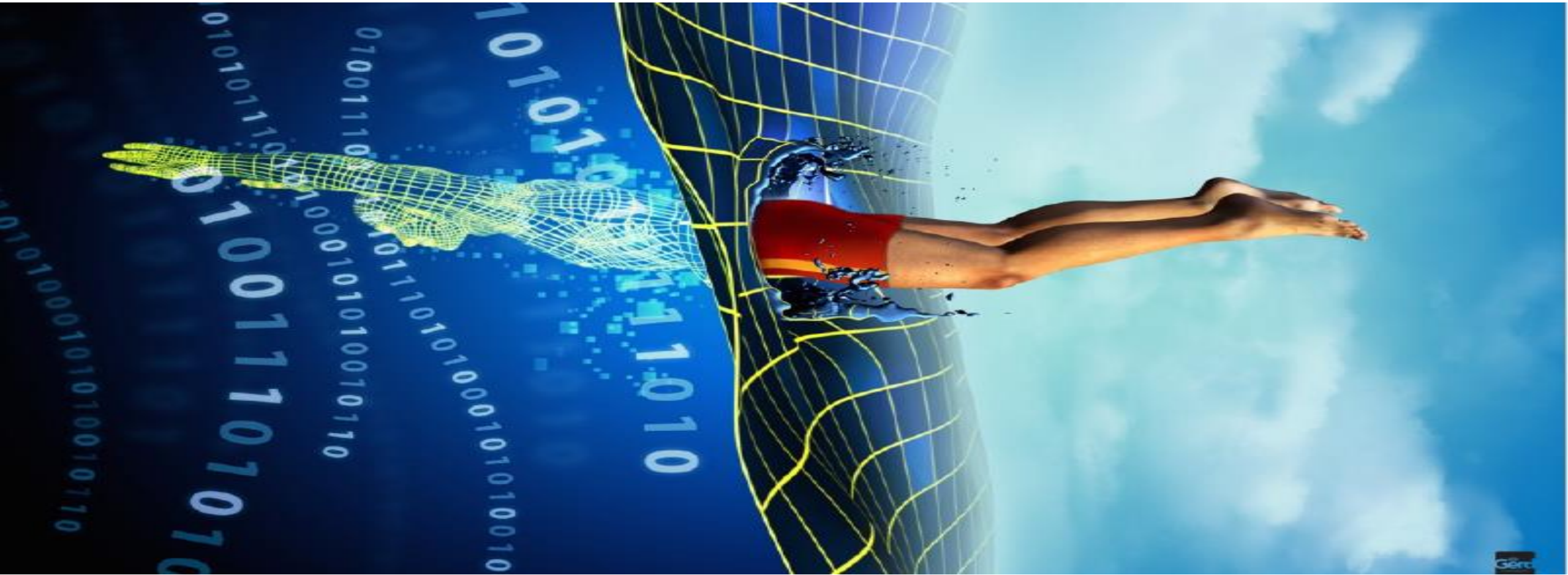


New Business in the New Digital Era



Spyros Louros

Digital & New Product Development Director OTE-Cosmote

World is becoming Digital!

Mobile phone is becoming the key communication vehicle

- Until 2020 70% of mobile connection will be 3G and above

Social media Conquer our lives

- 1,5 billion people use Facebook every day!



Every second more data are produced

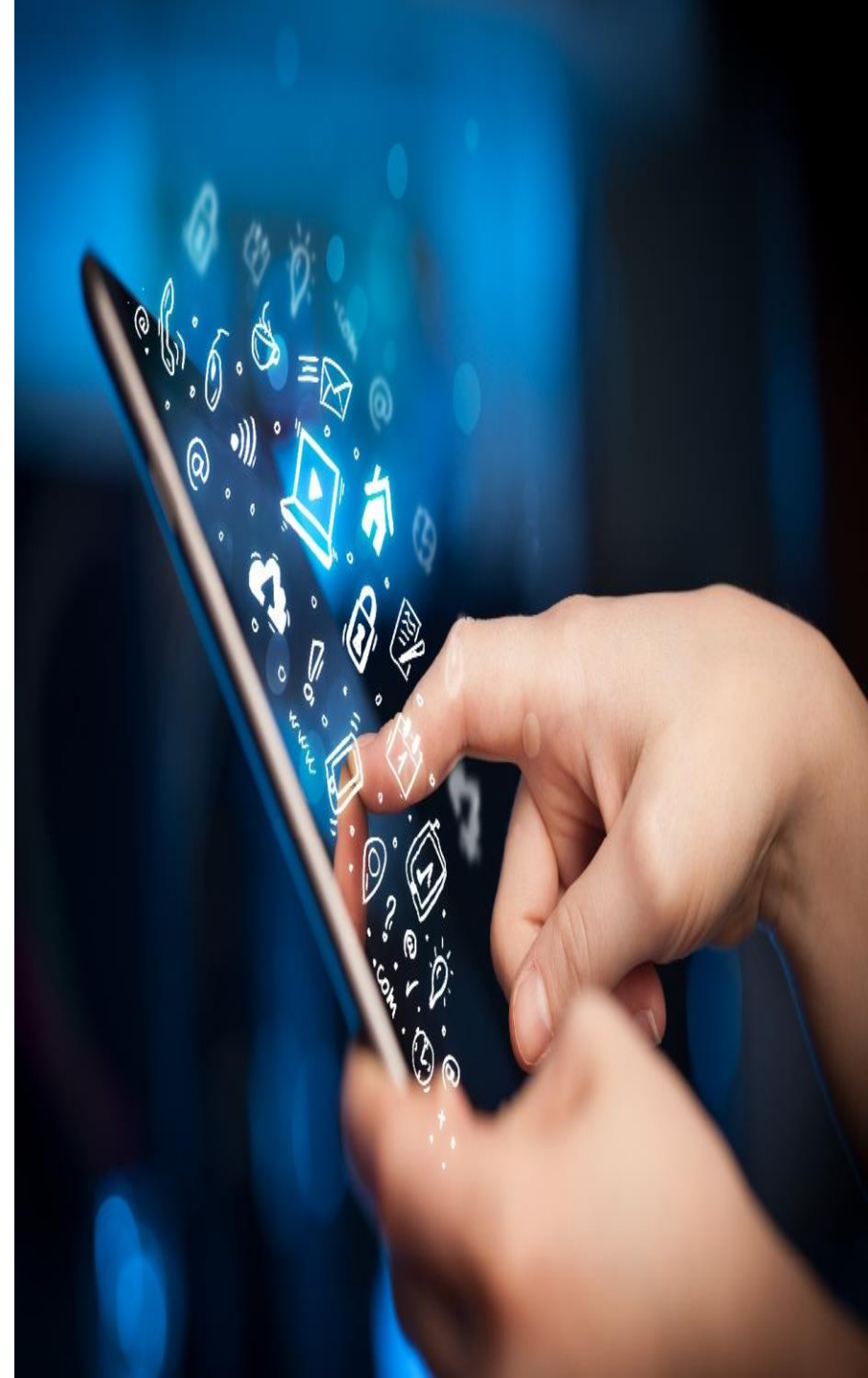
- Every minute 48 Hours of Youtube video are produced

