



# MTN position statement

## Connecting the Unconnected

### Introduction

We believe everyone deserves the benefits of a modern connected life. We are accelerating digital and financial inclusion by connecting the unconnected and ensuring that people reap the social, economic and developmental dividends of being online. Our dual data strategy aims to provide access to customers across different segments within our markets, addressing the urban-rural divide.

Lower-income and/or rural customers make up around 70% of our market. We provide affordable solutions – at multiple low-cost entry levels – and tailored products and services, that connect customers to the global community. Our CHASE framework, introduced in 2018, guides us in overcoming the five key barriers to mobile internet adoption: coverage, handsets, affordability, service bundling, and education and ease of access.

