without harm to anyone
Lightning & Electricity Effect on towers/poles/equipment	Systematic grounding system is designed for all equipment. Tower, lightning arrestor & surge arrestors are installed at key locations
Oil Leakage from Generator	Joints sealed with approved standards
High Steel Structure & Heavy Equipment	Towers are designed to withstand high speed wind up to 180km/hr qualifying international standards, air craft warning lights in red color are installed as per standards. Detailed structure feasibility is conducted from approved engineering design firm when installing equipment/tower on any building/water tank
Electricity Shock	Electricity resistant gloves, belts & approved tools are provided to engineers. Cables are covered with pipe & insulation to avoid any hazard

### Emissions, Effluents, Energy use and Waste

- Electricians are instructed to switch off lights immediately after staff leave the premises
- All signage are turned OFF after working hours
- Energy savers are encouraged, and equipment put on IDLE mode when not in use, where applicable

Only those suppliers who act in an environmentally friendly manner in the disposing of waste material without harming the locality are selected during infrastructure building.

Energy use for the whole company is monitored regularly and any increase is investigated to ensure that there are no leakages or wasteful use of energy.





8

## Our Responsibility Towards the Community

Policies  
Mobilink Social Engagement  
Disaster and Crisis Relief  
Hygiene and Health  
Socially-Inclusive Services

# Our Responsibility Towards the Community

8

## Policies

- Promote responsible business activities catering to community growth and well-being
- Cultivate a culture of positive change paying special attention to education and health

## Mobilink Social Engagement

### Education

#### SMS Literacy Program

Creating access to education is a core part of Mobilink's CSR initiatives. Together with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Bunyad (a local NGO) Mobilink implemented a pilot project to test the use of mobile phones in facilitating literacy in Pakistan. This was the first of its kind, anywhere in the world.

After graduating from basic literacy courses, new literates return to a non-literate environment making it difficult for them to retain their newly acquired literacy skills. This initiative uses mobile phones to develop a mobile-based, distance post-literacy program where the new literates receive post-literacy materials as messages on a mobile thereby allowing them to maintain their literacy skills by providing constant access to reading materials.

At 52% and with more than 50 million people illiterate, Pakistan has one



of the lowest literacy rates in Asia. There is a large gender gap with the literacy rate for males over 15 years at 63% while that for females is 36%. The reasons for the prevailing situation in Pakistan are complex. One of the main reasons is the difficulty of retaining literacy skills of the new literates.

In the pilot, the 250 learners received informative text messages daily in Urdu and were expected to respond. In the second part, the participants were evaluated on a periodic basis to assess gains in knowledge and learning. The program was conducted with the help of 10 teachers enlisted by Bunyad.

It was found that at the beginning of the program 57% of the girls were graded 'C' and only 28% of the girls managed to score an 'A'. However, near the end of the project the situation reversed with percentage of girls receiving a 'C' dropped to only 11% whereas more than 60% of the girls were awarded an 'A'. The program teachers also reported a stark improvement in the confidence of the young girls as owning a mobile phone made a difference to their sense of security.

#### Other investments in Education:

- Scholarships for students of **Lahore University of Management Sciences** – Bachelors and Masters
- Construction and running expenses for Mobilink – TCF schools in Natoki, Lahore and Taiser Town, Karachi
- Scholarships for top 12 students of **Roshni Homes Trust**



"I am extremely glad that I joined this program and have now learned the basics of reading and writing. Another advantage of taking this course is that I now own a mobile phone and know how to use it. Earlier I had to go to the PCO to make a phone call and used to ask the person operating the PCO to dial the number. The project has provided me with a cell phone and SIM card and now I can also use the calculator when going to the market"

