

Business Strategy

The financial year ended 30 June 2023 marked the end of **CAP23**, *Impact driven*, our strategic plan to 2023. Launched in 2020 amidst the onset of the COVID-19 pandemic, CAP23 has been a compass guiding us through the complexities of an ever-evolving landscape. Recovery exceeded expectations, with all segments performing well. Notably, Hospitality saw a rapid return to normalcy as borders reopened, while consumer spending remained strong, bolstered by government support.

CAP26, *making headway*, our latest 3-year business plan, kicked in July 2023, building on foundations laid during CAP23 and integrating evolutions in the business environment that have occurred since. It marks an acceleration on strategic focus areas such as Employee and Customer experience, Sustainable practices, Operational efficiency and introducing Business growth as an additional focus area. As we start this new chapter, we carry forward the lessons learned, the momentum gained, and the strong spirit that propelled us through the past three years.

With CAP26, we transition from an investment driven mindset to an approach more focused on operational efficiency.

CAP26, enjoins us to grow ENL's operating cash flows through high-performance teams that develop our businesses and create shared long-term value.

The areas we will focus on during CAP26's 3-year tenure

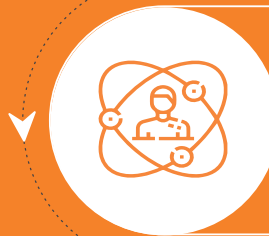
Employee experience

We craft purposeful, employee-centric workplaces to foster individual and organisational growth.



Customer experience

We grow our customer base and nurture customer loyalty by leveraging data analytics to deliver personalised experiences at every touchpoint.



Sustainable practices

We create long-term shared value by rethinking our business models and work practices, and by showing respect for our stakeholders and our planet at all stages of our value-chain.



Operational efficiency

We continuously improve our efficiency by innovating our work methods and processes, to better, faster and more profitable operations.



Business growth

We grow our businesses both organically and through mergers, acquisitions and partnerships, to gain market share and enter new markets.

