

Digitalisation Journey

GIG's approach and commitment to its digital transformation is significant. The Group's digital strategy is focused on transforming GIG into a customer centric and data-driven digital organisation, with a view to achieving sustainable competitive advantages and improved profitability.

Following a successful digitalisation experience, GIG's transformation journey has accelerated throughout the year **2023**, despite a challenging environment across the region. This transformation covered various digital consumer products, resulting in enhanced distribution channels, as well as improved operational excellence in Kuwait and other regions.



“We remain focused and continue to accelerate on our Digital Transformation Strategy.”

Business Operations

The Trusted Brand: Bringing Excellence To MENA

Regional Branches

✓ **+100**

Building an Ecosystem around Digital Transformation.

