

Telecom Egypt

Corporate Strategy 2024-2026

Corporate Strategy Sectors
August 2023



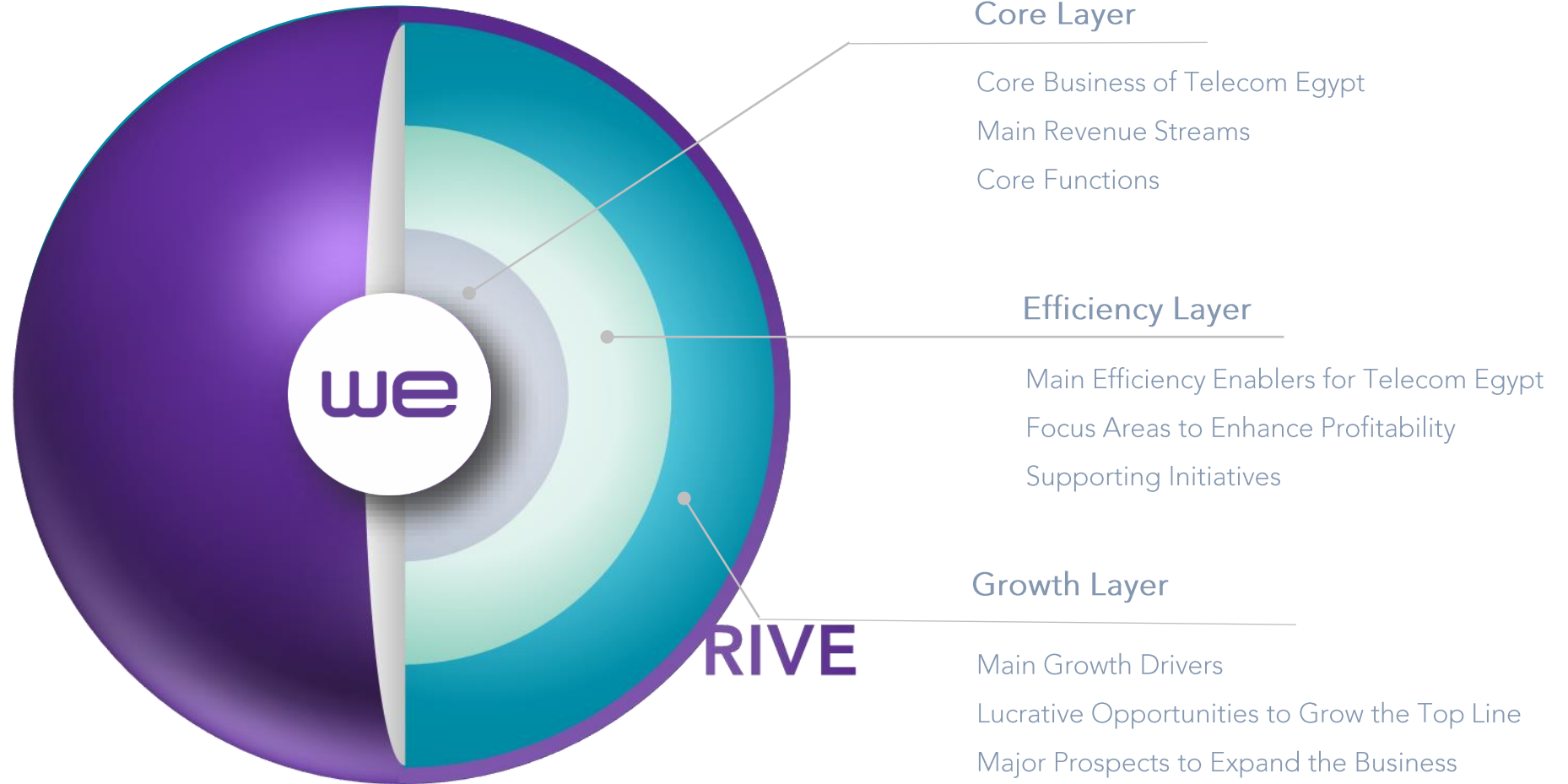
telecomegypt®

Telecom Egypt WE-DRIVE[©] Strategy (2024-2026)

