

Enriching Sustainable Development



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Our vision at Ooredoo Maldives is to enrich the lives of the communities we operate in. We remain steadfast in delivering innovative solutions and services to enable the digital lifestyles of our customers. We will continue our efforts towards establishing a Digital Maldives while making investments on the technological front to cater to the growing communication needs in the Maldives, and to ensure readiness for the next era of digital connectivity.

Despite the challenges of the Covid-19 pandemic, we have continued to work towards the development of our communities. As a community focused company, we remain committed to work for the betterment of our communities considering the economic, social and environmental impacts, aligned with our corporate values of Caring, Connecting and Challenging.

We have focused our community-oriented projects this year mainly on community engagement and empowerment. Key initiatives such as the Cyber Safety Program, Miyaheli Social Innovation Camp, Digital Literacy Program & Migrant Workers Health Camp included all segments of the community; young, old, local and expat. It was possible due to the dedication and passion of the Ooredoo Maldives volunteers who gladly contributed to our initiatives.

Looking towards 2022 we remain committed to continue supporting our communities and businesses in the Maldives with sustainable technologies and services.

Khalid Hassan M A Al-Hamadi
Managing Director and Chief Executive Officer
Ooredoo Maldives

Commitment to Achieving the Sustainable Development Goals



In October 2015, Ooredoo Maldives pledged its commitment to the United Nations Sustainable Development Goals ("Global Goals"), which aims to eradicate extreme poverty, improve the lives of people and create an all-round healthier world for tomorrow.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals ("SDG"s), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

These are ambitious targets which cannot be achieved without fully leveraging the reach and capabilities of mobile technology. Ooredoo Maldives continues its work to stimulate human growth and contribute to the sustainable development of local communities across the nation.

With a strong belief in the transformative power of digital, Ooredoo Maldives is strongly aware of the role that it can play in supporting the achievement of the 2030 Agenda for Sustainable Development Goals; focusing on good health and well-being, quality education, gender equality, innovation, reduced inequalities, sustainable cities and climate action.

Relaunched Internet Safety Campaign

The internet has transformed all aspects of our lives including, education, health services, entertainment, how we work and even how we socialize. Over the past year, with the emergence of the ongoing global pandemic, the use of the internet and technology has skyrocketed. Ooredoo Maldives relaunched the Internet Safety Campaign, as more and more people including children are connected to the internet, most of the day; to work, to study, to stay in touch with friends and family, to be entertained and more.

Session on Digital Friendships at the Safer Internet Ambassador Training program

Ooredoo Maldives conducted a session on Digital Friendships at the Safer Internet Ambassador Training program conducted by the Ministry of Education and Ministry of Environment, Climate Change

and Technology to train over 15 Ambassadors targeted at schools in the Greater Male' area.

Students teleport to Germany via RoBoy, powered by Ooredoo 5G AirFibre

The Eco Org and Ooredoo Maldives partnered with Roboy - a robotics start-up based out of the Technical University of Munich, to host a robotics-based telepresence event powered by Ooredoo 5G AirFibre which enabled students to virtually teleport themselves from Maldives to Germany.

Free Data Allowance to Students and Teachers to facilitate Online Classes

We partnered with the Ministry of Education to provide easy access to educational tools such as Google Classroom, Microsoft Teams, Moodle, Zoom etc. for online classes. The free Data allowances were made available for our customers, as validated by the Ministry of Education.

Covid-19 Awareness messages

Ooredoo Maldives continued to spread awareness messages and health alerts regarding Covid-19, through the Company's social media channels, SMS, billboards and the ring-back tone.

Free Internet Support for Government institutions and other stakeholders

Ooredoo Maldives continued to provide free internet support for Government institutions and other stakeholders who are part of the national emergency response for Covid-19 in the Maldives.

Palestine Relief Charity Cup

All PUBGM eSports clubs and clans in Maldives held a 100% Charity eSports event "Palestine Relief Charity Cup - Maldivian Gamers with Palestine". The event was powered by Ooredoo Maldives and carried out by E2S our local gaming partner. A total of MVR 125,000 was raised through this event. All proceeds from the event was donated to Palestine through our donation partner International Aid Campaign ("IAC").

