

# Our Business

## Making Things Possible With Technology

We make things possible with technology by securing access to spectrum, investing in mobile networks, developing and distributing a wide range of products and services tailored to our market segments, and running a strong customer care and brand programme.

These activities enable us to ensure revenue growth and high levels of cash generation, used to reinvest in the resources and relationships that we rely on to do business and to deliver on our core purpose: 'Empowering societies. Connecting you to what matters most'.

### Sales and distribution

Our many robust sales and distribution channels, as well as our after-sales value chain, has positioned us as market leader. Our traditional distribution channels have evolved and include many digital channels including online, USSD and the MyGP App.

### Product and service development

We are continually developing new products, services and pricing models, informed by our segmented customer approach. Our products and services are evolving into new streams including digital and financial services. We place a strong emphasis on protecting customer privacy, and are implementing the 'Agile' methodology across various departments to ensure we respond faster in a constantly changing environment. We harness the power of Big Data to deliver personalised offers to our customers.

### Customer service

Providing the best customer experience is a strategic priority and an essential source of market differentiation. We are constantly deepening our understanding of customers and their needs to provide targeted products and service offerings. Our ambition is to provide exceptional customer service through a seamless, personalised, omni-channel, digital customer experience.

### Managing our brand and reputation

We build a brand with purpose, developing and maintaining a reputation as a company that is 'to empower societies by connecting you to what matters most', and that shows leadership in promoting inclusive and environmentally responsible socioeconomic transformation.

### Procurement activities

We leverage the global purchasing power and responsible procurement practices of the Telenor Procurement Company, enabling the purchase of responsibly manufactured network equipment, handsets and other services on favourable terms. We balance the benefits of global purchasing with our commitment to promoting economic opportunities in our host countries and driving economic empowerment.

### Spectrum, network and IT infrastructure

Most of our communication services depend ultimately on having access to spectrum. We strive to secure this access at a competitive price through proactive engagement with government and regulators.





## Our Strategy

Grameenphone will continue to capitalise on the data revolution through customer experience and providing users more reasons to use. We will continue to invest in technological capabilities which will enable us to provide the best and future fit experience to our customers. Also, our focus is to grow responsibly with our partners, developing the ecosystem of our value chain while making an impact in enabling Digital Bangladesh.

These ambitions in our strategy are broken down into the following four key Value Drivers:

### Growth

We will continue to be a customer focused brand that empowers people with superior connectivity. This means increased focus on data and digital services made accessible through our growing digital channels and explore new areas to fast track the evolution of the industry.

### Differentiate Data Network Experience

We will maintain our positioning of Grameenphone as the best voice and data experience provider. This will be achieved through focused site rollout and supporting activities. Readiness for new services such as 5G would enable us to sustain this perception for the future.

### Drive Modernisation

To support our growth and network ambitions, we will continue to drive initiatives focusing on the areas of organisational leadership and competence development along with modernisation in Technology and Commercial areas.

### Responsible Business

Grameenphone's responsible business strategy will be focused on further strengthening its social impact contribution while facilitating constructive dialogue on relevant issues. We would drive this with an ambition to be recognised as a socially responsible, caring, modern technology services leader.

The key value drivers outlined above will be driven with a strong emphasis on developing a culture and mindset across the value chain to establish health and safety as an integral part of the business.