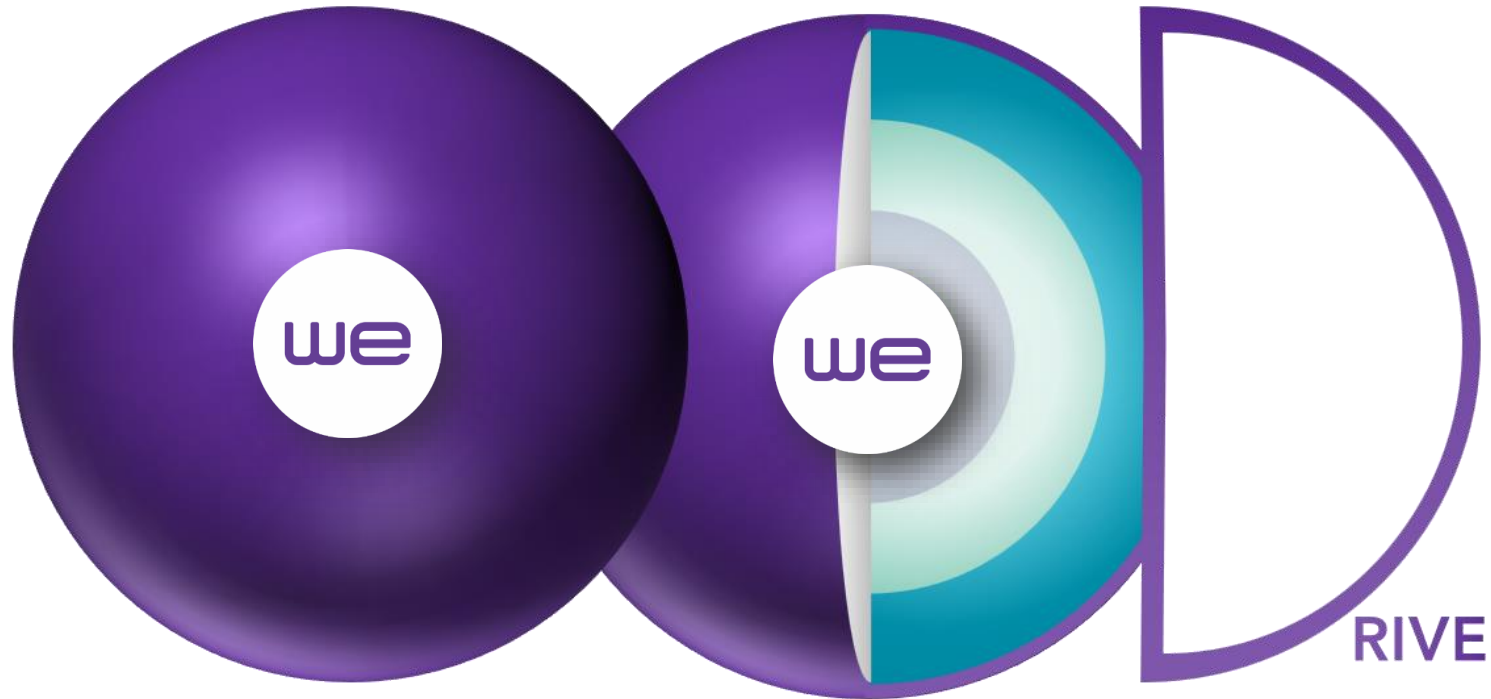
A Multi-Core Strategy



Telecom Egypt is the first fully integrated telecommunications service provider in Egypt and the region, delivering a wide range of solutions for individuals, businesses, and governments. Telecom Egypt is dedicated to leading the country's digital transformation and strengthening its position as a regional and global hub for digital services. To realize this strategy, Telecom Egypt has devised a comprehensive multi-core strategy plan for 2024-2026 consisting of three layers



