TECHNOLOGY AND SUSTAINABILITY WILL BE THE ENABLERS OF A FUTURE GROWTH STRATEGY

ROTATE TOWARD A **SCIENTIFIC APPROACH** TO INNOVATION

CREATE AN **EXPERIENCE DRIVEN ENVIRONMENT** FOR CUSTOMERS AND COLLEAGUES

BUILD SERVICE AND DISTRIBUTION ON **CUSTOMER VALUE**

ENHANCE THE ECOSYSTEM FOR **NEW BUSINESS OPPORTUNITIES** AND RETHINK THE OPERATING MODEL

RETURN **VALUE BACK TO CUSTOMERS AND THE COMMUNITY**, ALSO THROUGH GREATER FLEXIBILITY IN GRASPING BUSINESS OPPORTUNITIES

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