

**UMNIAH'S
CORPORATE
SOCIAL
RESPONSIBILITY
REPORT FOR
2022-2023**

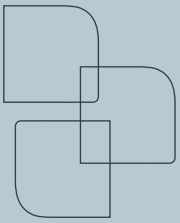


Table of Contents

Introduction	3
Sustainable Development Goals	4
CEO's Message	6
Education	7
Health	15
Community	20
Youth and Sports	29

Introduction

At Umniah, social responsibility is integral to our identity and strategic direction. Through this commitment, we aim to build strong and sustainable relationships with the communities we serve, always seeking to understand their needs and contribute to their progress and prosperity.

Through this booklet, we are pleased to provide an overview of our key social responsibility initiatives and activities undertaken throughout 2022-2023.



Sustainable Development Goals

In formulating our social responsibility programs, we have placed the Sustainable Development Goals at the forefront of our efforts, recognizing the importance of public-private partnerships in achieving these global objectives.

Our various programs have focused on targeting key goals in Jordan, including:

- Eradicating poverty and hunger.
- Promoting health and well-being.
- Ensuring access to quality education.
- Advancing gender equality.
- Providing clean water and sanitation.
- Fostering employment opportunities and economic growth.
- Encouraging industry and innovation.
- Reducing inequalities.
- Promoting sustainable communities.
- Advocating for responsible consumption and production.
- Addressing climate change.
- Fostering peace and justice.

We prioritize forming effective partnerships to ensure we achieve these objectives.

Our social responsibility strategy is based on four main pillars:

1 - Education

2 - Health

3 - Community

4 - Youth and Sports



CEO'S Message

We are proud to present Umniah's Social Responsibility Report for the years 2022-2023, which reflects the spirit and commitment of our company to achieve sustainable development and social well-being.

At Umniah, we believe that social responsibility is not just an obligation; it is an essential part of our identity and business journey. Therefore, we have made it a strategic priority since our inception in the Jordanian market.

Throughout this extensive journey, we have dedicated ourselves to supporting vital sectors in our society, aiming to create a positive impact that extends to the lives of individuals and our entire community.

Through the diversity of our contributions, whether in education, healthcare, sports, entrepreneurship, or innovation, we have leveraged our human and financial resources to achieve our strategic vision and enhance the development of local communities.

This booklet highlights our key contributions to social responsibility as a continuation of the efforts we have made in previous years.

We hope it serves as a testament to our ongoing commitment to driving positive change and improving quality of life within our communities.

Sincerely,

Faisal Qamhiyah

Chief Executive Officer

Education



Forsa Initiative

At Umniah, we believe that education is the primary driver of growth, development, and economic prosperity. Therefore, we have provided significant support to this sector, particularly through various initiatives and programs launched over the years. Our most prominent endeavor was the "Forsa" initiative, launched before the end of **2021**. It focused on rehabilitating and renovating several playgrounds and yards in Public Schools, with a total investment of one million Jordanian dinars over five years. Additionally, we initiated the connectivity and security project with the Ministry of Education, aiming to provide secure internet to **3,500 public schools for free**, along with the Student Support Fund.



During the years **2022-2023**, we implemented numerous events and activities under the "**Forsa**" initiative, aimed at promoting a healthy lifestyle for students at various school levels. We successfully rehabilitated, renovated, and reopened playgrounds at a total of **17 public schools** across several governorates, including **Amman, Az Zarqa, Irbid, Madaba, Al-Karak, Balqa, Jerash, Al-Mafraq, and Ma'an**. This initiative directly served **over 11,000 students and benefited more than 44,000 individuals** in the local community.



As part of the **"UVolunteer" program**, in collaboration **with the "Nahno" platform**, the national platform for youth volunteering and engagement, we launched "TeleMatch" events to inaugurate several playgrounds in government schools benefiting from the initiative, in partnership with the "Madrasati" initiative. The schools included: **Al-Hashimiyah Mixed Secondary School and Khadem Al-Haramain Primary School for Boys in Zarqa, Beit Idis Mixed Secondary School in Irbid, and Al-Fateh Secondary School for Boys in Amman.**

These events included TeleMatch competitions supervised by a team of volunteers from Umniah, alongside holding training sessions for teachers on providing a better educational environment, utilizing innovative resources, and developing activity-based educational opportunities to enhance students' creative thinking.

