

Strategic Framework

LEAD

Our Future Strategy "LEAD" 2023-2025

Kuwait Telecommunications Company (**stc**) embarked on a journey in 2019 that set the foundation to its transformation from a basic telco to a digital solutions provider through the implementation of its "AHEAD" strategy; whereby, the foundations were centred upon customer centricity, enriching enterprise offerings, excelling in digital experience, advancement in technology and expanding non-core capabilities. In this regard, the acquisition of e-Portal in 2022 has been a key milestone in achieving this leadership position and has supported **stc's** future business expansion strategy.

Over the past year, **stc** was determined to continue driving the Company on its path to market leadership as it defined its future three-year Corporate Strategy and revamped its objectives for the period 2023-2025 to "LEAD" aspiring to become Kuwait's number one telco and ICT provider through successfully optimizing its operations, continuously investing in the development of the largest 5G network in Kuwait, enhancing its digital channels and services to provide customers with an unrivalled experience, scaling up ICT business through expanding its partnership ecosystem in various horizontals catering to multiple industries and government entities, leveraging group investments in innovative solutions and non-core telco offerings and adjacent business streams; all under a sustainable framework that is destined to evaluate the organization's performance on its environmental impacts, social responsibilities, and governance aspects.

stc aspires to LEAD the Kuwait telco and ICT market by offering innovative services, growing priority segments, and deploying an efficient and digital operating model.

LEAD is centred around 4 strategic pillars

Lift the core by capturing growth opportunities across youth, high-value expat, and SME segments. This strategy is based on an enhanced customer segmentation that allows **stc** to better serve its customer needs and identify the buckets of growth within the core business.

Expand ICT business in scale and scope and position **stc** as a professional services provider by capturing the potentials of the enterprise market across sectors through offering integrated communications and IT solutions through its subsidiaries. Whereby, the acquisition of e-Portal is a key milestone that propels **stc** capabilities to capture this growth opportunity.

Accelerate innovation leveraging Group, non-telco partners and Kuwait startup ecosystem. Going beyond the core by relying on the Group new operating model, specialized subsidiaries, and their capabilities, enlarging the partnership ecosystem and exploring nascent ideas will allow **stc** to enrich the product portfolio, customer experience and differentiate itself from its competitors in the telecom and ICT market.

Deploy an efficient and digital operating model that is fit for growth. Moving forward with an agile digital operating model with a relentless focus on competent optimization, development of **stc** human capital and building capabilities, nurturing their skills for the future, and promoting corporate sustainability.