

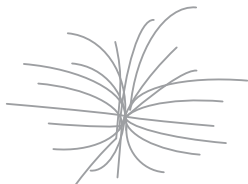
Corporate Philosophy





• **Vision**

To build a better society through innovation and sustainable growth



• **Mission**

- PIONEER URBAN LIVING STANDARD THROUGH THE DELIVERY OF SUPERB QUALITY PRODUCTS
- DELIVER SUPERIOR CUSTOMER SERVICES THAT WIN CUSTOMERS' TRUST
- COMMIT TO LONG-TERM VALUE CREATION FOR SHAREHOLDERS VIA DISTINGUISHED LEADERSHIP
- NURTURE A PROFESSIONAL AND ENERGETIC STAFF FORCE WITH COMMITMENT AND PRIDE
- CARE FOR THE COMMUNITIES WE SERVE AND RESPECT THE ENVIRONMENT WE LIVE IN



• **Core Values**

- INNOVATION AND INITIATIVE
- PURSUIT OF EXCELLENCE
- INTEGRITY AND TRUST
- PEOPLE GROWTH AND DEVELOPMENT
- SOCIAL RESPONSIBILITY
- STAKEHOLDERS' INTEREST