Devices get connected

- 50 million devices are expected to be interconnected in the next 5 years

Digital technology has transformed consumer habits.

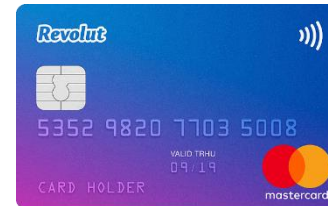
- Mobile services, apps, machine learning, automation and much more allow customers to get what they want almost exactly at the moment they need it.
- What's more, these new digital technologies have caused a shift in customer expectations, resulting in a new kind of modern buyer. He's constantly connected, app-native, and aware of how technology can make his life easier.
 - The convinience era: faster, easier, cheaper
- Digital first, requires us to rethink how we interact with our customers.



Digital technology has transformed Industry boundaries



Booking.com

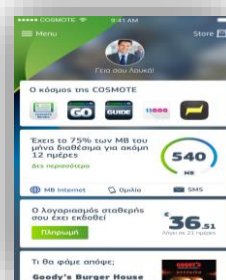
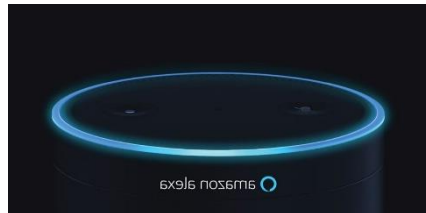


Digital first requires us to rethink our business model, to rethink about the industry we operate

At the end of the day, Customer affinity is the key



- Whoever “owns” the Digital customer, can have a kick start for any new Digital initiative
- The Booming of Ecosystems – platforms: a battle only for giants or local players can have a role too?



Cosmote Apps
2,5 million
Monthly active users

The Digital Era Challenges in a Nutshell



New Business Model

Create new digital business models or digital offerings

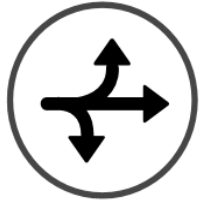
This can be done by refreshing, building, buying, partnering, investing and incubating to get ahead of disruption. Internally, legacy systems need to transform or connect into agile platforms to enable plug-and-play interactions among the ecosystem's partners. This will help with asset sharing and generate new, seamlessly integrated products.



Develop Ecosystems via Partnerships

Identify attractive partners inside and outside the industry

Identify and understand network partners, dynamics in the network, and the role partners want to play within the relevant innovation, supply and distribution, and offering ecosystems. This will provide consumers with a seamless experience and generate value for the companies involved



Cultural Shift

Reinvent, even if this requires short-term disruption

Digital should be owned by the CEO and challenge the status quo, from board room to the front line. Driving a strong sense of purpose and a diverse, high-digital-quotient workforce are critical. Leadership needs to release people's creativity and apply lean start-up methodologies, such as hackathons and design thinking.



Skills of the Future

Equip the workforce with tools to succeed

Reskilling current employees through continuous learning and training will support the transition of the workforce.



Data Security and Privacy

Protect against attack

Increased connectivity requires companies to invest funds, skills and capabilities to protect their data. Spending on cybersecurity is expected to increase from an average of less than 1% of revenues to approximately 3% over the next decade.



Trust, not technology, is the real driver to success.

Compliance Program

- **A program** that helps companies and its employees to operate with ethics & integrity and to comply to the law & company policies
- Protects the interests of the Company, the employees, the customers, the suppliers and the investors.

Benefits deriving from the Compliance Program :

- Avoidance of Legal risks (legal responsibility)
- Avoidance of reputation issues – negative impact.
- Avoidance of Financial risks



Compliance OTE - TELCO only...

OTE Group of Companies promotes a responsible competition in terms of consumer protection. It complies with the free competition laws and applies transparent business practices..

Regulator

Telcom services

Ελληνική Επιτροπή
Τηλεπικοινωνιών και
Ταχυδρομείων (ΕΕΤΤ)

Pay TV services

Εθνικό Συμβούλιο
Ραδιοτηλεόρασης

Compliance OTE - entering new business ...

Payments

Τράπεζα της Ελλάδας

Internet Gambling

Επιτροπή Εποπτείας &
Ελέγχου Παιγνίων

THANK YOU
FOR
YOUR
ATTENTION

**We cannot really
predict the
future...**

**Let's try to shape
it!!!**