

Growth and Responsibility

Haldon Strategy 2021-2026 – summary

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Three Pillars

Haldon's strategy for 2021-2026 is based on our three pillars:

- Production growth
- Brand strength and responsibility
- Positive impact in new markets

Production Growth

Since Q2 2018, demand for our cars has consistently been greater than our production levels. This is a clear indicator that the most promising avenue to revenue growth is increasing production.

Brand Strength and Responsibility

We strive to be the world's most responsible car maker, and our customers have taken notice. Market research shows that they purchase our cars for their reliability, price/quality ratio, and because of our outstanding record on issues of the environment, human rights, and other ethical areas. In the next five years, we aim to strengthen our brand, particularly in our home market, but also in the rest of the world.

Positive Impact in New Markets

In the near future, we see several exciting growth opportunities in emerging economies. In these countries, we will be able to increase production and demand, and make a positive contribution to local communities and countries as a whole. We are proud of our responsible business model, and eager to demonstrate it in a range of cultural, economic, and business environments.
