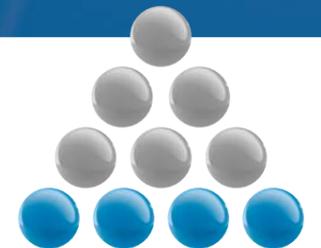
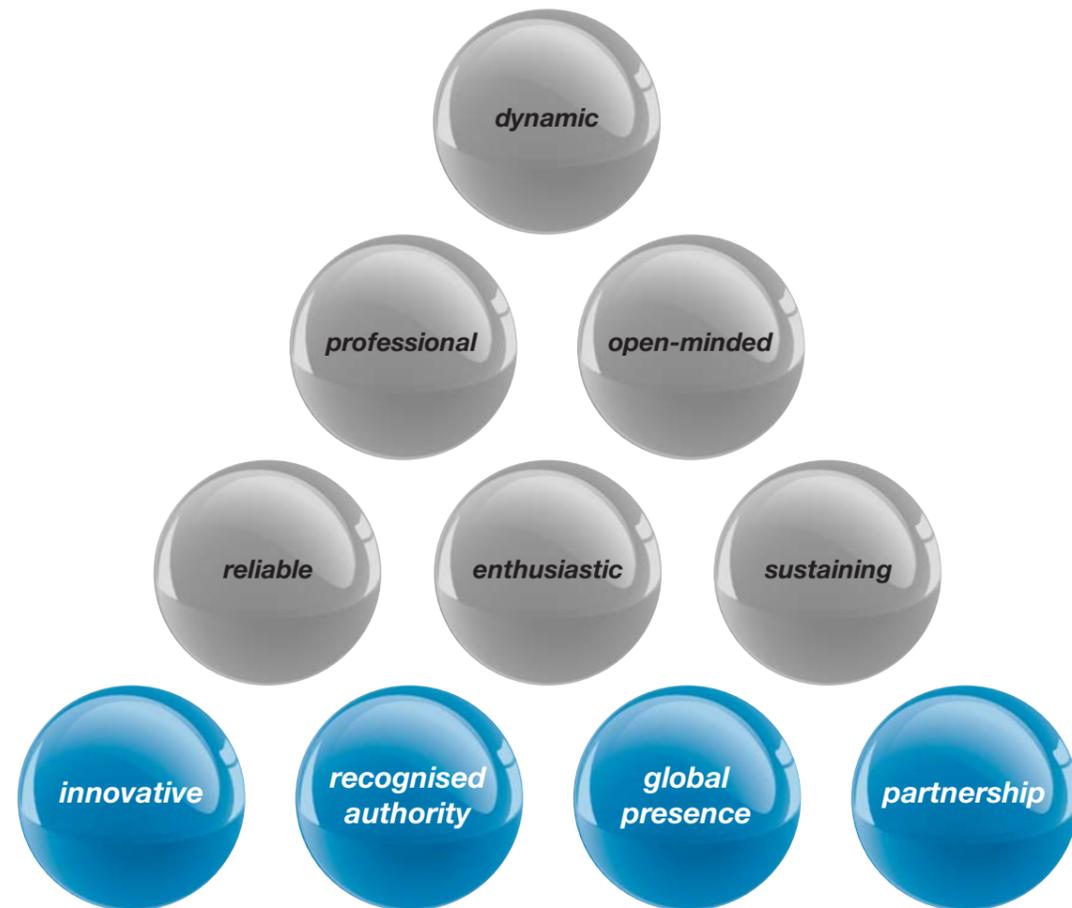




