

Our strategy

SIG IS A **LEADING DISTRIBUTOR OF SPECIALIST BUILDING PRODUCTS** IN EUROPE, WITH STRONG POSITIONS IN ITS CORE MARKETS OF INSULATION AND ENERGY MANAGEMENT, INTERIORS AND EXTERIORS.

The Group plays an important role in the construction supply chain, both in the New Build, and Repairs, Maintenance and Improvement (“RMI”) sectors, with its largest markets being the UK, France and Germany, which together account for 87% of sales.



Our goal is to be the leading specialist solutions provider to the construction industry

CUSTOMERS

- Partner of choice for customers and suppliers
- Develop end-to-end solutions across the construction value chain
- Specialist with unique expertise, providing innovation, differentiated services, technical advice and eCommerce offering

OPERATIONAL EFFICIENCY

- People with the right skills, ethics & pride in SIG are recognised and rewarded for high performance
- Leverage strength and scale of SIG through Procurement and Supply Chain
- Resilient, scalable and repeatable IT model driving value for the business
- Zero harm for employees and customers

GROWTH

- Focus on synergistic specialist construction markets of Insulation and Energy Management, Interiors and Exteriors in existing territories
- Balanced portfolio of Residential / Non-residential and RMI / New Build
- Balanced mix of organic growth and infill acquisitions
- Develop value added sales offering, particularly Air Handling and Offsite Construction

FINANCIALS

- Focus on gross margin, quality of earnings and cash flow
- Strong balance sheet
- Continuously increase ROCE
- ROCE as the primary financial hurdle for investment decisions



Read about our Strategic Priorities from page 13

