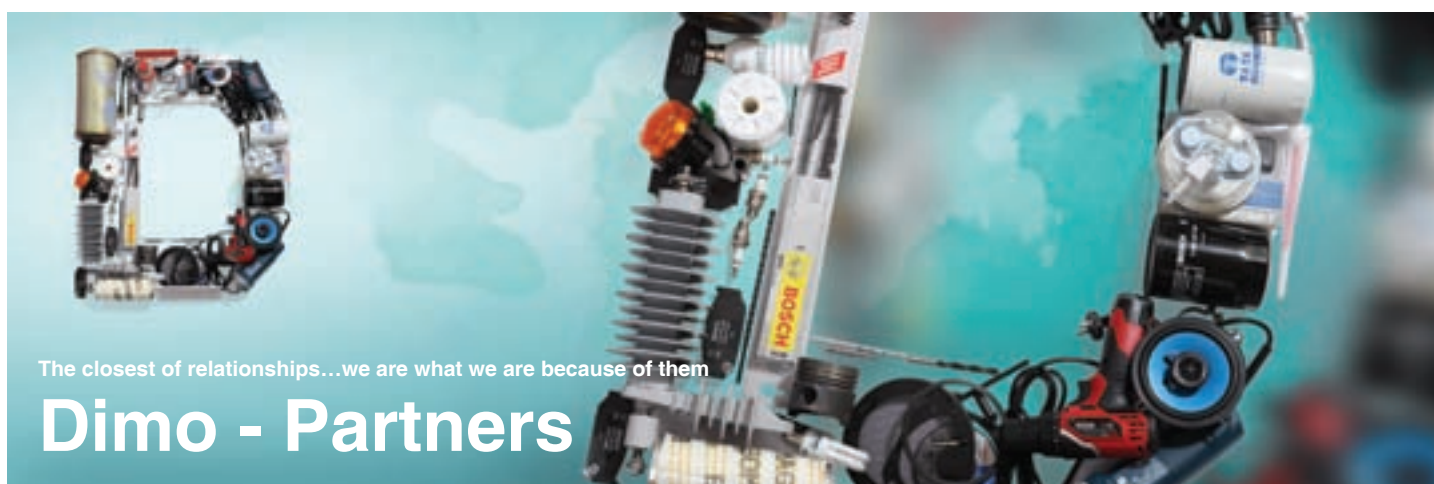


We have made an art of building lasting relationships with business partners...founded on shared principles... always delivering on expectations...we continue to exist.



**B**ecause

## —○ Our Business Partners...A Symbiotic Relationship



The closest of relationships...we are what we are because of them

### Dimo - Partners

Key Performance Area	Metric	2012/13	2011/12	2010/11	2009/10
Relationship with Principals	No. of principals	81	78	72	63
	No. of relationships above 50 years	6	6	6	4
	No. of relationships between 25 to 50 years	10	9	9	8
	No. of relationships between 01 to 25 years	58	55	41	35
	No. of new relationships commenced during the year	7	8	16	16
Relationship with local suppliers	Payments to local suppliers (Rs. bn)	4.7	4.5	3.9	1.8

#### A Forward Looking Note

Our focus will remain on nurturing the relationships with our existing Principals while seeking new relationships that represent a strategic fit.