Fraud awareness campaign online

Ooredoo Maldives continued helping the public to combat online scammers, by boosting fraud awareness on social media channels. The campaign aimed to safeguard thousands of potential victims from Data and financial theft and focused on phishing which is a cybercrime attack that involves soliciting and stealing personal and banking information over the phone.

Cyber Rakka – Clubhouse

Ooredoo Maldives partnered with Women in Tech and the Maldives Police Service to conduct monthly Clubhouse discussion sessions under the cyber-safety campaign Cyber Rakka. The first discussion was held on 'Image-based abuse' and over 100 participants joined the session.

Hour of Code

Ooredoo Maldives participated in Hour of Code which takes place globally each year and was held on 11th December 2021 in the Maldives. Hour of Code is part of the global movement reaching tens of millions of students in more than 180 countries through a one-hour introduction to computer programming in a fun way and opened for all ages.

"Visit Maldives Now" Social Contest

As part of the countrywide efforts to restore the tourism industry in the Maldives and the livelihood of many, Ooredoo Maldives initiated a destination Marketing campaign "Visit Maldives Now" last year. To promote this campaign, Ooredoo Maldives started a social contest where the public was invited to share images of Maldives on social media and stand the chance to win free stays at local guesthouses.

Donation to Vilufushi Health Centre

Assisted Th. Vilufushi Council to upgrade the Vilufushi Health Centre teleconsultation facility.

Support for Sh. Feevah council

Provided support to Sh. Feevah council to refurbish the island mosque.

Blood Donation Camp

As part of our support and assistance to Maldivian Blood Services for reaching their blood requirements, a Blood Donation Camp was held during August 2021 by Ooredoo Maldives in partnership with the Maldivian Blood Services and the Maldivian Red Crescent.

Bodu Eid Ul-hiya Kathilun

On the occasion of Eid al-Adha, a "qurbani" was done in partnership with the Male' City Council and meals were donated to the Children's Orphanage, Fiyavathi.

Partnered for the Villa College Medal

To recognize and support academic excellence and towards building a skilled and educated nation, the College Medal is the most prestigious award, that is given to Villa Collage graduates. recognize and support academic excellence and towards building a skilled and educated nation.

Community Impact Awards – Partner

MV+ Community Impact Awards was given to NGOs in honour of their exemplary work done for our community.

NGO Forum – Digital Partner

Ooredoo Maldives was the digital partner for the Ministry of Youth, Sports and Community Empowerment NGO Forum that brought together NGOs from all around the country.

Miyaheli 2021

Since 2016, Ooredoo Maldives has partnered with UNDP to host Miyaheli - the first Social Innovation Camp in Maldives. The project calls for ideas from the youth to improve our community through innovative solutions, which is followed by an itch workshop where they are trained to turn the ideas into reality. The best five proposals from the workshop receive grants to bring the idea to life. This year the program focused on 3 areas, including Innovation for the Planet, Innovation for the People, Innovation for Prosperity.



Migrant Workers' Cricket Carnival

Ooredoo Maldives, Mission for Migrant Workers Maldives and Cricket Board Maldives hosted a cricket tournament, for migrant workers. This event aimed to spotlight migrant workers and their contributions to the community, and provide a ground for their enjoyment and leisure, as a way of thanking them for their hard work. The event also featured stalls around the stadium offering various services such as free health screenings and mobile phone registrations for migrant workers.

"OUR PEOPLE"

Our energetic and multi-cultural pool of employees continues to be the driving force behind our business growth and success. Our human resource strategy focuses on attracting the best talent while driving a performance oriented culture. We remain committed in providing an inspiring, safe and appropriate working environment for our employees. Employee strength stands at 370 full time employees out of which 93% are Maldivians, demonstrating the Company's commitment towards the community and local talent development. Female ratio of the total work force stands at 32% with female representation at executive management.

TRAINING AND DEVELOPMENT

Capability building is a key strategic pillar focused on building a strong talent pool with specific skillsets to cater for the current and future needs of the Company. We continue to leverage our E-learning system to keep the learning going. Development focus areas include leadership, professional certifications, soft skills and competency development.

EMPLOYEE WELLBEING & ENGAGEMENT

We believe employee wellbeing and engagement is paramount to the success of the business.

The transition from "Work from Home" to "Work from Office" was made in July 2021 with all health and safety measures in place and enforced across the Company.

