

SUPPLEMENT: FOCUS ON VODACOM GROUP'S ENVIRONMENTAL, SOCIAL AND GOVERNANCE JOURNEY

CONNECTING FOR A BETTER FUTURE



INSIDE: PROTECTING THE PLANET | EMPOWERING PEOPLE | MAINTAINING TRUST

Further together



Foreword

By Shameel Joosub, Chief Executive Officer for Vodacom Group

Africa stands at a pivotal moment. The continent faces significant challenges—rising unemployment, gender inequality, income disparity, limited access to essential services, and the growing threat of climate change. These are compounded by volatile market conditions shaped by local, regional, and global events. Yet, amid these complexities lies immense opportunity.

At Vodacom, we believe in the power of technology to transform lives. Our purpose—to connect for a better future—focuses on empowering people, protecting the planet and maintaining trust.

This serves as our Environmental, Social and Governance (ESG) framework, which is embedded in our business model, guiding how we operate, innovate, and serve our customers across our footprint in Africa.

We aim to close the digital divide and help people benefit from digitalization. To achieve this, we take an ecosystem approach spanning infrastructure, affordable devices and data along with a range of digital solutions from mobile money to IoT smart utility management platforms. These solutions are designed to empower individuals and small businesses while transforming sectors and large companies through scaled digitalization.

We are harnessing technology as a force for good. From scaling mobile money platforms that handle over \$1.2 billion in daily transactions, to boosting smallholder farming through agritech and digitalizing Egypt's healthcare sector, our impact is far-reaching and measurable.

We are also proud of our progress in environmental stewardship. All our operations now match 100% of the grid electricity purchased with renewable sources, reducing our Scope 2 market-based emissions to near zero. We also now send 100% of our decommissioned network equipment for reuse, resale or recycling and continue to explore opportunities within our industry.

Our journey to understand our nature-related dependencies, impacts, risks and opportunities continues with a growing focus on our value chain.

Trust remains the cornerstone of our operations. We are committed to doing business ethically, developing our employees, protecting privacy and data, protecting people, respecting human rights and promoting responsible and inclusive procurement.

Looking ahead, our Vision 2030 strategy will further scale connectivity and strengthen our partnerships to enhance lives, uplift communities, and safeguard our planet while delivering value to all stakeholders. Vodacom is proud to play its part in shaping a more inclusive, sustainable future.



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Connecting For A Better Future

By Stephen Chege, Chief Regulatory & External Affairs Officer for Vodacom Group



87.7 million financial services customers including insurance, remittances and access to savings, loans and investment services through its licensed partners. Its innovative super-apps—M-Pesa, VodaPay and Vodafone Cash—deepen financial inclusion and support SME growth across the continent.

Protecting the planet

Making strides toward its net-zero ambition by the 2035 financial year, Vodacom has achieved a 77% reduction in Scope 1 and 2 market-based emissions from its FY2020 baseline and for the first year matched 100% of purchased grid electricity (Scope 2) with electricity from renewable sources.

Vodacom sent 100% of its network waste for recycling and promoted circularity initiatives for devices and it continues to advance its climate transition plan, understand its impacts and dependencies on nature, and supporting biodiversity through partnerships and IoT-enabled conservation technologies.

In a year marked by global uncertainty and regional challenges, Vodacom Group has reaffirmed its commitment to building a more inclusive, sustainable, and trusted digital society.

The group's environmental, social, and governance (ESG) report suite for the year ended March 31, 2025 outlines the company's integrated approach to ESG performance, aligned with its purpose of connecting for a better future.

This is underpinned by three purpose pillars: empowering people, protecting the planet, and maintaining trust. ESG is embedded in Vodacom's operations, strategy, and stakeholder engagement across its markets, with oversight from the Social and Ethics Committee and executive leadership.

Empowering people

Vodacom strives to support and empower the consumer, enterprise customers, government and communities through digital access and digitalization. Providing connectivity to empower people is at the core of Vodacom's strategy. This, alongside our focus on smartphone and internet access and the development of a broad range of digital platforms and solutions, unlocks opportunities beyond mobile.

Vodacom now connects 211.3 million customers, including Safaricom, across its footprint. Its 'Tech for Good' solutions play a vital role in driving inclusion and addressing challenges across key sectors, including healthcare, education and agriculture.

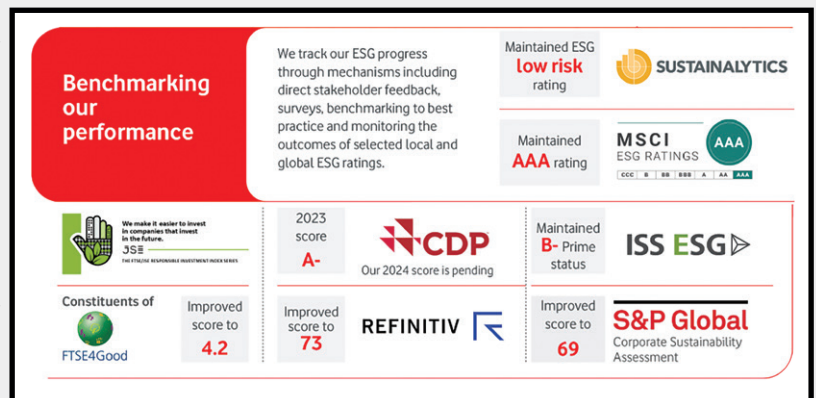
In the fintech space, Vodacom facilitates daily mobile money transactions exceeding \$1.2 billion and empowers

Maintaining trust

Certified as Africa's Top Employer for the second year running by the Top Employers Institute, Vodacom is setting benchmarks in employee wellbeing while remaining committed to ethical governance, enhanced cybersecurity, and inclusive procurement. With zero privacy fines and zero critical cybersecurity incidents reported in the past financial year, Vodacom's leadership in digital ethics, including AI governance, reinforces its commitment to data responsibility and human rights.

Vodacom's ESG performance is validated by various ratings, including AAA from MSCI, low-risk ESG rating from Sustainalytics and Prime rating from International Investor Services.

As the group looks ahead to fulfilling its Vision 2030 strategy, it remains committed to its purpose-led approach to drive inclusive, sustainable growth across Africa.



