

Our ambition is to be the number one  
choice for connectivity in Australia



## Our three layers and goals



### Customer Engagement

To lead in how we anticipate and deliver on the connectivity needs of our customers



### Network as a Product

To build and operate Australia's leading network and reinvent how we capture value from it



### Digital Infrastructure

To be Australia's leading digital infrastructure provider

## Our four enablers



People & culture



Technology leadership



Sustainability



Financial discipline