



# Shift to Digital

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The world has never changed as fast as today  
We're at a tipping point in digital

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DATA

AI

Intelligent  
networking

Exponential  
Internet of everything

Fast linear  
Internet of people





In this increasingly changing and digital world,  
we have to reinvent ourselves  
and become another type of company

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#shifftodigital

We open up a world of digital opportunities  
so people live better and work smarter

# To remain relevant to our customers, we must continue to innovate...

We want to be on the **1st screen** of every smartphone in Belgium as gateway to people's digital content and passions.



Personalized & contextualized experience

Smart advertising

Media Platform

Be the preferred partner in the **digital transformation** of enterprises. Innovation as new source of revenues



Becoming **digital first** in all we do, offering a superior customer experience

Chatbots

Digital coaches

Digital first/only customer journeys

E-sales

Experience shops





...and invest in Talents

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Passion

Perseverance

Creative solutions  
to complex problems

# #shifftodigital

By 2021 we made a real shift to  
a truly customer-centric digital company



Thank you!

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