

Refreshed Strategy Transcript

For 180 years, we've brought progress.
Moving the nation forwards.

Engineering...and pioneering
the extraordinary.

From the UK's first telegraph company
to its first public phone network,

From payphones, to dial-up, to broadband,
to 5G, to groundbreaking full-fibre...and beyond.

Always unlocking better
for everyone.

We're not just the backbone of the UK.
We're the beating heart.

Always keeping people connected,
safely and securely.

At home and abroad, at work and at play,
in business and in life...
from generation to generation.

But today, we're facing a new set of challenges.
The world is louder. Faster. Less certain.
More complex, more demanding, than ever before.

But one thing remains true.
People need to be connected
and feel connected.
Everywhere. All the time.
With those who inspire them,
those they love, and those they trust.

So now is the time,
our time...
... to create the BT
that we know our customers, our owners,
and the country needs.

A BT that's better.
A BT that's trusted by everyone.
A BT that we're all proud to be part of.
A BT that connects **for good**.

It's time to become the most trusted connector.
One that our customers
And the country simply can't live without.

And we'll achieve this by doing three things, brilliantly...

building the best, most trusted digital networks

connecting customers, so they thrive, as we grow, in a more digital world
and **accelerating** our modernisation to restore leadership in everything we do.

We promised a brighter future.

Now we're delivering on our promise.

Building fibre like fury.

Connecting customers like crazy.

We've been transforming, but there is a need to go faster.

So now let's make it our time,
to do something extraordinary,

as a team,

as engineers and pioneers,

as guides, protectors and connectors,

as the beating heart of our country.

It's time to create something...even **better**.

A better BT

for all of us.