

Strategic Framework

Our Future Strategy "LEAD" 2023-2025

Kuwait Telecommunications Company (**stc**) ensured enhancing its position as a digital pioneer through the implementation of its "AHEAD" strategy and building on its current initiatives aimed at enabling the digital transformation in Kuwait. Whereby, the foundations of AHEAD are centered on customer centricity, technology leadership, capture growth opportunities and leverage on the **stc** group capabilities. In this regard, the acquisition of E-Portal in Q2-2022 has been a key milestone in achieving this leadership position, and is expected to support **stc**'s future business expansion strategy.

Over the past three years, **stc** was keen to drive the Company on its path to market leadership during the most difficult global conditions. **stc** has also 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. **stc** has been the first operator in Kuwait to launch the full 5G (standalone 5G) providing better customer experience in terms of the download speed and latency, in addition to providing a broader range of use cases.

By completing a transformation journey that started in 2019 with the strategy AHEAD, **stc** has defined its future Corporate Strategy "LEAD" for the period 2023-2025, in order to enhance the company's aspiration and goals 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 built upon 4 strategic pillars

Lift the core by capturing growth opportunities across youth, high-value expatriate 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 by 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, the customer experience and differentiate itself from its competitors in the telecom market.

Deploy an efficient and digital operating model that fits the growth. Moving forwards with a nimble and digital operating model with a relentless focus on profitability, developing **stc** employee's potential, nurturing their skills for the future, and promoting corporate sustainability.