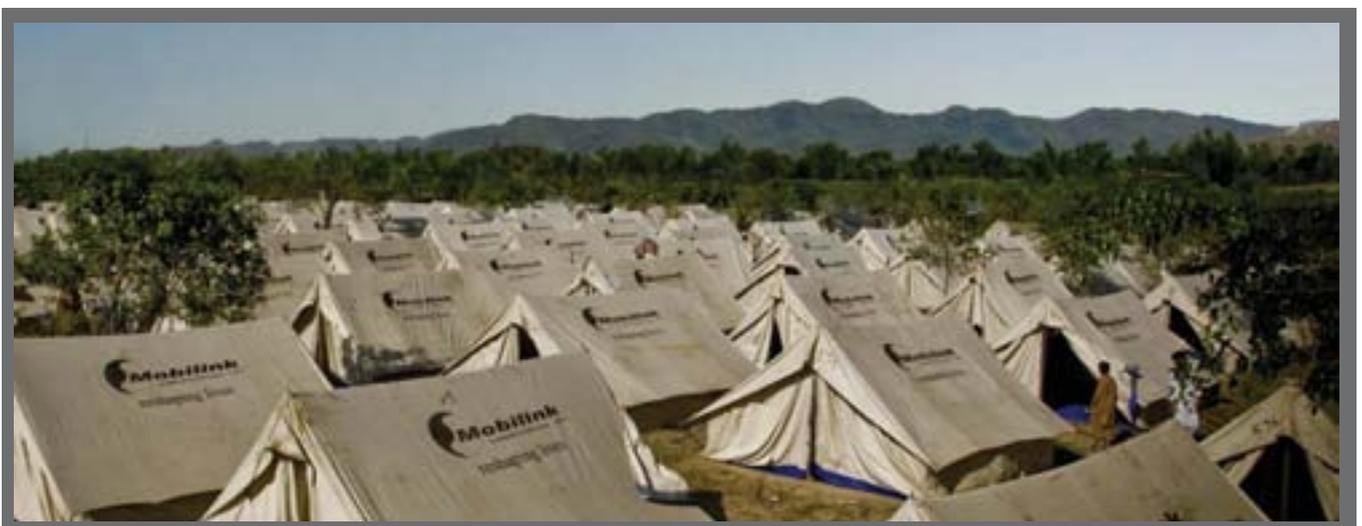
*Naseer Bibi, 28, Jharian Wala.*

## Disaster and Crisis Relief

### Mobilink Supports Internally Displaced Persons

The mass-scale displacement of over 4 million persons from Swat in 2009 is one of the largest humanitarian crisis in recent years. In support of these Internally Displaced Persons, Mobilink committed approx. Rs. 81 million towards the establishment of Mobilink Camp in Kund (near Nowshera) for 1,000 families for a period of 2 months.

The camp has set up in collaboration with the ERU (Emergency Response Unit), UN agencies and implementing partners. Mobilink employees were also personally involved in various areas of camp management, procurement of



items and other requirements. Camp Establishment included provision of the following by Mobilink:

- Shelter
- Food
- Health and Hygiene
- Non Food items such as kitchen utensils, etc.
- Water and Sanitation
- Education and Recreation

To date, this is the largest private sector contribution for IDPs relief and reflects the commitment of Orascom and Mobilink. This is in addition to the delivery of relief items by Mobilink to families residing in hujras, schools and dispensaries of Mardan and Swabi including far-flung villages bordering Buner. Mobilink's Security Team personally delivered weekly ration packs utilizing the Rs 3.5 million raised via employee donations and aid collection points. Close to 2,500 families were reached through this initiative.



## Milestones of the Camp:

- 1,009 primary school students and 127 secondary school students were enrolled in camp schools of which 56% were girls
- 18 births were reported (first birth was on June 14)
- 2,500 recycled Mobilink school bags were donated
- T20 Cricket World Cup matches were aired
- Polio immunization drive took place
- Mobilink Foundation Torchbearers visit was conducted
- The success of the Camp and the quick response was a result of successful public-private partnerships

## Balochistan Earthquake 2008

Following the earthquake which struck Balochistan in October 2008, Mobilink took immediate action to step forward and donate food rations and blankets to 2,500 earthquake affected families. Aid was distributed by a volunteer team of Mobilink employees.

### Other investments in Disaster and Crisis relief:

Support for reconstruction of 172 homes in Chaman Kotli Nawab Khan village, Azad Kashmir in collaboration with The Citizens Foundation.