Leading with the DRIVE



Digital

Customer **R**elationships

Innovation & Partnerships

Core Business **V**alue Creation

E-business

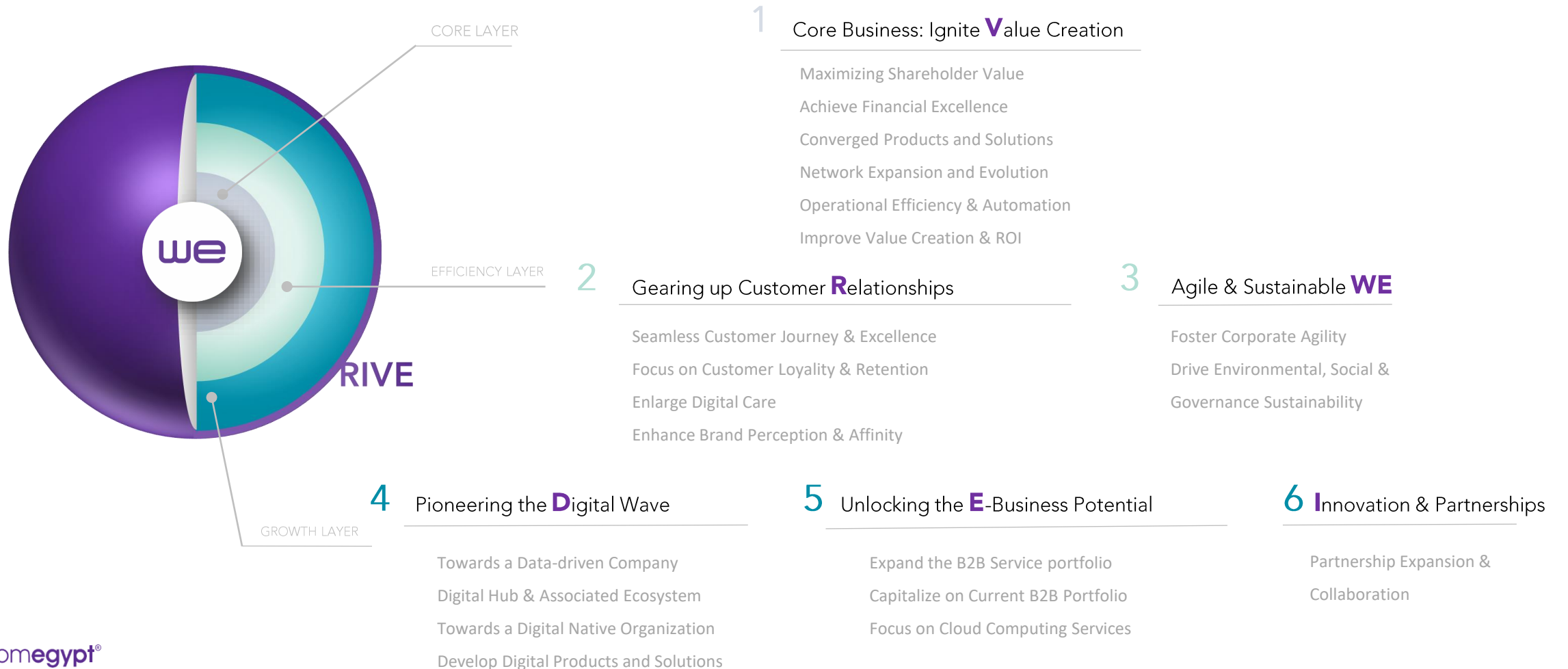
The strategy is summarized by the slogan “WE DRIVE”, which stands for the following:

