

## What we live for

**Our reason to get up in the morning:** knowing that what we do has the potential to change things for the better, and that we have the opportunity to do things better every single day by innovating.

We're focusing on making our vision real, specifically through our brand promise of best network, best value and best services, and everything that goes into keeping our promise.

### Our Purpose

Why we exist

Connecting you,  
creating possibilities,  
changing lives

### Our Vision

Where we are going

Best network,  
best value,  
best service



### Our Way

How we need to do it

Speed, Simplicity  
and Trust

### Our Strategies

What we need to do

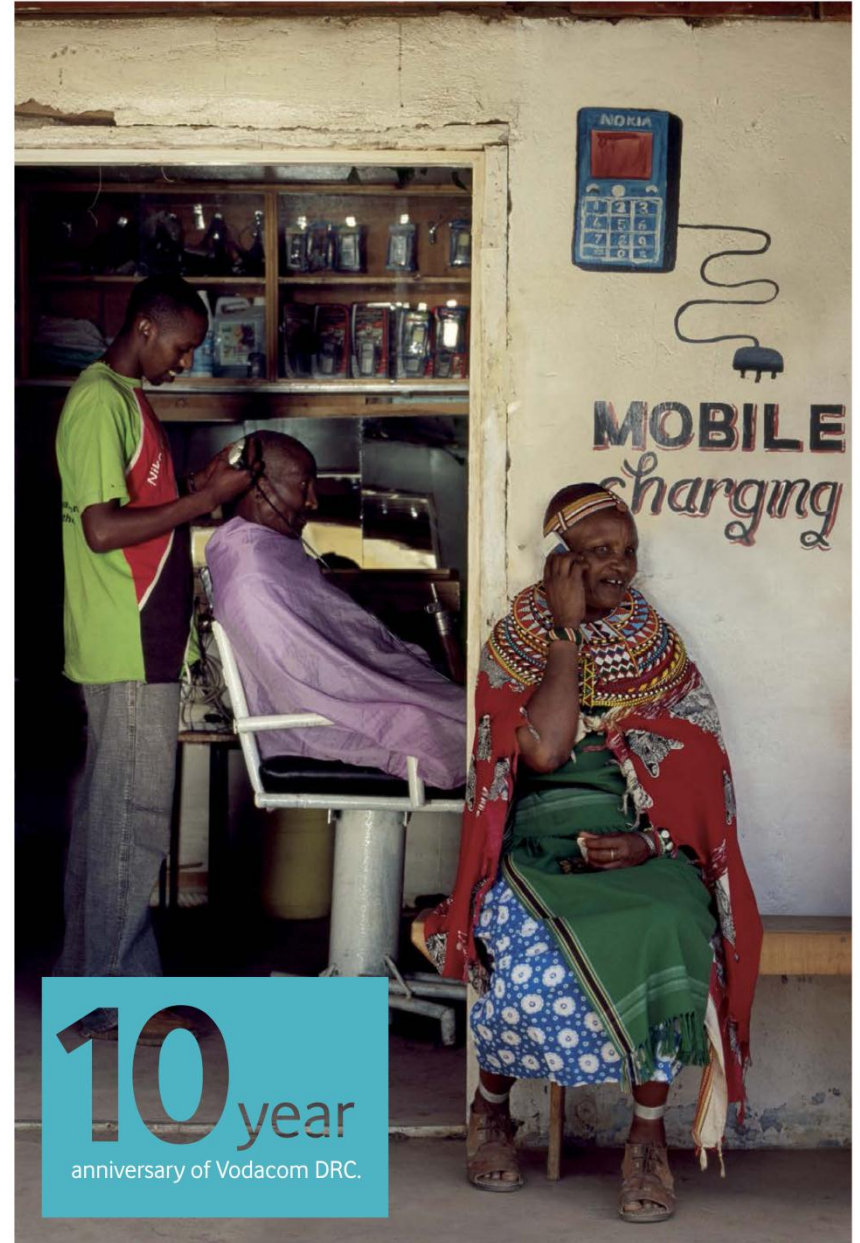


Working smarter to:

- Deliver an unmatched customer experience.
- Drive data, new services and new opportunities.
- Make our processes and businesses more efficient.
- Build a diverse and talented team.
- Transform society and build stakeholder trust.

↑ The Vodacom Way is the antidote to bureaucracy. If something fails this test, we find another solution.

↑ This is everything we need to do boiled down to five simple strategies.



10 year  
anniversary of Vodacom DRC.