



MTN POSITION STATEMENT

Treating customers fairly

Introduction

MTN is committed to ensuring the best customer experience is achieved by focusing on customer needs and expectations and meeting them. We protect customers and ensure fairness for those interacting with our products and services.

Purpose

- Ensure our customers achieve fair outcomes and that the relationship of trust between us is maintained and enhanced.
- Ensure that performance and service are in line with our customer expectations.
- Includes transparent customer complaints procedures and related changes in our customer approaches intended to improve customer experience.

MTN's approach

- Over the past few years, many value-added service providers (VASPs) and wireless application service providers (WASPs) have come on board to offer value-added or premium services to our customers using a combination of platforms. Examples of such services include basic text information such as news and weather alerts and more advanced content services such as games, music, and videos available on apps and the internet.

As the number of services offered to our customers by MTN or our partners continues to increase, it is important that our customers remain aware of the costs they incur, the services they use and how to control and remove access to these services.

To facilitate transparency and customer control, we have developed a framework ensuring that our customers are treated fairly. The framework sets the mandatory requirements for implementation in key customer service processes in all MTN operations.

Key principles

- Ensure pricing information is not misleading for once-off transactions and subscriptions across all services.
- Ensure that our customers can authenticate their access to MTN services and any related third party by opt-in features for subscription offerings, renewal notifications, and support requests to unsubscribe and "do not disturb" messages to restrict promotional or unsolicited messages.
- Provide customers with simple options for managing their status.
- Offer do not disturb (DND) customer management to allow the restriction and management of promotional messages.
- Some notification messages are not subject to DND to ensure our customers receive all service-related notifications, such as welcome messages, reminder messages, service, usage notifications, subscription renewal notifications and service termination notifications. This assures our customers that they are aware of activities on their handsets and can notify MTN of any concerns regarding possible fraudulent activity. Welcome messages to our customers are sent for various activities, including when SIM cards and subscriptions are activated and when customers roam on other networks.
- Provide customers with control of subscribing to a service at the end of a free trial period.
- Restrict welcome and reminder messages between 9 pm and 7 am to avoid disturbing customers or customers unaware of these messages.



Roles and responsibilities

- Our Board, through the Group Social, Ethics and Sustainability Committee oversees the Group's actions and performance regarding treating customers fairly.
- The Group's Executive Committee is responsible for policy implementation and identifying, addressing, and remedying treating customers fairly risks, driven by the Group Digital function, in line with the MTN's policy.

Applicability and transparent reporting

- Our treating customers fairly framework applies to all our directors, officers, employees, and representatives of the Company, whether permanent, temporary or on contract.
- We expect our intermediaries, agents, contractors, suppliers, and business partners to uphold the same standards.
- Our Supplier Code of Conduct outlines the minimum standards, including treating customers fairly, that each supplier of products or services must comply with.
- We are committed to transparency and disclosure regarding treating customers fairly at MTN.

Communication and training

- MTN's Treating Customers Fairly Policy is shared with all employees of MTN's operating entities, subsidiaries and partners. The policy is translated into local languages as required. Detailed training is provided to employees and partners on an ongoing basis.