

MATERIAL MATTERS

01 03 04 05 06 07

See icon references on page 02.

10

# Trusted brand and reputation

## How this supports our purpose

We aspire to be a purpose-led organisation, connecting for a better future by enabling a digital society, inclusive of all, with the least environmental impact. We embed these values into our culture and activities across the Group, and aim to enhance Vodacom's reputation by demonstrating this purpose in our product development strategies and communicating it across customer experiences. Beyond our brand purpose, we recognise the need to earn and maintain trust, and are guided by our Social Contract to operate an ethical business that is responsive and transparent to a diverse group of stakeholders.



## Building trust with our purpose-led model

At our core, we believe technology and connectivity can enhance the future and improve people's lives. To this end, Vodacom has taken decisive steps towards embedding our purpose of connecting for a better future into our company, into our people and into the way we do business. In FY2022, our refreshed brand campaign, Further Together, was a rallying call for our employees and partners, and a commitment to Africa that Vodacom will not stop until everyone is connected to the abundant potential of a digital society.

As we deliver on our purpose-led model, we focus on three pillars: digital society, inclusion for all, and planet. Below, we provide some examples of the progress we are making across these pillars, and our focused Hero campaigns. For more detailed information, refer to our sustainability report, available on our website.

Digital society



### Connecting people and things to the internet

- ✓ In March 2022, as part of the ITU's Partner2Connect programme, Vodacom committed to investing to increase 4G population coverage across our footprint by an additional 70 million people over the next five years.
- ✓ To drive digital inclusion through device penetration, Vodacom facilitates access to affordable smart devices in our markets. Vodacom connected 34.1 million smart device users to our network during the year, a 12.5% increase from FY2021. The number of 4G and 5G devices in South Africa increased by 23.9% to 18.5 million, while in the international markets smartphone penetration increased to 33.7%.
- ✓ Through ConnectU, a platform that provides basic internet and essential services, Vodacom provides zero-rated access to free online courses and selected job sites for job seekers. The platform has over 22 million unique users. We launched ConnectU in the DRC during the year and plan to rollout the platform to the remaining international markets.

Market	ConnectU launch date
Mozambique	Development complete, site launch in June 2022
Lesotho	Quarter two, FY2023
Tanzania	Quarter three, FY2023

- ✓ To maintain affordability for our customers, in South Africa we introduced 4G-targeted Everyday-ta bundles, which deliver a daily allocation of data over 30 days, priced at R99 for 7.5GB, and reduced out-of-bundle charges by 75% and headline monthly data prices by 50%. The Just4U personalised pricing bundles also enabled Vodacom to offer lower rates to the most price-sensitive, lower-income consumers.

- ✓ Value created
- ✗ Value eroded
- ▬ Value sustained



### Providing access through platforms

- ✓ We continued to support governments in their response to the pandemic. As part of this, we processed 1.5 million COVID-19 tests through e-Labs. To address inefficiencies in medicine supply chains, through Mezzanine we partnered with the South African Department of Health to develop the Stock Visibility Solution (SVS). Over 14 million stock updates were made during FY2022. In Kenya, the World Food Programme used the SVS to monitor stock levels of food aid.
- ✓ This year, Vodacom launched V-Hub – a platform that provides SMEs with access to business opportunities and support. We also provided black-owned SMEs with R16 million as part of our deep rural lease programme by transferring several base station sites to these SMEs on a lease-back agreement for maintenance and construction.

- ✓ In Mozambique, we introduced a supplier portal as part of the local procurement programme through which SMEs have access to bids. In FY2022, the platform registered 200 suppliers, of which 45 were invited to submit bids.

### Promoting financial inclusion

- ✓ Vodacom has 60.6 million financial services customers, of whom 47.1 million are M-Pesa customers and 13.5 million financial services customers in South Africa. Through M-Pesa we processed over US\$324.6 billion in transaction value during the year.
- ✓ In FY2022, more than 10.5 million customers used Airtime Advance to the value of R13 billion in South Africa – an increase of 8.7%. Airtime Advance represented 45.2% of total prepaid recharges during the year.

