COMPANY STRATEGY

OUR PURPOSE

To help people to breathe so they can live freely.

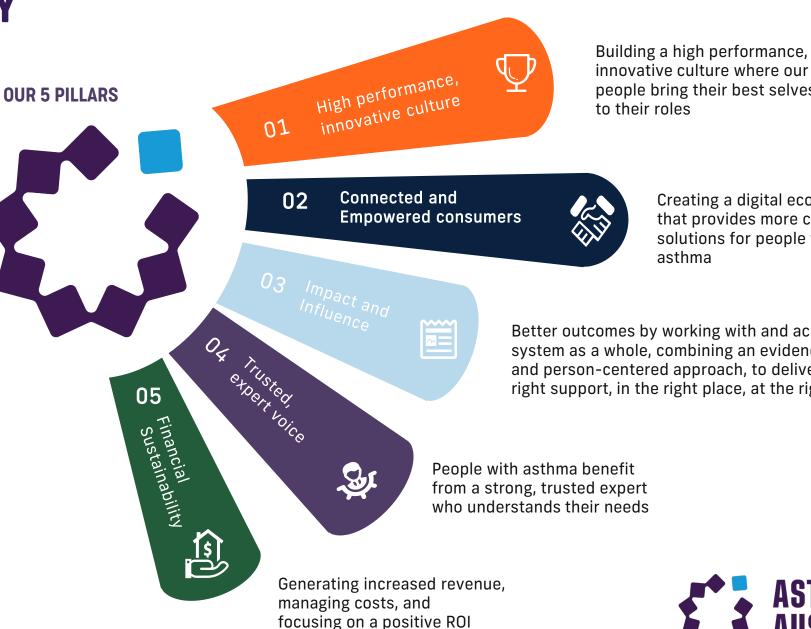
OUR VISION

A community free of asthma.

We are committed to halving the number of avoidable hospital presentations due to asthma by 2030.

OUR VALUES

- We know what works. We • define what's next
- We empathise. We empower
- · We're constant, reliable and resilient. We're dynamic and evolving
- We're caring. We're courageous
- We do serious work. We don't take ourselves too seriously



across all we do

people bring their best selves

Creating a digital ecosystem that provides more complete solutions for people with asthma

Better outcomes by working with and across the system as a whole, combining an evidence based and person-centered approach, to deliver the right support, in the right place, at the right time.

