

STRATEGIC OBJECTIVES

To achieve our strategy, we have set short and medium-term objectives and initiatives, that are reviewed and updated when necessary. These objectives and initiatives address the material issues, risks and opportunities the group faces, as well as key stakeholder concerns and strategic growth aspirations.

Our strategic objectives are incorporated under these five pillars.



IMPROVE OUR EXISTING OPERATIONS AND OUR GUEST EXPERIENCE

In challenging the assumption that the markets in which we operate are relatively mature, we are actively relooking how our business is structured and how we operate to maximise the value we can create, and to improve our guest experience.

Ensuring that existing and new guests keep choosing Sun International properties as their destination of choice, through offering a great experience, is core to this focus area.



PROTECT AND LEVERAGE OUR EXISTING ASSET PORTFOLIO

We have a diverse portfolio of assets including world-class five-star hotels, modern and well located casinos, some of the world's premier resorts and some older legacy assets that for various reasons may no longer be positioned favourably. In evaluating our portfolio, we have identified those properties that can be better leveraged, those that need protection and those that may no longer be core to our strategy.



GROW OUR BUSINESS INTO NEW AREAS AND PRODUCTS

While we believe there is still latent growth to be had from our existing assets, to effectively grow our business, we are considering other geographic areas that offer attractive opportunities for casinos. In particular, we continue to focus on Latin America. We are also looking at the alternative gaming market which continues to experience strong growth.



OUR PEOPLE

Our people are the enablers of the group's ability to achieve its strategic objectives. Given the highly regulated and service-orientated industry in which we operate, our people's motivation and competence to perform and provide a memorable guest experience are key determinants of the group's ongoing success and sustainability.



GOVERNANCE AND SUSTAINABILITY

As a responsible corporate citizen, the group has developed a credible track record that underpins our corporate reputation. Governance and sustainability are fundamental to Sun International's operations and are interwoven into our strategy and decision-making process, from board and management level to our operations.