## **OUR APPROACH TO INTEGRATED THINKING**

#### INFORMING OUR THINKING

## **Our operating context**

We operate in a constantly changing environment where a complex and inter-related spectrum of existing and emerging threats and opportunities influence our business activities and shape our future sustainability.

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#### **Our material issues**

Issues that are important to our stakeholders and impact on our ability to create value in the short, medium and long term.

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DIRECTING OUR STRATEGY

## Our purpose is

Africa is our home, we drive her growth.

## Our vision is to

be the leading financial services organisation in, for and across Africa, delivering exceptional client

experiences and superior value.

## Our values are

Our strategy is unchanged. It is underpinned by our purpose and revolves around the principle of doing valuable things for our clients.

the behaviours that define us.

#### **Our culture**

is underpinned by the principle of doing the right business, the right way.

# Our key focus areas

enable us to prioritise the allocation of our resources and focus our efforts

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ORGANISING OUR BUSINESS

#### **Our execution model**

Our business model enables us to respond dynamically to our operating environment while executing our strategic priorities.

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Our value drivers measure our strategic progress and allow us to focus our efforts on achieving the value we aspire to create for all our stakeholders.

MEASURING OUR STRATEGIC PROGRESS



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\* Social, economic and environmental.

OUR VALUE PROPOSITION

The successful execution of our strategy will deliver a robust business capable of creating sustainable value for all our stakeholders over the long term.

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