

STRATEGY AND OBJECTIVES

The Group's strategy and objectives according to the three strategic pillars:

 <p>Leading market positions</p>	 <p>Customer-focused operating structure</p>	 <p>Focus on performance</p>
<p>Scale</p> <ul style="list-style-type: none"> Maintain leading market positions in chosen geographies with scale to enable competitiveness at a decentralised level May consider entry below leading market position but, always considering sectors where there is potential to lead in future <p>Capability</p> <ul style="list-style-type: none"> Invest in sectors where Mpact has sustainable competitive advantages or at least has the prospect of developing them <p>Products and geographies</p> <ul style="list-style-type: none"> Rigid plastics and paper-based packaging in sub-Saharan Africa 	<p>Decentralised structure</p> <ul style="list-style-type: none"> Customer-centric Responsive Accountable Flexible Leverage parenting advantage wherever possible Effectively execute differing strategies or even hybrids across business units <p>Innovation and capability</p> <ul style="list-style-type: none"> Applied to products and processes – internal and external Use of own R&D capabilities where feasible Investing to meet new and emerging demands of customers with good returns <p>Intimate understanding of the Value Chain</p> <ul style="list-style-type: none"> Engage customers and other stakeholders to improve supply chain efficiency and anticipate changing requirements Product specification bodies, marketing and branding people, key distribution networks Make partnerships work 	<p>Financial returns</p> <ul style="list-style-type: none"> ROCE and profitable growth Disciplined capital allocation and spending Reinvestment and capital allocation based on track record Stringent and continuous cost management Long-term view of investments Effective risk management and governance <p>Skilled and motivated people</p> <ul style="list-style-type: none"> Invest behind management with track record Reward performance and results and appreciate effort Commit resources to proactive training and development of staff Safety <p>Sustainable practices</p> <ul style="list-style-type: none"> Environment Social Governance

Specific strategic goals have been developed for the businesses and these are set out in detail in the respective operational reviews.