



We do it. **Better.**

This is our standard for all that we do.

This standard and our four principles are the most important building blocks of our corporate policy and our PP<sup>x</sup> management system.

They provide us with a joint understanding of Pöppelmann's internal and external direction as a foundation and framework for our actions, and ensure that we live up to our responsibility as one of our industry's leading companies.



### We create added value for our customers.

We are uncompromising in orientating our thoughts and actions to suit our customers. We view their challenges and requirements to be our own, namely in all areas and processes.

We know and understand our customers. We know about their commercial, technical and regulatory requirements and challenges. And we know the importance of our products and services in this context.

We do it better for our customers. With better advice, a better technical solution, a more innovative design, better quality, a shorter delivery time, greater flexibility, more reliability, simpler cooperation, a better relationship and much more. It is important in the process to create this added value in such aspects that are really relevant for our customers. They will then be prepared also to pay appropriately for such real added value.

Our products and services are hallmarked by the highest quality.

We are not looking for short-term business, but a long-term partnership that is profitable for all parties. We are not satisfied with merely fulfilling the minimum requirements of our customers. We want to exceed our customers' requirements and expectations, and be our customer's favourite partner, who the customer is willing to recommend.



### We are successful because of our employees.

Motivated and qualified employees are the basic pre-requisite for our corporate success. Everyone in our company has an important function, and we will be successful only if we all pull together.

We place our faith in people assuming their own responsibilities. We enable all employees to think and work autonomously and under their own responsibility, and expect them to do so. We agree targets and then give our employees freedom and room to act. In so doing, we harness self-control without micro-management from above.

We manage and control with just a few clear principles, targets and limits, not with detailed codes.

We understand management to be supporting and facilitating, not controlling.

Occupational safety is always of the utmost importance. We ensure that the working conditions rule out health risks and guarantee the greatest possible safety for all work stations, as our employees' health is of paramount importance.

We have an open dialogue with our employees to jointly understand occupational safety and health topics. The consultation and participation of employees is very important to us.

It is our duty to hold people in esteem. We value and respect each individual employee and his or her work.

We pursue our employees' continuous development.

We train our employees in all areas to ensure our high level of quality and that all company procedures are performed securely. As part of a growth-oriented position, we are convinced that each person can undergo further development.



### We actively design our future with creativity and innovation.

We view change to be an opportunity.

Innovative products, services and processes are an essential ingredient for our long-term success.

We embody a culture of continuous improvement in our entire thinking and activity.

The status quo is always only the second best solution.

We strive continuously to improve our products and processes with the objective being 'zero error' quality.

Continuous small improvements have an enormous effect in total.

Our thinking is user-orientated.

Improvements are thus not an end in themselves, but rather create added value for the customer.

We focus on the right opportunities and challenges.

We recognise risks and latch onto opportunities so as to ensure our long-term future with creative and innovative solutions.

We ask ourselves the question of whether we know the problem's cause, or whether we can only combat the symptoms.

In the process, we always concentrate our energy on a few, important problems or potential to which we are able to devote our undivided attention and for which we always provide the required resources.

We get to grips with many ideas and proposals.

In the process, we also like to give serendipity the greatest possible opportunity.

We do not evaluate the ideas of others, but build on them.

We always provide idea providers with feedback as quickly as possible.

Many steps are required to effect change.

Trying out is better than discussion. We give people the freedom to try out new ideas at an early stage, test them and improve them in many small loops.

Failure is a compulsory part of innovation. It is therefore not our goal to avoid failures but encourage success.



### We achieve excellent results in the long term.

We measure our actions by the result.

To this end, we set ourselves ambitious but realistic targets. We measure and control whether we achieve them and the measures that are required by means of clear and transparent key figures. We use key figures here to measure target achievement and improvement, not for personal evaluation.

Our thinking is long term.

We do not limit ourselves to examining the current situation, but always also have an eye on future development and the needs that arise from it today.

Our thinking and actions are marked by sustainability.

This is our idea of sustainability:

We are set up in such a way that we also in future will be successful on the market for our customers with our business model, our products and processes. We fulfil the customer requirements thanks to the excellent quality of our products and services, and thus bring about long-term enthusiasm among the customers.

We live up to our responsibility towards our employees now and will continue to do so in the future.

We issue a binding commitment to protecting the environment and climate, as well as to implement occupational protection, and tomorrow we will be able to stand by our actions from today and their effects. We want to avoid environmental damage to enable subsequent generations to experience a liveable future. This includes using limited resources responsibly, above all the raw material plastic, and using energy effectively. Right from product design, we take into account the effects on the environment during the entire product life cycle.

We live up to our social and statutory responsibility and will also adhere to this on a voluntary basis in future. We have defined the stakeholders for our standard and inform our employees, business partners, neighbours, the public and authorities about our activities and the state of the environmental protection on a regular basis. We view these stakeholder groups to be partners with whom we want to cooperate on a fair, decent and long-term basis. The fundamental demands and expectations arising from this context, which we view to be binding alongside the statutory obligations, are systematically implemented in our company. The reliability and legality of our actions, our products and our processes are always presupposed and not negotiable.

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