



1. Vision, Mission and Values

Botswana Ash has established a shared understanding of the Vision, Mission and Values as the strategic foundations that give direction and define the business of the company.

1.1. Vision

Africa's Supplier of Choice for Natural Sodium Products.

1.2. Mission

From our natural sodium deposits, we strive for growth in stakeholder value:

- *by delighting our customers with superior quality products & service;*
- *as a cost effective producer;*
- *through a highly competent and motivated workforce;*
- *through organisational excellence, while taking cognisance of safety, the environment and the community in which we operate.*

1.3. Values

We will in all our dealings with stakeholders uphold the following values:

CUSTOMER FOCUS	ACCOUNTABILITY
Delighting our customers	Answerable for our actions
Delivering on our promise	Leading by example – walk the talk
Understanding customer needs	Adhering to safety standards
Interacting with customers regularly	Respecting the environment
Building long term relationships	Respecting the communities, we operate in
TEAM WORK:	EXCELLENCE:
Having a common understanding of goals & objectives	Innovation – continuous improvement
Collaborative decision making	Being Pro-active
Understanding each other's roles	Meeting and exceeding expectations
Celebrating achievements together	Empowering people for top performance
Collective ownership	Recognising outstanding performance
INTEGRITY	
We adhere to the highest ethical standards in our dealings with customers and stakeholders	