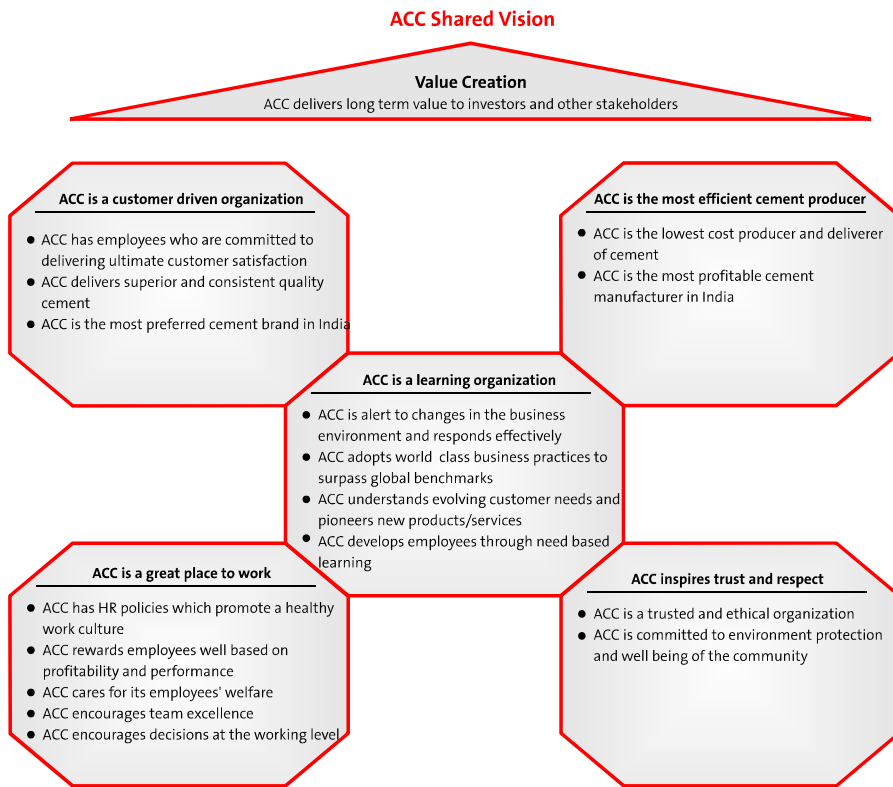


# 3 Our Vision and Strategy



ACC's Vision vividly declares the company's commitment to community and sustainable development issues making this an essential part of the five interdependent and intertwined business goals for the company. The essence of this resolve is contained in the fifth goal or "diamond" which envisages that ACC inspires trust and respect.

The Vision statement narrates these areas as

- ACC is a trusted and ethical organization
- ACC delivers enduring value to investors and other stakeholders
- ACC is committed to environment protection and the well being of the community

This statement is synonymous with balancing the Triple Bottom Line - defined as the achievement of three interdependent and mutually reinforcing goals of economic development, social development and environmental protection.

