

About Us



Abbas Ali

LIVE 248

Thanks to social media, Abbas Ali's wholesome embrace of green living is generating massive interest in the society!



Comment



Our values and operating principles

Business anchored on solid foundations

Our core values

At Robi, we work with a firm commitment to practice Uncompromising Integrity, Exceptional Performance (UI.EP) to ensure creation of value, putting the Customer at the Center.

Our guiding principles

Keeping pace with the evolving digital landscape of the country, we aim to establish ourselves as a leader in providing customer-centric data and digital services, with our four Guiding Principles acting as a beacon of light to pave the path.

Our ethical conduct

We understand that our business depends on the trust of our customers, vendors and partners, and we are committed to always conduct our business in a responsible, ethical and lawful manner.

During the course of this journey, we adopted a Code of Conduct, Anti Bribery and Anti-Corruption (ABAC) policy, Gift, Donation and Sponsorship (GDS) Policy and Whistleblowing Policy to guide our decisions through an unbiased and highly ethical approach. Achieving substantial progress, Robi achieved 100% ABAC training for all employees during the year, while also adopting the group's Gift, Donation and Sponsorship (GDS) Policy for local operations.

Our beliefs and values

We strongly believe that our values of Uncompromising Integrity, Exceptional Performance (UI.EP) serves as the foundation of our operations, which enables us to provide agile, quality and reliable services and also conduct business with integrity, honesty and transparency.

Uncompromising Integrity – We are committed to upholding the highest standards of lawful and ethical conduct, and to demonstrating honesty, fairness and accountability in all our dealings.

Exceptional Performance – Always pushing ourselves to deliver outstanding performance. We are determined to be the winner, leader and the best-in-class in whatever we do.

Our guiding principles include the following:

1 Be Agile

- ▶ Encourage questions to gain clarity
- ▶ Value and share information and analytics to gain perspective
- ▶ Seek trends to spot opportunities and solutions
- ▶ Learn from failures for future success



2 Inspire to Innovate

- ▶ Focus on customers to understand their problems and unearth their desires
- ▶ Innovate to ensure customer satisfaction
- ▶ Constantly improvise on processes to ensure speed in catering to customers
- ▶ Create an authentic sense of purpose among people

3 Collaborate to Deliver

- ▶ Demonstrate respect for all you interact with
- ▶ Build trust and transparency around communication
- ▶ Cultivate diversity and inclusion
- ▶ Collaborate and engage with all stakeholders to achieve results

4 Go Digital

- ▶ Pursue employee ideas to develop entrepreneurial mindset
- ▶ Take financial risk to foster innovation
- ▶ Learn from failures and identify learnings for future success
- ▶ Demand consistent quality



Business profile

Amongst the top-2 digital telcos of Bangladesh

WE ARE
MANY

Robi means many things to its many stakeholders!

WE ARE
ONE

Connection

Customers | Employees

Passion

Employees

Empathy

Employees | Community

Opportunity

Employees | Community | Shareholders

Care

Employees | Community

Dependability

Customers | Community | Employees

Collaboration

Employees | Business partners

Innovation

Customers | Employees | Business partners

Progress

Customers | Employees | Community | Shareholders

Value

Customers | Employees | Community | Shareholders | Business partners



About us

Robi, as one of the largest homegrown consumer brands of Bangladesh, is amongst the top-2 telecommunications Company of the country with a subscriber base of 53.7 mn.

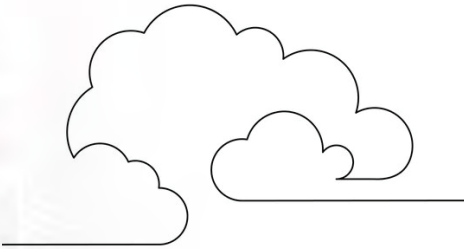
The Company's retail telco connectivity solutions include 4.5G mobile broadband network that promises high speeds to facilitate on-demand entertainment, streaming services (music and video) and digital financial solutions. Further, our enterprise/business solutions comprise a wide bouquet of offering, including secure connectivity, cloud and data centre services, cyber security, IoT and cloud-based communication.

Our evolution as one of the largest telecom companies of Bangladesh is characterised by the spirit of innovation that has enabled us to forge ahead with a number of pioneering industry firsts, rooted in our passion of humanising technology to deliver better, simpler, faster, friendlier and more customised services and experiences via our mobile network that ensures coverage across all corners of the country.

With customer-centricity integral to our business, we are focused on continuous innovation to become a part of the digital lifestyle of our customers. Indeed, with digitalisation changing the way consumers communicate and access services, we are continuing to harness our exemplary mobile offerings to provide innovative digital products and solutions in the spirit of bridging the digital divide and advancing digital equality.

Today, rooted on our strong foundations, we are well-positioned for the future to unlock the full benefits of advanced connectivity technologies, including 5G, AI and IoT for largescale public benefit. Focused on emerging as the digital enterprise of choice in Bangladesh, we are committed to providing our customers with innovative services that matters to them the most:

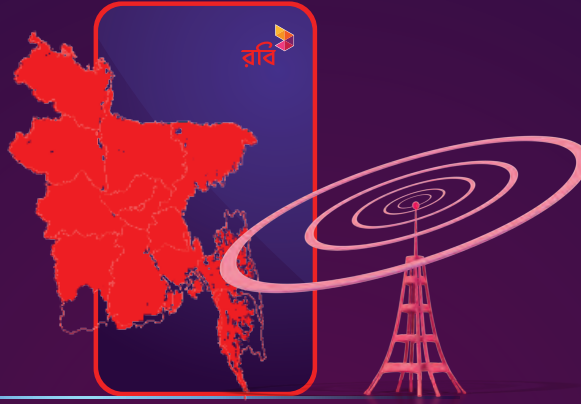
Life-এ নতুন এক্সপেরিয়েন্স



Our presence

Connecting Bangladesh

4G
coverage
map
(outdoor)



Population coverage as of EoY 2021: 98.1%

53.7 mn
Total customers

39.6 mn
Active data customers

98.1%
4.5G coverage

Our many firsts!