A Major Milestone Realized In Ongoing Strategy To Achieve Emissions Target

VODACOM GROUP NOW PROCURES 100% OF ITS PURCHASED ELECTRICITY FROM RENEWABLE SOURCES, MAKING IT THE FIRST MULTI-NATIONAL TELECOMS OPERATOR ON THE CONTINENT TO REACH THIS GOAL. IT REFLECTS THE TELCO'S EFFORTS TO DECARBONIZE, AS PART OF ITS PURPOSE-LED COMMITMENT TO PROTECT THE PLANET.

To meet its target, Vodacom has several on-site renewable power installations, procures electricity through renewable power purchase agreements (PPAs), and purchases renewable energy certificates (RECs). RECs are a market instrument to match grid electricity consumption with electricity added to the same or interconnected grid from renewable sources.

This effectively 'offsets' its grid-based consumption with verified renewable energy sources, which enables Vodacom to reduce its market-based Scope 2 greenhouse gas (GHG) emissions in places where on-site renewables cannot yet be deployed or PPAs are not permitted or available.

Vodacom's total energy consumption reached 2,076 GWh in the past financial year, of which 1,275 GWh was purchased electricity. Of this, 906 GWh came from grid electricity, not own generation nor covered by PPAs.

To mitigate the associated environmental impact, Vodacom acquired RECs to cover this grid electricity for its operations across South Africa, Egypt, Tanzania, the Democratic Republic of the Congo (DRC), Mozambique and Lesotho.

"We are extremely proud of this achievement as we continue to reduce our environmental impact and improve the sustainability of our operations across Africa," says Dejan Kastelic, Chief Technology Officer.

"Our 100% renewable electricity procurement marks a significant milestone in our ongoing strategy to reach net-zero GHG emissions in our direct operations by 2035. It reflects our determination to protect the planet while empowering communities with cleaner, greener connectivity."

To support this transition, Vodacom has partnered with the public sector to implement innovative renewable energy solutions. This includes working closely with Eskom to develop the virtual wheeling mechanism in South Africa and, with its subsidiary, Mezzanine, developing the technology platform to enable it. Virtual wheeling allows for electricity supply to our local operations to originate from renewable independent power producers, such as wind and solar farms.

Vodacom South Africa will be the first to procure renewable electricity through virtual wheeling in the last quarter of 2025.

In other parts of the continent, Vodacom is collaborating with government authorities to encourage investment in renewable energy infrastructure and the growth of independent power producers. Through collaborations like this, Vodafone Egypt purchased 76% of its electricity consumption through a renewable PPA with the government.

While Vodacom's primary energy source is grid-supplied electricity, there can be limited grid availability in certain countries, resulting in reliance on diesel generators and batteries for power. In the short term, Vodacom has prioritized batteries over diesel generators as these impede its decarbonization efforts.

Longer term, the network operator is exploring diesel

alternatives, including connecting off-grid sites to the grid, deploying wind and solar where suitable, and exploring newer technologies, including microturbines and hydrogen fuel cells.

"The tech sector holds both the responsibility and the capability to lead efforts in reducing greenhouse gas emissions, particularly in regions like Africa, where the impacts of climate change are already deeply felt. At Vodacom, we are committed to setting the standard in energy efficiency and accelerating the transition to renewable energy. This commitment is reflected in numerous initiatives, including becoming the first operator to certify all African operations under ISO 50001 standards and setting the earliest net-zero ambition among telcos on the continent," says Kastelic.

"As we continue to live our purpose to connect everyone to a better future, our net-zero goal is a necessity to build a sustainable, inclusive digital society while safeguarding our planet for generations to come."



Protecting the planet

Enhanced the Group's climate and nature report to include our greenhouse gas (GHG) emissions reductions strategy and additional information on our climate transition plan (CTP) and associated activities



The Board was trained on evolving sustainability disclosure frameworks and regulations related to climate change

Matched **100%** of purchased grid electricity with renewable sources

1 926 solar-operated access sites

FY2024: 1 773

GHG emissions per terabyte (TB) of data reduced to **0.04tCO₂e/TB** of data down **75%**

FY2024: 0.14tCO₂e/TB

We collect, refurbish and reuse fixed-line equipment (such as broadband routers) to reduce e-waste and unlock cost savings

100% of network waste sent for recycling or re-use

FY2024: 93%

1 445.7 tonnes of hazardous network waste recycled

FY2024: 1 277.7 tonnes

Reviewed nature-related regulation and industry performance for nature-related topics

Pioneering Solar Technology To Power A Net-Zero Future

VODAFONE EGYPT IS TRANSFORMING TELECOM INFRASTRUCTURE WITH INNOVATIVE SOLAR TECHNOLOGIES WHILE PROGRESSING NET-ZERO EMISSIONS IN THE INDUSTRY.



Vodafone Egypt is advancing innovative solar technologies to power network sites

Globally, information and communication technologies are estimated to contribute between 1.5% and 4% of greenhouse gas (GHG) emissions, placing the industry's carbon footprint on par with that of commercial aviation and maritime transport. The pressure is mounting for the sector to transition to cleaner energy sources, especially as demand for data accelerates with the rise of internet usage, artificial intelligence, and mobile connectivity.

In line with its goal to achieve net-zero direct GHG emissions (Scope 1 and 2) by financial year 2035, Vodacom Group is implementing focused energy transition strategies across its operating companies to increase energy efficiency and shift operations towards renewable sources.

Vodafone Egypt is spearheading groundbreaking solutions to achieve these net-zero goals. This includes advancing innovative solar technologies to power network sites and reducing its dependence on diesel fuel.

Installing traditional solar arrays at network sites can be challenging, especially in congested areas where space is limited. Vodafone Egypt has developed a solar flower solution, a first-of-its-kind innovation in network energy design. The system comprises 12 solar panels arranged in a circular flower formation, mounted directly onto the tower while carefully distributing the weight to maintain structural integrity.

The solar flower generates approximately 16 kWh of clean electricity per day, delivering a reduction in civil construction costs and halving installation time compared to conventional methods. This design brings renewable energy to sites which cannot accommodate traditional solar arrays, expanding solar coverage.

