

Our strategy is to build a leading, focused medicines company powered by advanced therapy platforms and data science.

## **Strategic priorities**

As we implement our strategy, we have five priorities to shape our future and help us continue to create value for our company, our shareholders and society.

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### **Unleash the power of our people**

We are transforming our culture to ensure people can fully apply their talent and energy. We're creating an organization where people are inspired, curious and unbossed.

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### **Deliver transformative innovation**

In our pursuit of transformative treatments, we challenge medical paradigms and explore possibilities to cure disease, intervene earlier in chronic illnesses, and find ways to dramatically improve quality of life.

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### **Embrace operational excellence**

We are rethinking how we work, embracing agile teams and building better productivity into our company to free resources that we can invest in innovation and help boost returns.

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### **Go big on data and digital**

We aim to spark a digital revolution at Novartis, embracing digital technologies, advanced analytics and artificial intelligence to help drive innovation and improve efficiency.

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### **Build trust with society**

We strive to build trust with society through our efforts to operate with high values and integrity, and to find new ways to expand patients' access to our treatments.

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