

Stakeholder engagement

Delivering value to shareholders and the world

We have identified five main stakeholder groups who are vitally important to the success of the Group – we ensure we are continuously aligned through regular and ongoing communication throughout the year.



Our Employees

How we engage

- Through line managers, Group-wide and team-wide internal communications, online hub, campus activity at meetings and key events or celebrations during the year
- Open-door policy

How often we engage

As and when required

Key issues/items discussed

- Key achievements
- Business development
- Quarterly updates
- Individual performance

Any actions from these discussions that Yhsat is/will implement

Follow-up with changes if necessary, on any areas discussed with employees

How we create value for the stakeholder group

- Enabling more CEO and Senior Management engagement through live and remote internal comms
- Focusing on putting employees at the heart of the organisation



Our Customers

How we engage

- Primarily through account managers at YahClick, Thuraya and YGS
- At events throughout the year

How often we engage

As and when required

Key issues/items discussed

- Performance
- Opportunities
- Business status
- Relationship building
- New offers, retention offers, bill status for customers of Yahsat products

Any actions from these discussions that Yabsat is/will implement

Operational and strategic action taken depending on the discussion

How we create value for the stakeholder group

- Providing an understanding of our key business imperatives
- Ensuring customers are getting the best value



Our Suppliers & Partners

How we engage

- Through account managers at YahClick and Thuraya, Senior Management interactions when required, industry shows and events

How often we engage

As and when required

Key issues/items discussed

- Performance
- Opportunities
- Business status
- Relationship building

Any actions from these discussions that Yabsat is/will implement

Operational and strategic action taken depending on the discussion

How we create value for the stakeholder group

- Providing an understanding of our business priorities and how they are best suited to deliver against our business needs



Our Community

How we engage

- Through events and initiatives during the year, partnerships with entities including the Ministry of Education

How often we engage

As and when required

Key issues/items discussed

- Fulfilling a need or support for a given initiative
- Partnership opportunities

Any actions from these discussions that Yabsat is/will implement

Provision of support or services when required

How we create value for the stakeholder group

- Assisting communities in times of need, where and when collaboration and support is most needed



Our Shareholders

How we engage

- Through IR, Senior Management and Board of Directors on calls, issuing press releases and earnings presentations, and other communication and at scheduled meetings, including the AGM

How often we engage

As and when required

Key issues/items discussed

- Financial and operational performance
- Opportunities
- Business status
- Future outlook
- Upcoming events and activities
- Ad hoc events or activities

Any actions from these discussions that Yabsat is/will implement

Operational and strategic action taken depending on the discussion

How we create value for the stakeholder group

- Keeping shareholders well informed of our business performance and future plans and outlook
- Fostering transparency and openness in all communications