

Strategic Framework and Corporate KPIs

Objectives

r Reignite consumer portfolio	e Expand enterprise growth	a Advance market evolution	c Create differentiated experience	h Harness business excellence
Grow and safeguard B2C core telco business R.1	Grow and safeguard the B2B core telco business E.1	Establish future-ready capabilities and enhance competitive dynamics A.1	Build best-in-class experience for customers and partners C.1	Carry out complete digital transformation H.1
Continue diversifying beyond the core telco business R.2	Expand the B2B ICT portfolio E.2	Drive ecosystem alignment to support national digital priorities A.2	Become the employer of choice C.2	Strengthen organizational agility H.2
Enhance B2C commercial engine R.3	Strengthen the B2B commercial engine E.3	Expand regional footprint A.3	Elevate stc's brand positioning C.3	Embed AI into stc Kuwait's DNA H.3
				Strengthen financial control H.4

KPIs

Sustainable growth of subscribers and revenues	Accelerated B2B and ICT revenue growth across priority segments	Increased collaboration and engagement within the national digital ecosystem	Improved stakeholder experience leading to higher satisfaction and brand perception	Advancements in digital transformation and operational agility
--	---	--	---	--

r.e.a.c.h.

r.e.a.c.h.

r.e.a.c.h.

r.e.a.c.h.

r.e.a.c.h.

r.e.a.c.h.

The updated r.e.a.c.h. framework anchors these priorities, reinforcing the core and sharpening focus on new value areas.

