

**Development:**

ÅF will spearhead the process of change in the technical consulting industry by introducing methods of cooperation that give a new dimension to the concept “value added” for clients.

**Growth:**

ÅF sales will rise to SEK 5 billion by 2010

**Focus:**

ÅF will be number one or two in the fields within which the company is active.

# VISION

**Development:**

In concrete terms the ÅF vision means building customer relations founded on value added.

The time ÅF devotes to an assignment is important; but more important still is the value this represents to the client. By always focusing on the value it adds, ÅF works more effectively and with greater commercial appeal.

This is what makes ÅF stand out from the crowd. ÅF is a partner that is driven to exceed expectations. Clients and ÅF alike share a common interest in staying within or below the agreed cost of an assignment, as value added is of importance to both parties.

It is ÅF's conviction that productivity – and, by extension, profitability for its clients – can be significantly improved by doing more business on a fixed-price basis. The aim is to do the job at the lowest possible price in the shortest possible time. By calculating costs correctly and working within the parameters established, ÅF can create confidence and the right expectations among clients.

**Growth:**

ÅF is proud to be one of the leading technical consulting companies in the Nortic countries with an unparalleled track record of experience. It is important for us to maintain this initiative. And expansion is one way to do this.

ÅF is committed to growth, both organically and through take-overs. We acquire a majority share in the companies we take over and are careful to ensure that every acquisition can make a positive contribution to the profitability and culture of ÅF.

By 2010 the target is for the ÅF Group to have sales of SEK 5 billion. Or more! To do this, we must increase our rate of growth.

**Focus:**

ÅF is committed to becoming number one or two in size in each market where it chooses to establish operations. This will give improved access to assignments by ensuring that ÅF is perceived as a consulting company in the foremost rank of the industry.