

# Three development priorities

**CNIM's strategy reflects its understanding of sovereignty issues, its long-term business view and its ability to forge core partnerships. Strategic efforts focus on three complementary priorities that are implemented by managers at every level of the Group.**

## Develop the added value chain

CNIM has created a unique profile as an industrial engineering contractor designing equipment in its engineering offices that it then builds in its workshops in France, Germany, United Kingdom Morocco and China and subsequently commissions, also handing maintenance and operations. This proximity between the design and production teams encourages feedback. The Group's ability to set up project companies and offer financing solutions for projects involving construction and operation contracts is a major asset. It offers services to support the equipment installed by it or other firms. The services business is a source of recurring revenue for the Group. CNIM works with its clients at all levels of the value chain, as the industrial contractor or together with partners, some of which it has been working with for many years.

## Integrate new technologies

The Group's business portfolio is regularly reviewed. Analyses of its commercial positions in high-potential markets where it intends to speed up its expansion can lead it to make targeted acquisitions while at the same time selling the businesses that do not offer optimal synergies, even if they are profitable.

CNIM thus works to build a coherent product and service offering over the long term for French and international clients that know it masters all technologies involved in the design and construction of end-to-end solutions, a firm that can handle complex orders and will evolve in step with its markets.

## Conquer new markets

CNIM adapts its products and services to the changing needs of States and corporations. After analyzing local issues, it seeks out the best partners, both industrial and financial, and takes full advantage of the resources available through its existing international platforms, be they commercial hubs (Abu Dhabi and Singapore) or industrial facilities. This strategy supports CNIM's goal of changing its status from exporter to international group. ●

