We are VEON

Our vision

At the heart of VEON's philosophy is a desire to drive positive change and transform people's lives. We do this by connecting millions of customers, in dynamic and often underserved markets, to the power of the digital world.

Our mission

Our core mission is to provide customers with connectivity, access to information and other vital digital services. We believe that connectivity and communication are essential humanitarian needs, whether it be connecting with loved ones, seeking help or searching for information and news from reliable sources.

Our strategy

Our strategy in 2025 was based on three pillars:

01 **Digital Operator 1440 (DO1440)**
To provide world-class connectivity and added value services across finance, entertainment, ride-hailing, healthcare, education and other adjacent markets.

02 **Digital assets**
To develop a wide portfolio of market-leading digital products with profitable and sustainable business models.

03 **Infrastructure**
To be an asset-light provider of high-quality networks.

VEON

DO 1440

+

AI 1440

60	x	24	=	1440
Minutes		Hours		Minutes a day

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Refer to DO1440 and AI1440 section.

Our values

- Customer obsessed
- Entrepreneurial
- Collaborative
- Innovative
- Truthful