Health and Safety Campaign in Public Schools

In collaboration with the **Jordan Paramedic Society**, we launched a campaign to raise awareness of public health and safety principles in several public schools benefiting from the **"Forsa" initiative**.

This campaign aimed to enhance the health and safety of students and teachers by offering first-aid training courses, improving playgrounds with public health and safety instructions, and conducting advanced awareness sessions on first aid and rescue for both teachers and students.





Partnership with Queen Rania Foundation for Education and Development

We continued implementing our partnership program with the Queen Rania Foundation for Education and Development, supporting the **"My Child's First Years"** program for parents due to its positive impact on family and community life. The foundation's aspiration is quality education for all children, which aligns with our commitment to funding the production and promotion of videos that address common questions from parents about the best ways to support their children's growth and education at an early age.



Al-Aman Fund For the Future of Orphans

Our partnership with the Queen Rania Foundation focuses on assisting orphaned youth of the **Al-Aman Fund For the Future of Orphans** in their integration into society, fostering self-reliance, and providing the support and guidance necessary to acquire skills for their academic and professional success. We achieve this through various programs, including enrolling them in Umniah's business incubation initiatives and offering training programs across different departments of the company.





Jordan River Foundation

As part of our partnership agreement with the Queen Rania Foundation and the Jordan River Foundation, **we provided our clients with toll-free access to the family support hotline 110** for domestic violence cases, contributing to our shared vision of building a Jordan for safer children and women. Additionally, we purchased gifts for key clients through the foundation to support its programs aimed at empowering women.



مؤسسة نهر الأردن
Jordan River Foundation

Royal Health Awareness Society - The Healthy Schools Program

The Royal Health Awareness Society honored Umniah for its significant role in supporting the Healthy Schools Program in both Zarqa and Irbid. This program has contributed to enhancing health practices among over **4,000 students and teachers**. By creating a healthier and safer learning environment in these schools, it empowers Jordanians to build happy families and healthy homes.

Four public schools were supported within the Healthy Schools Program (Fatima bint Al-Khattab Secondary School for Girls, Nahawand Mixed Elementary School, Eskin Al-Hashimiya Elementary School, and Al-Hashimiya Mixed Secondary School). These schools received accreditation certificates and logo for three years from the Royal Health Awareness Society at the Gold level after achieving a minimum score of 90% in each accreditation cycle during the third year of the program.

In June 2022, we conducted a health awareness event at Nahawand Mixed Elementary School, part of the First Directorate of Zarqa. During this event, security volunteers participated in a special program aimed at raising awareness among students about the importance of healthy food and its quality.



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society



The8Log

The8Log, one of our initiatives to enrich Arabic content on the internet, aims to spread awareness and knowledge by providing specialized technical information on topics of interest to Jordanian youth. The8Log empowers young people and stimulates the minds of knowledge seekers.

Since its launch in February 2019, **The8Log has published over 1200 articles.** The blog covers a diverse range of topics including technology, entrepreneurship, health, travel, entertainment, and professional advice. The depth and breadth of knowledge have played a significant role in attracting over one million visitors to the blog by the end of 2023.



The8Log University Writing Competitions 2023-2024

The blog hosts an annual university writing competition, with hundreds of students from Jordanian universities participating each year. All articles are evaluated by a panel of experts, including Ibrahim Khreisat, the Editor-in-Chief of Hashtag Arabi and member of the Jordan Press Association; Yazan Noufal, a technology and digital marketing expert who co-founded NUR Interactive and serves as its head of digital marketing; and Nisreen Rawashdeh, Senior Program Manager at Edraak. Additionally, a team from Umniah's communication and media department is involved in the evaluation process.

Workshops and Discussion Panels

In addition to the competition, **The8Log has organized three workshops** and discussion panels attended by media professionals, university students, and industry specialists. These events covered the following topics:



