



**GOLD FIELDS**

# Our Vision

**Where we want to go**

To be the preferred gold mining company  
delivering sustainable, superior value



# Our Values

**How we behave while we execute our strategy**



safety



integrity



respect



responsibility



innovation



collaborative  
delivery

**#ThisIsGoldFields**



**GOLD FIELDS**



# Note from Chris

2 December 2021

## Gold Fields' Purpose, Vision, Strategy & Values

Dear Colleagues

Today marked an important milestone for our company as we launched new Purpose and Vision Statements, a new Strategy and revised Values.

This marks the latest step in the development of our strategy by the Gold Fields leadership team. Earlier in the year we landed on our new strategic pillars and yesterday we launched ESG targets to take us into 2030. The new Purpose and Vision statement as well as the amended Values were approved by the Board last week.

A purpose statement answers the question, "Why do we exist?" It's like a 'North Star' - something we can use to guide our direction and decisions. When we're considering doing something in the business, we can pressure test it by asking, "Will this help us achieve our Purpose?" If the answer is yes, we're on the right track. If it's no, it may not be the right option for us.

After getting your input and discussing it at length as a leadership team, we arrived at our Purpose, which is "**Creating Enduring Value Beyond Mining**".

If our Purpose explains why we exist, our Vision outlines where we want to go. We want "**To be the preferred gold mining company delivering sustainable, superior value.**" This is our new vision.

The next step is to ask, "What are we going to do to get there?" The answer lies in our strategy. which has 3 pillars:

- Pillar 1: We're going to maximise the potential from our current assets through people and innovation.
- Pillar 2: We're going to build on our leading commitment to ESG.
- Pillar 3: We're going to grow the value and quality of our portfolio of assets.

Finally, to our Values. The Gold Fields values have served us well and there was very little need for change so we have only evolved them slightly. Safety, Integrity and Respect remain the same; we have changed the definition of Responsibility to encompass ESG issues more comprehensively, and we've evolved the definition of Innovation. The Value that has changed most significantly is Delivery – which now becomes Collaborative Delivery.

This provides a very high-level summary of what are critically important aspects of our business.

Yours in Health and Safety

**Chris Griffith**  
CEO

safety integrity respect responsibility innovation collaborative delivery

