

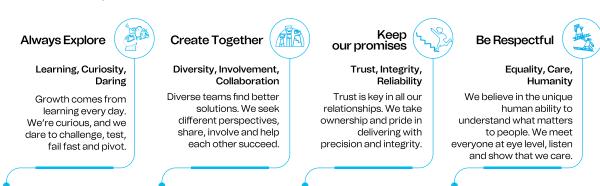
# **OUR PURPOSE**

Connecting you to what matters most | Empowering societies

Connecting customers to what matters most has been the core of our business. Today internet connectivity impacts nearly every part of our lives. We believe in making it personalised and relevant for our customers. It's more than about good business, It's empowering societies.

# **OUR BEHAVIOURS**

Our behaviours explain how we deliver



## **OUR CULTURAL TRAITS**

These elements combine and shape our culture



#### **Customer Centric Innovation**

I value curiosity, experimentation and creative problem-solving, keeping customers at the core.



### Openness & Trust

I foster open communication & transparent feedback; creating an environment of trust and psychological safety.



#### Resilience & High Performance

I embrace positivity, agility, and ownership; turning challenges into opportunities.



#### Inclusion

I welcome diverse perspectives & opinions; ensuring everyone feels heard and valued.