

STRATEGIC *Direction*



FOCUSED PORTFOLIO

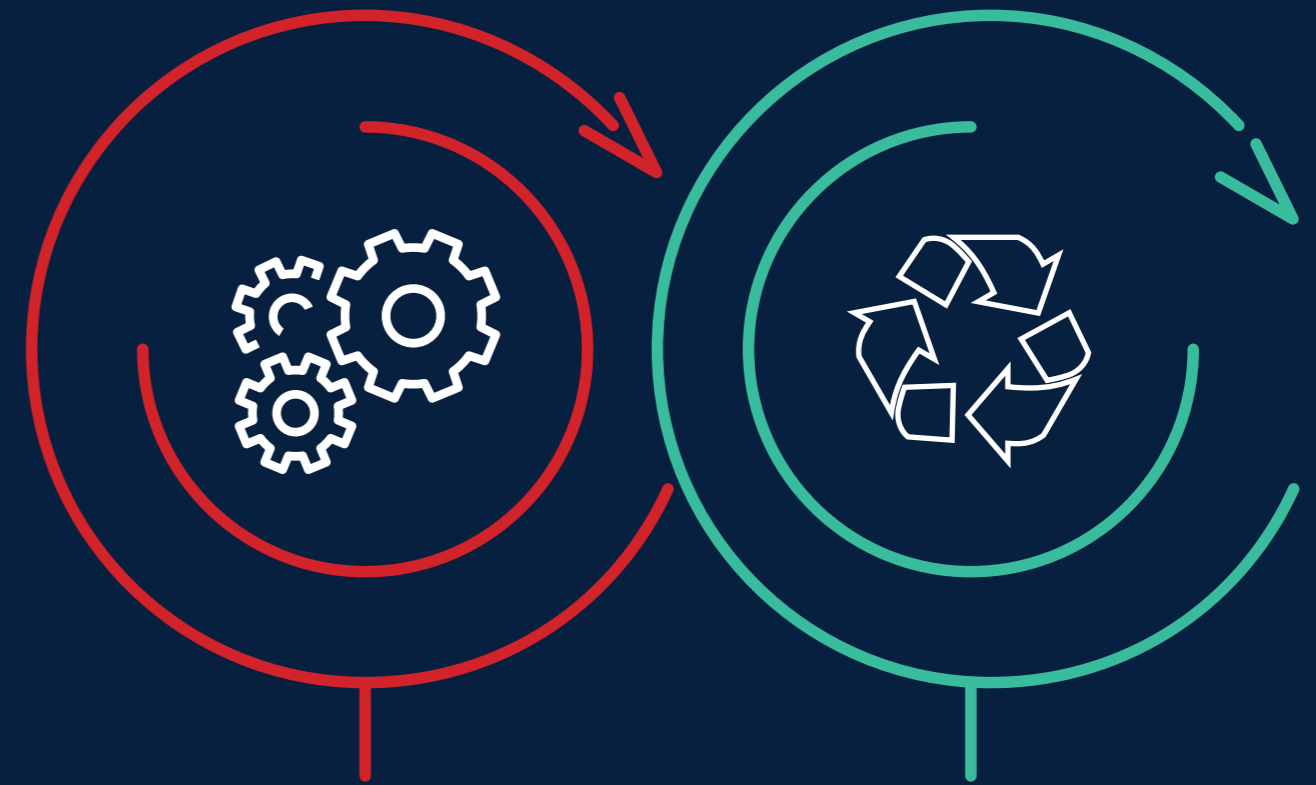
Repositioning CJ's businesses mainly through review of its portfolio

- Aligning our products and services with customers' expectations in Telecom and Media businesses.
- Exiting from non-core businesses.

RISK DIVERSIFICATION

Addressing risk concentration through diversification of our business portfolio

- Address disruption in telecom/ media industry through a convergence strategy and new product segments at both Emtel and MC Vision.
- Build a new income stream through a phased hospitality development.
- Develop real estate asset base and improve rental yield.
- Restructure and reduce debt through the realisation of identified assets and addressing the risk concentration at the holding level.



OPERATIONAL EFFICIENCY

Build organisational strength and achieve optimum operational excellence by

- Building a strong and united team with a common vision, integrated thinking and high engagement through human resource policies and communication.
- Aligning and improving the efficiency of corporate functions and implementing a group-wide shared services program.
- Achieving enhanced efficiency through the integration of digital technologies into our business processes.
- Focusing on improving customers' experience through the development of a group-wide customer-centric culture.

SUSTAINABILITY ELEMENT

Create long-term stakeholder value through

- The implementation of business strategy with a sustainability element and
- make sustainability an integral part of product offerings to clients.