## Hygiene and Health

### Preventing Polio

Mobilink has partnered with the Polio Eradication Fraternity along with UNICEF and Ministry of Health, to help create awareness of this disease. Throughout 2009 SMS broadcast campaign was launched targeting over 8 million Mobilink users in high-risk zones across the country to inform them about upcoming immunization drives.

Mobilink was the first telecom operator to extend support for the drive.



## Safe Drinking Water & Hygiene Promotion Project - USAID

To facilitate USAID in spreading the message of safe drinking water and hygiene to the masses, SMS broadcast was sent to selected areas in the country.



## Mobilink & Women Empowerment Group Organize Breast Cancer Awareness for Employees



Mobilink regularly organized breast cancer awareness sessions for its female employees nationwide in 2009. These were arranged with the support of the Pink Ribbon Society. According to a survey, 85,000 cases of breast cancer are diagnosed yearly and 40,000 deaths are accounted in the same year. The sessions highlighted importance of early detection.

## Socially-Inclusive Services

### Voice Service to Teach

An innovative IVR service allows visually impaired individuals to access audio books for a nominal fee of Rs. 5/hour. The service can be accessed by dialing 5252 from any Mobilink number (also available on [www.pffb.org.pk](http://www.pffb.org.pk).)

## indigo Rewards Point Donations



Shaukat Khanum  
Memorial Trust



Pakistan Institute of  
Medical Sciences



Pakistan Myasthenic  
Welfare Organisation



Edhi Foundation



Umeed-e-Noor



THE CITIZENS FOUNDATION



Mobilink  
Foundation  
making lives

Mobilink allows its customers to donate their indigo Rewards points to a number of deserving not-for-profit organizations such as Shaukat Khanum Memorial Trust, Edhi Foundation, Umeed-e-Noor, The Citizens Foundation and Mobilink Foundation. Customers can do so by calling 111.

## Mobilink Kisan (Farmer) Helpline

It is a concrete reality that Pakistan is an agriculture-based economy, but when it comes to development, this most important contributor to economy is often ignored. To help farmers realize a good yield and to put an end to their exploitation at the hands of the middlemen, Mobilink launched a Kisan Helpline, a voice-based service that includes services such as Price of the Day, Advice on Harvest, and Weather Forecasts.





موبلی لنک فاؤنڈیشن

برائے سوات متاثرین (IDPs)

3.2 کیمپ آگے





9

# Mobilink Foundation

Our Mission  
Mobilink Foundation Torchbearers



# Mobilink Foundation

## Our Mission

The establishment of the Mobilink Foundation in December 2007 is a reflection of the commitment of Mobilink and its employees to benefit the community in which we operate.

The Mobilink Foundation is a grant-giving organization, which provides support for the local community, not only financially but also through dedicated volunteer hours.

Our vision is free access to education for children and primary healthcare in a clean and green Pakistan. We seek to promote a country in which all children go to school and people have access to primary 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 the local community and relevant organizations within Pakistan.

The Mobilink Foundation supports projects focusing on three main areas: education, health and the environment.



“Our vision is free access to education for children and primary healthcare in a clean and green Pakistan”





# Mobilink Foundation **Torchbearers** *all for humanity!*

“ Mobilink  
Foundation’s team  
of nationwide  
Torchbearers clock  
up over 250 hours of  
community service  
in the span of  
a month ”

Volunteerism is an integral part of the Mobilink Foundation and we encourage our Torchbearers (employee volunteers) to be engaged in community welfare work and to support relevant causes. Mobilink Foundation’s team of nationwide Torchbearers clock up over 250 hours of community service in the span of a month.

Torchbearers have played a vital part in mobilizing volunteers and allowing the Foundation to realize its corporate responsibility towards the community with recycling initiatives, tree plantations, blood drives, Mobilink payroll contributions and last but not the least dedicated volunteer hours.

Mobilink Foundation Torchbearers work tirelessly and play a key role in building a reputable name for the Mobilink Foundation within the local community.

