

Our Business Model



Our business model is centered on creating long-term value for all stakeholders by focusing on innovation, sustainability, and operational excellence. We prioritize customer satisfaction through high-quality products and services, ensuring their needs are met while driving growth and market leadership. We foster strong relationships with employees by promoting a culture of collaboration, development, and well-being.

We engage with suppliers and partners to drive mutual success, maintain ethical practices, and uphold environmental responsibility. Our commitment to shareholders is demonstrated through consistent financial performance, transparent governance, and strategic investments. We are dedicated to positively impacting the communities in which we operate, contributing to social and environmental sustainability, adhering to related regulations and aligning with global best practices.

Financial Strength

- Backed by a leading regional telecom group
- Consistent financial growth and stability
- Strategic investor in new ventures

Operational Strength

- Leader in digital services offerings
- Early Adopter of advanced technologies for operational efficiency
- Proactive strategic partner to many local and global entities, driving national transformation

Human Capital Strength

- Culture of innovation and inclusion
- Attraction and retention of top industry talent
- Empowerment of employees with global expertise

Innovation Strength

- Leader in deploying next-generation technologies
- Driver of digital transformation with bold initiatives
- Global collaborations to foster innovation