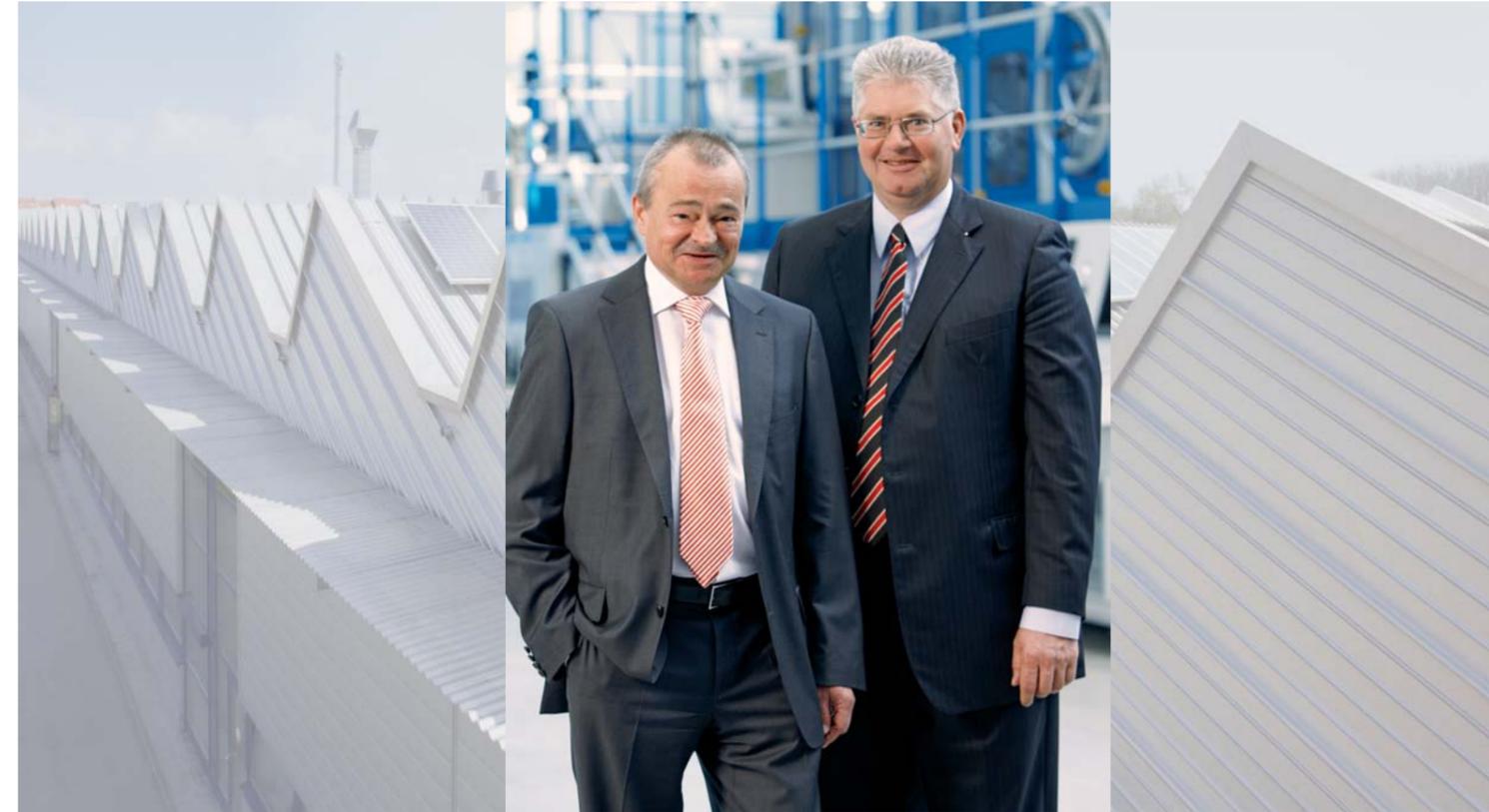
**Corporate Vision**  
“lived values secure our future”



