

# GAME PLAN

## STRATEGIC OBJECTIVES

The information contained in our game plan section expands on the chief executive’s review according to each of the five strategic objectives. Sun International’s five strategic objectives are the foundation of how we operate our business as well as identify and manage risks and opportunities, based on our material issues.

Given the importance of our guests to the group, the first strategic objective has been divided into two focus areas, namely ‘Improve our guest experience’ and ‘Efficiency and optimisation of our processes’ to distinguish our progress on and priorities for guests through process and system improvements. Our governance and sustainability strategic

objective focus is primarily on the group’s sustainability information, while the detailed governance section is included under the rules of the game section. The group’s performance is measured against these five strategic objectives and enables shareholder value creation.

### STRATEGIC OBJECTIVES



**Improve our existing operations and our guest experience**



**Protect and leverage our existing asset portfolio**



**Grow our business into new areas and products**



**Our people**



**Governance and sustainability**

The environment we operate in is constantly changing. We therefore frequently review how our business is structured and how we operate to maximise the value we create and improve our guest experience. This ensures that Sun International remains a destination of choice for our existing and new guests

Our diverse portfolio of assets includes world-class hotels, modern and well-located casinos and some of the world’s iconic resorts. We regularly evaluate our portfolio to identify those properties that can be better leveraged, those that need protection and those that may no longer be core to our strategy

We monitor organic and acquisitive growth opportunities on an ongoing basis. Additionally, the alternative gaming market also offers growth opportunities as it continues to grow

Our people enable the group 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

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