

Purpose

Why we exist
We connect for good

Ambition

Who we must become
To be the world's most
trusted connector of people,
devices and machines

Values

What will guide us
Values drive our behaviour,
Personal, Simple, Brilliant

Being trusted: our code
helps us to do the right thing

Strategy

**How we'll grow value for
all our stakeholders**

- 1_** Build the strongest foundations
- 2_** Create standout customer experiences
- 3_** Lead the way to a bright, sustainable future