

VALUES Dictionary

Our Core Brand Values

Leadership

Foresight | Commitment | Guidance

- Building a future for our people and the customers we serve.
- Leading the way through connectivity enablement.

Innovation

Simplicity | Imagination | Insight | Creativity

- Doing things differently.
- Making unlikely connections.
- The unexpected exceeds expectations.

Integrity

Solid Principles | Trusted | Togetherness

- We are, because of you, our customer.
- We are, because of you, our employee.
- With your trust and belief, we will always succeed.

Relationships

- Connecting with people on their level
- Having empathy for their unique situation
- Building relationships with our customers (Internal & External

Can-Do

Optimistic | Future Focus | Passionate | Happening

- Creating brighter futures, for everyone whose life we touch.
- Empowering people, communities and countries.
- Creating possibility.