

OUR
VALUES

↑
← →
↓
ENTREPRENEURSHIP

We dream big. The sky isn't the limit.

We empower our people to explore the unknown, disrupt, test ideas and learn from failures. We're pragmatic, we face brutal facts and make tough calls to prioritize, using an 80/20 mindset.

prosus



OUR
VALUES

← ↑ ↓ →

ENTREPRENEURSHIP

Get comfortable being uncomfortable

Success doesn't follow a straight line. There's no shortcut to extraordinary. You navigate the chaos, uncover the clarity, and keep moving. Obstacles will come. So will breakthroughs. At Prosus, we don't resist disruption—we run toward it. Because every challenge is an opportunity in disguise.

The path
to success isn't:



The path
to success is:



prosus



OUR
VALUES

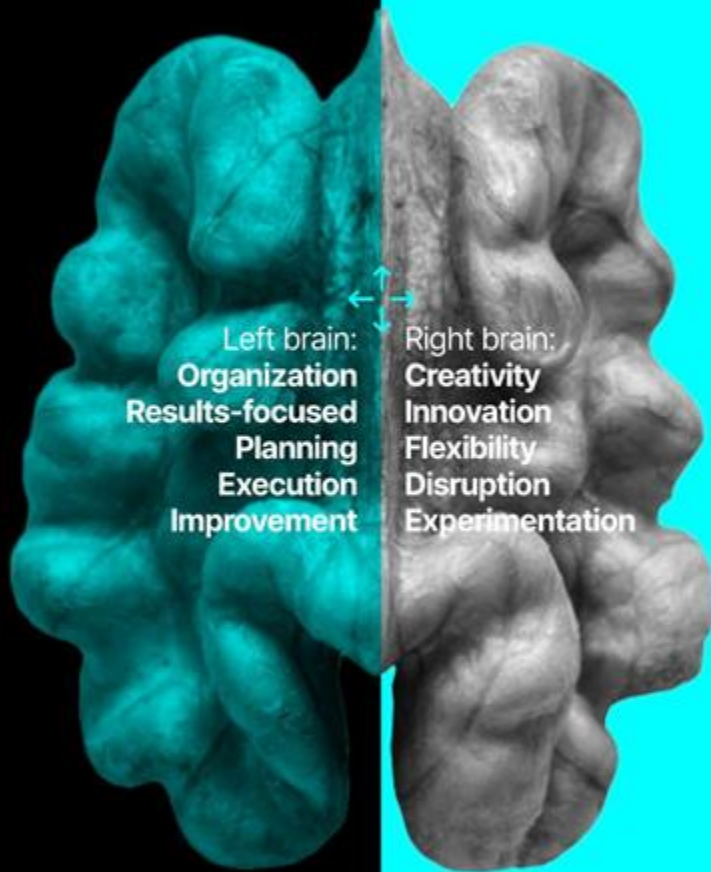
↕

↔

↕

ENTREPRENEURSHIP

To innovate at scale and truly game-change the world, we need to do both: explore the future and refine the now. It means experimenting boldly while optimising relentlessly. Zooming out to see the big picture. Zooming in to make it real. That's **Ambidextrous Thinking**.



prosus




OUR
VALUES

↑
← →
↓
ENTREPRENEURSHIP

Entrepreneurs don't wait for discoveries—we go after them. Progress comes from sharp focus and clear priorities. It's about putting energy where it moves the needle.

The Pareto Principle says 20% of our effort drives 80% of our results.
So, what's in your 20%?



prosus



OUR VALUES

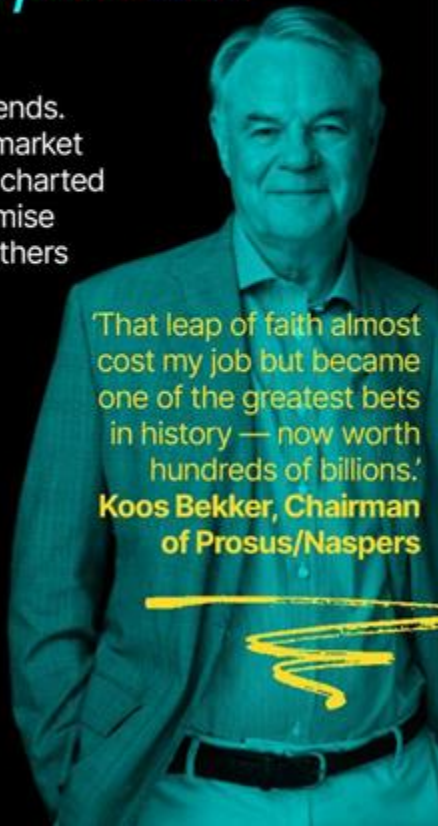
ENTREPRENEURSHIP/ REAL LIFE CASES

Talent knows no borders:

Navigating in the league of legends. The year is 2001. China's tech market was an unknown quantity in uncharted territory. High risk with the promise of high reward. We saw what others didn't and backed Tencent, a group of bold, visionary entrepreneurs.

'That leap of faith almost cost my job but became one of the greatest bets in history — now worth hundreds of billions.'

**Koos Bekker, Chairman
of Prosus/Naspers**



Pony Ma, Tencent founder,
Chairman, and Chief Executive



prosus

OUR VALUES

ENTREPRENEURSHIP/ REAL LIFE CASES

Swiggy. Leading, never following.

It's 2016. India's food delivery scene is a crowded battlefield. Over 20 startups are fighting for dominance—most taking the easy route: outsourcing delivery to third-party networks.

But not Sriharsha Majety. The Swiggy founder saw what others missed: if you don't control the journey, you can't control the destination.

So Swiggy did the hard thing. It built its own fleet. It owned the delivery experience—end to end. A bold move that redefined the industry.

Fast forward to 2024. Swiggy goes public on the NSE and BSE at a valuation of \$11.3B.



At Prosus, we back explorers, not followers. That's why we've supported Swiggy through multiple funding rounds. The best journeys are led by those who dare to take the road less traveled.'

Ashutosh Sharma



OUR VALUES

ENTREPRENEURSHIP

Entrepreneurship is

- owning every challenge like it's your own
- trying new stuff and taking smart risks
- making tough calls fast and bouncing back from failures
- laser-focusing on what matters
- shaking things up with bold and creative ideas!

Entrepreneurship isn't

- waiting for everything to be 100% right before starting
- dodging challenges or needing someone to spell everything out
- freezing up when things get messy
- passing the buck or playing the blame game
- letting fear of failure hold you back



prosus