Smoke-Free Facilities

In collaboration with the Royal Health Awareness Society



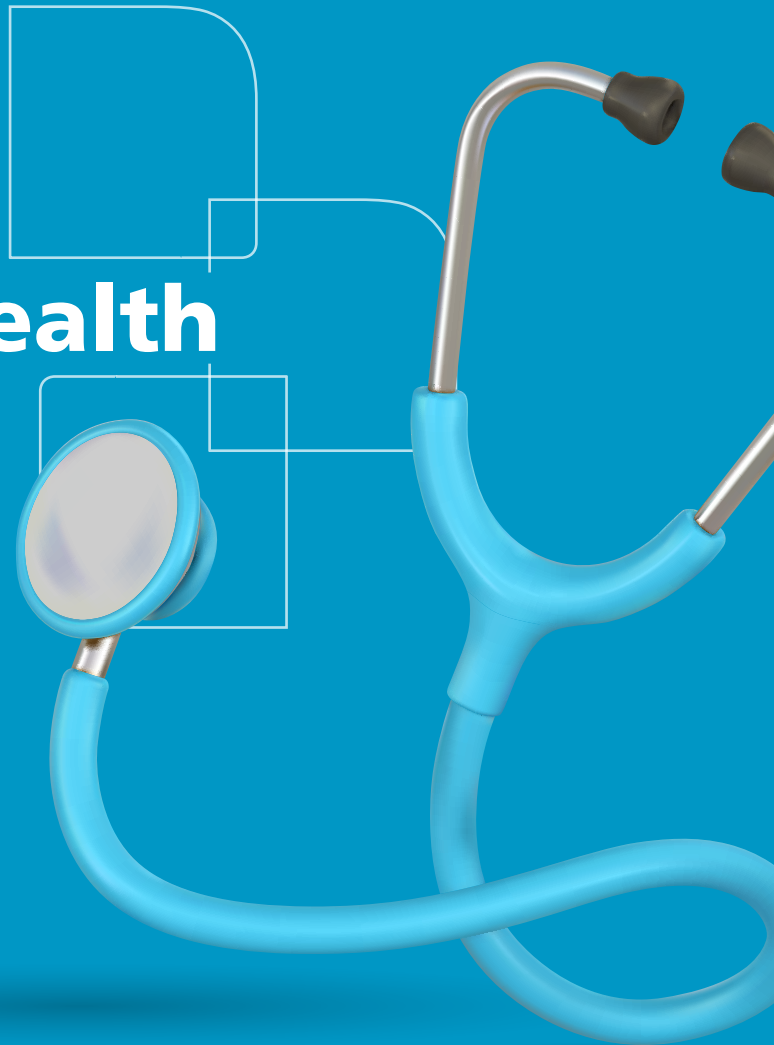
Environmental and Social Sustainability

A National Priority and Individual and Collective Responsibility



Exploring the Metaverse

Health





At Umniah, we firmly believe that access to healthcare is not just a service; it's a fundamental right that every individual deserves. Guided by this conviction, we have dedicated ourselves to organizing heartfelt initiatives and events throughout **2022-2023**, all aimed at promoting health and well-being in our community, in harmony with the Sustainable Development Goals. Among our most impactful initiatives are:

Supporting the Jordan Air Ambulance Center

In 2022, Umniah funded **12 flights for the Jordan Air Ambulance Center**, a vital component of life-saving services in Jordan. This support helps the center transport emergency cases from remote areas to specialized medical facilities across the Kingdom. However, the high cost of operating helicopters remains a significant challenge, highlighting the ongoing need for support to ensure everyone has access to urgent care.

Supporting the King Hussein Cancer Center

The King Hussein Cancer Center falls under our programs targeting the healthcare sector in Jordan. We support the center by offering communication channels through our network and allocating millions of free message bundles to Umniah subscribers referred by the center. Additionally, our employees actively contribute to the King Hussein Cancer Center, while our subscribers can show their support by donating through our loyalty program, UCoin.

On February 4, 2022, World Cancer Day, we proudly supported and participated in the "Let's Run Against Cancer" initiative launched by the King Hussein Cancer Foundation. Company employees and their families joined in this impactful event, running a distance of 5 kilometers starting from west Amman, specifically in Dabouq.



In October 2023, in cooperation with the King Hussein Cancer Center and Foundation, we organized several events to coincide with Breast Cancer Awareness Month and the Jordanian Breast Cancer Program. These events included awareness sessions, early detection screenings, and a charity bazaar.



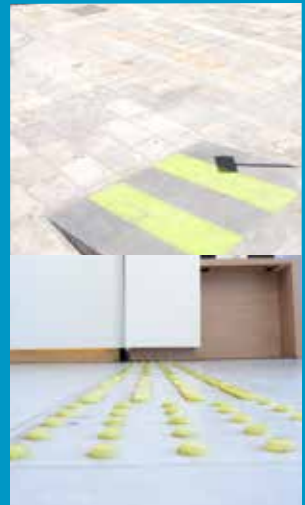
Health, Safety, and Environment

At Umniah, we hosted our first and second Occupational Health and Safety meetings in 2022-2023. During these meetings, company contractors discussed key issues related to occupational health and safety requirements while addressing the challenges faced by field teams. We also reviewed the achievements and compliance rates with public health and safety standards, honoring the most compliant companies in both meetings.



