

## Our Vision and Values



• Guinness Anchor Berhad Annual Report 2004

## Our Vision

To be the undisputed market leader in the Malaysian beer and stout market, in terms of reputation, profitability, volume and share.

# Our Vision and Values

## Our Values

### **Our Consumers: Our Lifeline**

Our consumers are the lifeline of the business. They are our priority. Their loyalty is crucial for our sustainability. Our in-depth understanding of their needs ensures that we deliver what they value.

### **Our People and Partners: Our Pulse**

Our people are the pulse of our business. Our customer focus, commitment, integrity and teamwork are the engine that powers our growth.

### **Our Brands: Our Pride**

Our portfolio of brands is our pride. Our constant quest for quality and excellence distinguishes our brands and our Company.

GUINNESS ANCHOR BERHAD

**TOGETHER, WE BREW SUCCESS**