Vodafone Egypt is also experimenting with newer technologies. Thin film solar panel efficiencies have improved significantly, making it a potential alternative to traditional solar panels, especially in space-constrained environments. Vodafone Egypt developed a customized design, which can be rapidly deployed, cladding the mast with the flexible, thin film panels. This design, a first in Egypt, improves renewable energy yield by maximizing sun exposure and reducing shadowing, ideal for situations where it is infeasible to deploy traditional solar panels.

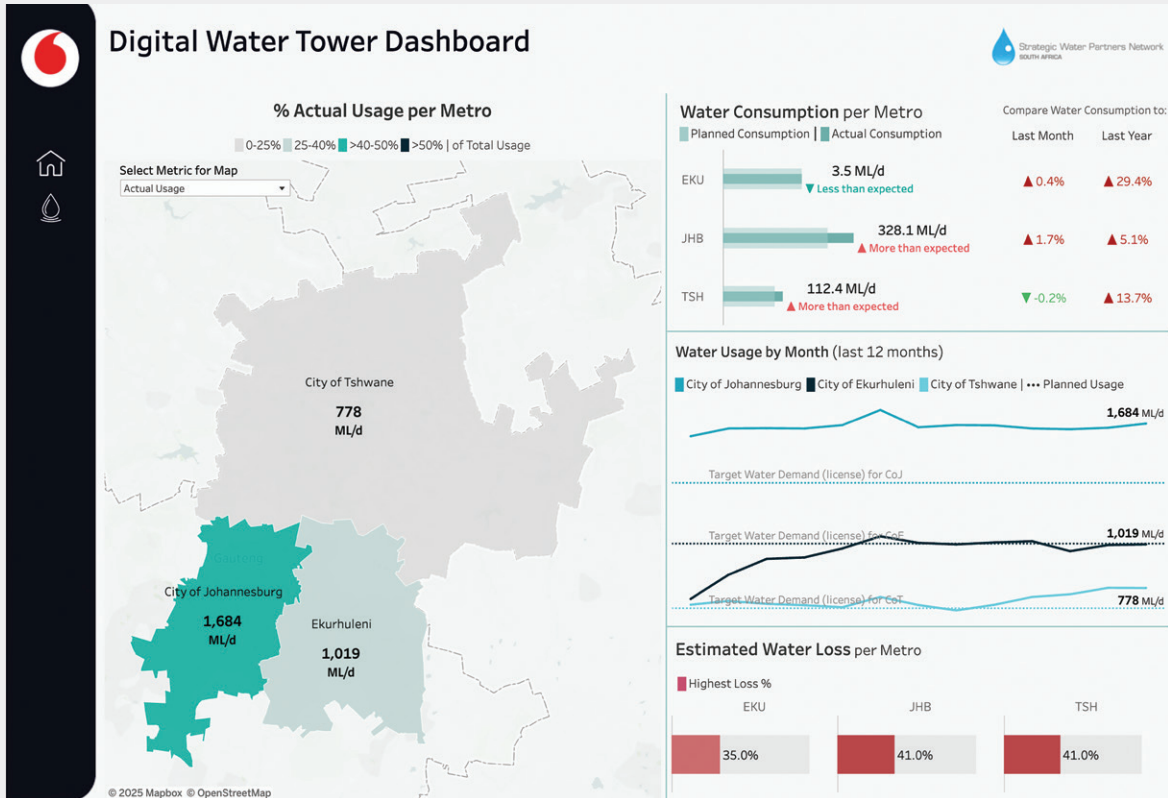
Both technologies signify the application of innovative thinking in the transition to net zero. Not only do they increase the capacity for renewable energy integration, but the solutions are fit for purpose, lowering operational costs, and enhancing infrastructure resilience.

"When it comes to our planet, our solar initiatives, along with our other initiatives in energy efficiency and renewables, contribute to reducing our environmental footprint and advancing the use of renewable energy in innovative ways. Together, these efforts reflect our broader ambition to innovate with impact and create lasting value for people, society, and the environment," says Mohamed Abdallah, CEO of Vodafone Egypt.

Vodacom Group's efforts in Egypt—and across its operations—demonstrate that climate innovation and digital connectivity can go hand in hand. By pioneering next-generation renewable solutions tailored for real-world constraints, Vodacom is accelerating the transition to cleaner energy while building a smarter digital future.

Smart Solutions For Water Security

THROUGH SMART TECHNOLOGY AND STRATEGIC PARTNERSHIPS, VODACOM IS HELPING SOUTH AFRICAN MUNICIPALITIES TURN THE TIDE ON WATER LOSS AND BUILD A MORE SECURE, SUSTAINABLE FUTURE.



Water is a vital resource, but for many in Gauteng, South Africa, reliable access is becoming more uncertain. Ageing infrastructure, high levels of water loss, and rising demand are putting severe pressure on the province's supply system. Vodacom is helping to address these growing water security challenges by using smart technology to support better water management in the region.

"Our commitment to digital transformation extends beyond connectivity—we believe in using our technology capabilities to drive sustainable impact," says Videsha Proothveerajh, Director of Vodacom Business.

"In partnership with the Strategic Water Partners Network (SWPN), we are rolling out an innovative digital solution called the Digital Water Tower. Developed with Vodacom subsidiaries Mezzanine and IoT.nxt, the platform provides real-time data to help water suppliers and municipalities track usage, detect leaks, and make quicker, more informed decisions. The aim is to reduce water losses and keep the taps running for everyone in Gauteng."

Currently, the province of Gauteng suffers from high water losses, with approximately 40% of the supply lost due to infrastructure failures, theft, and inefficiencies. According to the Department of Water and Sanitation, South Africans use 64 liters more per day than the global average.

Supply constraints are expected to persist until 2028, pending the completion of Phase Two of the Lesotho Highlands Water

Project (Polihali Dam). Furthermore, ageing and outdated municipal infrastructure have led to weaker revenue recovery and increased water losses.

To address these issues, the Digital Water Tower enables collaboration between citizens, municipalities and other stakeholders for long-term water security.