DIGITAL HR AND OUR WAY OF WORK

We remain steadfast in our belief that the Agile way of work is a mindset and that working in small groups wherein any task can be ideated, executed and monitored in a quick and efficient manner. We continue to work in Small Business Units ("SBU") to drive the key business imperatives successfully and efficiently. We embraced digital way of working by leveraging technology in people management processes and practices in 2017. Automation and analytics are integrated into the fabric of everyday business. Our Performance Management System is run with real time performance reviews benchmarking our performance management standards against those of peers and leading multinationals. We run trainings on our LMS, with access to learning materials at finger tips any time. Employees reward each other on our E-Kudos instant reward programme implemented in 2018 and migrated to cloud in 2020.

THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT



HUMAN RIGHTS

PRINCIPLE 1 Business should support and respect the protection of internationally proclaimed human rights.

PRINCIPLE 2 Business should ensure that they are not complicit in human rights abuses.

LABOUR

PRINCIPLE 3 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

PRINCIPLE 4 The elimination of all forms of forced and compulsory labour.

PRINCIPLE 5 The effective abolition of child labour.

PRINCIPLE 6 The elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

PRINCIPLE 7 Business should support a precautionary approach to environmental challenges.

PRINCIPLE 8 Business should undertake initiatives to promote greater environmental responsibility.

PRINCIPLE 9 Business should encourage the development and diffusion of environmentally friendly technologies.

ANTI CORRUPTION

PRINCIPLE 10 Business should work against corruption in all its forms, including extortion and bribery.

UNITED NATIONS GLOBAL COMPACT

HUMAN RIGHTS PRINCIPLES

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Health & Safety

Ooredoo Maldives remains committed to ensuring the health and safety of employees, with strong policies that guide our team to appropriate actions and promptly report incidents that are likely to result health and safety concerns. The Company issues personal protective equipment and have safety work instructions for all hazardous activities.

In 2021, the Company carried out trainings to prepare employees for emergency situations. Maritime training covered employee's safety and understanding of regulations at sea as they travel within the dispersed islands carrying out day to day business operations. Fire and safety training conducted to enable employees to identify the conditions capable of causing fire, and first response appropriately and follow the fire evacuation planning for all facilities.

A Crisis Response Team was created to prioritise on the safety of our employees during the Covid-19 pandemic, ensuring the physical and mental well-being of employees while working remotely and taking critical safety measures in all interactions with team members, customers and the community at large. "Work from Home" policies were implemented which provide flexibility to work from remote locations during situations such as disaster recovery periods, viral epidemics, or to address a temporary personal situation of an employee. The urgent implementation of this policy contributed towards social distancing, which had then been recommended by the Health Protection Agency ("HPA") as prevention efforts for Covid-19.

Fair Treatment & Workplace without Harassment

Clear policies and procedures ensure fair treatment for all employees, with respect to assigning of work, remuneration, career development and all employee related matters. The Company has a zero-tolerance policy towards harassment which prohibits it in any form within the work environment, while ensuring that there will not be any retribution against an employee that lodges such a complaint.

Medical Insurance & Retirement Benefits

Ooredoo Maldives has been providing medical insurance to team members since its initial establishment in 2005. Upon successful completion of the probation period, all employees and their immediate family members are provided with medical care, under the Company's medical insurance scheme.

IMPLEMENTATION

- Company policies and procedures are shared with all employees upon handover of employee contract, as well as during the orientation program for new joiners.
- Annual First Aid Trainings, Maritime Trainings and Fire and Safety Trainings are conducted for relevant employees.
- All employees are given medical insurance and registered under the Maldives Retirement Pension Scheme.

LABOUR PRINCIPLES

PRINCIPLE 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

PRINCIPLE 4

The elimination of all forms of forced and compulsory labour.

PRINCIPLE 5

The effective abolition of child labour.

PRINCIPLE 6

The elimination of discrimination in respect of employment and occupation.

Equal Opportunity to all

Employees of Ooredoo Maldives, as well as applicants, are provided equal opportunities in employment, development and trainings, as well as career advancements without any discrimination based on race, color, marital status, parental status, ancestry, source of income, religion, gender, age, national origin or handicap. The Maldives is a signatory to the United Declaration of Human Rights, and Ooredoo Maldives complies with all local laws and regulations, and respects the culture and values within all aspects of our operations.

