

## Core Values of Alfasi Equipment Hire

- Be the best in the industry
- Better service - The best customer service
- 24/7/365
- Better equipment - the best equipment
- Better relationships with our clients
- Commercially flexible for our clients to make deals happen or resolve disputes
- Grow the business
- Don't say no to a client, find a solution
- Employer of choice
- Continuous improvement
- Continuous development
- Professionalism
- Quality and Safety are the same thing in our business and are paramount above all else
- Team work – if someone is doing something wrong or doesn't know or needs help – we help each other.