Our Strategy

OUR GOAL

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

OUR STRATEGY

Strengthen the core business

Improve the economics of core consumer & enterprise business

Lift customer experience

Enhance collaboration with our regional mobile associates

Build new growth engines

Create innovative & differentiated digital businesses

KEY PERFORMANCE INDICATORS

Improve the economics of core consumer & enterprise business	Lift customer experience	Enhance collaboration with our regional mobile associates	Create innovative & differentiated digital businesses
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 new digital businesses
Cost efficiencies		3G/4G network coverage and quality	

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