

 Reflecting on **MTN Cameroon’s Purpose**

1. When we look back as an organization, what have we always been good at? What are the **5 qualities** that our organization has always had?

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| * People management: Taking care of our people /People engagement -business updates and fun
* Stakeholder engagement
* Working together – breaking the silos
* Diversity and Inclusiveness
* Visibility of our brand – tell our story on social media
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**2.** Looking back into our history of working together as an organization, what is the moment **when you felt truly happy and what did we achieve?**

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| **In the face of the pandemic in 2020, our company showed true resilience by both caring for our people and posting a profit – and a legacy (emotional connection, flexi work, digitalisation of ways of work)**Others:* PSP license
* 21 days of yellow care
* Launch of the 4G and affordable 4G phones (designed by Huawei – MTN L860 phone with mifi free to boost the 4G penetration)
* Proximity to customers by opening new service centers operating 7 days a week: CARREFOUR EKIE SERVICE, CARREFOUR BONAMOUSSADI, DOUALA GRAND MALL, HILTON HOTEL
* Market invasions – launch of new product and campaigns
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**3.** When we are collaborating as a leadership team under what circumstances do we have the most **high performing energy?**

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| * When we have the same purpose and targets
* When we have backs to the wall (garnishee case, regulatory fines)
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4. What was the **most challenging time** in working together as a leadership team? What have we learnt from it?

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| * Separation of MTNC/MMC - ways of work, synergies, team spirit
* Transformation in 2018 – performance issues to fix: execution excellence, agility
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5. What is the most important thing we want to accomplish as MTN Cameroon? What would we like **to be known for when people talk about us in 5 years from now?**

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| **Be the first to bring 5G to Cameroon**Others* Taking connectivity to the rural areas
* Be the number one in advanced services (nano loans, QR code, insurtech) and be the wallet of choice to the low income population
* Innovation and inclusiveness: affordability of devices and for diverse customers (disability…)
* ESG: environmental impact
* Compliance : highest index
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**6.** There are no restrictions or limitations. The future is not known. In this moment we have the power to choose. **What is our common vision going forward?** What is possible when our organization puts together the best version of every individual member?

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| **Digital and financial inclusion:** Building a connected and inclusive future through sustainable networks, innovative and affordable digital and financial solutions. |

**In summary,**

**MTN Cameroon’s Purpose in life is to**

"Accelerate Cameroon's digital and financial transformation for a prosperous and equitable future"

**<repeat> “** Accelerate Cameroon's digital and financial transformation for a prosperous and equitable future**”**

**is what our life at MTN Cameroon is about.**