

Strategy and KPIs

Following the effective delivery of our RISE corporate strategy, this year saw the introduction of our new corporate Vision:

Empowering the Digital Economy to Unlock Possibilities

This will be achieved through the execution of our new growth strategy, GAIN, which is comprised of four strategic tracks:

- G** Grow core revenues
- A** Accelerate digital revenue streams
- I** Implement and optimize efficient delivery
- N** Nurture a positive experience for all

Purpose
**To be the Better Choice to
Unlock Possibilities**

How
**By Empowering the Digital
Economy**

By Being
The Everyday Hero

GAIN Strategy 2020+ | Focus on growth and transformation



Grow the core by focusing more on high value segment



Engage with customers in a digital way



Enter into new business areas (e.g. Fintech)



Increase B2B share by focusing on prioritized verticals

Advanced Analytics

Improve decision making based on near real-time insights

Platform Play and Agile IT

Enable a large ecosystem of partners across the value chain

Integrated Gigabit Network

Provide seamless access with more focus on virtualization and network slicing

Digital Operating Model

Asset monetization, governance, culture, capability development etc.

We will work with purpose and passion to execute the GAIN strategy, through a commitment to 'Being the Everyday Hero' for our customers and employees, who will come together to create a culture of performance by adhering to our new Corporate Values:



Agile

We are open, flexible, and make every second count.



Clear

We keep things black and white.



Courageous

We are brave enough to take bold steps and determined to see them through.



Caring

We treat you as an individual and value diversity in thought and perspective.