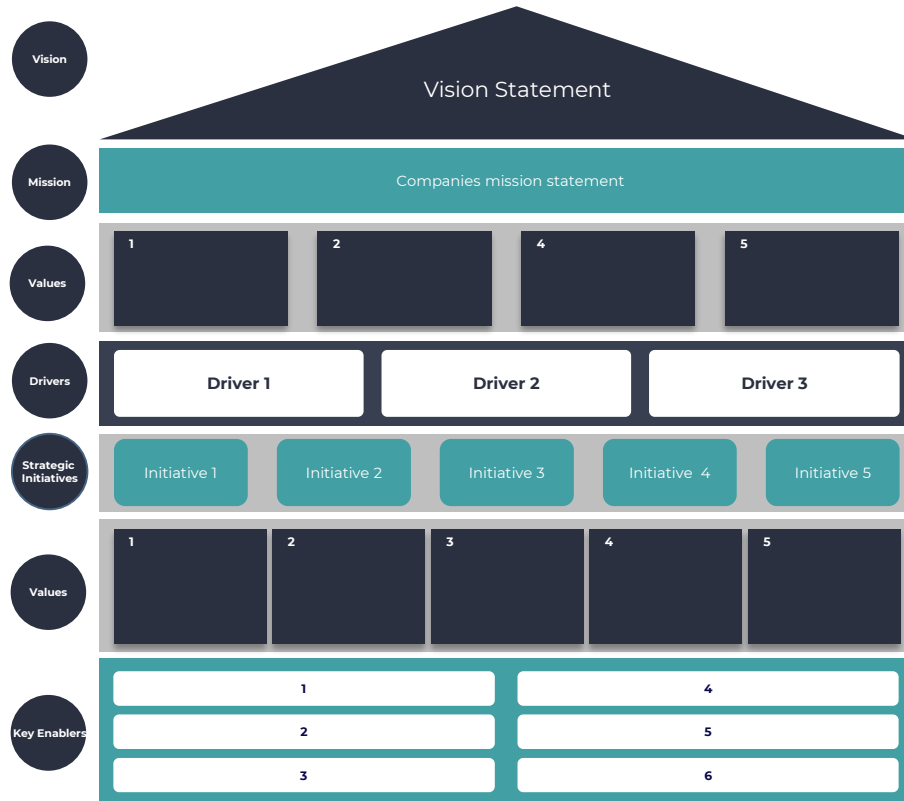


Strategy House



Vision (Why) is an inspiring statement that sets out our future aspirations. What are we here for?

Mission (How) is a statement that describes how we're going to achieve the vision. What business are we in, and where?

Solutins (what) describes what we do. Our business lines

Drivers align our initiatives to our vision

Our initiatives are the roadmap of the things we will do over the next 1-3 years to achieve our vision.

Values underpin how we behave, and how we want to be thought of

These are the enabling infrastructure, processes and teams that support the strategy delivery. Areas like regulation, HR, compliance, finance, marketing, procurement etc.