

# Mission Statement 2020

Cedar is committed to operating in an efficient, responsible and profitable way in all our business undertakings across all our chosen markets. Our business consistently seeks a high standard of performance and aims to maintain a long-term position in its competitive marketplaces.

Cedar is constantly seeking new ways to grow its business and markets in a responsible way to benefit all its stakeholders.

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## Responsibility to stakeholders

Operating a profitable business is paramount to achieving sustainability. Cedar is committed to being responsible in the way it generates profits.

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## Shareholders

- Ensure openness and transparency in communications with shareholders.
- Generate a reasonable return to shareholders whilst protecting their interests.

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## Employees

- Create employment and development opportunities for our employees.
- Provide a supportive, safe and conducive environment to work in.
- Develop manageable investment programmes in infrastructure and people.

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## Customers

- Develop and maintain long-term relationships with customers by offering high quality services and value for money.

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## Suppliers

- Develop mutually beneficial relationships with suppliers who share the same business principles.
- Achieve value for money in all our expenditure – eliminating waste and duplication – to ensure effectiveness and efficiency.

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## Community

- Contribute and participate in the local community.
- Recognise and respect our responsibilities to the environment linked to economic reality by balancing environmental and commercial interests.

Signed: 

*Tom Manser, Managing Director*

Last reviewed September 2020

