



Amanda Bbosa Rabwoni (fourth-right), the MTN Uganda senior manager for investor relations, with colleagues after receiving the 2025 FiRe Gold Award for excellence in integrated reporting. This was during the FiRe Award ceremony on November 5 at the Kampala Serena Hotel

By Aloysius Kasoma

MTN Uganda has reinforced its reputation as one of the country's most transparent and sustainability-focused corporates after winning the Gold Award for Excellence in Integrated Reporting at the 2025 Financial Reporting (FiRe) Awards.

The award, presented by the Institute of Certified Public Accountants of Uganda, the Capital Markets Authority and the Uganda Securities Exchange, reflects a growing shift among Ugandan companies toward rigorous disclosures, stronger governance and clear integration of sustainability into core business strategies.

MTN Uganda's chief financial officer, Andrew Bugembe, said the accolade highlights the company's commitment to long-term value creation.

"This award reinforces our belief that transparency is the currency of trust," he said. "It affirms the multi-year efforts we have made to integrate sustainability into our reporting and operations. Even more importantly, it challenges us to keep pushing the boundaries of what responsible business should look like."

SUSTAINABILITY AS AN ASSET
This year's FiRe Awards theme, *Sustainability Practices and Reporting in Uncertain Global Times*,

MTN UGANDA'S TRANSPARENCY EARNs FIRE GOLD

underscores challenges facing African businesses, including inflation, currency volatility, supply chain disruptions and climate-related operational risks.

MTN Uganda has strengthened its sustainability framework, embedding environmental, social and governance (ESG) metrics

into mainstream reporting and long-term planning. Guided by its Beyond 2025 strategy, the company positions shared value creation as central to growth, ensuring initiatives strengthen both business resilience and societal progress.

The approach aligns with global investor expectations for credible

ESG disclosures in emerging markets. Bugembe said this strategy has improved resilience.

"MTN Uganda will continue building a reporting culture that not only informs but inspires, one that shows how digital transformation can go hand in hand with sustainable development," he said.

MODEL FOR REGIONAL FIRMS

Winning the FiRe Gold Award places MTN among the East African firms advancing high-quality sustainability reporting. As investors and regulators increase pressure for ESG alignment, MTN's framework provides a blueprint for companies aiming to enhance stakeholder confidence.

Bugembe said transparency is increasingly tied to reputation, capital access and long-term competitiveness.

"We are committed to continuing the journey of transparency, innovation and shared growth," he said. "The best chapters of MTN Uganda's story are still to come."

Analysts say improved reporting can help attract sustainability-linked financing, strengthen market positioning and reduce regulatory risk, supporting Uganda's capital market development over the next five years.

LOOKING AHEAD

MTN plans to build on the award by expanding digital inclusion, environmental stewardship and community impact. The company aims to broaden rural coverage, increase access to mobile-financial services, scale renewable-energy integration across its network and deepen investments in education and entrepreneurship.

"Our mission is to ensure that every investment we make, whether in infrastructure, people or innovation, delivers long-term value to the communities we serve. The gold award affirms that we are on the right path, but it also challenges us to go further," Bugembe said.

"Our responsibility doesn't end with reporting; it begins with it."



Mr Andrew Bugembe, CFO, MTN Uganda

BALANCING PROFITABILITY AND RESPONSIBILITY

As mobile and digital services become central to Uganda's economy, MTN Uganda continues to innovate while maintaining market leadership. MTN Uganda's chief financial officer, Andrew Bugembe, said integrated reporting enables the company to balance profitability, innovation and sustainability.

"We see integrated reporting as a strategic tool," he said. "It allows us to connect purpose with performance, to demonstrate how our business decisions contribute to Uganda's broader social and economic progress."

MTN's investments in

network modernisation, renewable energy, data-driven services and local supplier development are structured to deliver both commercial and social impact. This alignment has helped the company maintain growth while managing regulatory scrutiny and operational risks.

The company's 2024 Sustainability Report highlighted measurable achievements: a 58.4% reduction in carbon emissions from renewable-energy deployment, a 72% local supplier retention rate, and over sh4.6b invested in education and digital inclusion through the MTN Foundation. Environmental, social and governance committees, integrated dashboards and rigorous data-validation systems back these initiatives.