

## Vision

Creating sustainable advantage through differentiation

## Mission Statement

Managing a competitive strategic portfolio with sustainable growth potential to create value for all of our stakeholders

## Management Approach

### RESPONSIBILITY AND TRANSPARENCY

Upholding our core values of modesty, respect and proximity to people, being socially responsible and managing according to the principles of Corporate Governance

### INNOVATION

Creating lasting advantages such as brand, technology, design, network and IP

### PARTICIPATION

Generating a management approach that promotes participation and collective thinking in decision making process

### STRATEGIC APPROACH

Managing the present with excellence and shaping our future to ensure long term advantages