

A baby is sleeping peacefully in a white rope hammock. The baby is wrapped in a white blanket and has their feet sticking out. The hammock is suspended over a light-colored wooden floor. The overall scene is warm and cozy, with soft lighting.

**SmarTone...**

**a total answer to customers' needs**



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## Customer

## Orientation

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Our business is personal communications, a service business distinguished by the intensity, intimacy and frequency of interactions with each of our customers. We put our customers at the centre of everything we do. We aim to run our business geared to meeting our customers' needs.





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## Effectiveness

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We seek to deliver a compelling proposition to our customers through effective execution.







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## Efficiency

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Operational efficiency generates value for customers and shareholders. This is what we strive to achieve.

