

# OUR CORPORATE VALUES

## ENRICHING THE BUSINESS THROUGH OUR CORE VALUES

Sunway Holdings Incorporated Berhad Group’s (“the Group”) six core values have through time transformed the Group into an empowered, meritocratic, caring and flexible organisation. This corporate culture has enabled the Group to grow, to exploit new business opportunities and to overcome challenges.



*Diagram: The Six Cornerstones Supporting Our Entrepreneurial Culture*

## OUR STORY

### INTEGRITY

We believe professionalism and ethical conduct is the basic building block to attract, retain and develop our human capital.

Integrity empowers our employees towards success.

### MOTIVATING LEADERSHIP

We will lead by example.

We believe in motivating leadership to drive positive efforts and clear focus on excelling in all our core businesses.

### TEAM WORK

One team, one vision – towards excellence.

We believe by working together we can better balance our abilities and achieve a stellar team performance.

### INNOVATION

We encourage and reward innovation – especially break-through ideas for our products and services.

We are determined to find new ways of doing things to continue to excel.

### CUSTOMERS

We strive to exceed customers' expectations through consumer-driven, innovative products and speedy delivery to market.

We believe that by working hand in hand with our customers, we can enhance value to our stakeholders.

### EXCELLENCE

We have only one standard - excellence!

The Group continuously pursues its vision of becoming a world-class organisation by always setting stretched goals to drive us towards operational excellence.