*The longest relationship with a Principal is 74 years.*

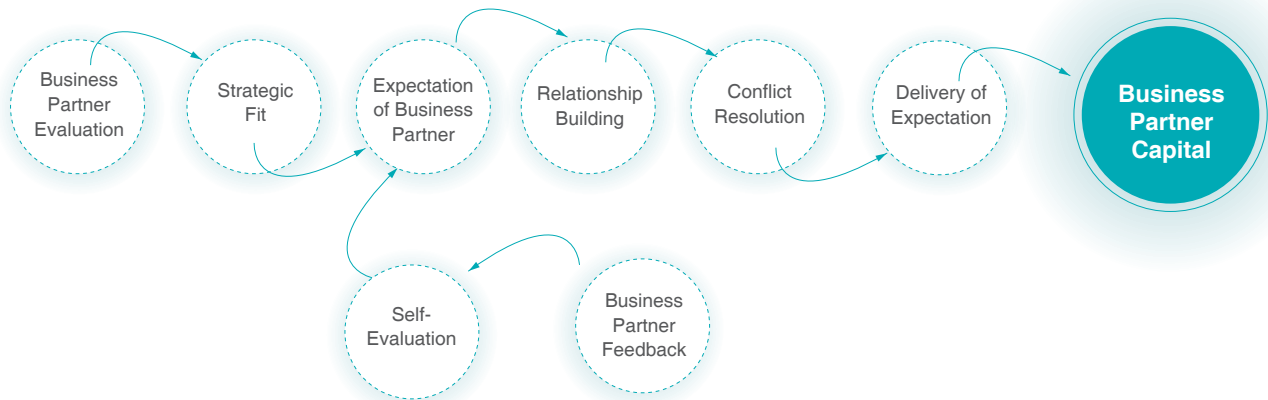
#### Guiding Philosophy

Our business partner capital comprises the win-win relationships we enjoy with our partners, which we have nurtured over the years. The business partner network comprises principals of brands that we represent, and local suppliers who feed the local value chain. Delivering highest quality and value to customers require a harmonised and consistent effort by us, our principals, suppliers, our distributors and dealers.

As a standard setter in many of the market segments that we serve, Dimo believes in partnering with the world's best. In order to sustain such partnerships, we stretch ourselves to the highest standards that our principals expect of us, without compromising on quality, ethics and trust.

The Operating Environment...and Trends  
Refining our Portfolio...and Reinventing our Future  
Financial Value Creation  
Delivering Value to Customers...and their Value to Us  
Working at Dimo...Enjoyable and Rewarding  
**Our Business Partners...A Symbiotic Relationship**  
**Regulatory Authorities...Playing by the Rules**  
Our Community...Live and Let Live  
The Environment...Now and for Generations Yet Unborn  
Sustainability Performance Objectives in 2012-2013

## Building Business Partner Capital



A list of key Principals and the length of relationships

### Getting to be Great Partners

Some of the relationships with our principals are as long lived as Dimo's own existence. At the same time, we constantly seek new business avenues based on emerging opportunities and our core competencies. As a consequence, we have been growing our portfolio, adding principals who represent a strategic fit.

In the beginning, it was all about like mindedness - blue-chip principals with blue-chip products, systems and processes and Dimo who share the same mindset and standards forming lasting partnerships. This is still how it is today!

We recognise our partners' expectations. At the top of the tree, these expectations become relentless - like the need for constant investment in people, facilities and inventories in both good times and bad.

Keeping the product available at all times with easy access to the customer is a major concern suppliers have. Meeting sales targets, maintaining superior after sales service, attracting new customers whilst retaining the existing ones and introducing new products are also concerns suppliers have.

And whilst all of this is being accomplished, we need to retain and grow our market share in a sustainable manner.

### And for Our Part...

We understand our partners' expectations.

During the year under review, we continued to invest substantially on establishing state-of-the-art product display points around the country and also upgraded our service facilities to the standards set by our principals.

Similar attention and investments were made in training and development of our employees, to bring them on par with international standards. We ensured also, that our technical and support staff were constantly updated on technological developments.

Knowing whether you are where you want to be is a key factor in benchmarking ourselves. To this end we conduct research, surveys and face to face interviews with stakeholders from time to time. We have entrusted this activity to specialist third party organisations. The valuable insights we gain help us to initiate further improvements to the products and services we offer. We share these findings and our response with our principals.

Setting the bar this high has paid dividends. Dimo is a market leader in many of the market segments it serves and, over the year in review, we have been able to grow market share. Retaining our market positioning will require unrelenting improvement and innovation.

And as in every facet of life it is important to play by the rules...every time!



**Channa Weerawardane**  
Executive Director