

OUR BUSINESS

- We aim to deliver sustainable business growth by leading on customer experience and trusted connectivity, enabling a safer, smarter digital Bangladesh. Anchored in our purpose, "With you, for a safer and smarter tomorrow," we strengthen our leadership as the country's preferred digital connectivity partner through customer-centric design, efficient execution, and innovation across our core and emerging services.

We operate in a fast-evolving market shaped by increasing data use, expanding smartphone adoption, and higher expectations for seamless digital experiences. We respond through continuous investment in spectrum, network and IT modernisation, and service experience improvement. In a highly competitive and regulated environment, we maintain proactive stakeholder engagement while upholding compliance and responsible business practices.

Customer-centricity

- ▶ Customer needs are evolving quickly, and delivering meaningful, frictionless experiences sits at the core of how we operate. We strengthen engagement through innovation, relevance, and trust, so we can protect and extend our leadership. We are evolving from a connectivity provider into a holistic digital experience partner by delivering seamless, secure, and value-driven services that anticipate and respond to changing customer needs.

Technology Advancement and Building AI capabilities

- ▶ We remain committed to investing in our core business to reinforce network leadership and deliver superior customer experience through continuous modernisation and service innovation. Our IT enhancements prioritise the development of AI capabilities, cloud-native microservices, advanced analytics, digital transformation, and system resiliency. In parallel, we continue to strengthen cybersecurity to support the seamless scaling of new portfolios, offerings, and customer experiences. Our transformation agenda is structured around AI-native operations, platform-centric architecture, and an evolved capabilities-based operating model.

Portfolio and Experience Upliftment

- ▶ To enhance value, we have streamlined our product portfolio, expanding our diversified service bundles and content offerings for the consumer market. We have introduced a range of Internet of Things (IoT) devices and security services, including sensor-based smart solutions, to support the needs of an increasingly digital-native society. We will continue to explore new opportunities in mobility and IoT to enrich the digital lives of our customers. Our goal is to meet the growing demand for smart solutions, ensuring an enhanced and seamless customer experience.

Differentiated and Digitalised Services

- ▶ Our ambition is to deliver the best customer experience through a simplified, digitalised journey, leveraging automation and personalisation in customer interactions and complaint management. Enhanced capabilities and agility across both physical and digital touchpoints will be driven by MyGP, Cockpit, and other digital platforms. We will focus on partnerships to co-create innovative platform solutions and services to meet the evolving needs of our customers and create an impact on their digital lifestyle. Our personalised approach to understanding customer behaviour and offering the right solutions will continue to be our key strength.

Managing our Brand and Reputation

- ▶ We build a brand with purpose, providing experiences that matter, developing and maintaining a reputation as a Company that empowers societies by connecting people to what matters most to them. We take pride in leading the way towards a sustainable business environment, promoting inclusivity and responsibility for the socioeconomic transformation of the country.

Health, Safety, Security and Environment

- ▶ We uphold high standards in Health, Safety, Security, and Environment (HSSE) to ensure a healthy, safe, secure workplace and a better climate. As an integral part of our strategy, we continuously enhance HSSE practices, extending our commitment to business partners through key initiatives and projects.







OUR STRATEGY

Our strategy is designed to maximise investment impact, deliver sustainable revenue growth, EBITDA expansion, and generate strong cash flow by creating meaningful value for customers. As we continue our evolution into a future-ready digital telecommunications operator, our strategic direction remains anchored in digital transformation, customer experience leadership, and operational excellence.

We are embedding AI across core business processes to enhance agility, improve efficiency and accelerate innovation for customers. At the same time, we maintain a disciplined approach to capital allocation to ensure strong returns on investment and consistently deliver value to customers, shareholders, partners and stakeholders while contributing to Bangladesh’s broader digital transformation agenda.

Strategic Priorities for 2026

An overview of our key focus areas for the year ahead

 <p>Become most customer-centric telco Strengthen brand positioning</p>	 <p>Solve indoor coverage through low band deployment</p>	 <p>Deliver growth through HV base build-up and scaling B2B & adjacent</p>
 <p>Transform operations through AI in all and strengthen cybersecurity</p>	 <p>Reinvent, upskill people aiming futurefit organisation</p>	 <p>Solve old & protect from new financial disputes; ESG acknowledged</p>

Brand and Customer Experience



Our brand strategy is centred on building a unified digital ecosystem that inspires Digital Optimism across Bangladesh. Customers remain at the heart of everything we do. By strengthening customer engagement through innovation, relevance, and trust, we aim to extend our market leadership. We are evolving into a holistic digital experience partner through offering seamless, secure, and value-driven services that anticipate and respond to the changing needs of our customers. Through consistent excellence, we aspire to become the preferred destination for integrated digital solutions nationwide.

Growth



Our growth strategy is anchored in sustainable performance, maintaining market leadership, as the industry continues its shift from voice-centric services to data-led growth. We continue to protect our voice foundation while accelerating the adoption of data and digital services through innovation, digitisation, and the expansion of core and adjacent products and solutions.

We continue to elevate customer experience through superior network quality, personalised offerings and efficient services across digital and physical channels. In parallel, we are strengthening a culture of continuous learning, innovation, and capability development to respond swiftly to evolving customer needs and emerging market opportunities.

Network Experience



Our objective is to sustain our leadership in network quality, reliability, and efficiency while addressing rapidly increasing data demand. We will continue to scale our network capacity through resilient expansion and the deployment of AI-enabled network intelligence. AI-powered network management will enable higher performance, maximise efficiency gains, and meaningfully enhance the customer experience. Our network evolution is driven through core technology transformation, disciplined investments, simplification initiatives and strategic collaboration with technology partners. By integrating modern technologies and AI-based automation, we remain future-ready to support Bangladesh’s digital economy at scale.

Transformation and AI Enablement

Transformation remains foundational to our strategy as we adapt to technological change, evolving capability requirements, and rising customer expectations. With the ambition to become an AI-native telecom operator, we are transforming operations across customer service, distribution, personalisation, network experience, and organisational agility.

Our transformation agenda includes:

- Enhanced customer engagement and faster query resolution
- Improved convenience and enablement for distributors and retailers
- AI-enabled personalisation to strengthen customer value and retention
- AI-driven operations and intelligent process automation

AI will be embedded across core functions, supported by a modern IT foundation emphasising sovereign AI readiness, resiliency, capability, and security, enabling sustainable long-term value creation.

In parallel, we remain focussed on building an AI-augmented, future-ready workforce, strengthening leadership capability, accelerating agility, and enhancing organisational readiness for sustainable growth.

Business Environment Management

Our BEM Strategy is designed to navigate the persistent challenges of Bangladesh's telecom sector while ensuring sustainable growth amid political and economic transition. A core focus of the strategy is the responsible and secure use of customer data, recognising its critical role in risk management, customer trust, and the long-term credibility of new digital services. We are strengthening our capability to shape policy and regulatory outcomes through structured, transparent engagement with key stakeholders. At the same time, we are strengthening risk leadership and culture across the organisation by enhancing governance and leveraging technology to proactively anticipate internal and external challenges, enable informed decision-making, and reinforce robust risk management practices.

The strategy emphasises responsible business conduct as a shared responsibility across the organisation, aligned with Grameenphone's culture and ways of working, as well as full adherence to the rule of law. Through proactive stakeholder engagement and policy advocacy, we aim to respond effectively to regulatory developments, advance sustainability priorities and contribute to national economic growth and greater digital inclusion.

