

Our vision, purpose and the values we stand for

Our vision

To be the platform of choice for African households, enriching their lives by delivering entertainment and relevant consumer services enhanced through technology

Our purpose

To enrich lives by creating 'a world of more'

Our values

We care

to do what is best for everyone – ourselves, our colleagues and most importantly, our customers

We connect

with others and build lasting relationships through collaboration, communication and clarity

We create

stories, experiences and a brighter future through curiosity, courage and commitment