The first phase brings together different types of existing data, such as meter readings, consumption patterns, and network maps in one place. This allows for a holistic view of how water is being used and managed, from supply to demand. In the second phase, the digital platform will perform impact assessments, identifying areas where interventions are needed and which solutions will make the biggest impact.

With real-time visibility and specific insights, the Digital Water Tower will help with efficient water monitoring and management, improving consumer and supplier services, and increasing revenue assurance.

The solution went live in three municipalities in early 2025, with nearly 500 community members trained and employed during the installation.

The initiative supports the broader efforts of the Platform for a Water Secure Gauteng (PWSG), launched in 2024. This multistakeholder collaboration, led by the Department of Water and Sanitation, Rand Water, and local municipalities, encourages public and private sector partnerships, such as with Vodacom, to find solutions to the water crisis.

Planting Seeds Of Change To Reduce Emissions In Mozambique

MANGROVES ARE NATURE'S FRONTLINE DEFENDERS AGAINST CLIMATE CHANGE AND, IN MOZAMBIQUE, VODACOM IS SUPPORTING THE RESTORATION OF THESE ECOSYSTEMS TO HELP SAFEGUARD THE PLANET'S FUTURE.



Growing on Mozambique's tropical coastline is one of nature's most powerful but often overlooked protectors, the mangrove forest. Acting as natural barriers against erosion, mangroves reduce the impact of storms, serve as nurseries for marine life, and sequester carbon at faster rates than other forests. They are an extremely important resource in the fight against climate change.

Mozambique is home to approximately 390,000 hectares of mangroves, making it one of the largest expanse of these coastal wetlands in Africa, along with countries like Nigeria and Guinea-Bissau, among others. Despite their immense ecological value, these ecosystems are under threat.

In recent years, Mozambique has witnessed a worrying surge in mangrove degradation, particularly around major urban centers such as Maputo, Beira, Quelimane, and Pemba. Urban expansion, unsustainable harvesting of mangrove wood for fuel, and pollution have accelerated the destruction of these habitats, leaving coastal communities more vulnerable to the impacts of climate change.

Recognizing the urgent need to act, the Vodacom Foundation, through its employee initiative program,

proposed a community-led intervention to recover the mangrove forest at Costa do Sol beach in Maputo, which has been destroyed by human activity. The initiative also aimed to raise awareness about the significance of protecting these coastal ecosystems and supporting biodiversity in addressing the climate crisis.

In October 2024, Vodacom employees, together with local community members and partners, including Sathuma, a local association dedicated to the preservation of mangroves in Mozambique, and the United States Forest Service, planted 2,300 mangrove seedlings throughout the morning, reclaiming one hectare of damaged habitat.

As climate threats intensify and biodiversity continues to decline, companies must go beyond compliance and take bold steps to integrate environmental sustainability into their core values. Vodacom Mozambique's mangrove restoration effort demonstrates how businesses can contribute to reversing ecological loss and building a more resilient future.

Conserving Mozambique's mangroves is not just about preserving nature, but about safeguarding coastal communities, securing food systems, and protecting the country's natural heritage for generations to come.

A Digital Lifeline For Farmers In Tanzania

VODACOM'S M-KULIMA USES MOBILE TECHNOLOGY AND DIGITAL PLATFORMS TO EMPOWER SMALLHOLDER FARMERS IN THE EAST AFRICAN NATION WITH REAL-TIME INFORMATION, ACCESS TO FINANCIAL SERVICES, AND MARKET CONNECTIONS TO BOOST PRODUCTIVITY AND BUILD RESILIENCE.



Agriculture remains the backbone of Africa's economy, employing over 65% of the continent's workforce, according to the World Bank, and contributing significantly to GDP. However, the sector faces numerous challenges, including limited access to safe and sustainable inputs, low yields, vulnerability to climate change, and limited access to markets and financial services.

Digital agriculture platforms, which leverage technology to improve farming practices and outcomes, are emerging as a crucial solution to these challenges. These tools can bridge the information gap and empower farmers with the knowledge and resources they need to boost yields and adapt to changes. They can provide farmers with real-time information on weather, soil conditions, pest management, and market prices, enabling them to make informed decisions and optimize their operations.

In addition, digital agriculture platforms can facilitate access to financial services, such as credit and insurance, which are often out of reach for small-scale farmers.

In Tanzania, Vodacom's M-Kulima, aims to transform the agricultural sector by providing

farmers with digital tools and services that enhance productivity and sustainability practices. Using the platform, farmers receive timely and relevant information on best farming practices, weather forecasts, pest and disease management, and market trends. This empowers them to make informed decisions and improve their crop management strategies.

Doris Paul, a smallholder farmer of seasonal crops in central Tanzania, says, "M-Kulima has helped me a lot by providing market information; I get alerts on trending prices of food stuff. It also helps me to cope with climate changes because it gives me timely weather forecasts. This helps me plan my seasons right—I get to know when to plant and can also forecast what challenges I am likely to face. I prepare my farming activities depending on this information and decide what to grow using M-Kulima."

M-Kulima also facilitates access to digital marketplaces, connecting farmers directly with buyers and suppliers. This reduces reliance on intermediaries, ensures fair pricing, and opens up new revenue opportunities for smallholder farmers. By streamlining the supply chain, the platform helps farmers reach broader markets and increase their income.

Financial inclusion is another pillar of the M-Kulima initiative. By integrating mobile banking, microloans, and insurance services through M-Pesa, the platform enables farmers to manage their finances more effectively. To date, 3.2 million farmers are registered on M-Kulima.

Digital agriculture holds the key to unlocking Africa's agricultural potential and ensuring food security for future generations. Vodacom's M-Kulima is a powerful example of how technology can empower farmers, increase productivity, and support sustainable development across the continent.

Connecting Underserved Communities Through Affordable Smartphones

INCREASING THIS ACCESSIBILITY IS KEY TO BRIDGING AFRICA'S DIGITAL DIVIDE. INNOVATIVE SOLUTIONS LIKE VODACOM MOZAMBIQUE'S POUKO POUKO ARE HELPING TO ADDRESS THE GAP BY DRIVING INCLUSION, PARTICULARLY FOR WOMEN.

