

Our positioning

Our values:



Plurality



Entrepreneurship



Responsibility



Excellence



Passion

Our principles:

1. VIG operates as a 'Group' and creates significant economic added value through entrepreneurship and multi-brand strategy.
2. VIG shows a strong and sustainable commitment to its core market CEE. Its engagement in the Special Markets enriches the Group's portfolio by profitable businesses.
3. VIG Holding sets the frame for the local business strategies, steers all topics that could put the Group at risk and pursues Group-wide opportunities.
4. The interaction between VIG Holding and the Group companies is at eye level, characterized by mutual respect and trust.
5. Communication provides for transparency and drives efficient and effective exchange within the Group.
6. Collaboration creates added value, is initiated by all business entities and orchestrated by the Holding.
7. Cooperation between the companies in one country creates synergies.

Our promise: Protecting what matters.