

## MISSION & VISION: ACHIEVABLE AND DURABLE

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EganaGoldpfeil is committed to be one of the leading and most respected multi-brand luxury and fashion accessories groups – a Mission that being realized, now and in the future.

As a leader in the industry, we represent a role model for our peers and for the community. In addition to setting an example for the public, EganaGoldpfeil is willing to send a positive message and contribute positive values to the community in terms of harmony, honesty and justice. To this end, we practice our core values of “Caring, Integrity, Fairness” within the Group and promote them as much as we can among our business associates, partners and customers.

Implementing our core values requires “Accountability, Responsibility and Transparency” which are the basic elements for the team members of EganaGoldpfeil to bring our Corporate Strategies into fruition for achieving the Vision.

Three fundamental Corporate Strategies are defined to contribute continuous business growth, which are

- the globalization approach of “Think Global, Act Local”;
- the related diversification in watches, jewelry, and leather, the core business segments;
- the balanced mix of organic growth and strategic alliance.

Customer satisfaction, quality products and services, and innovativeness in terms of business model, communication and product development are our commitments, with which we earn the respect of and build long-term partnerships with our associates.

Being unique and making a (good) difference: this philosophy guides the team to stay active and proactive, which is needed in this highly competitive and transformational economy.

Our Visions are specific, measurable, achievable, realistic and time-framed. We strive to secure recurring annual double-digit growth in revenue and income, as well as shareholder funds, along with the five-year target to surpass the 20-percent threshold on the return on equity, in addition to establishing our key brands as one of the top ten players in the key markets of our operations. This is believed to enhance our shareholder’s value and bring sustainable benefits to our stakeholders as well as the community, which will, in turn, help us to realize our Mission.

