

Vision

The number one mobile communications supplier of choice in the United Kingdom

Mission

We provide the best value for money mobile phone services in the United Kingdom with the greatest reach

Strategic Themes

Business growth**Customer Intimacy****Operational Effectiveness**

Strategic Results

Value prices that keep existing and attract new customers, in all of the UK regions

Clarity in offering that surpasses anything in the market today, best user interface

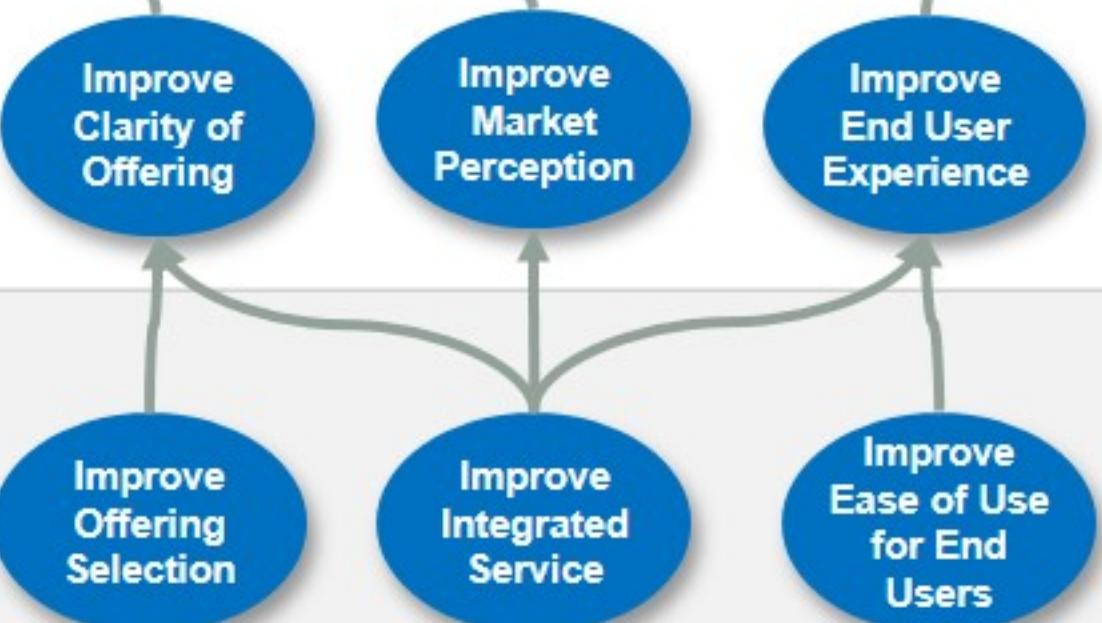
Productivity gains through use of new technology driving lower operational cost

Strategic Objectives and Strategy Map**Measures****Targets****Initiatives****Financial**

- Net Profit
- Operating Costs
- Revenue in target markets

- ↑ 5% per year
- ↓ 3% per year
- ↑ 12% per year

- Implement new financial accounting system
- Simplify billing operations

Customer

- % Market Share Index
- % Customer Satisfaction Index

- ↑ 3% per year
- ↑ 5% increase in index next period then stabilize

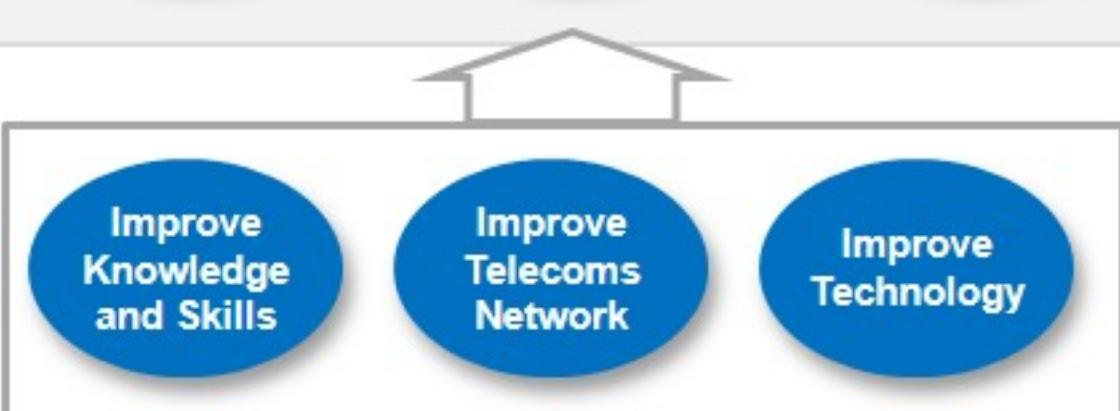
- Competitive end user requirements market studies for new UK regions
- “Improve the Offering” two year programme

Internal Processes

- New products as % of sales
- Brand awareness score
- End User experience score

- 12% this year
- ↑ 5% per year
- > 90% every reporting period

- Create improved offering selection process
- Hook into ‘Improve the Offering’ programme
- Training programme for new offerings and user interface

Organizational Capacity

- Employee development plans
- Technology training index
- Network Efficiency Index

- 95% in place
- 90% efficient
- 99.99% Uptime

- Product and marketing training programme
- 2 year ‘Renew the Network’ staged plan and roll-out
- Technology improvement programme