■ First Company to have launched **Voice over LTE (VoLTE)** technology on its **4.5G** network!

■ First Company to conceive and create the largest online school, **“Robi-10 Minute School”!**

■ First Company to launch **4.5G services** simultaneously in all **64 districts** of Bangladesh!

64
districts

VoLTE



■ First Company to take **mobile financial services (MFS)** to unserved/underserved communities in rural hinterlands and semi-urban areas!

10
MINUTE
SCHOOL

5G
trial runs

■ First and only Company in Bangladesh to have successfully conducted trial runs of **5G!**



Our system of advantage

Strategy implementation through our system of advantage

Our system of advantage

At Robi, we offer a rich ecosystem of products and services to our 53.7 mn customers across Bangladesh, ranging from voice, data and messaging, to digital and financial services, to a large array of enterprise solutions. Hence, our system of advantage, backed by our institutional strengths, helps deliver diversified and differentiated offerings to our customers, thereby further strengthening and growing our relationships with them.

Today, we are continuing on our journey of organisational redesign to transform Robi from a traditional telco into a full-fledged digital technology communications company. This transformation is facilitated by our system of advantage comprising our pillars that operate together in cohesion and are designed to deliver exceptional value to our customers. We implement these pillars as part of our strategy, which is designed to meet our customers where they are today and grow with them as we strive to be a strategic partner of choice and an integral part of their lives, homes and offices, while continually seeking to create opportunities in new growth vectors.

Thus, through our innovative digital platforms, unique insights into consumer behaviour, and access to big data analytics, as well as exciting new partnerships, we are able to develop innovative products and services that meet the needs, demands and expectations of our customers. As we grow with our customers, and embed a lifestyle approach to our product development cycle, we connect them to newer digital experiences and a better future.



Value-driven propositions

Our deep insights of customer needs, wants, behaviours and expectations enable us to provide value-oriented product propositions to build customer affinity. This is especially effective in a price-conscious market.



Digital content platforms

We offer a wide consumer choice via a whole host of own and partner platforms that offer diverse verticals of digital services to enable us to serve our customers better.



Customer experience

We provide a seamless, smooth and personalised digital experience to our customers that helps us enhance our engagement with them.



Enterprise digital solutions

We partner with enterprises across industries and levels of scale to accelerate their digital transformation agenda, thus enabling them to emerge more competitive across all fronts.



Technology excellence

As amongst the leading telco of Bangladesh, we focus on offering the best network, maximum uptime and IT excellence, with digital at the core of our technological backbone.



Digital culture

As a futuristic organisation, we advance a digital workplace culture for all our employees, placing emphasis on new skills (for e.g. in the Big 11), digital engagement and innovation.



Our investment thesis

Protecting the Company's investment case in a disruptive period is a top priority of Robi's management. Through its strong value unlocks, the Company was able to withstand the onslaught of the Covid-19 pandemic and is favourably positioned today to capitalise on the opportunities of a post-pandemic recovery environment. Robi's investment thesis rests on the following key pillars:

Strong position in a high-growth market

- ▶ Presence in a high-growth market (Bangladesh) with substantial potential for data and lifestyle-based digital services
- ▶ Strong top-2 position in the market, with industry leading growth post-merger with Airtel
- ▶ Strong data-savvy subscriber base, with the highest data consumption in the industry at about 4 GB / month per user
- ▶ Consistent growth achieved in ARPU (avge. revenue per user), demonstrating demographic potential and the Company's ability to unlock this potential

Structural growth drivers

- ▶ Large and fast-growing youth population who typically drive data consumption
- ▶ Growing data, digital and FinTech adoption, which are further accelerated post-pandemic
- ▶ Government's efforts on digital, evidenced in the "Digital Bangladesh" vision

Risk-mitigated corporate profile

- ▶ Strong dual brand play – Robi and Airtel
- ▶ Wide range of offerings helping new customer acquisition and protecting market share
- ▶ Strong operational efficiency and asset optimisation focus that advances network reliability and builds customer loyalty
- ▶ Strategic capex that enables optimised investments, balancing growth and profitability

Multi-channel customer engagement

- ▶ Emphasis on fostering personalised and seamless connected customer experiences via a robust network with extensive coverage, supported by strong physical-digital distribution footprint
- ▶ Roll out of innovative digital products and services encompassing mass and enterprise market, thus helping build customer engagement and driving revenue diversification

Applied governance

- ▶ Utmost commitment to compliance, driven by core values of Uncompromising Integrity-Exceptional Performance (UI-EP)
- ▶ Strong Board diversity enabling strategic stewardship
- ▶ Upholding high standards of governance and business ethics with a voluntary spirit of compliance
- ▶ Robust risk management framework that helps safeguard assets and stakeholder interests

Experienced leadership

- ▶ Specialist leadership and management team with multi-decade sectoral experience
- ▶ Demonstrated execution track record
- ▶ Strong pipeline of leadership talent

Future readiness

- ▶ Extensive 4.5G network with Voice over LTE (VoLTE) technology helping capture opportunity in both data and voice
- ▶ Pioneering spirit of innovation characterised by providing customers with new experiences
- ▶ Sustainable leverage, substantive cash/equivalents and positive cash flow from operations
- ▶ Award-winning digitalisation, analytics and AI platforms
- ▶ Well-poised to capture economywide digital transformation opportunities through RedDot Digital, a 100% subsidiary and a digital technology specialist with proven competencies