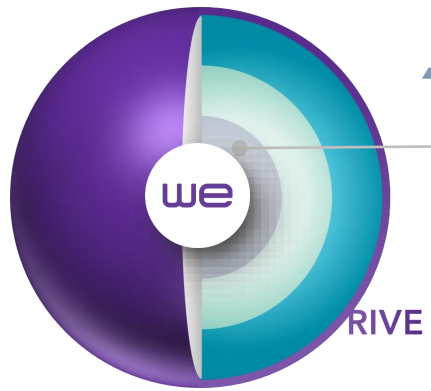
- WE:** Agile & Sustainable WE
- Digital:** Pioneering The Digital Wave
- Relationship:** Gearing up Customer Relationships
- Innovation:** Innovation & Partnerships
- Value:** Core Business: Ignite Value Creation
- E-Business:** Unlocking the E-Business potential



Six Main Pillars

Our WE-DRIVE strategy comprises six pillars that reflect Telecom Egypt’s core values and aspirations. Each pillar consists of several initiatives and sub-initiatives that aim to address the current and future challenges and opportunities in the dynamic and competitive telecommunications market. The strategy is designed to leverage the latest technologies, such as 5G, cloud computing, artificial intelligence, big data, and IoT, to deliver innovative and customized solutions that meet the evolving needs and expectations of customers. The strategy also focuses on enhancing Telecom Egypt’s operational efficiency, financial performance, customer satisfaction, brand perception, corporate sustainability, and social responsibility.

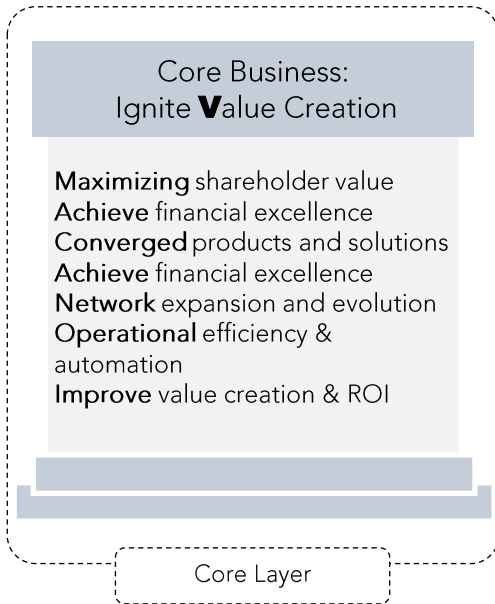




1 Core Business: Ignite Value Creation



At Telecom Egypt, we are passionate about creating value for our customers. We want to make their lives easier and better by providing them with the best products and solutions that suit their needs in both the fixed and mobile segments. Whether they want to make a call, send a message, browse the Internet, watch a video, or play a game, we have the perfect plan for them. We care about their satisfaction and loyalty, so we always strive to optimize our costs and revenues to offer them the best prices and rewards. We invest in our network infrastructure to ensure that they always enjoy the highest quality, reliability, security, capacity, coverage, and performance of our services. We improve our operational efficiency and automation to ensure they always receive the best customer service and support. We enhance our value creation and ROI, to grow our business and share our success with them. We innovate our products and solutions to give them the best experience and benefits of the digital society.



This is how we ignite value creation by strengthening our core business. This is the first pillar in the core layer of our strategy, which reflects our vision to **pioneer the digital future of Egypt**. We are committed to being the reliable partner for our customers in their digital journey.

We empower our core business to deliver the best value to our customers and shareholders.

With WE-DRIVE, Telecom Egypt will leverage its core competencies, expand its service portfolio, enhance its customer relationships, foster its corporate agility and sustainability, pioneer the digital wave, and unlock the e-business potential.



2 Gearing up Customer Relationship



At Telecom Egypt, we are passionate about gearing up our customer relationships. We want to make their journey with us smooth and excellent by providing them with the best customer service and support. Whether they need to activate a service, pay a bill, report a problem, or get a reward, we have the perfect solution for them. We care about their loyalty and retention, so we always strive to offer them the best benefits and incentives. We are continuously expanding our digital care to ensure they can access our services anytime and anywhere through our online platforms and applications. We enhance our brand perception and affinity to ensure that they trust and love our brand and values.

