

DELTA CORPORATION VISION, MISSION & VALUES STATEMENT



ORGANISATIONAL VISION

Strategic intent

We seek to be the most admired Beverage Company in the region.

Mission

To bring enjoyment and refreshment to our consumers by nurturing our brands and growing our business sustainably for the betterment of our employees and communities.

We value the accountability of our people, teamwork, our local communities, our customers and our reputation.

And this means that together we can prosper, creating a thriving, sociable, resilient, cleaner, and productive world.

The future is in our brands



Delta Beverages

ORGANISATIONAL VISION

Strategic Priorities

- Creating a balanced portfolio of businesses.
- Building and nurturing strong brand portfolios that earn the support and affection of our customers and consumers.
- Growing the profitability of the business on a sustainable basis.
- Building and sustaining alliances with business partners.

The future is in our brands



Delta Beverages

OUR VALUES STATEMENT

Our People are Our enduring advantage

- The calibre and commitment of our people set us apart
- We are a diverse and dynamic team
- We select and develop people for the long term
- Performance is what counts
- Health and Safety issues receive priority attention

Accountability is clear and personal

- We favour decentralised management and a practical maximum of local autonomy
- Goals and objectives are aligned and clearly articulated
- We prize both intellectual rigour and passion for our work
- We are honest about performance
- We require and enable self-management

The future is in our brands



Delta Beverages

OUR VALUES STATEMENT

We work and win in teams

- We actively develop and share knowledge within the Group
- We foster trust and integrity in internal relationships
- We encourage camaraderie and a sense of fun

We understand and respect our customers and consumers

- We are endlessly concerned with our customers' needs and perceptions
- We build lasting relationships, based on trust
- We aspire to offer the preferred choices of product and service
- We innovate and lead in a changing world.

The future is in our brands



Delta Beverages

OUR VALUES STATEMENT

Our reputation is indivisible

- Our reputation relies on the actions and statements of every employee
- We build our reputation for the long term
- We are fair and ethical in all our dealings

We do our best for local communities

- We consciously balance local and group interests
- We benefit the local communities in which we operate
- We endeavor to conduct our business in an environmentally sustainable manner

The future is in our brands



Delta Beverages