# Our Corporate Vision is to “lead by example”



**How we see ourselves and what we strive for**



## **A successful future**

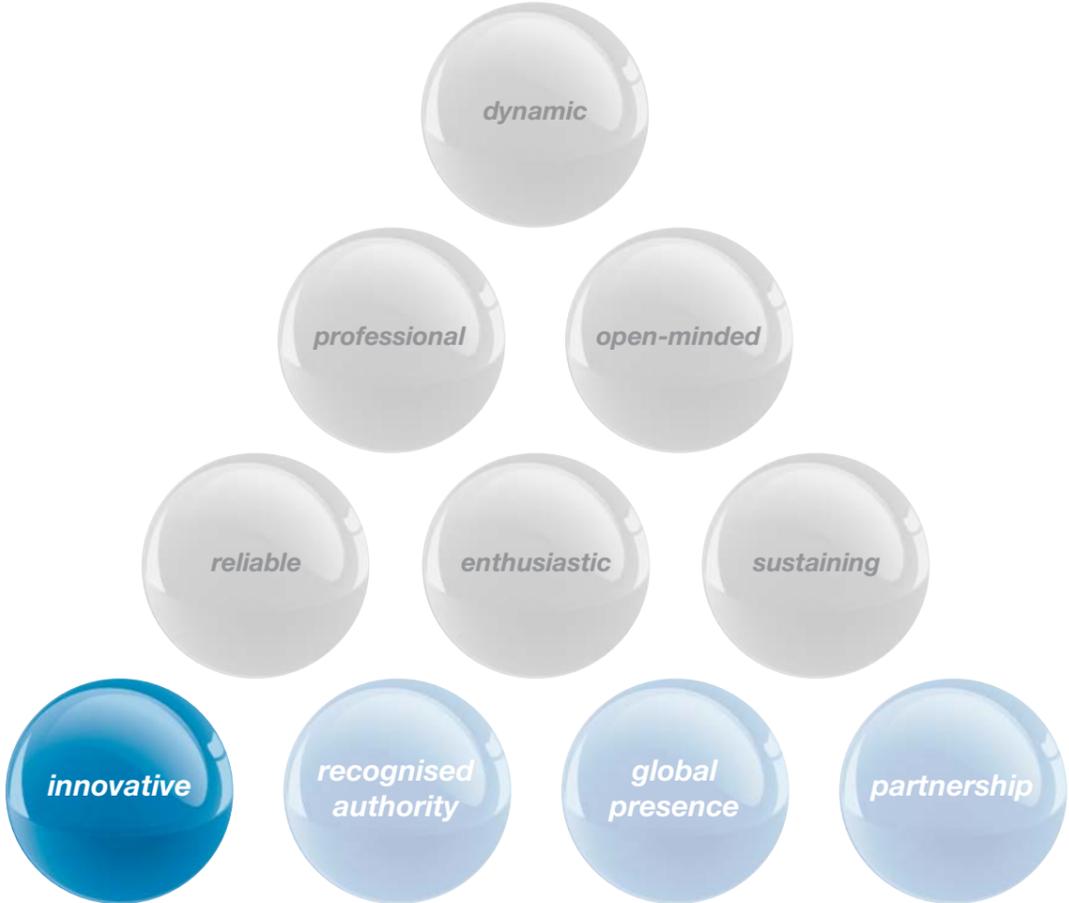
Traditional values, forward looking goals and visions – for over 100 years this has been the basis for a successful working relationship and our leading position in the market. We are convinced that it is important for the BWF Group and its employees to review and expand these basic statements, values and goals.

On the basis of our previous corporate vision we took various decisions in order to continuously develop the BWF Group and present ourselves in a modern and dynamic way. We are pleased to present to you our newly developed vision of “leading by example”, created with the help of numerous colleagues.

“Lived values secure our future!”

As our slogan states, we should all continue, as best as we can, to stay true and keep working and developing as per our values.

