





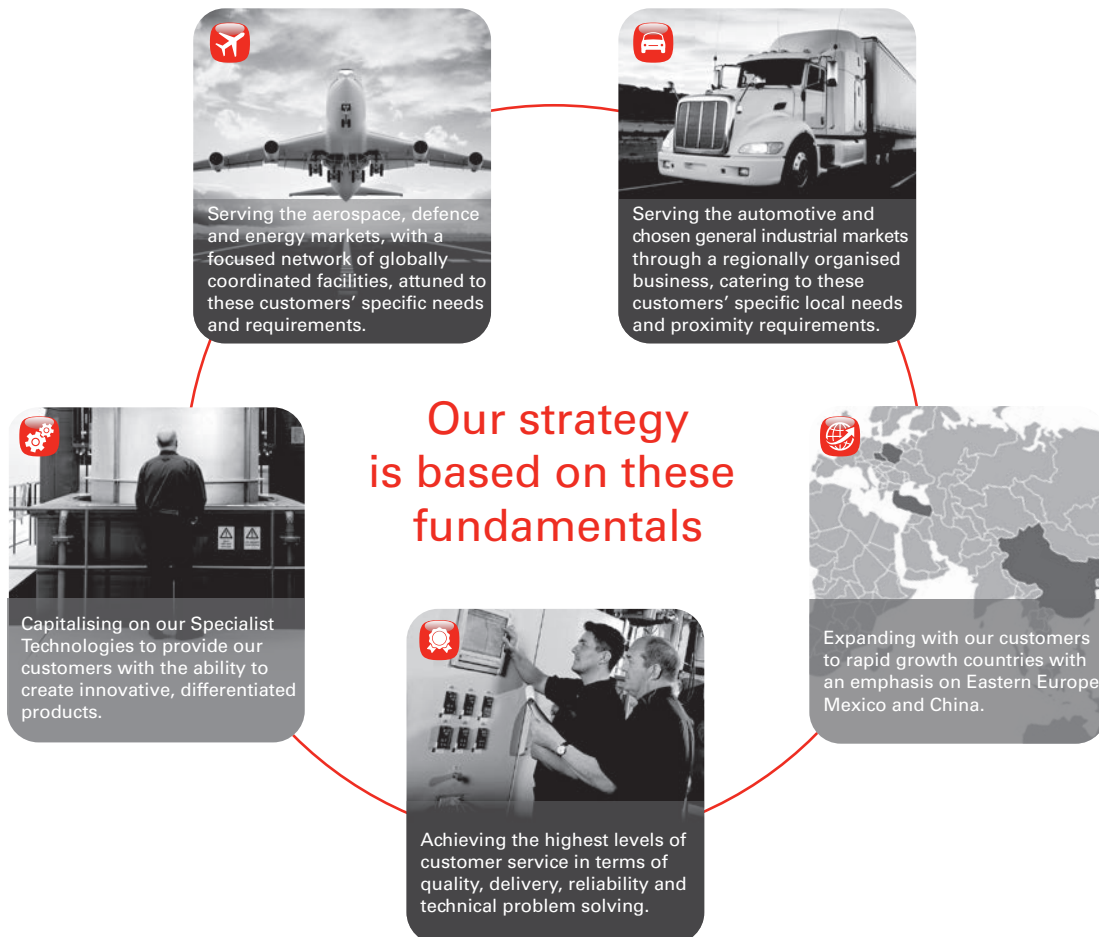


Strategy and objectives

Bodycote's objective is to create superior shareholder returns     through the provision of selected thermal processing services that are highly valued by our customers, giving full regard to a safe working environment for our employees  and minimal environmental impact .



The core values underpinning everything we do

Honesty and Transparency

We are honest and act with integrity. This is not something we take for granted. Bodycote lives by a culture of honest and transparent behaviour, which is at the core of all our business relationships.

Respect and Responsibility

We manage our business with respect, applying an ethical approach to our dealings with those with whom we interact. We believe in taking ownership for, and being mindful of the impact of, our actions.

Creating Value

Creating value is the very essence of our business and needs to be the focus of our endeavours. We create value for our customers, our employees and our shareholders.

Our progress measured - KPIs (for further details see page 9)

- Return on capital employed
- Headline earnings per share



- Return on sales
- Headline operating cash flow



- Accident frequency
- Carbon footprint

