

## VISION, MISSION & VALUES

# Vision & Mission & Values

### Vision ■

#### Empower societies

We provide the power of digital communication, enabling everyone to improve their lives, build societies and secure a better future for all.

### Mission ■

#### We are here to help our customers

We exist to help our customers get the full benefit of being connected. Our success is measured by how passionately they promote us.

### Values ■

#### MAKE IT EASY

Everything we produce should be easy to understand and use. We should always remember that we try to make customers' lives easier.

#### KEEP PROMISES

Everything we do should work perfectly. If it doesn't, we're there to put things right. We're about delivery, not over-promising. We're about actions, not words.

#### BE INSPIRING

We're creative. We bring energy and imagination to our work. Everything we produce should look fresh and modern.

#### BE RESPECTFUL

We acknowledge and respect local cultures. We want to be a part of local communities wherever we operate. We want to help customers with their specific needs in a way that suits way of their life best.