

## Mobilising our Success

### Vision & Mission

#### VISION

- To be a globally renowned builder of excellence that drives growth through quality and innovative success.

#### MISSION

- **Our Challenge:** To enhance and protect SELIA Group's interest, giving shareholders above average returns.
- **Our Business:** To concentrate on engineering and service industries, emphasize leadership and market share, and focusing on core areas of expertise.
- **Our Customers:** Mankind, end users worldwide
- **Our Shareholders:** Will want protection and enhancement of their investments.
- **Our Bottom Line:** Will focus on reaching goals, effecting real profit growth.
- **Our People:** Knowledgeable, innovative, and will have characteristics of "courage and commitment" and "integrity and fairness" and be focused on the spirit of entrepreneurship.
- **Our Wisdom:** Guiding principle from God, man and the universe, the best from the past and knowledge of the future.



## Reflecting our Essence

### Core Values & Corporate Culture

#### CORE VALUES

Our core values shape our identity as an organization and guide us in all our corporate activities. They embody the spirit of the Group and form the foundation of our corporate culture.

SELIA Group's core values :

- ▮ People are our greatest strength
- ▮ Customers are our highest priority
- ▮ Partnerships are our future
- ▮ Innovation and technology are our competitive edge
- ▮ Performance is the key to winning

#### CORPORATE CULTURE

Corporate culture that express, stimulate and reward individual and team performance.