Purpose

Why we exist
We connect for good

Ambition

Who we must become
To be the world's most trusted connector of people, devices and machines

Values

What will guide us
Values drive our behaviour, Personal, Simple, Brilliant

Being trusted: our code helps us to do the right thing

Strategy

How we'll grow value for all our stakeholders

1_ Build the strongest foundations

2_ Create standout customer experiences

3_ Lead the way to a bright, sustainable future