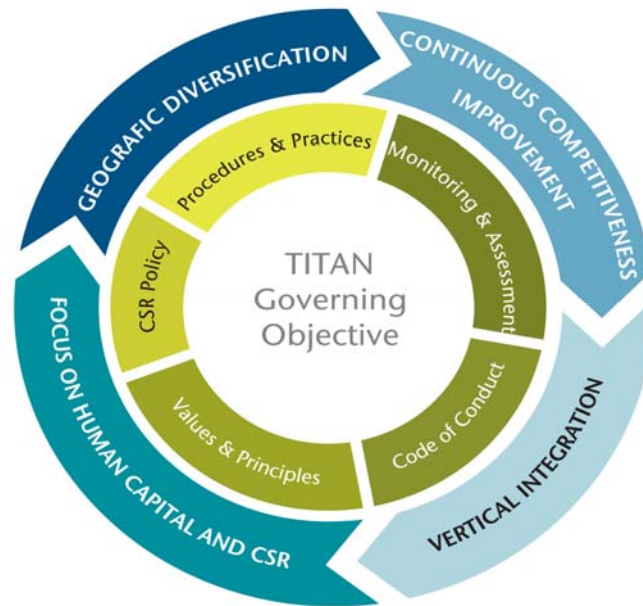


## Governing Objective and Corporate Values

The Governing Objective of the TITAN Group is “to grow as a multi-regional, vertically integrated cement producer, combining an entrepreneurial spirit and operational excellence with respect for people, society and the environment”.



## Corporate Values

### Integrity

Direct and open communication; transparency; credibility; ethical business practices.

### Commitment to and delivery of results

Setting clear objectives; setting high standards; delivering on commitments to stakeholders.

### Know-How

Investing in knowledge; enlarging our reserve of knowledge; taking initiatives to acquire knowledge.

### Continuous improvement

Learning organization; avoiding complacency; seeking new ways of doing business; taking calculated risks.

### Value to the customer

Anticipating and satisfying customer needs; providing high quality products and services; providing innovative solutions to create competitive advantage.

### Corporate Social Responsibility

Putting safety at work first; caring for our employees; respecting and supporting local communities; being an active member of society; committed to sustainable development.