Redesigning Umniah Shops to accommodate persons with Disabilities

- His Royal Highness Prince Mired bin Ra'ad bin Zeid, President of the Higher Council for the Rights of Persons with Disabilities, inaugurated Umniah's showroom in the Al-Jubaiha area, which was redesigned to meet the access requirements of persons with disabilities. Additionally, Umniah rehabilitated 16 showrooms across Jordan, which included installing ramps with warning signs, allocating space within the exhibition for wheelchair users with directional stickers on the ground, setting up a dedicated desk for communication with persons with disabilities, incorporating a special symbol on the elevator indicating disability access and providing ground indicators to guide individuals with visual impairments.



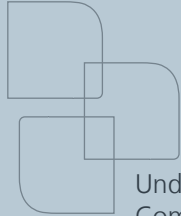


- We also partnered with the specialized institution "Martha Edu" for sign language interpretation, providing direct assistance to our deaf customers. Moreover, we produced several promotional videos in sign language, trained shops staff on interacting with customers with disabilities, and provided tablet devices in all Umniah's shops for live sign language translation.
- We received the Silver Award for Buildings for Persons with Disabilities 2023 for our showroom located in Al Batrawi neighborhood in Zarqa. This award was introduced by the Higher Council for the Rights of Persons with Disabilities (HCD) as part of its inaugural edition for 2023.



Community





Under the **Umniah Al Khair Initiative**, the main foundation for our Community pillar within Umniah's corporate social responsibility program, we have launched numerous initiatives and programs that emphasize noble humanitarian values.

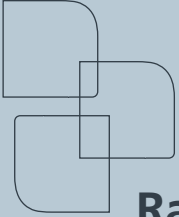
These efforts promote solidarity, mutual support, and cohesion among members of Jordanian society, aligning with our focus on community empowerment and the sustainable development goals that guide our CSR initiatives.

Mother's Day

In celebration of Mother's Day, we had the heartfelt privilege of honoring several mothers in Al-Karak by delivering thoughtful gifts to them at their workplaces. This gesture was a heartfelt tribute to the incredible women who nurture and raise conscious, educated generations. We recognize and celebrate the vital role that mothers play in shaping our society and strengthening our national economy, and we are grateful for their unwavering dedication and love.

In 2023, we organized a special event at the Home of the Human Care in Al-Fuhais to honor our cherished elderly community members. Attended by several company employees, the event featured a variety of entertainment and musical activities, creating a joyful atmosphere. We also distributed thoughtful gifts to the residents, making the day a memorable celebration of their lives and contributions.





Ramadan

During the holy month of Ramadan, we launched our annual campaign under the banner of **"Umniah Al Khair."** As part of this initiative, we renewed our cooperation agreement with Tkiyet Um Ali to sponsor families living below the poverty line for an entire year, providing them with monthly food parcels across various governorates.

Throughout the month, we implemented a series of Ramadan initiatives and activities in collaboration with charitable associations and organizations. Additionally, we supported the "Mawaed Al Rahman" held at the main headquarters of Tkiyet Um Ali in the Al-Mahatta area, reinforcing our commitment to community support during this blessed time.



Eid Al-Adha

In honor of Eid Al-Adha, we organized festive days featuring sports, face painting, storytelling, folk dances, and games. Our employees also volunteered to distribute gifts and sweets to children. In cooperation with Martha EDU, we hosted a group of 15 deaf children aged between 7-14 and their families in 2022, as well as hosting approximately 25 children and their families from Jabal Al-Hussein Camp in 2023.



Fundraising Campaign to Support the Victims of the Jabal Al Lweibdeh Building Collapse

In September 2022, we launched a campaign to collect donations for the victims of the Al Lweibdeh building collapse. This campaign was created in collaboration with Naua, a Crown Prince Foundation initiative. We provided our subscribers with various options to contribute and help meet the urgent needs of the families affected by this tragic incident. Donations could be made through Umniah's app, by using their balance in our loyalty program "UCoin," or by sending a text message, ensuring that everyone had the opportunity to support those in need during this challenging time.

