

# Our Strategy

To thrive in the digital era, we have put in place a dual transformation strategy to strengthen our core communications business and build new growth engines.

## OUR GOAL

Create sustainable long-term growth to deliver superior returns to shareholders

## OUR STRATEGY

### Strengthen the core business

### Build new growth engines

Improve the economics of core consumer & enterprise businesses

Lift customer experience

Enhance collaboration with our regional mobile associates

Create innovative & differentiated digital services

## KEY PERFORMANCE INDICATORS

Average revenue per user

Customer satisfaction scores

Associates:  
Average revenue per user

Innovations adopted by the core businesses

Revenue from data usage

Network quality

Revenue from data usage

Monthly active users

Subscriber acquisition and retention costs

Churn rate

Smartphone penetration

Revenue from digital services

Cost efficiencies

3G/4G network rollout

- Market share position
- Return on invested capital
- Total shareholder returns