

Vision, Mission, Purpose and Values

Our vision

Our vision is to be a world-class digital leader, providing innovative services and platforms to our customers and enable the digital transformation in Kuwait.

Our mission

Our strategy outlines the key pillars to expand **stc**'s top line, create value with greater efficiencies, while preparing the company for the future:

- End-to-end digital experience
- Enhance core performance
- Reinvent customer experience at world-class standards
- Leveraging on group synergies



Our values



Dynamism

Outstanding energy to enhance and enrich our performance. We are agile, collaborative and fresh.



Devotion

Determined to be a customer-centric company for our clients and an inspirational workplace for our employees. We are caring, committed and trustworthy.



Drive

Moving forward and enabling best possible solutions for our clients and employees. We are proactive, inventive and inquisitive.

Our purpose

stc aspires to a new digital age transforming our nations and economies.

stc creates products and services beyond the traditional telecommunications services to enable the digital pillars of the new digital economy. At **stc**, we combine smart technologies with the most advanced systems to harness the digital capabilities and the full power of technologies to better serve our customers, stakeholders, government entities and the local community as a whole.

We develop digital platforms, solutions and services based on the data science, cloud computing, artificial intelligence and advanced digital analytics driven by the 5G services. By empowering the leading industries, businesses and governmental entities to thrive through providing the most innovative digital services, **stc** focuses on shaping a sustainable future to the local community with a deeper insight and accelerated growth.