



VISION, MISSION AND CORE VALUES

OUR VISION – WHAT WE STRIVE FOR

Our vision is to be:

- the first-choice retailer and supplier of building materials and associated products and services in every region of southern Africa and selected regions in African countries; and
- to make a positive contribution in every community in which we trade.

As the leading mass retailer of building materials and associated products and services to the full spectrum of consumers in urban and rural areas of southern Africa, we continuously seek to maximise returns to all our stakeholders.

OUR MISSION – OUR UNDERTAKING

We do this through:

- our ability to understand our customers and markets, which enables us to offer a focused range of products and services suited to the specific requirements of each of these markets;
- our mutually beneficial relationships with our suppliers, substantial buying power and ability to control costs, which enables us to offer quality products at the lowest prices to our customers at all times;
- our responsible human resources practices, which make us an employer of choice and creates a challenging and productive working environment in which all our people can develop to their fullest potential and are recognised and rewarded for outstanding performance;
- bringing to the communities in which we trade, the lowest priced, quality building materials and associated products and services, as well as providing employment opportunities and support to selected community projects;
- optimally utilising all our resources so as to provide superior, sustainable financial returns to our shareholders;
- a responsible expansion programme and continued growth in profitable market share;
- applying the highest standards of business ethics in all our dealings in line with appropriate corporate governance and international accounting standards, and in an environmentally and socially responsible manner; and
- applying business processes in line with international best practices through "The Cashbuild Way".

OUR CORE VALUES – OUR PRINCIPLES

Our core values form the basis for all engagement, both within the Company and externally. Rather than being merely an aspiration, these values are demonstrated in the Company on a daily basis, with every employee being accountable to acting in accordance with them at all times.

These core values are:

- We follow through to be successful
- We strive to do it right first time, every time
- We take responsibility in contributing to the Company's success
- We recognise and reward outstanding performance
- We listen attentively
- We communicate and share all relevant information
- We encourage people to seek ways to improve and innovate
- We deliver exceptional service and total customer satisfaction
- We show respect, honesty and integrity in all our dealings
- We empower our people to develop to their fullest potential
- We have pride in our work, our Company and ourselves
- We contribute to the communities in which we trade
- We treat people fairly and equitably
- We manage our business "The Cashbuild Way"