Device affordability plays a role in closing the digital gender divide



Internet access is not a luxury. It is a significant enabler of economic growth, innovation, and social inclusion. Yet in sub-Saharan Africa, around 44% of people subscribe to mobile internet services despite living within coverage areas, according to a 2024 report by GSMA.

A key barrier is smartphone affordability, which calls for targeted actions to lower device costs and expand affordable access, ensuring that the benefits of a connected future are within reach for all.

To remedy this, Vodacom has launched various device financing programs and partnerships to make affordable 4G smartphones accessible to low-income users. In Mozambique, Pouko Pouko is a device-financing product that makes smartphones and data packages affordable for people, including in the rural and semi-urban areas of the country.

The service allows eligible customers to pay a percentage of the phone's value as a down payment and to take it for immediate use, choosing how they wish to make the remaining instalment payments: daily, weekly, or monthly, for up to 12 months. This payment flexibility allows customers to choose the package that best suits their budget.

Recognizing the role device affordability also plays in closing the digital gender divide and enabling financial inclusion, through Pouko Pouko Vodacom Mozambique seeks

to reach women aged 18 to 45, particularly entrepreneurs involved in SMMEs or informal businesses. At the end of March 2025, 31% of the beneficiaries of this service are women, enabling access to life-changing connectivity.

In addition to an array of internet resources, these women can now use mobile money services, marketplace platforms and the M-Pesa Super App to actively participate in the digital economy, explore business opportunities, and manage their finances more effectively. They can also benefit from Vodacom's online educational resources and learning platforms, health information and wellness apps, and stay in touch with family and friends, increasing their personal safety.

Since its launch in October 2023, Pouko Pouko has sold over 146,408 devices across Mozambique. The program's impact extends beyond connectivity, with 40% of participants engaging with lending products, 39% with insurance, while half of those who opened savings accounts are women. These numbers reflect digital access and deepened financial inclusion.

Initiatives like Pouko Pouko are proving that inclusive innovation can unlock real, measurable impact. By addressing affordability head-on and designing with flexibility in mind, Vodacom is expanding access to smartphones and enabling more people, especially women and underserved communities, to participate meaningfully in the digital world.

Empowering South Africa's Youth Through Digital Connectivity

IN THE FACE OF THE COUNTRY'S ESCALATING UNEMPLOYMENT CRISIS, A PARTNERSHIP BETWEEN VODACOM AND VUMA REACH IS BRINGING FORTH OPPORTUNITIES FOR YOUNG PEOPLE BY COMBINING AFFORDABLE FIBER CONNECTIVITY WITH PRACTICAL JOB AND SKILLS TRAINING.

In a country where youth unemployment continues to reach crisis levels, creating meaningful pathways to opportunity has never been more urgent. Youth unemployment in South Africa remains alarmingly high, with rates of 62.4% among those aged 15-24 and 40.4% for those aged 25-34, according to Statistics South Africa. While the challenges are deeply entrenched, solutions that combine digital inclusion with employment opportunities are beginning to spark real impact.

In one such initiative, Vodacom has joined forces with Vuma Reach to introduce fast, reliable prepaid fiber connectivity and job and skills opportunities to underserved townships nationwide.

As Vodacom and Vuma Reach roll-out fiber infrastructure, young people from within the township are trained and employed as agents within their communities. These agents participate in a 12-month entrepreneurial skills program designed to equip them with business management and operational skills. This 'business-in-a-box' model offers practical, transferable skills and empowers participants to pursue careers and entrepreneurial ventures into the future.

Johnny Dos Santos, Wholesale Fixed Enablement Executive at Vodacom South Africa, emphasizes the dual purpose of the initiative.

"We understand the importance of inclusivity in building a thriving digital society and the urgent need to address youth unemployment. This partnership allows us to create job opportunities for young people while delivering affordable connectivity to underserved communities. Through this program, we aim to foster a more inclusive society where youth and their communities can actively participate in the digital economy."

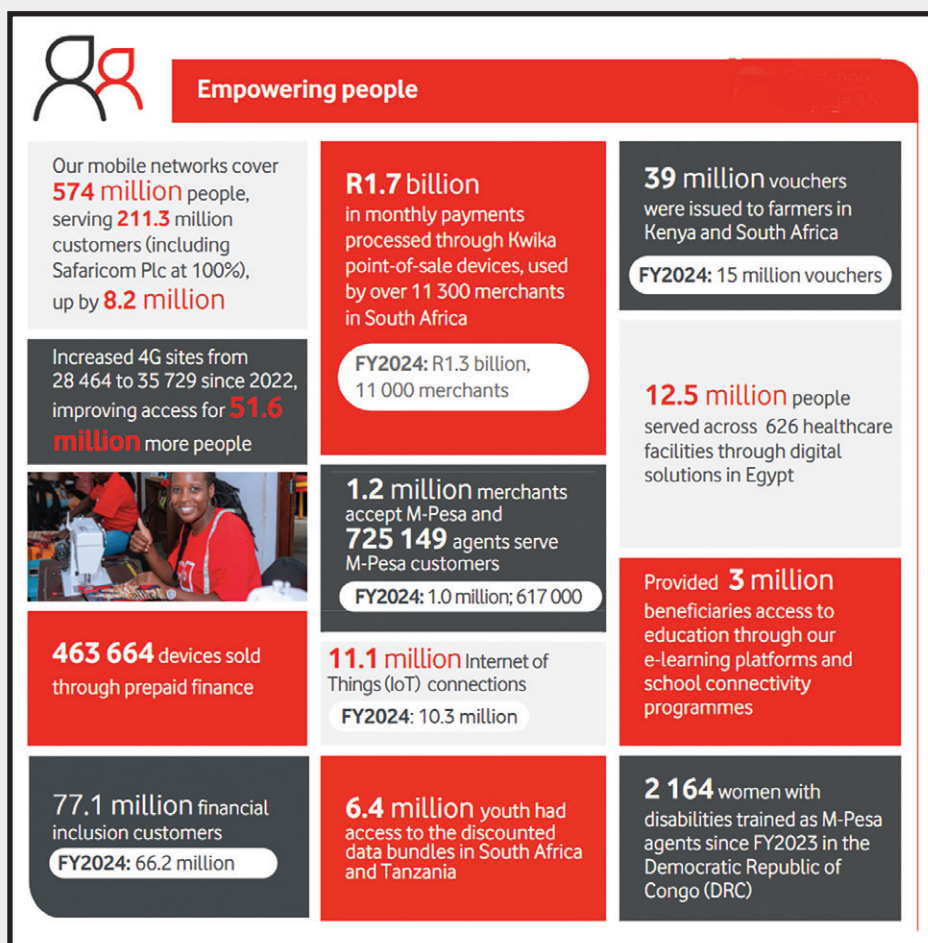
Affordability is a barrier for digital participation, and the prepaid fiber packages start from as little as R249 (\$14) per month, offering flexible and budget-friendly access to high-speed internet with no long-term contracts or installation fees. Customers can choose from a variety of speeds, including 10/10Mbps, 20/10Mbps,

40/10Mbps, and 100/50Mbps.

