

## **CORPORATE CULTURE**

- a management philosophy of “competition and openness”
- a business strategy of “expanding markets and resources, reducing costs to maximize profitability”
- an operating goal of “maximising company profit and shareholders’ return”
- an operating mechanism of “market-oriented external operation, and synergetic internal operation”
- an operating principle of “standardisation, discipline and integrity”
- an incentive system of “encouraging self-motivation through proper reward”