

## Our Values, Vision & Mission

The following is our raison d'etre - the purpose of our existence.

### DifferWorld's Values

Our values guide our behaviour internally and externally. They are at the core of what we stand for, how we do things and assist us to work in a fulfilling way. Ultimately our values, just like our vision and mission are centered around you.

We value...

- Delivering excellent results for you
- Coming through on our promises to you
- Providing exceptional service to you
- Building long term relationships with you
- Being a contribution to your world

### DifferWorld's Vision

For you to live a wealthier life.

We envision a future in which you, your teams, your organization, your family, your community and the people in your world live both financially and non-financially wealthier lives, benefiting for life from DifferWorld's initiatives.

### DifferWorld's Mission

To increase your wealth in a contributory way.

This is what we get up in the morning for. Our intention is clear and it is clearly with your benefit in mind. In everything we do, we keep one thing foremost in mind, that ultimately today is an opportunity for us to assist you to increase your financial and non-financial wealth. Not just increase it but increase it with a high degree of long term social responsibility.

Ultimately, DifferWorld is a business in service to it partners, potential partners and their environments, not just throughout their live times, but for future generations to come.