

Strategic Framework and Corporate KPIs

After a successful completion of its LEAD strategy, **stc** Kuwait developed its new REACH strategy, focused on quality growth



	R Reignite consumer portfolio	E Expand enterprise growth	A Advance market evolution
Objectives	Grow and safeguard B2C core telco business via optimal market positioning and targeting right customer segments	Grow and maintain B2B core telco business while seizing new wholesale growth opportunities and fostering internal synergies	Establish future-ready capabilities and enhance competitive dynamics to advance market evolution, reinforcing role as market-maker
	Continue diversification beyond the core telco business by further expanding into adjacencies and non-core	Expand the B2B ICT portfolio via new offerings and in-house capabilities	Focus on strategic projects to support the overall wellbeing of society while aligning with the cutting-edge goals of Kuwait Vision 2035.
	Enhance B2C commercial engine by leading in digital journeys and streamlining GTM	Strengthen the B2B commercial engine by revamping GTM with a segmentation approach	-
KPIs	<ul style="list-style-type: none"> Increase revenue from adjacent services Expand services to underserved segments Enhance customer digital journey 	<ul style="list-style-type: none"> Expand wholesale business into regional markets Introduce new ICT use cases 	<ul style="list-style-type: none"> Support regulator by conducting market studies to improve investment conditions

C Create differentiated experience	H Harness business excellence
Build best-in-class experience for customers and partners, maximizing value creation	Implement a comprehensive digital transformation to optimize processes, drive innovation, and enhance operational efficiency.
Become employer of choice through talent management, and top-notch corporate culture	Strengthen org. agility by adopting an improved operating model and fostering innovative ways of working to drive greater flexibility and responsiveness.
Strengthen and elevate stc's brand positioning to establish a more prominent and influential presence in the market.	-
<ul style="list-style-type: none"> Elevate stakeholders' experience by further digitizing channels and redesigning seamless journeys 	<ul style="list-style-type: none"> Enhance internal op. model and digitize processes for more efficient operations

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