Umniah Volunteering Program (UVolunteer)

In 2022, we were honored to receive the award for offering the most extensive volunteering opportunities through our **UVolunteer program**. This initiative, launched for both company employees and the Umniah Youth Team, was a collaboration with the "Nahno" platform, the national platform for youth volunteering and participation under the Crown Prince Foundation. Together, we registered 71 new volunteers who dedicated 209 hours to various activities. Additionally, we provided 19 job opportunities through the platform.

In 2023, we registered over 60 new volunteers who contributed over 320 hours of volunteering in various activities. Moreover, we were able to provide 22 volunteering opportunities through the platform.

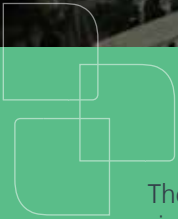




Launch of Umniah Sustainability Program

In the realm of sustainability and climate action, we launched a sustainability program in July 2022, focusing on environmental, social, and corporate governance practices. This program aims to raise awareness about these critical issues while integrating, encouraging, and rewarding our stakeholders to actively contribute to creating a better future.





The environmental sector and environmental sustainability were given significant attention in our 2022 corporate social responsibility strategy, continuing into 2023. Central to our social responsibility approach, we launched a sustainability program based on three key pillars: environmental, social, and corporate governance practices. This program, supported by various environmental events and activities, underscores our commitment to fostering positive sustainability practices across all areas of our operations and addressing the environmental challenges we face.

This program allows us to showcase our capabilities and experiences while playing a crucial role in fostering positive change in individuals, communities, and the environment. It builds on our efforts over the past few years to contribute to the global endeavor for sustainability and supports governmental initiatives aimed at achieving environmental goals in alignment with Jordan's Vision 2025.



Best Sustainability, Social Responsibility
or ESG Campaign - **Bronze**
Best Campaign in Jordan – **Bronze**




SABRE Awards
ASIA-PACIFIC 2023



Our sustainability program is based on three pillars that constitute the sustainability approach we follow, focusing on environmental, social, and corporate governance practices. On the environmental front, our solar energy farms in Mafraq, Ad-Dulayl, Al-Hallabat, and Azraq, established in 2019, have provided us with approximately 20 Gigawatts, allowing us to offset around **11.5 kilotons of carbon dioxide, equivalent to 50% of our electricity needs.** This project's objectives align with the Kingdom's plans to transition to clean energy by reducing greenhouse gas emissions from gas or oil combustion.

At Umniah, we prioritize effective governance and robust risk management by adopting, implementing, and reviewing the appropriate policies and procedures. Our focus ensures that governance practices are upheld, emphasizing transparency, accountability, flexibility, and compliance with all regulations and laws, in alignment with the goals of our sustainability program.

Socially, we always strive to play an active role in creating a positive social impact that contributes to social and economic development in local communities across the Kingdom. This is manifested through the adoption of an innovative social responsibility strategy, through which we seek to support people, ideas, and projects with high-added value in various sectors.



We planted 100 Ziziphus trees in the Sports City Forest in collaboration with the Arab Group for the Protection of Nature (APN) and Nahno Platform - the National Platform for youth volunteering and participation. This initiative, which involved participation from some of our employees, translates the concept of environmental sustainability by supporting local and international efforts to address climate change, enhance biodiversity, improve air quality, increase green areas, reduce emissions, promote vegetation growth, and preserve the environment.


In conjunction with the Kingdom's celebrations of King Abdullah II's Birthday, we collaborated with the APN to plant decorative trees, and fruit trees in public schools benefiting from Forsa Initiative. These schools include Khadem Al Haramian School for Boys in Zarqa, Al-Hashimiyah Mixed Secondary School in Zarqa, and Beit Idis Mixed Secondary School in Irbid.





Youth and Sports





Throughout 2022 & 2023, we continued our journey that we embarked on years ago to support official efforts in enhancing Jordan's position on the international sports map. We continued to provide support to Al-Wahdat and Al-Faisaly clubs by allocating proceeds to the clubs from the sales of Al-Wahdat and Al-Faisaly security lines. Additionally, we sponsored Al-Ramtha Club and Al-Jazeera Club and supported 5 youth tournaments in football and basketball at De La Salle School, Ahliyyah & MutranSchool, and the Baptist School in Amman.





Our **UCoin** program continued to support humanitarian, relief, and environmental disaster initiatives through our donations and by enabling our customers to donate to several national charitable institutions and local community organizations during the years 2022-2023.

