

Leading innovation across the industry

We operate a multi-brand, multi-channel strategy to cross-sell products across the property lifecycle. In order to deliver on our mission we focus on four key strategic objectives.

1

Attracting world-class talent to the ZPG TEAM

We attract, retain and develop the best talent by leading innovation across the industry, offering market-leading benefits combined with ongoing learning and professional development.

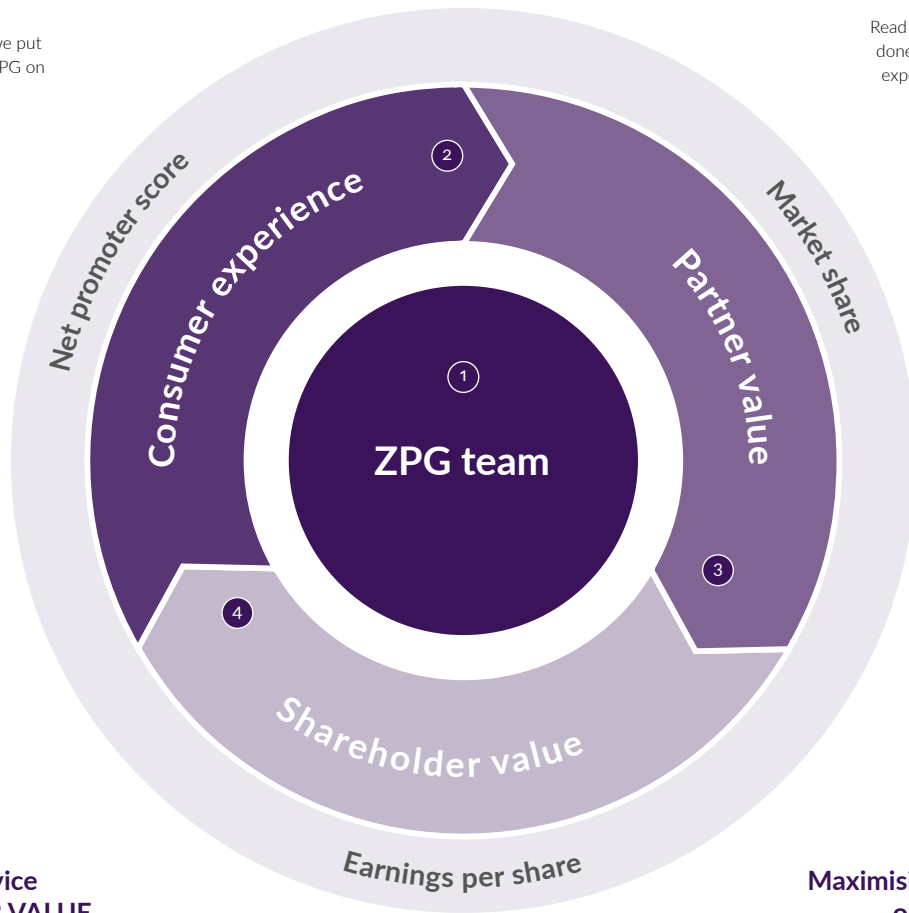
[+](#) Read more about how we put people at the heart of ZPG on page 42

2

Continuous innovation of the CONSUMER EXPERIENCE

We constantly improve our user journeys to empower consumers to make smarter property and household decisions.

[+](#) Read more about what we have done to improve the consumer experience in 2017 on page 21



3

Most effective service and best PARTNER VALUE

We offer a one-stop shop for partners. Our products and services help home related businesses market their inventory, manage their business and maximise their revenue opportunities.

[+](#) Read more about what we have done to add more partner value in 2017 on page 22

4

Maximising product and data opportunities to drive SHAREHOLDER VALUE

Our multi-brand, multi-channel approach presents a unique opportunity to create integrated products and address consumer and partner needs throughout the entire property lifecycle.

[+](#) Read more about what we have done to maximise shareholder value in 2017 on page 25