

du Values

Introduction

- As technologies evolve, our focus is on delivering value beyond connectivity in emerging technologies such as 5G, Cloud Computing, and AI technologies.
- To enable us to leverage these new business opportunities, we as employees need to adopt new ways of thinking and push our boundaries, changing the way we work.
- Let us go learn more about our 4 new values, which will guide us through this cultural transformation and support our aspirations to be agile and become the leading digital telco.

New Values



dedication



agility



curiosity



openness



Let our values guide you.



**We serve with
dedication.**



**We operate with
agility.**

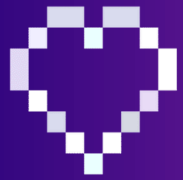


**We encourage
curiosity.**



**We create
openness.**





dedication



agility



curiosity



openness



What do they mean for us?

We serve with dedication.



We are committed to excellence.
We go above and beyond.



We operate with agility.



We welcome change.
We adapt.



We encourage curiosity.



We continuously experiment.
We innovate.

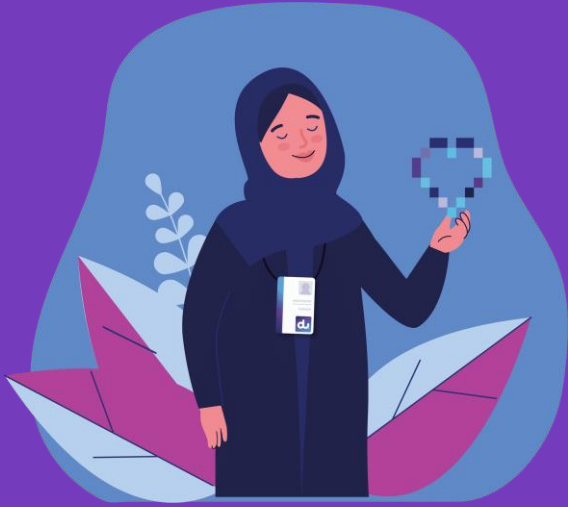


We create openness.



We encourage transparency.
We care.





Dedication

What does it mean?

You will go above and beyond to steer your efforts with determination to reach du's goal of creating better experiences.

Embrace this value by being committed, accountable, and trustworthy in your behavior.

This will result in high customer centricity and excellence in service.

Agility

What does it mean?

Working with new and changing dynamics in a business environment.

Embrace this value by being resilient, adaptable, and collaborative in your behavior.

This will lead you to collaborate smartly among your peers and stakeholders.





Curiosity

What does it mean?

Discover, experiment, and learn different aspects of du's new digital-first business. Embrace this value by being relentless, inquisitive, and positive in your behavior. This will be seen by innovative digital solutions.

Openness

What does it mean?

Serve everyone with transparency, efficiency, and effectiveness. Embrace this value by being action-oriented, proactive, and empathetic in your behavior. This will be observed through empowerment and confidence.





Thank You