



**HAGL Group**

# OUR CORE VALUES 2025

Core Values set the tone for fundamental principles and beliefs that a company pay proper regards to and comply with in all activities and decision-making.

HAGL's core values represent the company's philosophy and ethics, influencing the way we engage with the surrounding environment and establishing our company's direction.



[www.hagl.com.vn](http://www.hagl.com.vn)



## About the Company

HAGL is currently an agricultural company specializing in growing bananas and durians and raising banana-fed pigs.



## Operating locations

HAGL's locations for crop and livestock production are Vietnam, Laos, and Cambodia.

Our main consumer markets are China, Japan, and Korea.



## Vision

In 2030, HAGL will be among Vietnam's leading agricultural companies with a scale of 30,000 hectares, growing as a supplier of agricultural products to other Asian countries.



## Mission

The Company's mission is to create clean, safe agricultural products by applying circular agriculture methods.



# Core values: Unity is Strength



Connection



Caring

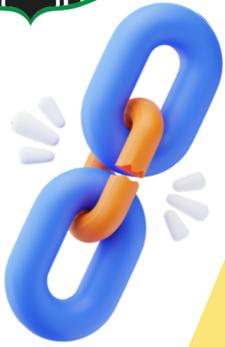


Loyalty





# Connection



A company is only as strong as its weakest link. Strong Connection means to assess and identify the weakest links and then do everything possible to strengthen them to create each link strong enough to solidify the company into a unity.



- Cross-functional collaboration is essential to achieve the company's common goals.
- Each department/division will understand, help, and support HAGL's business units to gain Operational Excellence.
- The company's leaders are united, sharing one common vision, aligned with core values, inspiring, helping, and assisting their staff to work effectively, and feeling confident towards that common vision.



- ✓ Encouraging interlocks, collaborative work and technology-based communication
- ✓ Relevant goals and values
- ✓ Teambuilding activities
- ✓ Creating opportunities for employees to participate in career development training programs



# Caring

Caring is being considerate of the sustainable development of the Company - Customers - Investors - Colleagues - Self and other stakeholders.



- **Customers:** Deeply understanding to the underlying thoughts, desires, trends of the customer that influences their behaviours such as purchasing decision. (Customer Insight).
- **Colleagues:** Sharing and encouraging colleagues, especially frontline employees, who are directly performing work abroad and in remote regions.
- **Caring about yourself and your family:** Keeping a balance between work, yourself and family, ensuring harmony and win-win.



Deep listening and understanding



Caring deeply



Friendly conversation



Polite gestures



Meaningful time



Employee Appreciation





# Loyalty

Loyalty is absolute devotion to the sustainable development of the Company, Customers, Investors, partners and other stakeholders in the process of implementing the Mission and realizing the Vision.



- The value of a customer is lifetime value. Therefore, we should create and deliver lifetime values to customers. Then, the Company will have loyal customers.
- Always be devoted to work. Act for collective benefit as well as the general benefit of the Company.
- Take no advantage of any loopholes and shortcomings in the Company's policies for personal interest.
- Absolutely disclose no business secrets. Do not provide Company's operating procedures to competitors' act against the Company in business.
- When leaving work, provide prior notice to avoid disruption. Employees and the Company still maintain a relationship, considering each other as friends - colleagues.



**Spirit of dedication to work**



**Protect the company from negative impacts**



**Overcome your own shortcomings for the development of the Company**



**Do not criticize or make untrue and slanderous comments about your leaders and colleagues**

