

As the New President

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Pursue Customer Value

Return to the basics

- Focus on customers
- Make “people” central to all of our activities

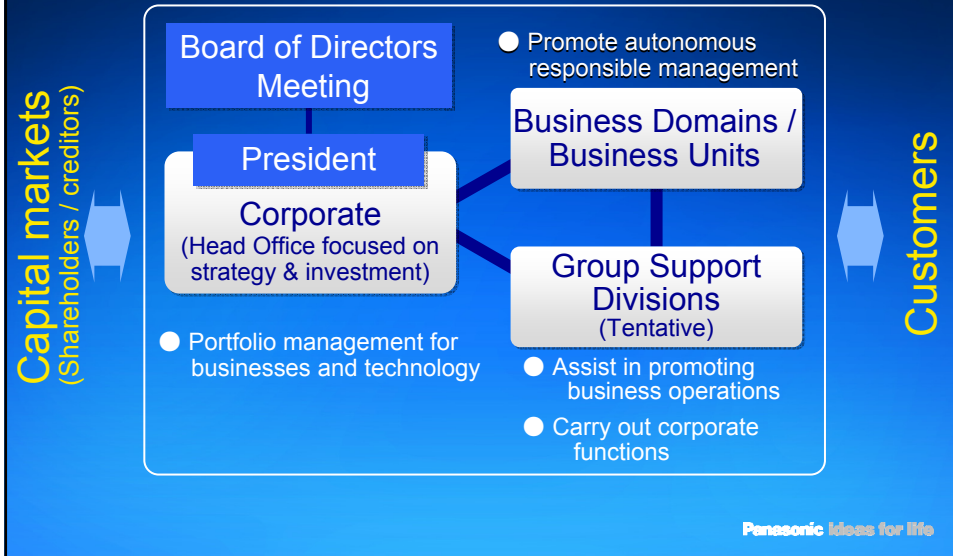
Eliminate anything that does not generate customer value

Energize individual businesses

Review Head Office functions

New Head Office (under consideration)

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Towards "Making Proposals for Customer Value"

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