



Definitions for non-financial data

KPI	Criteria
Group employee culture survey result: sustainable engagement percentage	<p>The MTN Group employee culture survey is conducted annually across each of the MTN Group's operating countries (referred to as opcos), and within the MTN Group head office (management company referred to as manco).</p> <p>The survey reviews Sustainable Engagement across three major components:</p> <ul style="list-style-type: none"> • Engagement: measuring the rational connection, emotional attachment and motivational aspect of Engagement • Enablement: measuring if employees have an appropriate level of support in their work environment to ensure they are capable of doing their jobs well • Energy: measuring employees' wellbeing to ensure people have capacity to perform at their best <p>The survey is conducted at a business unit level and at a team level within the business unit. The survey reviews 13 dimensions that assess the extent to which MTN's standard full-time equivalent (SFTE) employees are a fit for the company's operational and competitive requirements as defined by the group's vision and strategy. In addition to sustainable engagement, the 13 dimensions measure innovation, diversity, pay and benefits, leadership, work organisation and efficiency, employee development, direct supervisor, performance management, company image, communication, goals and objectives, competitive position, values, retention and corporate integrity.</p>
Group whistle-blower hotline data: number of fraud incidents reported and reviewed	<p>The anonymous tip-offs line is managed by a third party, who collects the tip-offs and reports to MTN. MTN is responsible for the investigation of the tip-off. The tip-off items received include fraudulent tip-offs and other administrative matters.</p> <p>An incident is regarded as received when the call is logged on the anonymous tip-offs line, evaluated by the contracted third party to eliminate dropped calls, prank calls and other non-events. Formal whistle-blowing reports are issued to MTN through the Deloitte Tip-offs Anonymous website.</p>
Net promoter score percentage for MTN South Africa, MTN Nigeria, and other key markets	<p>Net promoter score (NPS) measures customers' experience with a brand through a simple question:</p> <p>"On a scale of 0 to 10, how likely would you be to recommend MTN to a friend or family member?"</p> <p>Responses of nine or 10 are considered 'promoters' while responses of seven or eight are considered 'passives'. Any score of six or below is considered to be a 'detractor'. Each country's NPS is calculated by subtracting the percentage of 'detractors' from the percentage of 'promoters'. Combined scores of multiple operations are calculated by weighting responses according to subscriber base within each operation.</p>
Group total tax contribution: ZAR	<p>Tax-related payments made during the 1 January 2018 to 31 December 2018 period which relate to:</p> <ol style="list-style-type: none"> 1. Taxes borne through the operation of the company, including: <ul style="list-style-type: none"> • Corporate income tax. • Product and indirect taxes such as: <ul style="list-style-type: none"> – Custom duties. – Excise duties. – Value added tax (borne). – Other indirect taxes (e.g. but not limited to, country-specific taxes on services). • People and payroll taxes such as: <ul style="list-style-type: none"> – Unemployment insurance fund levy. – Occupational injuries and diseases levy. – Skills development levy. – Pay-as-you-earn settlements. • Withholding taxes. • Property taxes. • Stamp duty. • Operating licence fees. • Other government-specific levies (e.g. but not limited to local government permits, motor vehicle permits, property and municipal levies, registration fees and other government levies). 2. Taxes collected on behalf, and paid over, to the tax authorities, including: <ul style="list-style-type: none"> • Product and indirect taxes such as: <ul style="list-style-type: none"> – Value added tax (net of VAT collected by, and VAT refunded to, MTN). • People and payroll taxes such as: <ul style="list-style-type: none"> – Pay-as-you-earn. – Other employee taxes. – Unemployment insurance fund levy. • Withholding taxes such as: <ul style="list-style-type: none"> – Dividends tax.