



Digital innovation remained a key strategic priority, driving significant advancements in fleet management and employee services. The launch of the #MyRide Fleet Management Solution transformed vehicle booking, driver database management, and real-time tracking. Additionally, 1,900 vehicles were successfully migrated to an advanced tracking platform, integrating geo-fencing and event-based alerts to enhance operational efficiency. Nationwide training programs ensured smooth adoption & effective utilization of these digital solutions.

The PeopleCare Experience Hub played a pivotal role in enhancing employee services in 2024, introducing the WhatsApp CareBot, which provides 24/7 real-time support. Further digitalization efforts included the launch of a digital housing facilitation platform, enabling employees to apply for housing, track application statuses, and streamline approval processes with ease. These initiatives demonstrate our ongoing commitment to enhancing the employee experience and operational efficiency.

## Disclosure of Gender Pay Gap

At PTCL Group, we are deeply committed to fostering an inclusive and equitable workplace, ensuring that all employees are fairly compensated for their contributions, regardless of gender. Our Gender Pay Gap Report provides a transparent analysis of mean and median pay differences between male and female employees.

Gender Pay Gap - Mean	10%
Gender Pay Gap - Median	2.2%

	Median Hourly Wage	Mean Hourly Wage
Male	3,018	668
Female	2,952	600

While we have made significant strides in narrowing the gender pay gap, we remain focused on further advancing gender equity across the organization. Our goal is to create an environment where all employees have equal opportunities to grow, thrive, and succeed at PTCL Group.

## Customer Care

PTCL Group remained steadfast in its commitment to enhancing the overall customer experience by strengthening network stability, reducing complaint resolution time, and improving broadband speed performance. Customer centricity has always been the cornerstone of PTCL Group's strategy, driving the launch of various initiatives to uphold Ufone 4G's market leadership in Net Promoter Score (NPS) and elevate the Customer Happiness Index (CHI).