- ✓ Vodacom, through Mezzanine, supported the Department of Agriculture, Land Reform and Rural Development and the Solidarity Fund to disburse subsidies to small-scale farmers. The e-Voucher mobile and web-based solution enabled cashless value distribution to these farmers, who redeemed vouchers worth more than R400 million.

- ✓ Vodacom introduced VodaLend Business Cash Advance to facilitate finance to smaller unregistered businesses needing quick access to short-term cash advances. By offering finance of between R3 000 and R350 000 to customers using VodaPay POS devices, Business Cash Advance complements VodaLend's range of lending products aimed at SMEs – driving financial inclusion and sustainability in this key sector.

 For more information, refer to "Scale financial and digital services" on page 43.



## Inclusion for all

### Education ecosystem

We believe everyone should have the chance at a better future, and continue to leverage the power of technology to create opportunities for women and youth while promoting access to education. Across our markets, we have prioritised education as a Hero campaign. We strive to make an impact across the education ecosystem, including connectivity, schools of excellence, teacher development, training centres, youth academies, partnerships with NPOs and learnings materials.

- ✓ In South Africa, we support 3 000 schools, 15 early childhood development (ECD) centres, 13 schools of excellence and 10 youth academies. Our interventions include support with curriculum, infrastructure upgrades, providing computer centres, connectivity and upgraded security. Further, we provided free connectivity to Vodacom e-School, which has registered 1.6 million learners since inception, with over 60 000 learners reached in the year.
- ✓ Across our international footprint, we delivered projects and set goals for each market. In the DRC we launched the market's first digital e-learning platform, VodaEduc, which helps improve the quality of education by using our technology. The platform already has close to 150 000 monthly active users. In Mozambique, Vodacom Faz Crescer brings digital inclusion and literacy to public secondary schools by providing computer labs and connectivity. The programme directly impacted 24 638 beneficiaries.

#### CASE STUDY

### Empowering girls for a better future

**Vodacom continues to train girls to code through the Code Like a Girl programme. In October 2021, Vodacom ran the programme virtually, inviting 600 young girls from across South Africa to learn how to code and enhance their STEM knowledge during the 2021 spring school holidays.**

**Shreya Rupan – now a second-year university student studying towards a degree in computer science and applied mathematics – attended the Code Like a Girl programme in 2018 when she was 15 years old. Of the experience, Shreya said, “It was an empowering experience that transformed my life. After I completed the programme, I decided to pursue a career in technology and am now on my way to becoming a data scientist.” Vodacom provided a full bursary for Shreya to complete her studies. “If the stars align,” Shreya said, “I would love to start my data science career at Vodacom. Women are still underrepresented in STEM careers, and we need to break away from traditional careers and empower ourselves to capture opportunities.”**



### Gender empowerment

- ✓ Through the ICT agriculture platform, Vodacom trained female farmers in ICT skills and enabled them to use technology to build their businesses and participate in the economy in a meaningful way. Over 2 150 female farmers were trained during the year.
- ✓ We support expecting mothers through Mum & Baby – a zero-rated mobile health platform providing regular information on maternal, neonatal and child health and nutrition. The platform currently has 2.1 million users in South Africa, 150 000 in the DRC and 196 558 in Mozambique. In Tanzania, we expanded the M-Mama programme – an emergency digital transport solution and Hero campaign – across the country to facilitate access to a network of local taxi drivers that act as ambulances when pregnant women need transport to hospitals. This service is a US\$9.25 million investment that will reach over half of Tanzania in the next six years.
- ✓ In the DRC, we collaborated with the AgroMwinda web-based platform – which has over 90 600 farmers as subscribers – to provide training in new technologies and mobile solutions for smart agriculture to 10 000 rural women and girls, thereby promoting socioeconomic development.
- ✓ In South Africa, Vodacom donated R10 million to fund the private sector-led, multi-sectoral GBVF Response Fund 1 to support the implementation of the National Strategic Plan and the wider GBVF response in the country.

### Empowering customers with disabilities

- ✓ We continue to partner with various organisations to support customers with disabilities. For example, we provided smartphones to the Hein Wagner Academy for visually impaired people and trained some of them on how to use these devices.
- ✓ Vodacom launched the Nokia 2720 – a smartphone designed to provide easier access for elderly persons, people living with disabilities and those who experience other barriers to communication. The 4G feature phone comes pre-loaded with WhatsApp and Facebook and has a dedicated emergency button.



