

# Stakeholder engagement

Delivering sustainable value to our stakeholders

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 Yahsat 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 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 Yahsat 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 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
- Market opportunities
- New products and services
- Relationship building
- New offers, retention offers, bill status for customers of Yahsat products

### Any actions from these discussions that Yahsat is/will implement

- Operational and strategic action taken depending on the discussion

### How we create value for the stakeholder group

- Providing products and services to meet evolving customer needs
- Ensuring customers are getting the best value



## Our Community

### How we engage

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

### 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 Yahsat 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
- Bridging the digital divide by providing internet connectivity to underserved or unserved areas



## Our Shareholders

### How we engage

- Through Investor Relations team, 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
- Growth opportunities
- Business strategy and progress
- Future outlook
- Upcoming events and activities
- Ad hoc events or activities

### Any actions from these discussions that Yahsat 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