





## Our 4D Strategy for 2030

# Becoming a global technology group

## Leading in telecom, elevating with technology

Our 4D Strategy is steering the Group towards a more balanced business mix by 2030, increasing the contribution of international markets and high-potential adjacent verticals, thereby positioning e& for a more diversified and future-ready revenue profile.

## Our strategy

Pillars	Description	Key outcomes
 <p><b>Double down on core</b></p>	<p>Evolve core business</p> <p>Continue to invest in state-of-the-art network and connectivity across all our telco operations</p>	<p><b>Strengthen UAE operations</b> as a resilient growth engine</p> <p><b>Scale international operations</b> for market leadership</p>
 <p><b>Diversify portfolio</b></p>	<p>Expand geographically</p> <p>Diversify and grow digital adjacencies</p>	<p>Operating across 3 continents, focusing on <b>stable FX revenue growth</b></p>
 <p><b>Digitise and transform operations</b></p>	<p>Deepen digitisation and automation powered by AI</p> <p>Excel in customer experience</p>	<p><b>Accelerate AI and data-driven decision-making</b></p> <p><b>Retain customer leadership</b> across all operating markets</p>
 <p><b>Drive sustainability</b></p>	<p>Best-in-class ESG performance</p> <p>Foster engaged, diverse and inclusive workplace</p> <p>Develop awareness and value of e&amp; brand</p>	<p><b>Committing to net zero emissions</b> Scope 1 and 2 in UAE Operations by 2030</p>