Participants are already seeing transformative results. Mahlogonolo Mokhetoa, a 23-year-old from Soshanguve, says, "This program has given me a path for professional growth, along with technical skills, leadership experience, and business knowledge. It has allowed me to earn a stable income, support my family, and save for my future".

Similarly, Athenkosi Dabulamanzi, a 31-year-old from Motherwell in Gqeberha, adds, "This opportunity changed my life. I can now confidently say I am independent and have stability in my life."

Dos Santos highlights the broader impact of the initiative: "By empowering youth with essential skills, we're equipping the next generation of entrepreneurs to drive transformation in their communities. This initiative creates opportunities not just for employment, but also for education, innovation, and community upliftment".



Saving Mothers And Newborns, One Ride At A Time

VODACOM'S M-MAMA INITIATIVE IS CONNECTING PREGNANT WOMEN AND NEW MOTHERS IN RURAL AREAS IN LESOTHO TO LIFE-SAVING CARE.



In Lesotho's rugged highlands, distance often dictates life or death scenarios for pregnant women and newborns. For more than five years, the m-mama program has been a lifeline, providing emergency transport where conventional ambulance services fall short.

m-mama, a collaboration between Lesotho's Ministry of Health, Riders for Health, Touch Health and the Vodafone Foundation/Vodacom Lesotho Foundation, addresses the severe challenge of providing access to maternal and neonatal healthcare to scattered communities, located across steep terrain with poor roads.

The process begins with a simple, toll-free phone call. Whether it's a pregnant woman in distress or a health worker seeking urgent help, the call is routed to a trained dispatcher. Using the m-mama app, the dispatcher rapidly assesses the situation, identifies the nearest suitable healthcare facility, and locates the closest available emergency transport.

When ambulances are out of reach, the digital healthcare solution taps into a network of trusted community drivers who are ready to step in and provide transport. These drivers are compensated for their service by the government through M-Pesa (Vodacom's mobile money platform) or other approved payment methods, ensuring the system is both sustainable and responsive.

As at 31 March, m-mama has facilitated 8,390 emergency journeys for mothers and babies. This vital intervention is estimated to have saved 203 lives.

Lesotho's challenging topography makes quick access to healthcare facilities difficult and costly with traditional ambulances; m-mama tackles this with an innovative,

decentralized, community-based network. It leverages local resources—drivers with private vehicles, horseback and even water transport in remote areas—supplemented by a managed ambulance service for critical cases. This flexible, cost-effective model has facilitated community driver trips alongside essential ambulance journeys, proving far more economical and effective than an ambulance-only system.

In the remote village of Ha Sekantši, Sebolelo was eight months pregnant when she was struck by severe pain. The nearest clinic was a two-hour walk away, an impossible journey in her condition. Thanks to her village health worker and the m-mama platform, help was just a phone call away. A dispatcher arranged emergency transport, and Sebolelo was quickly and safely transferred to a hospital where she delivered a healthy baby.

Mathabang, who lives in Mpharane, faced an equally daunting challenge: she went into labor with no money for transport. With no time to spare, m-mama dispatched a local taxi driver from its community network, ensuring she reached the hospital in time for critical care.

Keitumetse from Ha Mohatlane also credits m-mama with potentially saving her life. As labor pains intensified in her final trimester, a quick call triggered an immediate response. A taxi arrived swiftly, followed by a hospital transfer that helped her avoid serious complications.

These testimonies are powerful examples of how m-mama is bridging the gap between rural communities and life-saving maternal care by overcoming both distance and financial barriers.

Although estimates from World Health Organization indicate a decrease in Lesotho's maternal mortality rate to 478 per 100,000 live births, the figure is still above the average maternal mortality rate for sub-Saharan Africa (454 per 100,000 live births), and a long way from the global target of less than 70 per 100,000 births by 2030.

"The m-mama initiative is a powerful example of how technology can be harnessed to save lives in low-resource settings," says Tšepo Ntaopane, Executive Head at Vodacom Lesotho Foundation.

"By integrating mobile calls and M-Pesa payments into a community-based emergency transport system, we're not only responding to Lesotho's maternal health crisis, but providing a framework for similar health services, using technology for good where it is needed most."

The m-mama model offers invaluable lessons for improving maternal and newborn health outcomes globally. It proves how innovative partnerships, community engagement, and smart technology can save lives. The next step for Lesotho is to build a sustainable national emergency transport system using the principles of m-mama as a foundation.

Transforming Healthcare Through Technology

AS HEALTHCARE SYSTEMS FACE MOUNTING PRESSURE FROM GROWING POPULATIONS AND LIMITED RESOURCES, DIGITAL INNOVATION IS EMERGING AS A POWERFUL REMEDY TO IMPROVE SERVICE DELIVERY AND PATIENT OUTCOMES IN EGYPT.



Digital transformation is crucial to improving service delivery in healthcare

Across Africa, many public healthcare systems still rely on paper-based processes, which can slow down diagnoses, delay treatment, and hamper resource allocation. As the continent's population grows and the shortage of healthcare workers deepens—the World Health Organization predicts a deficit of 6.1 million healthcare workers in Africa by 2030—digital transformation is crucial to improving service delivery.

Vodacom is driving this shift by deploying smart, scalable technologies that improve healthcare delivery and outcomes. From IoT-powered stock monitoring to mobile diagnostic platforms and cloud-based hospital management systems, the company is using digital tools to modernize healthcare infrastructure and make services more efficient, accessible, and equitable.