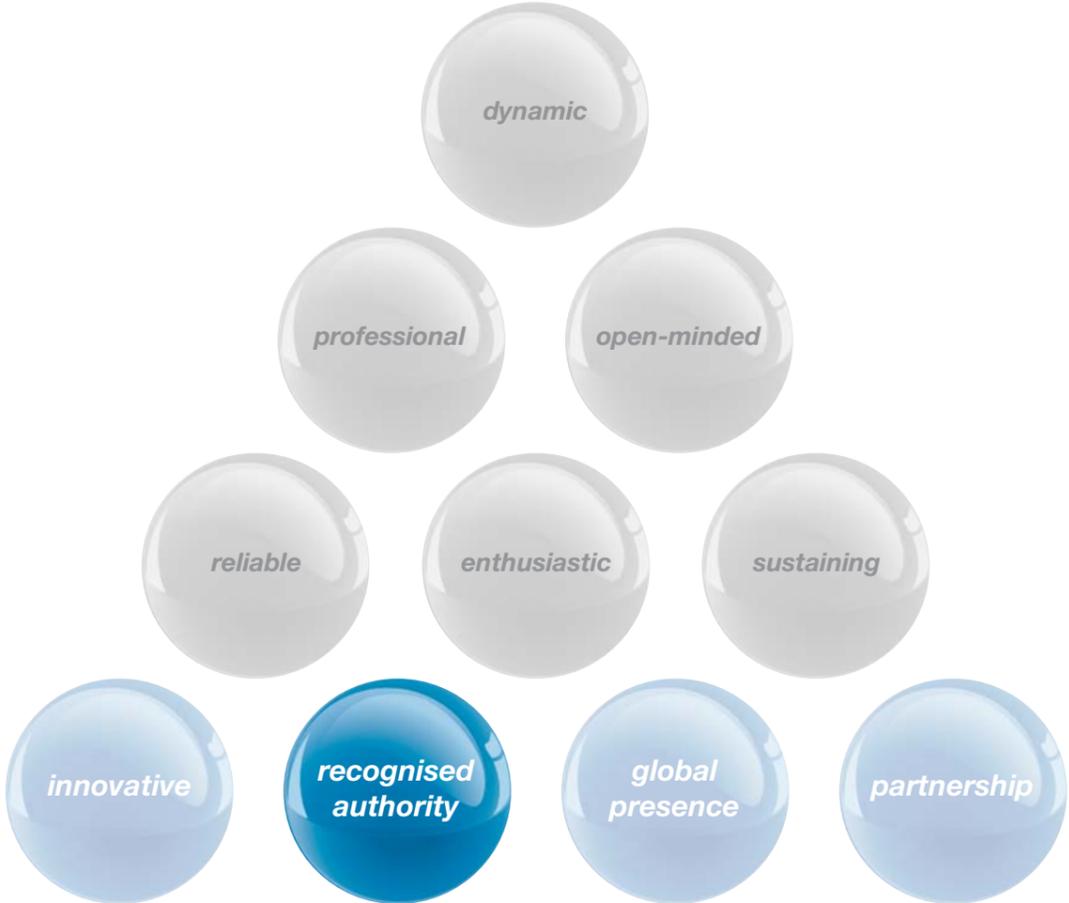
We grow by being...



*innovative*

**Innovation is our driving force.** We are open-minded, receptive and enjoy turning our customers' ideas into reality. In order to be of value and use to all, we strive to constantly improve our products and our performance. To achieve this improvement in all areas, we invest in development at a deliberately high level. Only on this basis can we achieve the best possible value for money for our customers, and hence secure our future.

