

Sustainable Economic Value



Connecting the unconnected

We believe everyone deserves the benefits of a modern connected life. We are accelerating digital and financial inclusion by connecting the unconnected and ensuring that people reap the social, economic and developmental dividends of being online. Our dual data strategy aims to provide access to customers across different segments within our markets, addressing the urban-rural divide.

Lower-income and/or rural customers make up around 70% of our market. We provide affordable solutions – at multiple low-cost entry levels – and tailored products and services, that connect customers to the global community. Our CHASE framework, introduced in 2018, guides us in overcoming the five key barriers to mobile internet adoption: coverage, handsets, affordability, service bundling, and education and ease of access.

CHASE

Fulfilling the connectivity and communication needs of our customers

COVERAGE	HANDSETS	AFFORDABILITY	SERVICE BUNDLING	EDUCATION AND EASE OF ACCESS
Ensure sufficient and affordable data coverage in rural and low-income areas	Increase affordability and access to data-enabled devices	Increase data service affordability	Creating service offerings that are relevant and simple and meaningful to customers	Enhance digital literacy and ease with which data can be accessed

Our impact

In 2019, over **6,9 million** people benefited from over **1 387** rural sites

In 2019, over **3 million** people trained on digital literacy

Improved data affordability with a **39%** reduction in the group effective rate per megabyte

Over last two years, over **25 million** more people owning smartphone mobile devices and reduce entry level device price by an average of 20% – 30%

Over last two years, over **20 million** more people using the internet

Over last two years, reduced our entry-level data rates by **60%**