By focusing on their needs and expectations, we gear up our customer relationships and deliver the best service and support. This is the first of the two pillars in the efficiency layer of our strategy, which reflects our mission to become *the most customer-centric telco in Egypt and beyond*. We are committed to being the best choice for our customers and stakeholders in their digital journey.

We focus on our customers' needs and expectations to deliver the best service and support

WE-DRIVE is more than a slogan. It is a vision, a mission, a commitment, and a promise to deliver the best telecommunications services to our customers and stakeholders.



3 Agile & Sustainable WE



As Telecom Egypt, we aspire to be agile and sustainable. We want to make our organization flexible and adaptable by fostering corporate agility. Whether we face a challenge, an opportunity, or a change, we have the ability to respond quickly and effectively. We care about our impact on the environment, society, and governance by driving sustainability. Whether we operate, innovate, or collaborate, we have the responsibility to act ethically and responsibly.

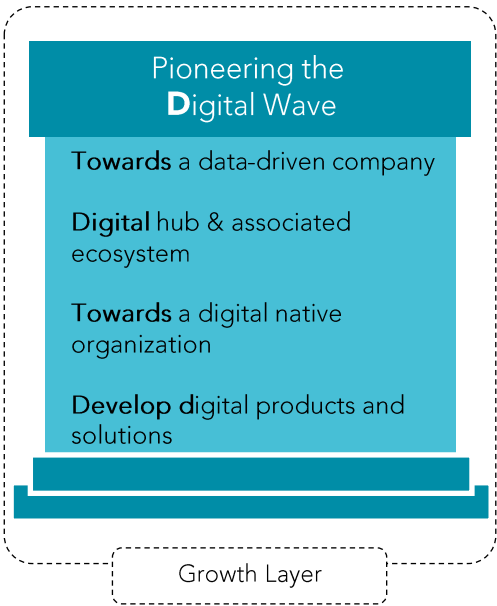
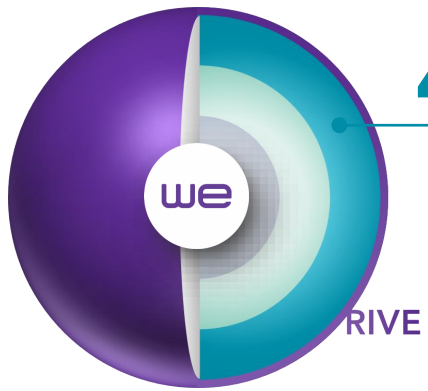
Through fostering corporate agility and driving sustainability, we become agile and sustainable. This is the second pillar in the efficiency layer of our strategy, which reflects our ambition to become ***the most agile and sustainable telco in Egypt and beyond***. We are committed to being a positive force for our stakeholders, community and our planet.

We make our organization flexible and adaptable, and we act ethically and responsibly

WE-DRIVE reflects our passion, our ambition, our determination, and our confidence to lead the telecommunications market in Egypt and beyond.



4 Pioneering The Digital Wave



We aim to pioneer the digital wave. We want to transform our company into a data-driven one by using data analytics and artificial intelligence to improve our decision making and performance. We want to create a digital hub and an associated ecosystem by collaborating with digital partners and platforms to offer innovative and integrated solutions. We want to become a digital native organization by adopting digital culture and capabilities across our functions and processes. We want to enhance and grow our digital products and solutions by leveraging our network, IT, and cloud infrastructure to deliver value-added and customized services.

