

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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| MTN Cameroon has always been good at the ***protection of its brand*** through various initiatives: IP protection, best customer experience at any touch points and actions in its community.The qualities of our organisation have always included: * Focus on its people: training programmes, recognition and reward scheme etc leading to sustainable dedication and engagement.;
* Strength of the brand: MTN ranked among best brands in Africa.
* Innovation: introducing new services on the market (EVD, Pay as yo Go etc.). Change of process for efficiency and cost reduction: Direct To Customer, Direct to Retail
* Strength of its values: integrity, compliance and ethics underpin all actions of MTNC
* Support from the Group: MTN is part of a strong Group that has always provided support to MTN Cameroon when required.
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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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| **The process of preparing and submitting the application for the PSP license** |
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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 working under stress and on tight objectives with significant impact on the company image or position as leader** |

**4.** What was the **most challenging time** in working together as a leadership team? What have we learnt from it?

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| When working on complex legal matters. * FINCO managed separation in 2022
* Launch of End of Year Promotions
* Litigation where accounts were attached and high risk of significant loss (Appstech, Bestinver)

From the above, we learnt tenacity (do not give up until you reach a solution), openness (listen to all suggestions), togetherness (breaking the silos and working in synergy for a common goal) and thoroughness (explore all possibilities and pay attention to details) |

**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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| **We would like MTN Cameroon to be recognized as the leading contributor to the achievement by the State of Cameroon of its strategic objectives by leveraging on technology.**  |

 **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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| **Be the leading company in Cameroon in the field of technology and fintech. Make every citizen adopt technology and fintech as major tools for efficient resolution of daily problem.**  |

**In summary,**

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

**“be the enabler of the achievement by Cameroon of its digital strategic objectives ”.**

 **“be the enabler of the achievement by Cameroon of its digital strategic objectives”**

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