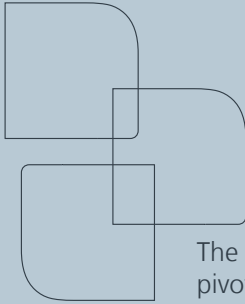
Cybersecurity Academy

The "Cybersecurity Academy" continued to offer a new training course for university students during the years 2022 and 2023. **Over 40 students** from several Jordanian universities participated, including Princess Sumaya University for Technology, Jordan University of Science and Technology, Al-Hussein Technical University, and Al-Ahliyyah Amman University.

Umniah Youth Team

Since its establishment in 2014, Umniah's Youth Team has received significant support from the highest levels within the company, providing its members with the necessary skills and training to enter the job market and lead the future of their country.

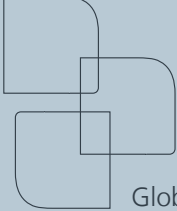
The program succeeded in motivating the youth and enhancing their knowledge and practical skills across various departments of the company, opening up new horizons for them. By 2023, the number of beneficiaries **reached 478 new members, with 420 graduates** embodying our core values of supporting and empowering youth.



The Tank: An Incubator for Entrepreneurship continued its pivotal and distinctive role in supporting the entrepreneurship ecosystem, empowering entrepreneurs, and enabling innovative and emerging projects to thrive and evolve into productive and income-generating ventures. The year 2022 witnessed numerous entrepreneurial activities and events, during which we established several partnerships:

Signing a cooperation agreement with "Martha EDU", a social enterprise for innovative educational tools for the hearing impaired, to provide technical in Arabic sign language.

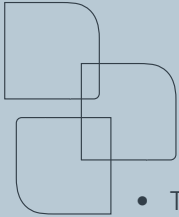
Partnering with Martha EDU to produce a series of short videos in Arabic sign language, training, awareness, and advisory sessions for our staff, facilitated by a licensed professional sign language interpreter during official working hours to serve customers with disabilities at our shops and website. Additionally, we review and edit advertising texts provided by The Tank to ensure alignment with simplified, easy-to-understand Arabic sign language translation.



Global Entrepreneurship Week

- The Tank organized several inspiring events in collaboration with local media personalities and experts in the field of entrepreneurship during the Global Entrepreneurship Week, which took place from November 14th to 20th, 2022.
- The Tank conducted a workshop at the Queen Rania Center for Entrepreneurship at Princess Sumaya University of Technology, aiming to familiarize startup owners and entrepreneurs with the differences between Business-to-Business (B2B) and Business-to-Consumer (B2C) sales services and how to close deals. A panel discussion titled "Integrating Sustainability in Startups: Necessity or Obligation?" was also hosted in partnership with the European Bank for Reconstruction and Development and CEWAS Middle East.
- The Tank hosted a workshop on entrepreneurship and technology at Al-Ahliyya Amman University in partnership with dot.jo, presenting introductory information about entrepreneurship and social entrepreneurship, and highlighting the technologies employed in startups. Moreover, a group of students benefiting from Entro Gate's services visited The Tank to learn about its services as part of the company's program aimed at spreading awareness about entrepreneurship among students in Jordan.





- The Tank held a workshop titled “Building Your Startup's Digital Identity on LinkedIn” in collaboration with Khaled Elahmad, Marketing Director at MadfooatCom. Additionally, The Tank hosted approximately 45 students from Entro Gate, a program targeting students to train them and equip them with entrepreneurship knowledge from an early age, empowering them with tools for creativity, innovation, and digital education.
- The Tank concluded the week's activities with a panel discussion titled “Unifying efforts, and the power of partnership between the public and private sectors” emphasizing the importance of synergy among key players in the entrepreneurship ecosystem to enhance support and financing opportunities for startups.



A Journey to Success

The Tank concluded its programs and activities by organizing an event called "The Tank - A Journey to Success" in December 2022. This event celebrated the successes of The Tank and the achievements of the startups it has incubated. The Tank team, along with experts and investors, reviewed the ideas and project models presented by 20 startups and then presented them to a selected group of local and regional investors and prominent businessmen. This was followed by a pitchathon where a panel of experts selected 8 startups to showcase their projects at the end of the event after evaluating them against set criteria.

Hashmiah Knowledge Station in Ma'an:

We renewed our support for Hashmiah Knowledge Station in Ma'an for the eleventh consecutive year. Our contribution to the station dates back to its establishment in July 2011 at Noor AlHussein Foundation, when we equipped it with internet services. The station offers various services to the local community, and over the past eleven years, it has benefited more than twenty thousand individuals.