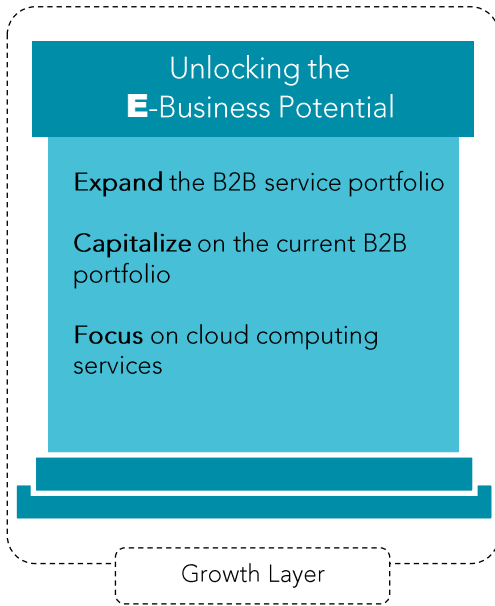
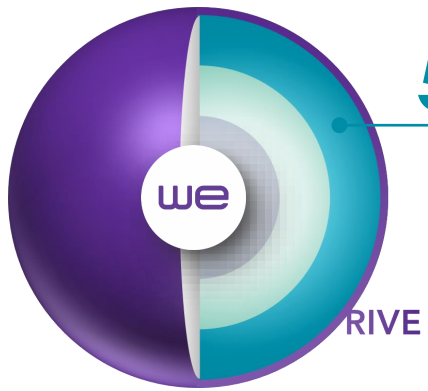
By pioneering the digital wave, we transform our company and our industry. This is the first pillar in the growth layer of our strategy, which reflects our aspiration to become *the leading digital telco in Egypt and beyond*. We are committed to being the pioneer and the enabler of the digital society.

We transform our company and our industry by using data, digital, and cloud technologies

With WE DRIVE, we will deliver seamless and personalized experiences to our customers, enabling them to enjoy the benefits of the digital society.



5 Unlocking the E-Business potential



We aspire to unlock the e-business potential. We want to expand our B2B service portfolio by offering a wide range of digital solutions that cater to the diverse needs of our business customers. We want to capitalize on our current B2B portfolio by optimizing our processes, enhancing our customer service, and increasing our market share. We want to focus on cloud computing services by providing secure, scalable, and cost-effective cloud solutions that enable our customers to access, store, and process data on demand.

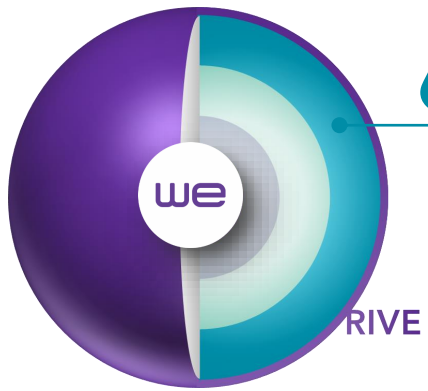
By unlocking the e-business potential, we empower our customers and our company. This is the second pillar in the growth layer of our strategy, which reflects our ambition to become *the preferred digital partner for businesses in Egypt and beyond*. We are committed to being the leader and innovator of the e-business landscape.

We grow our B2B service portfolio and focus on cloud computing services

With WE-DRIVE, we will offer new and diverse solutions that cater to the needs of different sectors and industries. We will be the best partner for our business customers in their digital transformation.



6 Innovation & Partnerships



We strive for innovation and partnerships. We want to expand our partnership network and collaboration opportunities by engaging with various stakeholders such as startups, academia, regulators, and industry peers. We want to leverage our synergies, share our expertise, and co-create value-added solutions that address the challenges and opportunities of the digital era.

By fostering innovation and partnerships, we enrich our ecosystem and our company. This is the third pillar in the growth layer of our strategy, which reflects our vision to become *the catalyst and facilitator of the digital transformation in Egypt and beyond*. We are committed to being the explorer and partner of the digital future

We create value and impact by working with different stakeholders and entities to offer innovative and integrated solutions

WE-DRIVE is not only about what we do. It is also about who we are. We are agile, sustainable, digital, relational, innovative, valuable, and excellent. We are Telecom Egypt.