

Vision Summary



We will **create value** by being at the forefront of understanding our **market drivers**, focussing on innovative **solutions** for customer requirements and demonstrating an uncompromising orientation towards delivering **benefits** to our **customers**.

We will be clearly positioned as an innovative **marketing** and **media company** together with being an integrated manufacturer of WPB and coasters. This will remain the **foundation** of our business.

We manage our business as **ONE group**. We work as a **strong team** while we develop our people through mentoring and training. Our management style is **entrepreneurial and proactive**, relentlessly pursuing **high aspirations** and speed through setting thorough priorities.

Overall the vision will ensure the **future sustainability** of our business.