

### Our Vision

# to be the business partner of choice



What we want to be

Our Stakeholders

to our **shareholders**

to our **customers**

To understand how we fulfil this Vision we have to know what our primary business focus is. This is defined in our mission:

to our **employees**

to our **community**

### Our Mission

As a group, our mission is to create **SUSTAINABLE VALUE** for our stakeholders.  
Sustainable value means, our stakeholders will benefit while the company grows.

What we do

### Our Goals

To create value for our shareholders by **increasing return on equity and profitability**

To create value for our customers by **offering quality products and services, and by being a total package**

We will double profitability, win market share, create a great place to work and make a valuable contribution to our communities

To create value for our employees by **creating an environment where they can grow**

To create value for our communities by **giving back**

What we are going to achieve

**x2**  
Double profits by 2020:

Win market share of our customers:

Great place to work for our employees:

Contribution to our communities:

How we are going to achieve our goals

### Our Values

We will achieve our goals without deviating from our company values:

- People first
- Environment of success
- Integrity
- Ethics
- Respect
- Innovation

**HOW**

- Investments that support profitability targets (mergers & acquisitions)
- Optimise the capital base
- Real growth in subsidiary turnover, profitability and headline earnings
- Cost management
- Corporate citizenship (governance, compliance and risk management)

**HOW**

- Offering a total solution with high quality products and services
- Service improvements
- Investment in technology

**HOW**

- Growth of management team
- Develop core capabilities required to deliver expected financial return

**HOW**

- BEE
- Community events and sponsorships