

# Strategic Framework

## Our promise

**FEEL FREE** - to connect and communicate. Customers will feel enabled by our services, not inhibited. We want them to have an unmatched customer experience every time they are with us, whether it's through our products or our people.

## Our vision

**ADMIRER FOR EXCELLENCE** - in everything we do, from the way we deal with customers and the way we work, to the way we manage our talent. In everything that we do, we want to be leaders.

### WHAT'S IMPORTANT TO US

01



Happy Customers

02



Fuelling Potential

03



Unmatched Network Experience

04



Innovative Solutions

### UNDERPINNED BY RESPONSIBLE BUSINESS PRACTICES

01



Sustainable Practices

02



Engaged Employees

03



Connecting the Unconnected

04



Environmental Consciousness

