

W Landmark, Inc.
Vision, Mission, Core Values and Guiding Principles
As of April 2, 2019

VISION

To transform the Philippine Real Estate Market to be one of the best in the world

MISSION

To be the preferred leasable space provider

CORE VALUES

1. Continual Improvement

We recognize that problems are a part of our day to day work, and commit to embrace and address them through continual improvement, systematic methods, and technology where it provides a superior way to do things.

2. Results! Today!

We commit to drive for results. We believe in quantifying our output, and establishing our worth by measuring our output. We also believe in high individual productivity and efficiency as personal standards. It is not enough that we produce results —we commit to do so promptly.

3. Ownership & Accountability

We commit to be personally accountable for our work and accept responsibility for its results. We expect our partners to do the same.

4. Practicality-Best Value

We commit to always use rational methods that measure value based on need, and a studied assessment of what gives the best worth for the lowest cost. We commit to always define what is best for us, not what others think is the best.

GUIDING PRINCIPLES

1. 24/7 service

We are a 24/7 company. We commit to demonstrate this with 24/7-oriented facilities, systems, policies, and procedures that allow our tenants to operate without interruption 24 hours a day, seven days a week.

2. Connecting the Right People

Our goal is to provide our partners the shortest route from first contact to resolution. We will ensure our tenants talk to the right people for their concerns and will enable decision-making when the connection is made. With respect to our providers, we will contact the people who make the decisions to ensure we get the right information and action promptly.

3. Mutuality

We believe our relationships with our tenants is a partnership. As providers to our tenants, our goal is to make tenant satisfaction a key driver of our business, and we commit to ensure our policies and processes take this into account. Conversely, we recognize the role our tenants play in ensuring we are able to meet their service expectations, and expect our tenants, as partners, to accord us the same commitment. We likewise acknowledge that our suppliers and service providers are our partners in business and will ensure our commitments to them are fulfilled promptly and fairly, just as we expect them to deliver their best work, price, products, and/or service.

Prepared By:

Approved By:

Maedeliene K. Uy
Business Process and Support
Services Department

Heidi Wee-Gregorio
VP-HR

Francis L. Wee
CEO

Norman L. Wee
President