

We Believe in the environment

Environmental and sustainable development

Health and safety



mobinil

Mobinil HSE programs

- Cellular network
- Waste management
- Renewable energies
- Community drives

We're way up there.... Number 1 actually.

mobinil



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Mobinil ranks first on ESG 2010 Index for environmental, social & corporate governance practices

"We are all very proud to achieve this great position among the major listed companies on the Egyptian Exchange.

My sincere thanks and congratulations to everyone who helped realize this major accomplishment for Mobinil."

Alex Shalaby, Chairman

"Congratulations to the Mobinil family on this additional achievement in Mobinil's track record."

Hassan Kabbani, CEO

What's the ESG index?

- Established by Egyptian Ministry of Investment.
- Evaluates CR activities of publicly listed companies.
- Developed by consortium of S&P, KLD and KRISIL.
- Based on quantitative and qualitative factors.
- Please go there for more information: www.ecrc.org.eg/Index.aspx

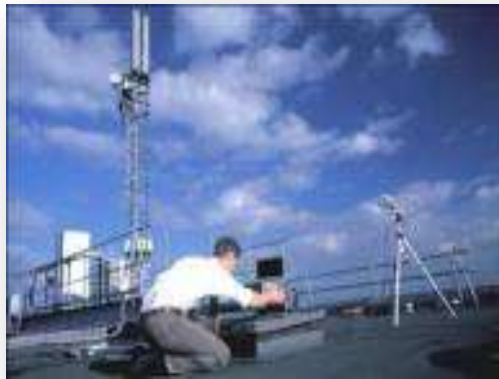
Company Name	Rank 2010
Egyptian Company for Mobile Services (Mobinil)	1
Orascom Construction Industries (OCI)	2
Egyptian Transport (EGYTRANS)	3
Telecom Egypt	4
Commercial International Bank (Egypt)	5
Lebanon Egypt	6



1... Controlling cellular network impact

Compliance: Site inspection and EMF measurement

- Inspect all new and existing sites to ensure full regulatory compliance.
- Keep emissions within national and international [ICNIRP] levels. Maintained 100% conformity.
- Supported national project with Cairo University to measure and evaluate overall EMF in city locations



Awareness and communication campaigns

- Direct awareness sessions to communities, government officials... public dialogue with scientific groups and universities.
- Printed publications. Digital content on website and Intranet
- Formal channel for public concerns and complaints. Call center. Shops or email: environment@mobinil.com



Reducing network visual impact

- Artificial tree antennas, flagpoles, signs and matching background.
- Individual screening solutions...
- Giving preference to micro and indoor solutions whenever possible



2... Managing our waste



Solid and E-waste management

Collection and recycling schemes for:

- Office waste; paper, plastic bottles, cartridges and toners.
- End-of-life mobile handsets, project under UN Basel convention



Bridging the digital divide

- Refurbishing obsolete PC and IT parts and donating them to charity
- Establish E-waste learning center in collaboration with community groups.



Sustainable raw material consumption

- Paper-less billing methods saving millions of paper sheets every year...
- SMS billing. Internet billing
- CD bills for corporate accounts
- Over the Air charging for prepaid

- Automated work forms; payroll, leave request, procurement, other.



3... Reducing carbon footprint

Use of renewable energy

- Use of solar panels to power 90 sites in remote and eco-sensitive areas
- Renewable power generation reached 1GWh. Realized saving in carbon emissions over 5000 Tons



Energy conservation; lighting, data centers, network and

- Use of Building Management S/W to optimize energy consumption in offices.
- Optimized data-center designs.
- Compact, energy efficient BTS with no AC needs.
- Video conferencing [Tele-presence] and content sharing tools to reduce travel



Fighting climate change.... in every possible way

- Supporting the earth hour



- Investing in green projects thru purchase of VER [Voluntary Emission Reduction]
- Participated in GSMA' unified charger project



4... Community Drives



Supporting World Environment Day..

Observing and supporting WED along the years by “spreading the word” and other in-kind collaborations.



Clean-Up Campaigns

Participate in ‘Clean Up the World’ campaign since 2004; clean-up beaches, neighborhoods, schools.

Engaged in a school program in collaboration with Canada government to collect and recycle solid waste



ISO certified
Since 2001
OHSAS certified
Since 2007



**Thank
You**

