OUR VALUE CREATION MODEL

Inputs →

FINANCIAL CAPITAL

Assets
Subscriber revenues
Service revenues

INSTITUTIONAL CAPITAL

Corporate values
Customer touchpoints including
Teleshops
Innovation platforms
Fibre infrastructure
Mobile network infrastructure
Submarine cable connectivity

INVESTOR CAPITAL

Shareholders

CUSTOMER CAPITAL

Domestic customers
Business customers
International customers

BUSINESS PARTNER CAPITAL

Strategic alliances and joint ventures

EMPLOYEE CAPITAL

6,650 employees across SLT Group

Activities →

REGULATORY FRAMEWORK

COLOMBO STOCK EXCHANGE

TELECOMMUNICATIONS REGULATORY COMMISSION

GOVERNMENT OF SRI LANKA

- Infrastructure
- deployment
- Voice services
- Data services
- IPTV services
- Broadband services
- Data centre solutions
- Web hosting services
- Cloud solutions
- Cellular services
- mCash platform
- Digital platforms
- Value-added services

- Submarine cable maintenance
- Contact centre services
- Managed services
- Networking solutions
- International data products
- Wholesale products

FTTH
FIBRE INFRASTRUCTURE
Low latency download speeds Up to 100 Mbps

xDSL
COPPER INFRASTRUCTURE
Broadband speeds up to 21 Mbps

GOVERNANCE FRAMEWORK

VISION
MISSION
VALUES
CORPORATE GOVERNANCE
STRATEGY

3G   4G   Beyond
WIRELESS INFRASTRUCTURE
Average speeds of 8 Mbps
Burst speeds up to 40 Mbps

Outputs →

Voice and data services via FTTH, xDSL, 3G+4G technologies

PEO TV IPTV services

45,000+ kms of fibre optic infrastructure

eChannelling healthcare platform

Data centre services

SLT eSports platform

Akaza Cloud platform

Value-added services

BPO services

Growth, Profits, Taxes

Corporate Social Responsibility activities

Strategic alliances, collaborations, and joint ventures

Digital Forums

Outcomes

High-quality voice, data, and IPTV services for Customers

Dividends, interest, and capital gains for Investors

Remuneration, benefits, and training for Employees

Sophisticated communications infrastructure for the country

Reliable global connectivity for the country and region

Reliable, world-class services for Business and Enterprise Customers

Submarine cable maintenance and warehousing facilities for cable operators

Tax revenue and levies for Government

Job creation and economic development of the country

Corporate Social Responsibility initiatives for our communities

Healthcare channelling services that bridge the gap between the public and healthcare

STAKEHOLDERS

Stakeholders are individuals and organisations that may be expected to be significantly affected by our activities, products, and services; and whose actions may be expected to affect our ability to successfully implement our strategies and achieve our objectives.

SLT's key stakeholders include our shareholders, customers, business partners, employees, Government authorities, industry regulators, media and advocacy groups, and the communities and environment in which we operate. We seek to engage with our stakeholders through various means to better understand how we impact each other so we may accordingly adjust our strategies, products, and services to achieve optimal outcomes for all stakeholders.

Our primary stakeholders

Investors	Customers	Business partners
Employees	Society and environment	Industry regulators
Government authorities	Media	Advocacy groups
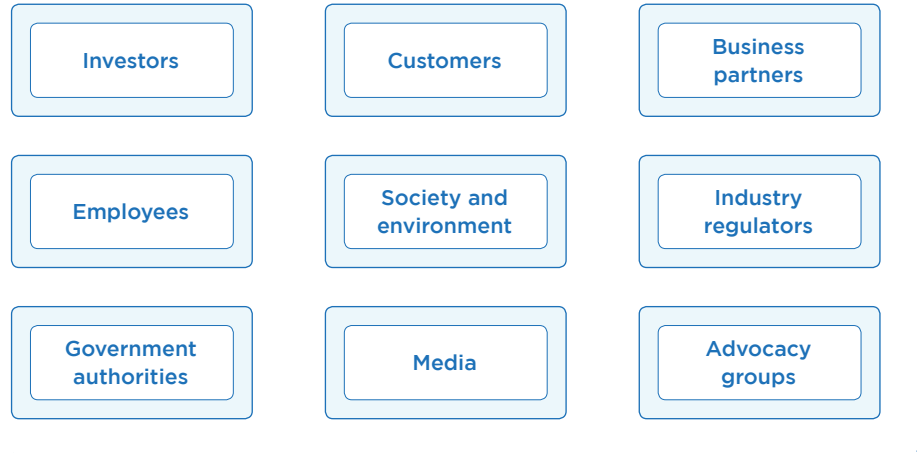
Identification and engagement

The execution of our operations, at SLT Group, touches on the lives of all Sri Lankans in one way or another. Different stakeholder groups have different interests, which sometimes conflict with one another. Stakeholder identification process and prioritisation is therefore essential to meet both short-term needs and long-term expectations.

A systematic approach to stakeholder mapping thus forms the basis of all our interactions. The mapping process was preceded by an analysis of the operating environment, strategies best suited to address opportunities and threats, which in turn shape our engagement processes.

Through the various engagement platforms that we have established, we seek to understand our stakeholders' views, communicate effectively with them, and respond to their concerns.