Planet



**Managing our environmental impact**

- ✓ We believe urgent and sustained action is needed to address climate change and that the success of our business should not be at the expense of the environment. We are committed to managing our environmental impact. We have 1 088 solar-powered sites and will implement further installations in FY2023. Our GHG emissions per terabyte of data reduced by 14.8% to 0.64 mtCO<sub>2</sub>e per terabyte of data. Our carbon emissions increased by 4.6% most notably due to network and traffic growth, increased diesel consumption as well as higher emissions factors.
- ✓ To reduce our SIM card packaging, we halved the plastic, paper and cardboard in SIM starter packs. We produced 40 million of these new starter packs, saving 295 tonnes of paper and cardboard and 156 tonnes of plastic.

**Waste management**

- ✓ We reused or recycled 96% of our telecoms equipment waste (506 tonnes) and reused or recycled 14 thousand kilograms of consumer devices. In South Africa, we recycled 11 thousand kilograms of plastic and 8 thousand kilograms of general office waste.
- ✓ Using the BiobiN, 98% of food waste was diverted from landfills and converted into compost in FY2022. Our water-saving initiatives resulted in a 76% reduction in water consumption against our 2017 baseline.

**Maintaining a strong reputation**

- ✓ We aim to be a purpose-led TechCo, building one of the most trusted, innovative and loved brands in the countries where we operate. Pleasingly, Vodacom moved from fourth place to second in Kantar's BrandZ list of South Africa's most valuable brands. This is particularly significant given the Group's ongoing role in connecting families, learners, communities and businesses.

- ✓ Vodacom was ranked first by companies and NPOs for having the biggest developmental impact within South Africa according to Trialogue's Corporate Development Impact 2021 rating. This is the fifth consecutive year Vodacom has been ranked first by companies, and the second time we received a top-five ranking from NPOs. This achievement further signals our commitment to creating a more inclusive digital society.
- ✓ We focus on creating innovative, easy-to-use products that offer customers the best value for money in the market. We measure Vodacom's reputation and the levels of trust from our stakeholders through various methods. For example, we use tNPS to assess the quality of our customers' experiences, and commission an independent research company to conduct an annual reputation survey across our markets to measure how stakeholders perceive our performance against our competitors and non-TelCos.

➔ For more information on NPS, refer to "World-class loyalty and customer experience" on page 51.

— The Group's most recent reputation survey found that Vodacom shows average to strong reputation performance ahead of TelCo peers and comparable with non-TelCo benchmarked brands in most markets. Our stakeholders scored us higher than our competitors on rational reputation dimensions, including innovation, performance and leadership. According to the survey, three of our five markets achieved a strong Global RepTrak index score (between 70 and 80) and are ahead of the global TelCo reputation average.

- ✓ Our reputation survey and regular stakeholder engagements provide deeper insights into the hot topics our stakeholders are concerned about. We regularly engage with stakeholders to ascertain their interests and implement various initiatives to build mutual trust.



	South Africa	Tanzania	DRC	Mozambique	Lesotho
<b>Our reputation index performance in FY2022<sup>1</sup></b>	<b>65.4</b>	<b>66.2</b>	<b>71.4</b>	<b>75.1</b>	<b>72.6</b>
<b>Relative to competitors</b>	1st	2nd	1st	2nd	1st



## Looking ahead

### Priorities for FY2023

SHORT-TERM

- Accelerate the delivery of our purpose pillars – digital society, inclusion for all, and planet.
- Develop products and services with our purpose at the core.
- Improve communication on our purpose across all markets, ensuring appropriate investment in our Social Contract.

### Vodacom Vision 2025

MEDIUM-TERM

Continue to combine Vodacom's technology with the potential of the human spirit.

Develop innovative and smart technologies to reduce poverty.

Provide access to essential services such as healthcare, financial inclusion and education while making the lives of our customers easier, healthier and smarter.

1. Index score is based on a scale of 0 to 100.