

# To enrich our future, digitally.

ESG Report 2024



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# From our CEO

## Welcome to the 2024 sustainability report

As we look back on another year of growth and innovation at Melita, I am proud to reaffirm our deep commitment to our environmental, social, and governance (ESG) goals. Our mission goes beyond delivering exceptional communication products; it encompasses our dedication to societal contribution, customer care, employee well-being, and environmental stewardship.

In 2024, we continued to push the boundaries of technology and sustainability.

We achieved ISO re-certification for Environmental Management and Occupational Health and Safety and implemented quantum encrypted communication between our two data centers. Almost 50% of homes across Malta are now served by 2.5 Gbps broadband internet speeds. Additionally, we achieved further significant improvements in customer service. Customer Satisfaction reached an all time high of 9.3 out of 10 and our average answering time at Call Center was less than 40 seconds in 2024. We keep innovating using Artificial Intelligence. Today 40% of all Customer Care chats are answered by AI, with high customer satisfaction, streamlining our customer service operations and ensuring quick, accurate responses to our customers' needs. We continue to make progress whilst reducing the impact of our operations on the environment; our vehicle fleet is now over 60% electric vehicles (EVs), and we continue to invest in clean energy.

**I am proud  
to reaffirm  
our deep  
commitment  
to our ESG  
goals**

As one of Malta's leading employers, we recognise our responsibility to set benchmarks in ESG. Our progress on sustainability targets and goals are detailed in this report. Thank you for your continued interest in Melita and our ongoing journey towards sustainability.

**Harald Roesch**  
CEO – Melita Limited

# Figures from 2024

## Society Progress

**1st**

Malta's fastest home internet

**100%**

5G and gigabit broadband coverage

**€654K**

funding allocated by The Melita Foundation

## Employees Empowerment

**1st**

Best-in-Class Employer

**35%**

Women in work force

**25**

Nationalities in our team

**22%**

Employee NPS

## Customers Enablement

**1st**

Gold award for Customer Service Excellence

**9.1/10**

Customer satisfaction

**50%**

reduction in complaints escalated to MCA

## Planet Conservation

**100%**

Carbon neutral on Scope 2 emissions

**60%**

Company vehicles electric

# Awards & certifications

Melita holds three ISO certifications, including the 2022 updated ISO 27001. These achievements reflect our ongoing efforts to integrate the highest standards into every aspect of our operations.

Melita remains committed to the Science Based Target Initiative, having set ambitious, science-based emissions reduction targets to drive sustainable growth.

In 2024, our ongoing efforts in customer care were recognised at the Malta Business Awards with the Customer Service Excellence Award.



**ISO 27001 Information Security Management**



**ISO 14001 Environmental Management**



**ISO 45001 Occupational Health and Safety**



**Science Based Target Initiative**



**Customer Excellence Award**



# Melita's journey with sustainability

The next section of this report outlines the key milestones we've achieved, the ambitious targets we've set, and the progress we've made across our four pillars: society, employees, customers and planet.



# 1. Contribution to society

## Our goal

To be a technology leader to sustain and enable progress in our diverse society.

### Our 5 year targets

|             | Technology   | IoT   | Reliable Connectivity  |
|-------------|--|---|--|
|             | <p><b>Premium technology available at optimum price: quality ratio.</b></p> <p>We want to provide our customers with reliable, safe, high-quality communications services, so they can keep connected for family, for work, for play, for whatever is important.</p> | <p><b>Nationwide IoT over 3G/4G/5G and NB-IoT. LoRaWAN and LTE-M available</b></p> <p>Using IoT in our homes and our businesses can reduce consumption of energy and other resources, reduce food waste, make our homes smarter, our businesses more efficient.</p> | <p><b>Continuous investment in improving network availability and security</b></p> <p>This is one of the most important aspects of our business sustainability, since connectivity is vital across our professional and personal lives. Our aim is to continuously improve network reliability, availability and security for all our customers.</p> |
| <b>2024</b> | <p><b>Retain the edge on top technology at best price: quality ratio</b> ✓</p> <p>We continue to provide gigabit internet and 5G mobile nationwide at best price. We have invested in multi-gigabit capability in our fixed internet network.</p>                    | <p><b>Retain nationwide service provision capabilities in IoT</b> ✓</p> <p>IoT connectivity is available nationwide over 5G and NB-IoT. LoRaWAN rolls out according to customer requirements in Malta.</p>  | <p><b>Continue investing in network reliability</b> ✓</p> <p>Continuous investment in reliability, as we rollout fibre deeper into our network. ISO 27001 recertification and enhanced security capabilities.</p>  |



# 2. Caring for employees

## Our goal

To continuously improve the standard of care for employees, inspiring us to drive our purpose and values.

### Our 5 year targets

#### Employee Loyalty

##### eNPS

In 2024 we adopted a new methodology for our annual employee engagement survey. From 2024 onwards we will use employee net promoter score (eNPS) as a measure of overall employee satisfaction and loyalty.

#### Diverse Workplace

##### 35% women in workforce

Our aim is to increase women's representation at all levels and across all functions in our business, believing that diversity drives better decisions.

Looking at diversity beyond gender, we're happy to have 25 nationalities in our team, giving a broader range of perspectives and better reflecting our customer base.

2024

|      | Target | Actual    |
|------|--------|-----------|
| eNPS | n/a    | <b>22</b> |

Over 85% of employees responded to an independent survey, the findings revealed several key strengths, including strong team cohesion and effective leadership.

