



Vision 2030

**Engaging with
our stakeholders** to be
part of the
Vision for the future
of AFRO

Everyone at AFRO strives to create better outcomes for all our stakeholders by living our values of being:

- Open & Effective
- Innovative & pioneering
- Collaborative & Committed to Continuous Development

We bring these values to life through our day-to-day behaviours and by putting our purpose at the centre of everything we do. We are committed to being a progressive, responsible business – in how we operate, serve society, respect our people and the environment, and deliver improving returns to our employees, customers and shareholders, Therefore,

The Mission Objectives:

Our vision is leverage our market leadership in the telecommunication services to pivot into delivering innovative solutions to simplify the connections between businesses and customers, and between government and citizens.

To develop business units in order to partner with our clients to transform their businesses and services with the value proposition of doing the complex and difficult things so that our clients don't have to do them.

Our aspiration is to become the fabric of society, where we visibly help millions of people every day. But we know that, to be a truly responsible business,

AFRO must change and improve; and that is why we are transforming – on behalf of our clients, the people and societies we serve, and all our stakeholders.

We are inviting you to participate in the steering committees to engage in the in this group level strategy formation for **AFRO Vision 2030**.

The Steering Committees Deliverables:

In our plan is to do things better, we would like to explore these areas:

- How we can simplify & strengthen to succeed as a business that: is truly responsible and yet pioneering.
- How we can generate sustainable revenue growth and cash flows.
- How to better deliver services, reduces costs and frees up time.
- How to create better experiences for end-customers.
- How to be innovative and creative and to develop reputation based on competence and integrity.
- How to creates better outcomes for all stakeholders.
- How we can be more focused business with strong positions & growth potential
- How we can empower our people to deliver more.
- How to further streamline our cost base to strengthen the core businesses.
- How to Win more of the right work.
- How to Invest in asset base, technology & people to succeed in progressive, purpose-led Innovative & sustainable business and revenue growth.

Our purpose

AFRO is a purpose-led organization which exists to 'create better outcomes for all its stakeholders'

The group level global strategy is to create better outcome for:

Our People

By providing an environment in which they can thrive

Clients & Customers

By delivering solutions, transforming businesses and services and by delighting them.

Suppliers & Partners

By treating them fairly and encouraging them to deliver.

Investors & Shareholders

By delivering improving returns.

Our Society

By acting as a responsible business for the communities we serve.

The Need for AFRO Vision 2030



Changes in customer behaviors and expectations.



Disruptive technologies – IOT, Digital, Artificial intelligence.



Evolving regulatory & competitive landscape.



Shifts in the market economies and industry convergencies.



Effect of globalization on markets, competition, supply and production.



Strategy

How does the AFRO vision 2030 address the triggers, align initiatives, and enable the organization's group level & global strategy.



Talent

Does the organization have the right capabilities in place to successfully identify, design, and implement the AFRO Vision 2030.



Risk

What are the risks & mitigations of the AFRO Vision 2030 of optimization, transformation and transition of business and operating models.



Performance

How are the successes of the AFRO Vision 2030 measured and rewarded at different levels and milestones.

The Benefits of AFRO Vision 2030

Sustainable, profitable growth

What are the risks & mitigations of the AFRO Vision 2030 of optimization, transformation and transition of business and operating models.

Return on investments & Measurable KPI's

Embed innovation into the culture and structure of the organization to stay ahead of competition.

Leading Customer Experiences

Continually capture data-driven customer insights and create value propositions that deliver against ever-evolving customer expectations.

Agile & Innovative business units

Enable our organization to respond to the continually shifting business environments and implement new business units and innovations into the core business.

Discussion Framework

AFRO Vision 2030 critical issues:

1

Which **Transformation triggers** & strategies are creating opportunities for us? How are we capitalizing on these?

5

Does our culture and business and operating models support **continuous innovation** and enable us to **react agile to change**?

2

Are we meeting **customer expectations**? How are we innovating across our organization to stay ahead of shifting customer behaviors?

6

Are our strategic initiatives optimized for **future growth, sustainable revenues, and risk diversifications**? How can these become differentiators for us?

3

How well do our Transformation and/or diversification initiatives meet our **strategic and financial objectives**?

7

Do we have the **data and analytics** capability to develop timely customer, competitor, and operational insights?

4

Are we able to capture and measure the **value** we create from our strategic initiatives?

8

Do our technology initiatives focus on **business value creation and future growth** prospects?

Vision Framework

AFRO Vision 2030
high level strategy:

01



Smart
Homes

Drive growth & sustainable business through brand visibility.

02



Smart
Community

Consolidated & strengthen the core business units through integrated services.

03



Smart City

Develop capabilities & capacity to drive new business pipeline.

Our plan is to do fewer things, better. We are simplifying and strengthening to succeed as a business that: is truly responsible & predictable; generates sustainable revenue growth & cash flows; simplifies services, reduces costs and frees up time; creates better experiences for end-customers; is innovative & creative; has an improved reputation, based on competence and integrity; & creates better outcomes for all stakeholders. Focus on strategies that gives us with ...

Small changes, Big Results.



Simplify:

- More focused business with strong positions and growth potential
- Using common, scalable capabilities
- Empowering our people to deliver
- Further streamlined cost base

Strengthen:

- Winning more of the right work.
- Improving cash generation
- Spin off and/Exist strategy for Non-core disposal business units
- Investment in new business units, technology and people.

Strengthen:

- Progressive, purpose-led business units
- Innovative & creative business units
- Generates sustainable revenue growth

Strategy formation methodology:

The process & best practices for developing the AFRO Vision 2030:

1

Alignment across all initiatives, business units, and functions to meet the organization's strategic and financial goals.

5

Technology agenda that advances the business turnaround and takes a 'business value first' approach.

2

Continuous evaluation of the **customer experience** to deliver against ever-evolving customer expectations.

6

Agile organization that is able to profitably respond and adapt to market disruptions with a culture that thrives on change and makes innovation part of its DNA,

3

Innovation embedded into the culture and structure of the organization to turn disruption into opportunity.

7

Strategic approach to assessing each function in the value chain, making build, buy, and partner decisions as warranted.

4

Data and analytics strategy and capability that generates timely customer, competitor, and operational insights.

8

Value – based approach to strategy development and **metric-driven initiatives tied to the bottom line.**

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To participate & contribute in one of the
steering committees contact:
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