Through technology, strategic partnerships and national programs, Vodafone Egypt is helping to build a digital healthcare system that serves all Egyptians, regardless of geography or income. Today, more than 12.5 million people are already benefiting from Vodafone Egypt's investment in digital healthcare infrastructure, and that number is expected to more than double by 2026.

As Egypt advances its national healthcare strategy, Vodafone Egypt is playing a pivotal role in extending the reach and reliability of medical services. Its digital solutions are helping healthcare professionals, especially those in rural and underserved areas, deliver more consistent, connected care.

By digitalizing hundreds of primary care units and clinics, the

company is ensuring that medical teams can work with faster, more reliable systems, no matter where they are.

Among the company's landmark contributions are its leadership roles in three of the nation's most transformative health initiatives: the Universal Health Insurance (UHI) program, and the digitalization of Egyptian Primary Healthcare units and University Hospitals. In the 2025 financial year, Vodafone Egypt won a bid to digitalize 500 primary care units and thus increased its 2030 target to reach 26 million people from 15 million through digital healthcare solutions.

This transformation isn't just about technology, but also about people. To ensure the success of these systems, Vodafone Egypt has trained 50,000 healthcare workers to use digital tools effectively. This investment in human capital is critical to building a healthcare system that is not only efficient but also resilient and sustainable.

From rural clinics to major institutions like EgyptAir Hospital, Vodafone Egypt continues to focus on real-world impact, bringing technology where it matters most and enabling stronger healthcare delivery across the country.

The benefits of this digital transformation are far-reaching. For patients, it means quicker diagnoses, better treatment coordination, and more reliable access to care. For healthcare workers, it means less time spent on paperwork and more time focused on patients. For governments and health ministries, it means better data for planning, budgeting, and policy-making.

Pedaling For Purpose

FROM DAR ES SALAAM TO BUTIAMA, A 1,500-KILOMETER CYCLING TOUR HONORS TANZANIA'S FOUNDING FATHER WHILE DELIVERING REAL IMPACT IN EDUCATION, HEALTHCARE, AND ENVIRONMENTAL SUSTAINABILITY.



The tour stops in towns, allowing for engagement with local communities

On a humid morning in Tanzania, a peloton of cyclists pushes off from Dar es Salaam, bound for Butiama, in the Mara region, the birthplace of Mwalimu Julius Nyerere. Among them are 75-year-old Rashidi Ally and 14-year-old Josephina Nsendo, proving that purpose transcends age.

The Vodacom Twende Butiama Cycling Tour is a 14-day endurance ride over 1,500 kilometers and a living tribute to Tanzania's founding father, and his enduring advocacy for education, inclusive healthcare, and environmental protection. One of Nyerere's most iconic images is of him on a bicycle, a symbol of sustainable practices and empowerment.

True to Nyerere's ideals, since Vodacom Tanzania's involvement in 2023, the tour has delivered real impact—with more than 150,000 trees planted to promote environmental awareness, nearly 1,900 school desks donated to ease classroom congestion, and more than 150,000 people having benefited from free mobile medical camps.

The tour stops in towns en route which allows for engagement with local communities with a focus on education access, environmental conservation, healthcare services, and, specifically, support for persons with disabilities (PWDs) with assistive devices, such as wheelchairs.

What began in 2019 as a grassroots movement of a few cyclists has become a national phenomenon. In 2023, Vodacom Tanzania committed to a five-year partnership with the cycling club as title sponsor, to amplify the tour's reach and purpose.

"For Vodacom, this is a living commitment to Nyerere's vision, in measurable action and impact," says Zuweina Farah, Director of External Affairs at Vodacom Tanzania Foundation. "Twende Butiama brings to life our purpose: connecting for a better future."

Vodacom's support enables digital skills workshops and financial literacy training alongside the ride. The initiative has become a mobile movement for inclusive, sustainable development aligned with both Tanzania's Vision 2050 and the UN Sustainable Development Goals.

Perhaps most inspiring is the tour's intergenerational spirit. Rashidi and Josephina represent the spectrum of riders, sharing stories, mentoring, and building connections that transcend age and background. As they pedal towards Butiama, the baton of national values is passed, one conversation, and one kilometer at a time.

At its heart, Twende Butiama is a reminder that bold, grassroots action can drive meaningful change. In honoring Nyerere's legacy, these riders are also shaping Tanzania's future, with purpose, with passion, and with every turn of the wheel.

Embedding Human Rights At The Heart Of African Business

ORGANIZATIONS ARE INCREASINGLY EXPECTED TO CHAMPION HUMAN RIGHTS, NOT JUST AS A MORAL IMPERATIVE, BUT AS THE CORNERSTONE OF SUSTAINABLE AND RESPONSIBLE GROWTH.



Businesses operate in environments where their decisions can uphold or undermine fundamental human rights. They are expected to play a proactive role in ensuring these rights are not violated in the normal course of operations, which is driven by regulatory frameworks, consumer demands, and heightened scrutiny from investors and civil society.

The African Charter on Human and Peoples' Rights, ratified by 54 African Union member states, enshrines the rights and duties of individuals and communities. Building on this, the 2023 Resolution on Business and Human Rights in Africa aligns with the UN Guiding Principles on Business and Human Rights (UNGPs), urging both states and companies to

embed human rights into sustainable business models.

For organizations, this means more than compliance. It requires a deliberate effort to identify, prevent, and mitigate human rights risks, and to be transparent about how those risks are managed. It also means integrating human rights into corporate strategy, governance, and culture.

The business case is clear. Companies that respect human rights build stronger trust with customers, investors, and employees. According to global marketing research firm, Nielsen IQ, more consumers are making purchasing decisions based on ethical practices. Meanwhile, PwC's 2024 *Global Investor Survey* found that 71% of investors believe environmental, social, and governance (ESG) factors—many of which are rooted in human rights—should be embedded in corporate strategy.

“By understanding the business imperative to address human rights, Vodacom Group has strengthened our approach to human rights. In alignment with internationally recognized human rights standards and driven by our purpose to connect for a better future, we leverage our technology and resources to promote the realization of human rights, including access to education and healthcare,” says Stephen Chege, Chief Regulatory & External Affairs Officer for Vodacom Group.