Our eNPS of 22 was well above the average score of 5 among participating companies of similar size.

|                    | Target | Actual     |
|--------------------|--------|------------|
| Women in workforce | 30%    | <b>35%</b> |

In a year when we celebrated Women in ICT and Women's History Month, women in our workforce grew, mainly due to fewer leavers being women than men. This reflects well upon our family-friendly measures such as a nursing room, hybrid and flexible working options and financial support in areas such as nursery application and holiday camps.



# 3. Caring for customers

**Our goal** To have the happiest customers amongst telecommunication providers in Malta.

### Our 5 year targets

| Happiest customers   | Customer satisfaction at every touchpoint   |
|--|---|
| <p><b>Highest percentage selecting happy as reaction to telecommunications supplier</b></p> <p>From 800 respondents every year, our aim is to achieve the highest proportion of customers feeling happy with their telecom provider. This year we missed our target, coming in second. This has increased our motivation and efforts to drive customer satisfaction.</p> | <p><b>tNPS = 63</b></p> <p>We continuously collect feedback from our customers using a third-party to get our transactional Net Promoter Score (tNPS). We continuously collect feedback from our customers using a third-party to get our transactional Net Promoter Score (tNPS), on a scale which goes from -100 to +100. In 2024 our business team exceeded the target, on residential we came in on target, and ended the year on a high of 65 in December.</p> |

| 2024  | Happiest customers |            | Customer satisfaction at every touchpoint |                |
|---|--------------------|------------|---|----------------|
|   | Target             | Actual     | Target                                    | Actual         |
| Highest percentage selecting happy as reaction to telecommunications supplier | 1st                | <b>2nd</b> | Residential tNPS                          | 63% <b>63%</b> |
|   |                    |            | Business tNPS                             | 63% <b>70%</b> |

# 4. Caring for our planet

## Our goal

Continuously reduce our environmental footprint towards Net Zero to make sure there is a world worth connecting to.

### Our 5 year targets

| Caring for our planet  |   | Care for the environment  |                       |   |         |                |
|--|---|---|-----------------------|---|---------|----------------|
| <b>Carbon Neutral on Scope 2 Committed to SBTi</b>   |   | <b>Funding and other support for environmental projects.</b>  |                       |   |         |                |
| <p>In line with our Science Based Target Initiative commitment across Scope 1 and 2 emissions.</p> <p>To reduce our scope 2 emissions, we continue to adopt energy-efficient technologies and invest in renewable energy sources in Malta and abroad, using Energy Attribute Certificates (EACs) for the international investments. We are reducing scope 1 emissions by transitioning our vehicle fleet to electric vehicles.</p> |   | <p>Includes direct funding through donations or via the Melita Foundation.</p> <p>We demonstrate our commitment to environmental initiatives by providing financial backing and various other types of support. This encompasses direct funding facilitated by both corporate contributions and employee donations, as well as support extended through initiatives led by The Melita Foundation.</p> |                       |   |         |                |
| 2024   |   | Target  | Actual                |   | Target  | Actual         |
|  | Science Based Target Initiative commitment      | On track  | <b>Ahead</b>          | Funding for environmental projects  | €20,000 | <b>€19,500</b> |
|  | Scope 1: % electric vehicles                    | 60%   | <b>60%</b>            |   |         |                |
|  | Scope 2: carbon neutral                         | Carbon neutral  | <b>Carbon neutral</b> |   |         |                |
|  | Scope 2: % energy from solar, year end run rate | 40%   | <b>8%</b>             |   |         |                |
| <p>We achieved all but one of our targets to cut GHG emissions, that of generating 40% of our electricity from solar power by the end of 2024. This slower rate of adoption reflected delays encountered during the building of a solar farm in a disused quarry. We did make some progress, by December 8% of our monthly electricity usage was being generated by solar.</p>   |   |   |                       | <p>The amount of funding allocated for environmental projects by The Melita Foundation board was slightly below target, reflecting very few applications for funding of environmental projects. We continue our awareness-raising and outreach efforts with the aim of getting more applications for funding.</p> |         |                |

# Melita Foundation

The Melita Foundation, established in 2020 as the charitable arm of Melita Limited, has allocated €654,000 to innovative projects spanning A to Z – from **Art for All**, which promotes mental well-being through creativity, to **Zibel**'s VR initiative raising awareness of marine pollution around Malta.



## Digital skills

We're all ears for your awesome ideas on mastering the digital world and thriving in its wonders.



## Creativity

We believe creative talents will shape our future entertainment. How can we make Malta the star of the show?



## Heritage

Preserving our heritage is important to safeguard what our ancestors left us.



## Environment

If you're passionate about cutting carbon, managing waste, conserving water, and saving the environment, reach out to us.

# We fund bright causes

# €654,000

allocated to  
local projects



## Examples of Projects by Pillar

### The Inspire Foundation

Using digital devices to enhance communication. Tablets with unique features help clients with profound learning disabilities to connect.

### St John's Co-Cathedral Foundation

Digitizing the 29 tapestries dating from 1697 ensures their preservation and accessibility for future generations.

### Write Deal Association

Informing children about the Sustainable Development Goals through engaging, short TV programmes.

### Nwami International Malta

Foodwise Families brings together families from different cultural backgrounds to cook without wasting food.

# Get in touch

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