

Targeting a step change in growth

Our strategic framework outlines how we are creating a high-performing and consistently faster-growing IG.

To achieve our objective we are investing in our product, increasing efficiency and changing our ways of working. In FY25, we implemented a decentralised organisational structure, which is helping us achieve our goals by getting us closer to our customers and accelerating product velocity.

Our purpose

To power the pursuit of financial freedom for the ambitious

Our strategic framework

Our strategic drivers

1

Enhance our product

2

Embed a high-performance culture

3

Increase efficiency



Our target behaviours



Lead and inspire



Think big



Champion the client



Deliver at pace



Raise the bar

Our strategic drivers

Our strategic drivers ensure that the business is focused and aligned around our priorities and can move at pace to realise our vision.



Enhance our product

Differentiate our product, simplify user experience, close product gaps, broaden customer appeal and grow our target addressable market.

→ Read more on **page 3**



Embed a high-performance culture

Articulate and embed target behaviours across the organisation to provide a framework for engagement and performance management.

→ Read more on **page 4**



Increase efficiency

Increase digital servicing and automation to lower fixed costs and enhance scalability. Make the right choices about where to invest and strike the right partnerships to accelerate growth.

→ Read more on **page 5**

Our target behaviours

In FY25, we began cascading our target behaviours across the business. These embed new ways of working to accelerate delivery, enhance client centricity and sharpen commercial focus. Our target behaviours are central to fostering a high-performance culture, which is necessary to deliver accelerated growth.



Lead and inspire

Driving trust, alignment and enthusiasm across the business



Think big

Focusing on the problems that move the needle of commercial outcomes



Champion the client

Putting the customer at the centre of everything we do



Deliver at pace

Delivering product at pace, with rigour and intensity while iterating our propositions in response to customer demand



Raise the bar

Taking ownership and increasing accountability to enhance outcomes

→ Link to **People**