



## Our Vision

**GAB is an icon in business.  
Respected the world over for  
delivering exceptional  
growth in People, Brands,  
and Performance.**



## 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 & Partners: Our Pulse

Our people are the pulse of our business.

Our customer focus, commitment, integrity and teamwork are the engines that power 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.