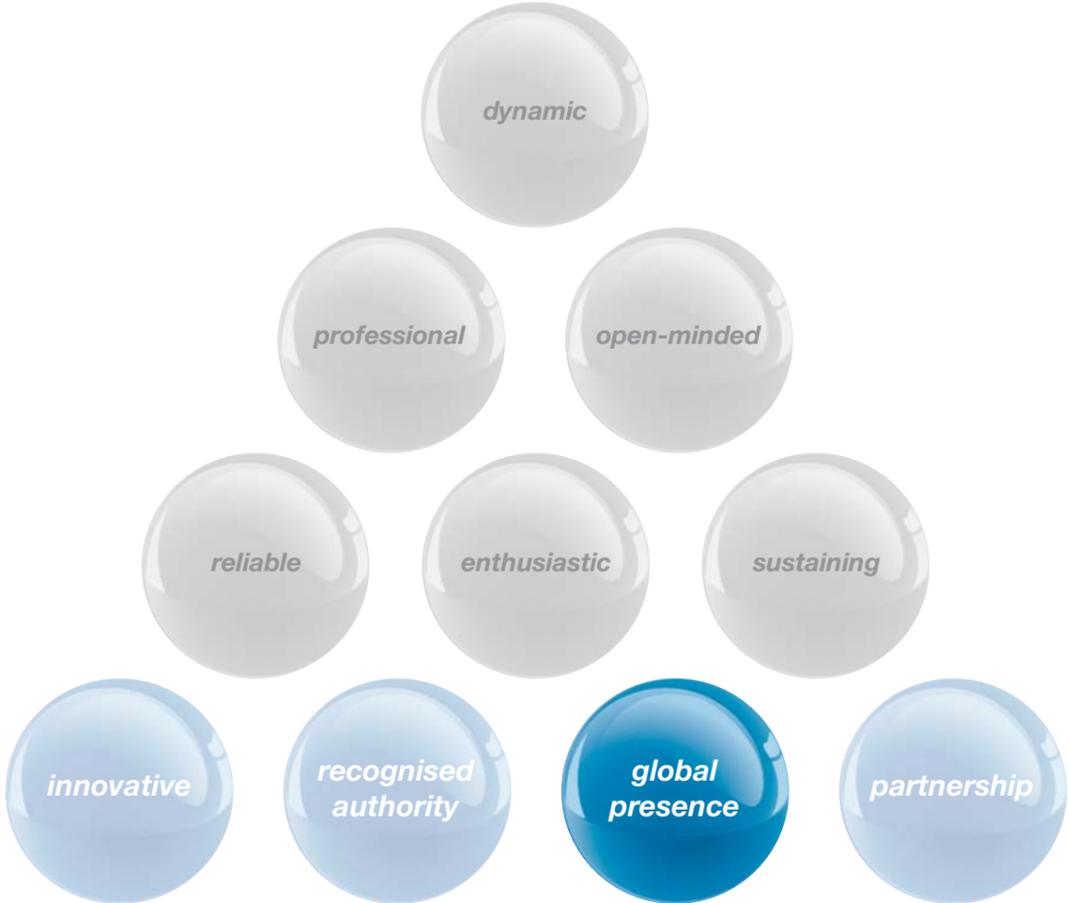
We grow by being...



*a recognised authority*

**We are market leader** and have the decisive competitive edge in all relevant areas. With good reason, because with our innovations we keep setting new standards. This is confirmed by our customers and also shown in our excellent audit results. In order to maintain this position, we continue to work on ensuring that we deliver the highest quality. We are always ready to invest in order to achieve this ambitious goal.

We grow by being...

