



# Our Strategy

In Grameenphone, we exist to empower societies by connecting our customers to what matters most. We see our role as a key pillar in supporting and fulfilling the vision of a Digital Bangladesh, connecting Bangladesh and enabling opportunities for people through our services.

The following are the four pillars of our strategy:



## GROWTH

We will deliver growth through focused customer offerings that fuel the persistent need for connectivity and related services. Our key initiatives are to continue winning in voice, grow in data and digital and scale in B2B. Personalisation is the driving force behind these initiatives. Our rollout will ensure coverage with focus on a high-quality, consistent voice and data network experience across Bangladesh. This enables our customers to experience and enjoy a digital lifestyle accessible through our growing digital channels.



## EFFICIENCY AND SIMPLIFICATION

We will continue to innovate on our core business and lead modernisation, from network management to customer engagement. Key initiatives are to drive distribution modernisation and digital distribution while enhancing our network and IT assets, pursue process simplification and streamline the way we work, creating value for our shareholders.



## RESPONSIBLE BUSINESS

We will continue to contribute to the economic, environmental and social development of Bangladesh, acting with accountability and transparency and reducing inequalities through our presence and services. We will continue to reinforce our strong foundation of responsible business through the way we operate and manage business environment risk. We also ensure our supply chain ecosystem is driving quality, uplifting the overall business environment, and helping us grow responsibly.



## WINNING TEAM

Our people are key to our performance and success. We are focused on designing a fluid and responsive organisation structure and building a future ready, multiskilled workforce. In 2019, each Grameenphone employee has invested more than 50 hours in identified key competency areas. This will continue in 2020 as we further develop digital competencies and exercise the freedom to innovate to deliver on our purpose to connect our customers to what matters the most to them.



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