

THE COMPANY'S VISION, MISSION AND VALUES

VISION

To be the leader in its class... not just to build more, but to build the best, in the service of many generations to come

MISSION

It is our commitment to develop popularly-priced real estate properties that offer good value for money.

CORPORATE VALUES

- **E**FFICIENT

We believe that we can achieve our vision even through limited resources.

- **E**NERGETIC

We act with vigor to cope with the changing pace of competition.

- **L**OYAL

We uphold anything that would best benefit the company and all its undertakings.

- **H**ONEST

We carry into action our responsibility as truthfully as possible.

- **I**NDUSTRIOUS

We are committed to work hard for the fulfillment of our vision.