IMPLEMENTATION

- Ooredoo Maldives adheres to the Maldives Employment Act to guarantee the elimination of forced and compulsory labor, the effective abolition of child labor and the elimination of discrimination, in respect of employment and occupation.
- As a company that believes in the benefits of gender diversity, efforts are made to increase equal opportunities and participation across all functions and job levels. Under the Ooredoo Group led Gender Diversity Program, efforts made include encouraging female entrants for relevant postings during the recruitment stage, opportunities in training and development, providing mentorships for career growth and more.

ENVIRONMENT PRINCIPLES

PRINCIPLE 7

Business should support a precautionary approach to environmental challenges.

PRINCIPLE 8

Business should undertake initiatives to promote greater environmental responsibility.

PRINCIPLE 9

Business should encourage the development and diffusion of environmentally friendly technologies.

IMPLEMENTATION

Climate Action is one of the key focus areas for Ooredoo Maldives' corporate social responsibility efforts, as part of its commitment towards achieving the United Nations Sustainable Development Goals. We help to protect our planet by implementing green practices within our business activities.

- Green practices have been incorporated within all internal and external dealings, to reduce the Company's carbon footprint. This includes the introduction of e-bills, installation of eco-friendly lighting within the office, and more.
- Ooredoo Maldives was the first company in the Maldives to introduce the modern Single Radio Access Network ("RAN")

equipment. 100% of our sites have now been modernized with Single RAN equipment, successfully saving 54% in electricity consumption and 80% in carbon footprint.

- Company-wide "Go Green" program was carried out to encourage environment friendly practices and to reduce wastage of resources such as electricity, water and paper.
- The Company abolishing the usage of single use plastic water bottles within the office, from 2018 onwards.
- One of the major green practices started within the Company has been the automation of manual processes. The Company has completely digitized all internal processes, eliminating the need for paper use and printing within the workplace.

ANTI-CORRUPTION PRINCIPLES

PRINCIPLE 10

Business should work against corruption in all its forms, including extortion and bribery.

Ooredoo Maldives has policies in place to eliminate corruption inclusive of:

Suppliers

Employees must interact with suppliers or vendors with honesty and integrity. Decisions to purchase products and services shall be based on the Company's interest, considering factors such as quality, price, performance, suitability and reliability. Employees who are required to engage in dealings with regard to purchasing of assets, items and equipment's or obtaining services from suppliers, vendors and service providers must avoid conflict of interest or appearance of any conflict of interest.

Conflict of Interest

Employees shall not practice any business or trade, which is in conflict with their duties, or with the Company's interest or which may cause the employee to have direct or indirect interest in any contracts or works related to the Company's activities or to which the Company is a party.

The Company policy requires that employees avoid any situation that creates a conflict of interest between the employee's own interest and that of the Company. Employees shall ensure that their activities during and after office hours do not conflict with their duties or with the Company's interest. The employee should inform the Management in case any activity or situation creates a conflict of interest.

It is the responsibility of the employee to declare their business interests that may or may not create any conflict of interest.

IMPLEMENTATION

- HR policies are communicated to and signed by all employees upon signing the employment agreement, and further explained in detail during the onboarding of new employees.
- Internal Audits are conducted to prevent corruption and bribery.
- A Disciplinary Committee is assembled to carry out non-biased investigations of fraud, bribery or corruption.

MEASUREMENT OF OUTCOMES FOR IMPLEMENTED PROCEDURES

- A Whistleblower Policy is adopted by the Company which was introduced to ensure the receipt, analysis and processing of reports of violation of laws, regulations, policies, decisions, instructions, code of conduct or ethics in the Company. In addition to the problems that occur in the system of internal control, maintaining the confidentiality of the Company's information and fraud attempts, this includes any errors that could have a negative impact on the Company, Ooredoo Group, employees, customers, investors, shareholders or others in general.
- The whistle-blower reporting is controlled by the Internal Audit Department of Ooredoo Maldives, whereby information related to the whistle blower and reported issues are kept confidential.
- Employees are given the opportunity to report any concerns, wrongdoings or frauds via the Whistleblower Policy.
- Instant reporting of concerns to Human Resources was enabled through a Digital Feedback Mechanism available from the Company Intranet.