The group's efforts aim to generate a positive impact on the communities it serves. Its human rights policy outlines its commitments to freedom of expression, privacy, responsible artificial intelligence, child rights, labor rights, and responsible sourcing.

“Our promise to respect human rights is not just a moral obligation but a foundation for how the company does business,” adds Chege.

The African context adds urgency and complexity to this work. While the continent is rich in resources and digital potential, it also faces challenges such as land rights violations, labor exploitation, and limited access to connectivity. Companies operating in Africa must navigate diverse legal systems and geopolitical realities, often across multiple jurisdictions.

Emerging global trends towards compulsory human rights' due diligence in the European Union, and growing regulatory developments in countries such as Australia and Germany, also stress the need for African countries to strengthen their business and human rights due diligence frameworks with clear policies and regulations.

Driving Inclusive Growth Through Local Industry And Innovation

VODAFONE EGYPT IS PROVING THAT SUPPORTING LOCAL MANUFACTURING CAN EXPAND DIGITAL ACCESS SUSTAINABLY AND STRENGTHEN NATIONAL SOCIOECONOMIC DEVELOPMENT.



Fiber and electrical cables are vital to expanding network infrastructure

Enabling inclusive, resilient economies starts with investing in local industries, empowering suppliers, and building circular value chains that support communities and ensure long-term, equitable growth. By forging partnerships with suppliers and local manufacturers, Vodacom Group is driving socioeconomic development.

Vodafone Egypt, for example, is implementing a bold localization plan to transform its supply chain and, at the same time, advance access to technology for millions of people. Rooted in national development goals, the strategy reflects how local partnerships can deliver beneficial economic, environmental, and social outcomes.

Since 2024, Vodafone Egypt has collaborated with

Elsewedy Electric, a local company, to produce essential telecom components, such as fiber and electrical cables, which are vital to expanding network infrastructure across Egypt.

By moving production closer to the point of use, the partnership has reduced reliance on imports, strengthened supply chain resilience, decreased environmental impacts associated with international freight and supported Egypt's broader industrialization ambitions.

Beyond infrastructure enhancement, the partnership has also created opportunities for local workforce engagement and encouraged deeper collaboration across the telecommunications ecosystem. Developing local assembly and production plants enhances 4G device affordability by decreasing import tariffs, creating jobs and boosting local manufacturing industries.

Vodafone Egypt has partnered with Samsung on a local manufacturing initiative that is accelerating adoption of 4G technology. Over the past three years, the collaboration has delivered hundreds of thousands of affordable, locally produced smartphones to the market, supporting customers as they upgrade from legacy networks to faster, more reliable 4G services.

By combining local production with tailored offers, Vodafone Egypt has helped enable the benefits of modern connectivity—including access to education, healthcare, e-commerce, and financial services—remain accessible to everyone, particularly those in underserved communities.

These initiatives demonstrate that local manufacturing is not only about job creation but assistance with the transfer of technology and skills, and fostering national resilience. It brings products to market faster and more affordably, making it easier for people to get and stay connected. Vodafone Egypt's approach offers a replicable model: create shared value by investing in local capabilities, reduce dependency on global supply chains, and use partnerships to drive change at scale.

Investing in local development is not just about doing business differently, but about building stronger, more inclusive ecosystems that empower people and protect the planet.

Shaping Africa's Future Through Responsible AI

ARTIFICIAL INTELLIGENCE (AI) HOLDS SIGNIFICANT PROMISE FOR THE CONTINENT, WITH APPLICATIONS SPANNING KEY SECTORS, FROM AGRICULTURE AND HEALTHCARE TO EDUCATION.



A I can enhance financial inclusion, job creation and public service delivery and contribute to the continent's economic and social progress. Research by the African Union (AU) Development Agency predicts that leveraging AI technology could double Africa's gross domestic product by 2035.

"As AI is developing rapidly, we need to ensure that this emerging technology can be applied to our continent's unique realities to realize its true potential. This means investing in digital skills, expertise and capacity and fostering research and development to build a viable, sustainable AI ecosystem on home soil," says Mosa Thekiso, Executive Head of Department for Digital Platforms and Artificial Intelligence at Vodacom Group.

"Importantly, harnessing AI's benefits depends on a regulatory environment that supports ethical AI use and promotes inclusive digital transformation."

Several African countries, including Kenya, Rwanda, Egypt, Morocco, Sierra Leone and Mauritius, have already started to map out national AI strategies and policies. Furthermore, the AU has adopted a landmark Continental AI Strategy and African Digital Compact to guide member states in leveraging AI opportunities while mitigating risks to meet the continent's development ambitions.

This increased focus on AI policy and regulation in Africa aligns with global concerns about AI governance. Notably, the European Union (EU) has passed the EU AI Act—the first comprehensive, risk-based regulation on AI—in which unacceptable practices will be strictly prohibited in Europe, and the rights of workers and citizens will be protected.

"While Africa can look to other jurisdictions for best practices, we need to take our own approach to AI regulation. We have unique, multifaceted regional contexts, such as differing cultural values, national development goals, and regulatory systems. Careful deliberation and collaboration in AI policymaking can address our specific requirements and challenges," adds Thekiso.

Stakeholder engagement is critical in developing AI regulatory frameworks. A collaborative approach ensures that regulations are comprehensive and reflective of the collective interests of society. By sharing best practices and capabilities as African countries, the continent can develop a unified stance on managing AI opportunities and risks.

Ethical considerations as well as fundamental human rights should be at the forefront of Africa's AI regulation, ensuring transparency and explainability in AI decision-making processes, protecting data privacy and non-discrimination and equality. As data is at the core of AI models, countries without robust data protection policies should be encouraged to strengthen data regulatory frameworks as the first step in addressing AI compliance.

Ramping up digital adoption will ensure everyone on the continent can experience the possibilities of responsibly managed AI. Prioritizing reliable connectivity, establishing more data centers, and rolling out cloud computing services will help to support transformative AI applications.

Educational initiatives aimed at developing AI skills among the youth are also essential to build a talent pool that drives local AI solutions.