

### **Mission Statement**

At Armada we aim to understand our client's needs, help manage their businesses and achieve their goals. We do this by our commitment to a personal and quality service.

### **Armada's Mission**

Helping people navigate the journey to reach their financial goals by nurturing strong relationships and delivering quality services.

### **Armada's Vision**

To be recognised as a leader delivering progressive business and financial advisory services in WA.

### ***We are recognised:***

- For our strong brand
- For our client satisfaction
- For our quality work As an employer of choice
- As a proud WA group, servicing all of Australia

### ***We are a leader***

- Acquiring and developing like-minded and synergistic businesses
- Nurturing and fostering strong relationships
- Developing our people to deliver excellence in everything we do
- Providing a great place to work, attractive financial rewards and equity participation for our people
- United and cohesive, living our values

### ***We are progressive***

- Building a broad suite of services
- Focusing on opportunities that meet our client needs
- Balancing our work and our lives
- Providing services for generations to come