



There are **two** kinds
of people born into
this world...



Those who **sit** and
wait for a ride...



And those who
want to **drive!**

Welcome to:

eFUSION™

A blurred photograph of two Formula 1 cars racing on a track. The car in the foreground is red and black, while the car in the background is yellow and black. The background is a soft-focus green field. A semi-transparent white box with a light green gradient is overlaid on the right side of the image, containing text.

Where **winning** and
passion comes together!

**WHY ARE WE IN
BUSINESS TODAY?**

eFusion's Core Purpose





eFusion is about
providing a place for
learning and **growth**.

A close-up photograph of a piece of aged, yellowed paper with a deckled edge. The word "SUCCESS" is printed in a large, black, serif font across the top of the paper. Below the paper, the head of a key is visible, featuring a decorative, circular design with multiple small holes. The background is a warm, textured surface, possibly wood or stone, with soft lighting creating shadows.

SUCCESS

A place to **enrich** your
personal & working lives.



It's about creating an environment where we can bring out the **best** in you.



It's about **delivering**
world class products
and services.



Making **positive**
contributions to the
customers we serve.

We put the E in:



Excellence



Excitement



Empowerment



Energy

Fusion:

Where a fusion of individuals with diverse talents and ideas merge. Where people engage, debate and discuss, creating an environment with the best ideas and solutions. Where despite differences and backgrounds, we come together, interdependent to achieve success and creating a culture and tribe of people which we call:

"Fusioners"



eFusion's Creed

I am a Fusioner

I will lead not follow

I will believe not doubt

I will set new standards

I am a leader

Our core values

“The eFusion Way of Life”

Who we are
What we stand for



Champions

"We commit to winning.

This is what we've done throughout our lifetime. Being true to ourselves, we live and compete only to be the very best in our trade. Driven by a certain fearlessness, we venture into new frontiers, pitching ourselves against the very best and emerge victorious in our battles. We exemplify our tenacity, resourcefulness and drive to achieve success. It's what allows us to grow and take risks. It inspires us to never give up, celebrating failures as well as successes"



Financial Excellence

"We differentiate between needs and wants. We focus in disciplined diversification and carefully reinvesting our profits for future growth. Safeguarding our company property and assets is our responsibility. We understand our critical numbers for achievement of bonuses. We believe that good management will lead to great rewards."



Setting New **Standards**

“Make a Mark!

Yes, we're different. We're not afraid to challenge convention. Exceeding our customers' expectations is what we do and why we do it. We engage in continuous improvement and learning, always setting higher standards to push our limits. We believe that a thirst for learning leads to an open mind, and an open mind leads to greater opportunity. We build value to make a difference and leave a legacy.”



TRUST, RESPECT & INTEGRITY

"Our word. Our name. Our reputation. Intangibles that form the fabric of what we are made of. In business, as in life, integrity is everything. Within our organization, having trust, respect and honesty go deeper than just the rules of the game; it is our code of conduct. We are fair and upright in all our business dealings. With these values at our core, we can preserve a safe haven for learning and for growth."



BALANCE

“We commit to living a balanced life.

While we excel at work and commit to winning, we always ensure we are in the best of health and getting the support from our families. We commit to having fun at work and never treat our job as a job but as a passion and responsibility.”

These are the
underpinnings of our
positive culture.

What does it take
to be a **Fusioner**?

A photograph of a rock climber on a steep, reddish-brown rock face. The climber is wearing a blue shirt and yellow pants, and is positioned in the lower-left corner of the frame. The rock face is composed of large, angular blocks of reddish-brown sandstone. A prominent vertical crack runs down the center of the rock face. The sky is a pale, overcast blue. A semi-transparent white rectangular box is overlaid on the right side of the image, containing the text "It means pushing the envelope, not the paper".

It means
pushing the envelope,
not the paper



It means
refusing to lose



It means a
thirst for learning



It means to
like, trust and respect
your fellow colleague

it means engaging in
team work



Welcome on board...

Are you ready?

On your mark

Get Set

GO!