

HOW WE CREATE VALUE

We Capitalise on Our Key Resources...

Capital Efficiency and Investments



Talent



Relationships and Partnerships



Innovation



and Focus on Our Strengths...

Investments in Spectrum, Networks and Infrastructure

Passionate and Committed Staff with a Drive to Innovate

High Standards of Corporate Governance

Customer-Centric Focus

Uniquely Invaluable Network Data

A Strong and Renowned Brand

Partnerships Network

Conduct Business Responsibly, Ethically and Sustainably

to Create Value for Our Stakeholders



Customers

Superior customer experience



Shareholders

Sustainable financial performance, dividends and long-term value



Employees

Enjoyable, challenging, rewarding work



Community

Enriching and empowering communities

