3C – our long term strategy

Customers:
Most attractive customer offering

Sustainable development

Costs:
Highest production efficiency

Competency:
Best company to work for
A United NCC
The road towards long term growth

1. **Profitable growth** in focus
2. Organic growth based on **cost efficiency**
3. **Leading actor** in existing and well known markets
4. **One** company with construction and developing business
NCC is built on three business concepts with different characteristics:

- Roads
- Construction
- Housing & Property Development
The road towards long term growth

1. **Profitable growth** in focus
2. Organic growth based on **cost efficiency**
3. **Leading actor** in existing and well known markets
4. **One** company with construction and developing business
5. **Use group synergies** in staff functions and between business areas / countries
6. **Customer focus** – stronger position in the value chain