

## Our Bold Ambition

The most digital, customer-centric global company in our industry

These are our bold ambitious goals for our three important stakeholder groups:



**Customers**  
Improve NPS by +30 pts and delight customers



**Employees**  
Engage our employees – achieve top quartile engagement



**Shareholders**  
Deliver top quartile returns

**Why** – Our Mission answers why we exist and guides our decisions every day. In a complex world, we help people make clearer, easier decisions so they can live better.

**What** – Our Strategic Priorities are what we need to do to transform into a digital, customer-centric market leader and live up to our Mission.

**How** – Values represent how we operate. They reflect our culture, inform our behaviours, and help us define how we work together.

