

Our business model

Our sophisticated products and services help our customers to keep their economies and populations secure.

We are a business built on the fundamentals of a rich heritage and a powerful brand and reputation which engender longstanding customer relationships. We also have leading market positions, design skills and capabilities, and expertise in achieving operational efficiencies.

These strengths, together with our integrated portfolio of products providing complementary security and authentication products and services, enable us to meet the needs of our customers as they seek to secure currencies, protect identities, revenues and brands, and fight counterfeiting and illicit trade.

We continuously drive innovation through our physical product offering as well as our expertise in providing end-to-end solutions. By focusing on customer needs in our key markets and delivering quality products efficiently and at optimum cost we will create value for our shareholders.

How we create value



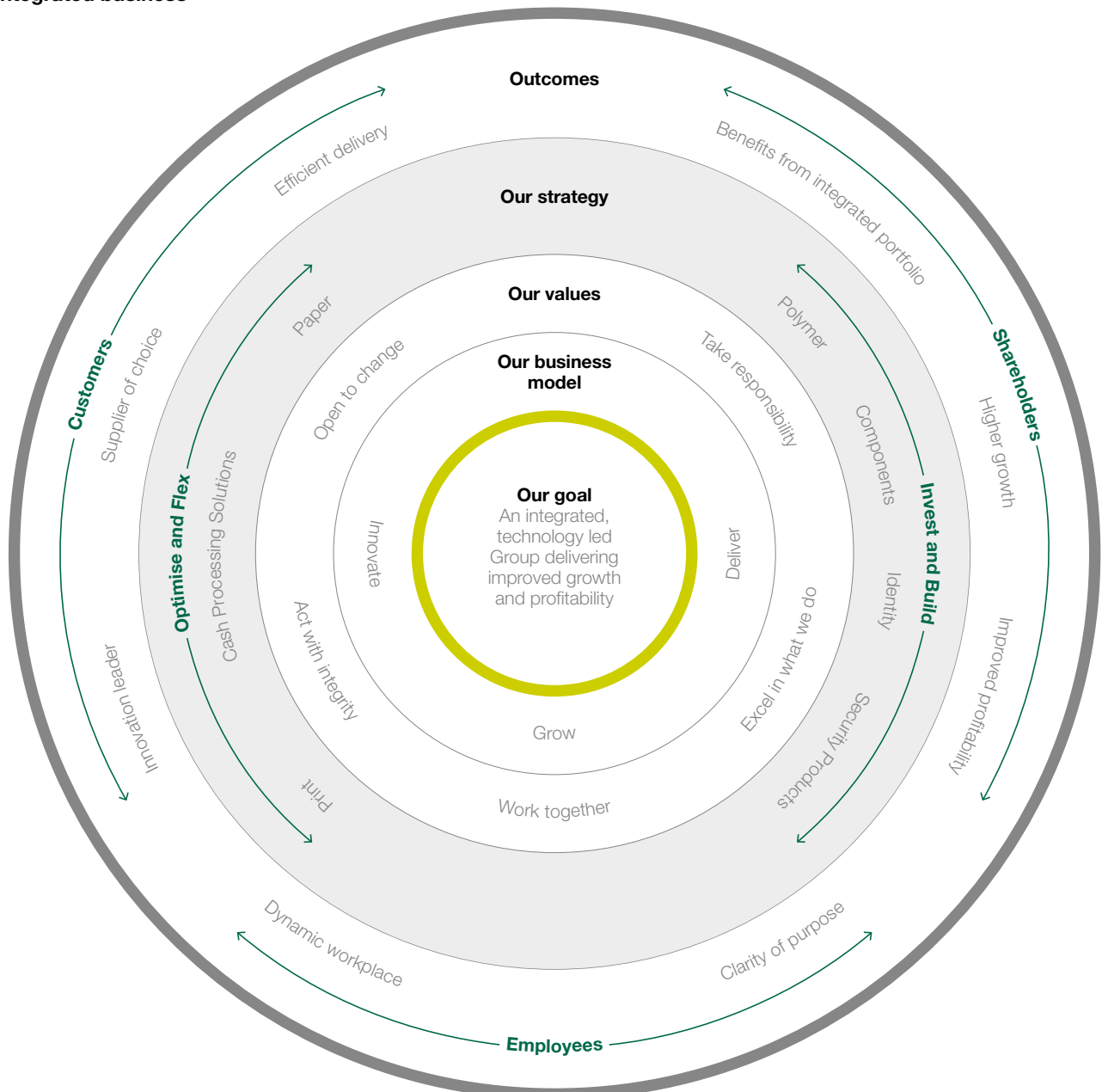
Our strategy

Our goal is for De La Rue to be positioned as an integrated, technology led Group delivering improved growth and profitability.

We have a clear strategic roadmap which will enable us to optimise and flex our print, cash processing and paper products and services while investing and building in the exciting higher growth areas of polymer, components, citizen identity management and product authentication.

For further information about our strategy, see the Chief Executive's review on pages 11 and 12.

An integrated business



Innovate. Deliver. Grow.
Delivering award winning designs



The Central Bank of Trinidad and Tobago's stunning new commemorative \$50 banknote, designed and produced by De La Rue on Safeguard®, our polymer substrate, in close collaboration with the Central Bank, won the prestigious International Banknote Society Bank Note of the Year Award 2014. With striking images of hibiscus flowers, a native bird and carnival dancer, the new note is a fitting reflection of the beauty and vibrancy of Trinidad and Tobago. De La Rue's banknote designs have won 14 awards since 2007.