For more information on the Mobilink Foundation and how to join the Mobilink Foundation Torchbearers, please visit our website [www.mobilinkfoundation.org](http://www.mobilinkfoundation.org)

## Regional Activities

### Celebrating Earth Day



We believe that a positive idea can bring a great positive change. Keeping that in mind, Earth Day 2009 was celebrated by Mobilink volunteers along with students of The Citizens Foundation by participating in a countrywide cleaning drive of prominent public spaces.

### Book readings for children at PIMS



Torchbearers have conducted an invigorating book reading and colouring activity at the children's ward of the Pakistan Institute of Medical Sciences (PIMS) in Islamabad.

### Supporting Cricket Tournaments for Physically Challenged People



In order to promote healthy recreational activities Mobilink Foundation regularly supports cricket tournaments for physically disabled persons across Pakistan for organizations such as the Association for Rehabilitation of Challenged People (ARCP). Torchbearers also regularly participate in organization and matches in these tournaments.

### Blood Donation Drives

Blood donation drives are regularly organized in the Mobilink offices across the country.

“Supported Lahore University of Management Sciences National Outreach Program with 5 scholarships for 4 years totaling Rs. 8.6 million”

“Contribution of Rs. 2.1 million for the running expenses of TCF Mobilink Campus I and II ensured access to quality education for 360 students”

“Donation of annual expenses for the MC Girls High School in Harbunspura, Lahore amounting to Rs. 1.6 million, which benefited 1,760 girl students and over 26 teachers”

“Partnered with Zindagi Trust to provide support of Rs. 0.9 million for a school in Haji Usman Town, Karachi which allowed 113 students and 6 teachers to benefit”

“950 treatment kits costing more than Rs. 8.4 million donated for treatment at the Plasmapheresis project at PIMS (Pakistan Institute of Medical Sciences) hospital in Islamabad”



The Corporate Social Responsibility Report for 2008-09 reaffirms Mobilink's aim to be more than just the leading cellular service provider in Pakistan. It is our commitment to the people of our nation that giving back to the country and community is at the forefront of our goals – for a sustainable Pakistan.

# Proposal for Funding

## A. Organization's Profile

i. Name of the organization

ii. Registration Status

Registered under:

Date of Registration:

Operationally Functional since:

iii. Name of the CEO

iv. Name of Chairperson of GB

v. Head Office Address, Telephone, Fax & Email

vi. Major donors

vii. Organization's Outreach

viii. Number of Offices and total Staff Strength

ix. Type of Organization

Advocacy

Service Delivery

Capacity Building

Support

Funding

Intermediary

Other (Please Specify):

x. Sectoral Area of Activity

Education

Health

Environment

Women Rights

Micro-credit

Intermediary Organization

Human Rights/ Social Justice

Animal Rights

Disaster Relief

Water & Sanitation

Arts & Culture

Other (Please Specify):

xi. Brief description of major activities over the last 3 years

## B. Project Details

This proposal seeks funding

*Rehabilitation*

*Relief*

*Reconstruction*

i. Title of the project

ii. Location

Village:

Union Council:

Tehsil:

District:

iii. Overall description of the project:

iv. Overview

Background & rationale:

Objectives:

Key Capacity Gaps:

Proposed Intervention:

Sustainability:

v. Beneficiaries

vi. Time Frame:

vii. Performance Indicators:

Input/process Indicators:

Output Indicators:

Name of the Organization

Period for the Budget

Name of the Affected Area

S.NO	BUDGET LINE ITEMS	UNITS	UNIT COST	TOTAL COST
------	-------------------	-------	-----------	------------

1

2

3

4

5

6

7

8

.....

SUBTOTAL (A)

G&A Overheads (7% of A)

GRAND TOTAL

Kindly send the application to:

[csr@mobilink.net](mailto:csr@mobilink.net)

or

Mobilink Foundation, 1-A, Koshistan Road, F-8 Markaz, Islamabad

- 
- Please also attach a list of board members
  - Any other information the organization wishes to provide



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