

# Focused on delivering a step change in growth

## Our strategy

To deliver a step change in growth enabled by differentiated product and user experience, enhanced efficiency and a high-performance culture.

## Our purpose

To power the pursuit of financial freedom for the ambitious

## Our values

Our values inform the decisions that we make, with colleagues or customers, through to the boardroom.

Our values provide a framework for engagement and performance management.



**Lead and inspire**



**Think big**



**Champion the client**



**Deliver at pace**



**Raise the bar**

## Our commitment to sustainability

The Brighter Future Framework defines our approach to sustainability. It outlines the value we deliver to customers and communities and demonstrates our commitment to managing IG in a responsible and sustainable manner.

→ See our **website** for more



## Enhance our products

- Get closer to our customers and deliver products and experiences that meet their needs
- Simplify our offerings to broaden customer appeal



→ Read more on **page 3**

## Embed a high-performance culture

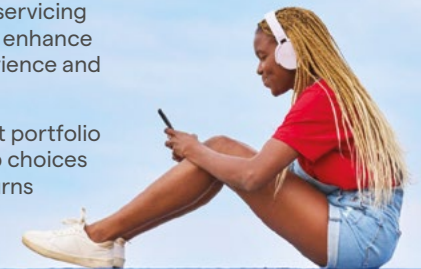
- Cascading target behaviours across the organisation to drive growth
- Increasing ownership and accountability at all levels



→ Read more on **page 4**

## Increase efficiency

- Initiated digital servicing workstreams to enhance customer experience and drive scalability
- Making the right portfolio and partnership choices to enhance returns



→ Read more on **page 5**