

STRENGTHENED BUSINESS MODELS

Our mission is to create long-term and sustainable value for our shareholders by providing superior services to our customers through a well-balanced portfolio and network with a major focus on ports and terminals. Our vision is to transform our business model by becoming a leading global port operator and by focusing on ports as the principal earnings driver, through further investment by taking majority stakes, thereby maximising enterprise value on the basis of controlling rights. We aim to improve our business model by converting container leasing into an asset light business.

In 2006, COSCO Pacific bolstered its global business network by further expanding its presence in China and worldwide. This clear and consistent strategy, supported by our enhanced business models, efficient capital investment, rigorous value-management and strict corporate governance, allows us to provide more comprehensive services to our customers and to create long-term enterprise value. For both customers and investors alike, COSCO Pacific is building a larger platform for future growth based on its strengthened business models.



FROM MINORITY TO MAJORITY

COSCO Pacific has recalibrated its acquisition strategy to focus on progressively assuming majority stakes in the ports and terminals where the Company operates, particularly those along the coastal areas of China.





FROM
TERMINAL INVESTMENT TO

PORT OPERATOR

No longer simply an investor in container terminals, we aim to become a port operator through our controlling interests in ports and terminals in order to capture greater development opportunities.





FROM OWNERSHIP TO MANAGEMENT


COSCO Pacific is expanding its market share by rebalancing the ownership and management of container leasing to improve its risk-reward profile and provide a stable yield.



**A MISSION TO
MAXIMISE**

ENTERPRISE VALUE





We believe that a continuous increase in “EVA” (Economic Value Added), through obtaining controlling rights in future terminal investments and rebalancing the ownership and management of container leasing, will create sustained growth of shareholder wealth and larger enterprise value.

