

Strategic framework



In a year full of challenges due to COVID-19 pandemic, **stc** has moved forward to implement its new corporate strategy 'AHEAD' with the ambition of propelling the company on its path to market leadership.

AHEAD aims to position **stc** as a digital pioneer by enhancing and building on our current initiatives to enable the digital transformation in Kuwait. **The foundations of AHEAD are customer centricity, technology leadership, capture growth opportunities and leverage on the stc group capabilities.**

Throughout the past couple of years, **stc** has successfully optimized its operations, invested in developing the largest 5G network in Kuwait and enhanced its digital channels to provide its customers with an unrivalled experience. In 2021, **stc** was the first operator in Kuwait to launch the **FULL 5G** (standalone 5G) providing better customer experience in terms of download speed and latency, and providing a broader range of use cases. Our opportunity now is to accelerate our momentum and build on our strengths by looking and moving AHEAD.

AHEAD leverages on 5 strategic pillars:

Anticipate consumer needs

Knowing what our customers need before they ask and serving them greatly: **stc** applied this pillar by innovating on its product portfolio to meet new customer needs. In 2021, **stc** revamped its product portfolio and enlarged the range of devices (ZEED) offered to the customers.

Harness enterprise opportunities

Capturing the potential of the Enterprise market across Sectors by offering integrated communications and IT solutions. The pandemic has propelled the development of new vertical solutions that have been developed in the areas of safety, education and health.

Excel digital experience

Accelerating the digital life of our customers and the digital transformation in Kuwait leveraged on leading-edge technology: **stc** has revamped its digital platforms to offer new services and experiences.

Accelerate enabling capabilities

Moving forward with a nimble and digital operating model with a relentless focus on profitability.

Devote performance culture

Developing **stc** employee's potential and nurturing skills for the future in order to attract top talent to continue leading Kuwait telecom market.