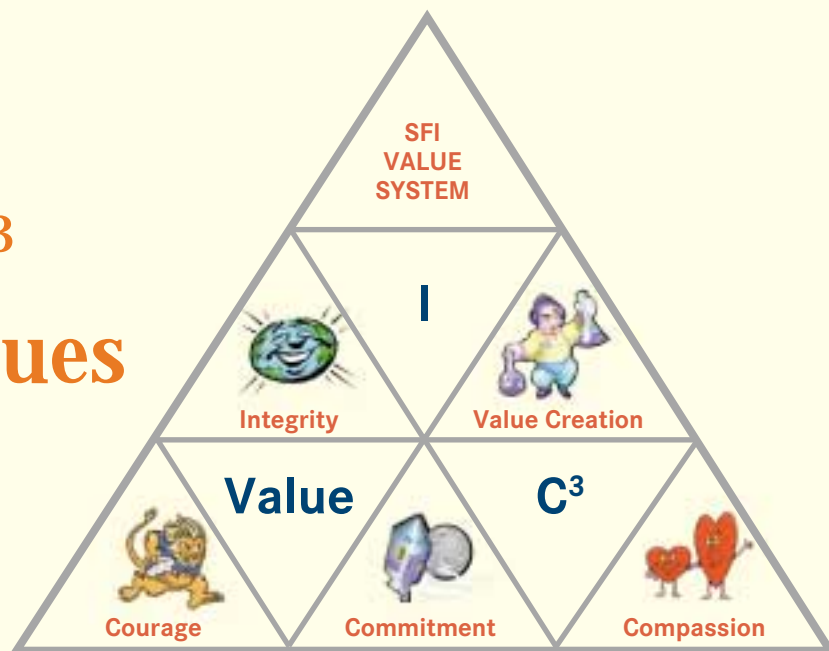


I Value C³ SFI Core Values



Integrity



Integrity is more than the sum total of individual traits of honesty and dedication. It is as much about systems integrity and integrity of information. As employees, we strive to give our best to the company and carry with us the name and pedigree of Singapore Food Industries as an effective and trustworthy company that conducts its business in a fair and above – board manner.

Value Creation



Value creation is about working smart, working hard and consistently bringing value to all our customers and shareholders, each time more and better than the last time. We do not have “silo” thinking nor do we draw functional or organisation boundaries. As individuals, we may be good but with teamwork, we can multiply the value we bring through a process of continuous improvement.

Courage



Courage is the seed for creation and progress. We try for the seemingly impossible, even those that may fail. We take responsibility for our failures and learn from our mistakes. With courage, we overcome the fear of change and encourage “out-of-the-box” thinking which provides the company with the additional impetus to survive the intense competition.

Commitment



We have the determination and energy to succeed with our “Can Do” spirit and an attitude of “Never-Say-Die”. We go the extra mile and maintain a steady course to complete identified tasks with fervour and always strive to achieve excellent and sustained results.

Compassion



Compassion is not about using Company’s money to do charitable work. It is about us contributing back to our fellow colleagues and others in the community. In our drive for compassion, we learn to empathise and support others in need by giving those who fail honestly a second chance. We focus on areas for improvements, not weaknesses. We show care for others, rally around to solve problems and actively help others with our time, energy and money.

Anticipating Change, Thriving on Change