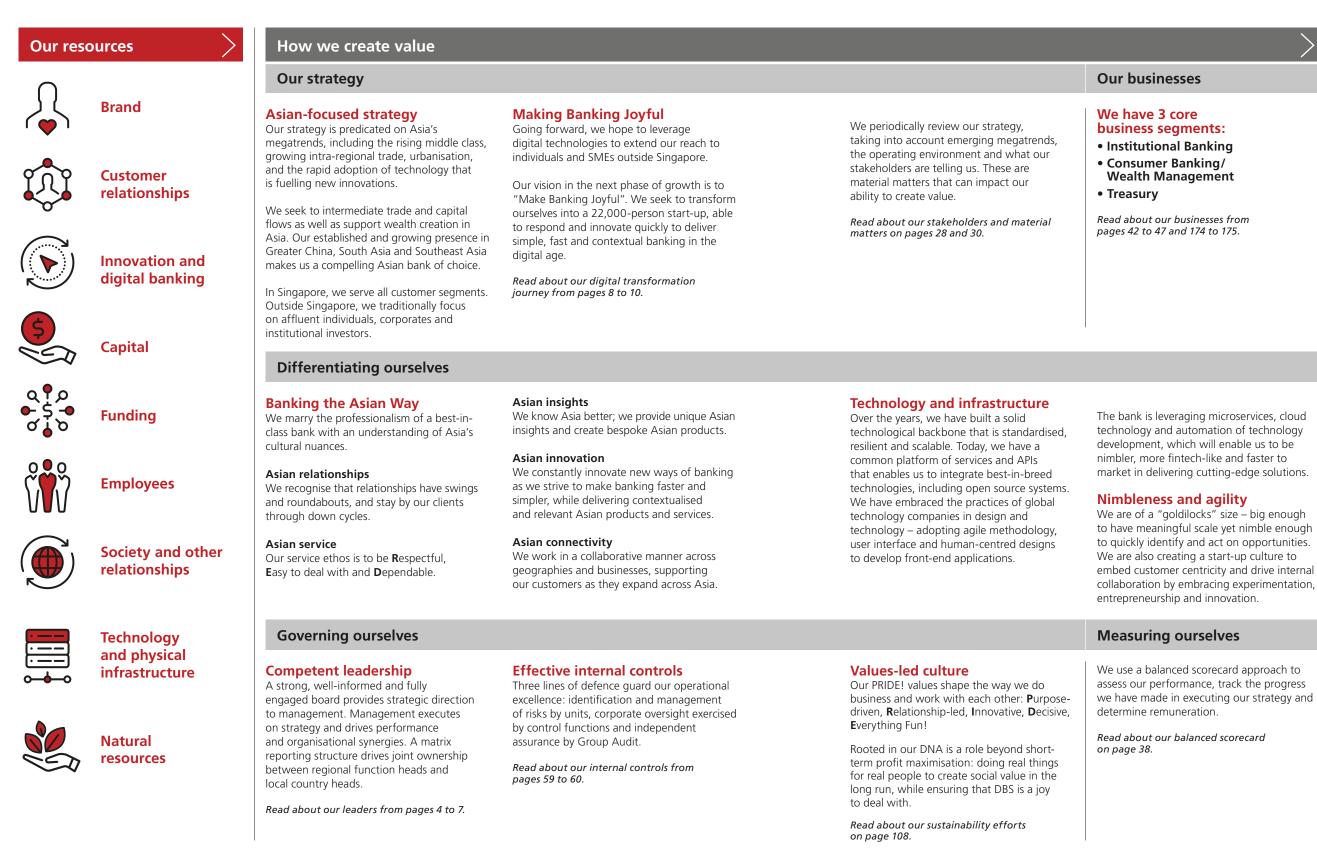
## How we create value – our business model

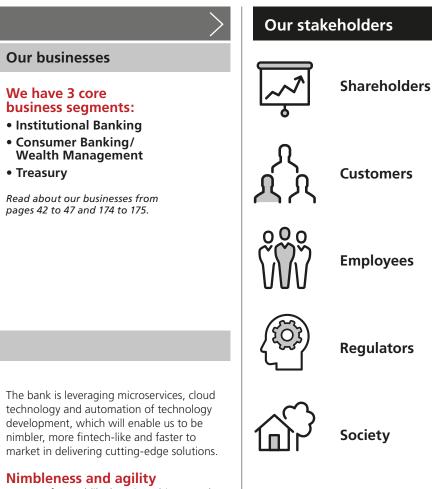
Our business model seeks to create value for stakeholders in a sustainable way.

Our strategy is clear and simple. It defines the businesses that we will do and will not do. We use our resources to build competitive advantages. We have put in place a governance framework to ensure effective execution and risk management.



Further, we have a balanced scorecard to measure our performance and align compensation to desired behaviours.

Read more about "How we use our resources" on page 24.



Society

## Measuring ourselves

We use a balanced scorecard approach to assess our performance, track the progress we have made in executing our strategy and

Read about our balanced scorecard