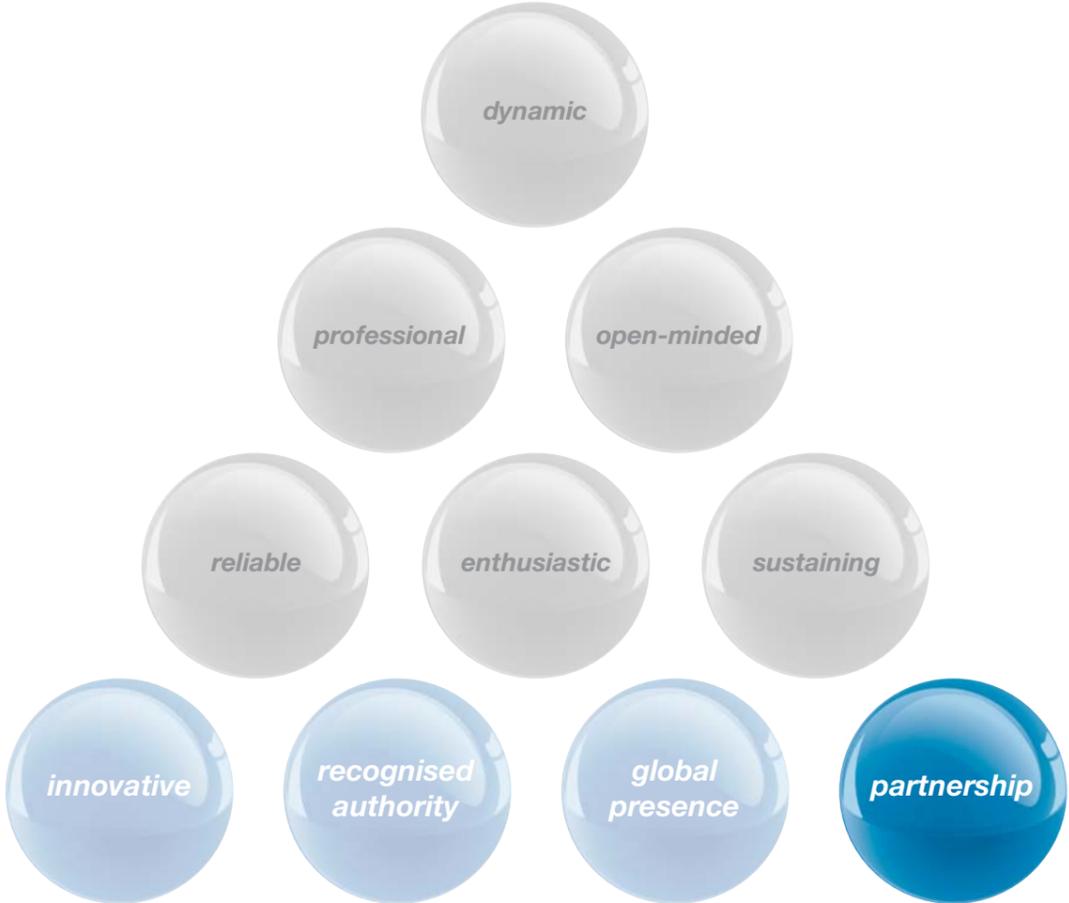


*globally present*

**BWF is an internationally recognised brand.** Our state-of-the-art production locations are equipped with the latest technology and work closely together with mostly independent subsidiaries and exclusive partners.

As a result, we can guarantee a superior product quality close to the market with extreme flexibility. Our customers benefit from the quick decision-making processes and our employees have the best national and international career opportunities.

*We grow by being...*



*a partner*

**Long-term partnerships** mean security. Therefore, we place considerable value on proven working relationships – with employees, customers and suppliers. We offer our customers reliability, comprehensive advice and a first-class service. Our most important goal is to secure the basis of our business and therefore make sure that the jobs at our company are safe. Thus we specifically encourage the development of our employees, e.g. with exclusive training programmes. Constant growth is always our common goal.



## We are...

### **reliable**

... and keep to our agreements with our customers, suppliers and colleagues. We agree on our goals together.

Our working relationship is influenced by fairness and reliability.

This shows itself in many ways, e.g. in employee meetings, punctual discussions or our reliable delivery dates.

## We are...

### **sustaining**

... and long-term oriented.

Therefore we are present and active in various locations and differing business areas.

We accept social responsibility for public facilities in the regions where we are located and ensure continuous training for our employees.

This is the basis for the existing loyalty between the BWF Group and our employees, which not only makes us stand out from the rest, but also secures the jobs at our company.

## We are...

### **open- minded**

... and curious. We are open to new technology, customers and markets and develop tailor-made and innovative solutions for our customers. While working, we continue to be flexible and are able to discuss situations and make decisions quickly.

We expect a lot of our employees, e.g. the active participation in the wide range of training opportunities we offer.

## We are...

### **enthusiastic**

... and want to convince our customers with our own enthusiasm. We are proud of our products, superior technical support, quality and expertise.

Customer satisfaction is one of our highest priorities; therefore we are looking for committed employees and successful teams who are proud to work for BWF.



## We are...

### highly professional

...and efficient. We have more than 1,300 highly specialised experts working for us all over the world. We attach great importance to ensuring top quality, excellent processes and efficient working structures.

The defined range of responsibilities we give to our employees ensures successful risk management for our company and customers.

## We are...

### dynamic

... and fast. Short decision processes and a decentralised organisation influence the way we work. Therefore we are able to decide and act quickly.

BWF means "get down to it – get hold of it – do it".

## To live our Corporate Vision

**means that every single person has to take responsibility and actively contribute.**

Special training and events show how we live our corporate vision and lead by example. Permanent examples and continuity show how we integrate the corporate vision in our daily routine.

Our goal is to bring our vision alive in a confident and independent way.