

CHAIR'S MESSAGE



Håkon Bruaset Kjøl

Chair



Dear Shareholders,

Grameenphone navigated 2024 by focusing on customer-centric innovation to meet the evolving needs of our subscribers. In a challenging year, we continued to play a pivotal role in advancing the digitalisation journey of Bangladesh while making significant strides towards our ambition of becoming a future-ready telco-tech company.

Shaping Bangladesh's Digital Future with Customer-Centric Innovation

The Board of Directors is pleased to report that Grameenphone demonstrated resilience and stability in its performance in 2024. The year presented extraordinary challenges across economic, political, and environmental dimensions. Despite these macroeconomic headwinds and unprecedented adversities, we maintained a strong financial performance and continued to invest in strategic growth areas.

Our teams worked tirelessly to ensure connectivity in challenging times and through natural disasters. We remain deeply committed to our customers and adapted products and services to keep people connected and informed. Our services are an essential part of daily life, and as champions in our industry, we take this responsibility seriously. Together with government institutions and policymakers, we must foster a sustainable, innovation-friendly environment that addresses the evolving needs of customers and encourages investment.

Our focus on building digital assets and strengthening strategic partnerships for the benefit of customers has led to the continued evolution of our MyGP app, which now serves an incredible 20.2 million monthly active users and is the largest local self-service app in Bangladesh. Leveraging cutting-edge technologies, we deployed a dynamic, AI-powered network optimisation system to deliver seamless connectivity, adapting in real-time to users' needs. Grameenphone also uses smart and adaptive strategies to modernise and build a future-ready network, ensuring superior customer experience.

Enabling digital progress on a national scale remained at the top of Grameenphone's agenda in 2024. We inaugurated our first Tier III Standard Data Centre in Sylhet, a state-of-the-art facility that will enable higher data speeds and better quality of services for customers. Furthermore, our launch of the country's first wireless home broadband solution "gpf" redefined home internet services, offering families uninterrupted connectivity and a comprehensive entertainment experience. These milestones reflect our dedication to creating values for our customers.

Strengthening Communities, Sustaining Progress

Grameenphone's commitment to social responsibility extends beyond our business operations. Working together with organisations, including Telenor's global sustainability partners Plan International and UNICEF, we have reached 3.1 million and 4.7 million people respectively. We are active contributors to upskilling vulnerable communities in Bangladesh, providing essential digital skills and online safety training that foster inclusivity and safety in the digital world.

Taking a youth-first approach, we've sparked over 5,200 innovative startup ideas from aspiring entrepreneurs through initiatives like GP Accelerator in 19 bootcamps across major cities. At Grameenphone, we foster an inclusive, equitable, and diverse workforce underpinned by a steadfast commitment to high standards of transparency and corporate governance.

In 2024, we set an interim target to reduce CO2 emissions by 23% from our baseline and made significant progress, achieving a 17% reduction. We continue to advocate for a policy framework allowing corporate power purchasing agreements in Bangladesh, which we believe will help increase green energy deployment, and enable us to sustainably deliver low-emission connectivity services to our customers and partners. We remain committed to ensuring that connectivity becomes a force for transformative change across Bangladesh.

Looking Ahead

Grameenphone remains dedicated to building a thriving and inclusive digital future for all in Bangladesh. On behalf of the Grameenphone Board of Directors, I extend my heartfelt gratitude to our valued customers, the communities we proudly serve, our trusted partners, and our passionate employees. Your unwavering support, trust, and loyalty inspire us every day to push the boundaries of excellence and create lasting impact.

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