



# Guiding Principles

Our **customers** and their **consumers** are the focus of all our decisions and actions. Our goal is to provide better products, services and profitability than competitors.

Distributors, dealers and suppliers are our **partners**. We must build mutually beneficial business and personal relationships with all partners.

**Staff empowerment**, responsibility and progression is central to our success. We must treat each other with trust, respect and have transparent communication freely circulated to staff concerned.

**Quality** is not negotiable. To achieve customer satisfaction, quality fit for purpose and innovative products and services must be our committed priority.

Constant **innovation** is our long-term competitive advantage.

**Continuous improvement** based on **lowest variable cost** is essential to our success. We must strive for excellence by constantly upgrading our performance, simultaneously with the lowest cost structure.

**Integrity** must never be compromised. All conduct as an organisation and its staff must be personally and socially responsible.

**Hard decisions** are a part of our daily life. Staff must be willing to make hard decisions in the best interests of the Company and its Stakeholders, in line with GGL values, with a focus on quality, customers, integrity and humanity.

A handwritten signature in white ink, appearing to read "Bill Gallagher", is positioned above the name and title of the signatory.

BILL GALLAGHER, CHAIRMAN  
GALLAGHER GROUP LIMITED