

IMPERIAL's nine business principles

IMPERIAL is committed to people development

Our people are our brand, and as such, our most important asset, we believe passionately in supporting their growth and continuous learning.

IMPERIAL culture is and always will be performance driven

We move with a sense of urgency. Although we're big, we'll move fast to anticipate and respond to our client's needs to pursue more sustainable returns.

IMPERIAL is transparent in how we communicate

Remember, we need to be passionate about what we do. We have a lot to be enthusiastic about, and our enthusiasm is contagious. We speak with one voice, clearly and honestly. We are IMPERIAL judged by our hard won integrity and will always strive to be fair.

IMPERIAL has a strong heritage of social responsibility

We have always believed that our success is measured by the success of our communities and as such as actively get involved in building and enabling the next generation.

IMPERIAL is committed to excellence

Every product and service we offer is intended to support our clients' lives and is dependent on excellent service. We understand that our clients have choice, so we will be judged on our ability to provide service that is IMPERIAL!

IMPERIAL is the sum of many

Group business loyalty is paramount to our success and we will capitalise on the synergies between our various businesses to build one powerful group.

IMPERIAL is financially responsible & capital efficient

We are relentlessly focused on improving our bottom line in more responsible and efficient ways.

There is only one IMPERIAL

We are stronger as one brand with one name, and we will leverage the strength of the IMPERIAL brand as we express ourselves consistently as one group around the world.

IMPERIAL is entrepreneurial

We nurture and encourage entrepreneurial initiatives through our entrepreneurial spirit as we strive to set new benchmarks in all that we do.