Stakeholder engagement

Material issues pertaining to the stakeholder	Engagement	Frequency of engagement	Key initiatives for the year
Investors			
Dividend, share price, innovation and industry growth	• Quarterly results	• Quarterly	AGM and rating reviews to rating agencies
	• Annual report	• Annually	
	• Annual General Meetings	• Annually	
	• CSE disclosures	• Need-based	
	• Media releases	• Regular basis	
	• Rating reviews	• Annually	
Customers			
Improve customer relationship and retention	• One-to-one interactions	• Regular basis	Annual Brand Health Track Study
	• Contact centre	• Regular basis	Regional Account Management
	• Engage and interact through the website and social media	• Regular basis	Customer gatherings
	• Mailers	• Monthly basis through the bill	
	• Newsletters	• Need-based	
	• Brochures	• Need-based	
	• Customer satisfaction survey	• Quarterly and need based	
Improve SME customer relationship and retention	• Proposals by regional sales staff	• Regular basis	SME forums Field sales campaigns
	• SME customer forums	• Quarterly	
	• Customer visits and meetings	• Regular basis	
	• Product awareness programmes	• Regular basis	
	• ICT workshops for SME business owners and IT managers	• Monthly	
	• Market surveys	• Quarterly	
	• Newsletters	• Quarterly	
Improve enterprise customer relationship and retention	• Proposals by sales staff	• Regular basis	Enterprise forums
	• Enterprise customer forums	• Annually	
	• Customer visits and meetings	• Regular basis	
	• Newsletters	• Need-based	
Business partners			
Better return, innovation and industry growth	• Partner meetings	• Need based	
	• Projects and events		
	• Post evaluation reviews		

Material issues pertaining to the stakeholder	Engagement	Frequency of engagement	Key initiatives for the year
Dealers looking for strengthening brand presence and improving sales	• Dealer meetings	• Monthly	Dealer convention
	• Dealer satisfaction surveys	• Quarterly	
	• Dealer review	• Biannually	
	• Dealer awareness sessions	• Monthly	
	• Dealer reward programmes	• Annually	
Suppliers looking for better return, innovation and industry growth	• Procurement policy and vendor selection process	• Need-based	Publications Awareness on new business strategy and culture
	• Vendor satisfaction surveys	• Annually	
	• Vendor review and awareness sessions	• Annually	
	• Vendor reward programmes	• Annually	
	• Quality improvements	• Regular basis	
Employees			
Employee welfare, satisfaction, retention, training and development	• Employee satisfaction survey	• Quarterly	
	• Group meetings and one-to-one meetings	• Regular basis	
	• Information sharing through intranet	• Throughout the year	
	• Employee affinity	• Need-based	
	• Grievance handling	• Need-based	
	• Transfer handling	• Annually	
	• Emails	• Regular basis	
	• Notice boards	• Need-based	
	• Cultural and religious associations	• Annually	
	• Award ceremonies	• Annually	
	• Involvement in community projects	• Need-based	
Government and regulatory authorities			
Investment and infrastructure development, better return, innovation and industry growth, compliances and digital services or smart Sri Lanka services	• Meetings with Treasury, TRCSL, BOI, Customs and other regulatory bodies	• Need-based	Monthly meetings with the regulator forums
	• Annual report and quarterly reports	• Annually and quarterly	
	• Strategy and operational presentations	• Need-based	
	• Media releases	• Regular basis	
	• Customer forums	• Annually	
Community (society and the environment at large)			
Community investment and infrastructure development	• Community projects	• Monthly	
	• Media releases	• Regular basis	
	• Website	• Regular basis	
	• Social media	• Regular basis	
	• Events and activations	• Need-based	

External initiatives

SLT is a member of several associations and members of staff actively participate in their respective activities. Key memberships are listed below:

National

- National Broadband Committee
- National Chamber of Commerce
- Next Generation Network Committee
- Government initiative of free Wi-Fi programme
- Online secondary school education (SchoolNet) programme
- Online university education programme (LEARN) programme
- eGovernment programme
- Sri Lanka Internet Society

International

- SEA-ME-WE connectivity consortium from its inception
- IPv6 Execution Committee
- Global Internet Exchange Network
- International PoP Community
- Commonwealth Telecommunications Organisation (CTO)
- International Telecommunication Union (ITU)
- Fibre-to-the-Home Community
- Carrier Ethernet Forum
- Carrier Grade Wi-Fi Forum
- International Internet Society

Materiality

Our business model focuses on aspects that are important, from the perspective of our telecom business (SLT Group) as well as that of the stakeholder. What is "important" is a judgement based on relevance and significance, the latter being determined by the probability of occurrence and the magnitude of the impact.

The identification of these aspects are facilitated as a result of our effective engagement with our stakeholders.

As such, these aspects can be represented in a tabulated form as shown below; and can consequently be identified as being of "medium", "high", or "very high" importance to the business and its stakeholders.

No.	Topic	Importance to SLT	Importance to stakeholder
1.	Economic performance	Very high	Very high
2.	Indirect economic impacts	Very high	Very high
3.	Procurement practices	High	High
4.	Anti-corruption	High	High
5.	Anti-competitive behaviour	High	High
6.	Energy	Medium	High
7.	Biodiversity	Medium	High
8.	Emissions	High	High
9.	Effluents and waste	High	High
10.	Environmental compliance	High	High
11.	Employment	Very high	Very high
12.	Occupational health and safety	High	High
13.	Training and education	Very high	Very high
14.	Diversity and equal opportunity	Very high	Very high
15.	Freedom of association and collective bargaining	High	High
16.	Local communities	High	Medium
17.	Marketing and labelling	High	Medium
18.	Customer privacy	Very high	Very high
19.	Socioeconomic compliance	High	High

Materiality matrix

Importance to Stakeholders / Importance to SLT

	Medium	High	Very High
Very High			1, 2, 11, 13, 14, 18
High	6, 7	3, 4, 5, 8, 9, 10, 12, 15, 19	
Medium		16, 17	