

VALUES AND STRATEGY

GRI 102-16

VALUES	STRATEGIC GOALS	PRIORITIES IN 2021
<p>Metinvest's values are the foundation for its corporate culture and define its strategy. Whatever the challenges, adhering to these principles ensures that the Group acts in the long-term interests of its stakeholders.</p>	<p>In 2021, Metinvest made important progress on its strategic goals, while also starting to envisage a new strategy to address the decarbonisation challenge. The Group expects to continue to review its strategy when the war is over to reflect new realities in both Ukraine and the global marketplace.</p>	<p>Metinvest established five core areas as its priorities for the reporting year. While the Group will adjust its strategy to account for the impact of the war, they remain areas of focus for Metinvest going forward.</p>
<p>LIFE, HEALTH AND ENVIRONMENT Human life as a priority in seeking to achieve business goals</p> <p>PROFESSIONALISM Professionalism in every endeavour</p> <p>CUSTOMER FOCUS Ensure best value for customers through cooperation by offering the best ways of meeting their needs</p> <p>LEADERSHIP Demonstrate leadership regardless of position and occupation</p> <p>TEAMWORK Work as one team, sharing common goals and acting for the benefit of the Group</p>	<p>SUSTAIN COMPETITIVE ADVANTAGES IN STEELMAKING THROUGH VERTICAL INTEGRATION</p> <p>STRENGTHEN POSITIONS IN STRATEGIC MARKETS</p> <p>ACHIEVE BUSINESS EXCELLENCE THROUGH BEST PRACTICE</p>	<p>HEALTH AND SAFETY Metinvest continued to expand the occupational health and safety roadmap by adding new critical risks and rolling out its programmes at newly acquired assets See pages 36-39</p> <p>ENVIRONMENT The Group advanced in its drive to reduce the environmental impact from its core asset base and improve the efficient use of natural resources See pages 46-50</p> <p>CUSTOMER FOCUS Metinvest worked to develop its core portfolio by expanding the product mix, improving service quality, developing project sales and enhancing digital instruments See pages 19, 21</p> <p>OPERATIONAL EFFICIENCY The Group delivered strong operational improvements by implementing numerous initiatives, both small and large See page 25</p> <p>CORPORATE CULTURE Metinvest improved its talent management system by focusing on the succession pool and worked to create an integrated communication system by enhancing feedback mechanisms and updating the corporate media platform See page 40</p>