**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