



## **VISION**

To develop innovative technology and products leading the South African market forward, ensuring a profitable and stable company

## **MISSION**

- To constantly improve the business increasing shareholder value
- To build up the leaders and teams to run business units with accountability
- To be clear with all communications ensuring a healthy work ethic
- To get closer to the clients and understand the market needs and conditions
- To deliver a minimum of one new product per month

## **VALUES**

- To be firm and fair with all people
- To talk straight and build trust
- To think big and share information
- To build up the people (leaders) around you
- To ensure equal opportunity for all
- To reward and recognize great performance and ideas