

# Stakeholder Engagement

We identify stakeholders as individuals, communities and organisations that may be affected by and/or may influence our business.

The Company's business sustainability and long-term value depend on our understanding and response to the needs of valued stakeholders. As a part of our business process, we maintain relationships with key stakeholder groups and engage in dialogue to learn from them; constructive dialogue helps shape our strategic priorities and refine our approach in the market. The following chart presents a summary of our main stakeholders and some examples of how we engage with them.

Our Goal	Who we engage with	How we engage
Long term value creation	<b>Customers</b> Investing in online tools, products and services designed to give our customers a greater level of control in their interactions with us	<ul style="list-style-type: none"> <li>• Call centres, retail outlets, MyGP app, Website, messaging and USSD channels</li> <li>• Social Media platform: Facebook and Grameenphone website</li> <li>• Our continuous effort is to enable 100% self-service for customers through apps</li> </ul>
	<b>Communities</b> Engaging in sustainable development initiatives that strengthen the socio-economic lives of people in the communities in which we operate	<ul style="list-style-type: none"> <li>• Partnering with communities in sustainable initiatives</li> <li>• Investing in social sustainability projects as part of our corporate social responsibility</li> <li>• Investing in public participation projects and initiatives that give back to society, e.g. the FutureNation programme with UNDP</li> <li>• Partnering on key areas including education and gender-based programmes</li> </ul>
	<b>Governments and Regulators</b> Providing value against access to spectrum and operating licences. Engaging in dialogue to seek the best balance in regulatory measures that pose potential cost implications	<ul style="list-style-type: none"> <li>• Participation in consultations and public forums</li> <li>• Submission and engagement on draft regulations and bills</li> <li>• Engagement through industry consultative bodies</li> </ul>
	<b>Investors &amp; Shareholders</b> Providing sustainable financial capital required to grow, presenting operational feedback to management, and improving reporting practices	<ul style="list-style-type: none"> <li>• Dedicated investor relations office as the focal point for investor updates</li> <li>• Investor engagements that include roadshows, conferences and meetings</li> <li>• Annual and interim results announcements</li> <li>• Annual General Meetings with shareholders to update them on business strategy</li> <li>• Investor Relations page(s) on website</li> </ul>
	<b>Employees</b> We engage with employees to build a workforce which is capable of driving corporate strategy through their engagement, collaboration, leadership, skills, competencies and responsible business	<ul style="list-style-type: none"> <li>• Internal engagement and collaboration initiatives</li> <li>• Strategy sessions and updates</li> <li>• Leadership development programmes</li> <li>• Functional skill development programmes and forums</li> <li>• Through cross functional projects and task forces</li> <li>• Awareness of responsible business</li> </ul>
	<b>Suppliers</b> Working in close conjunction with suppliers to improve our ability to offer cost-effective, quality products and services through cutting-edge technology	<ul style="list-style-type: none"> <li>• Supplier engagement forums and ongoing site visits</li> <li>• Inspections and Audits</li> </ul>
	<b>Business partners</b> Collaborating closely with business partners, a key interface with our customers and custodians of our brand and reputation, to ensure our strategy of delivering the best customer experience	<ul style="list-style-type: none"> <li>• One-on-one and virtual business meetings</li> <li>• Training sessions on new products and services</li> <li>• Market visits</li> </ul>
	<b>Media</b> Keeping media abreast of operational facts, developments, and new products and services, as they are a critical contact point for our external stakeholders	<ul style="list-style-type: none"> <li>• Media session and press release</li> <li>• Media advocacy and thought leadership</li> <li>• Product launches and events</li> <li>• Media query, crisis and change management</li> <li>• Reputation drives and initiatives</li> </ul>