

OUR PRINCIPLES

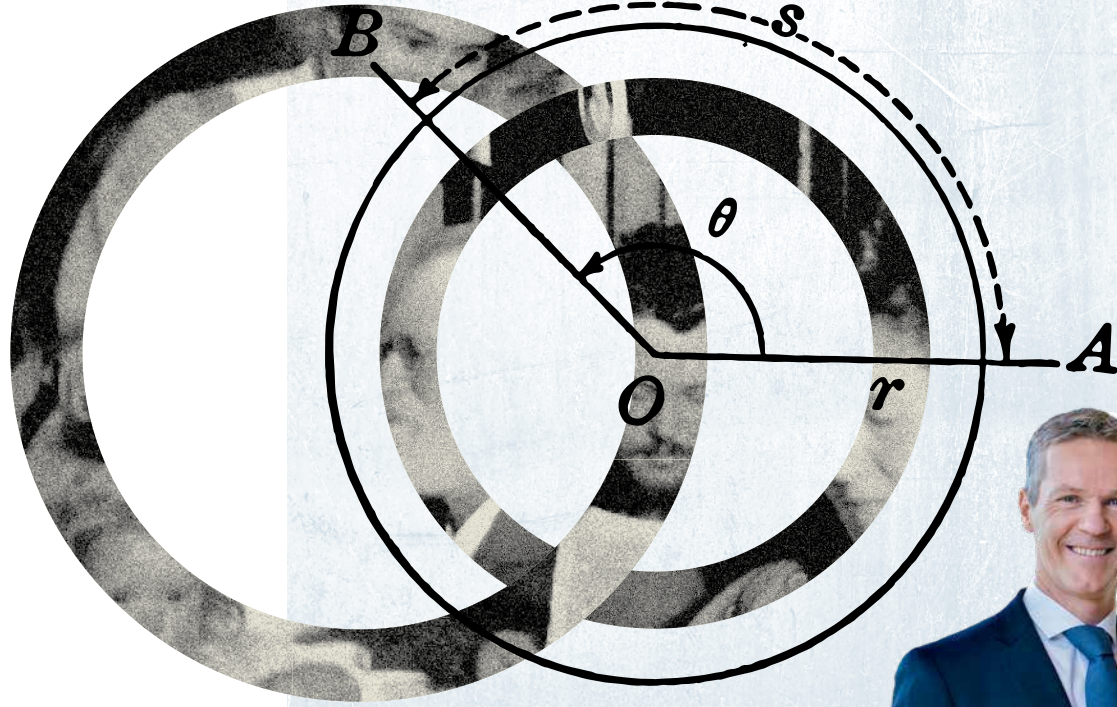
SHARED VALUES AND GOALS
WITHIN OUR GROUP OF COMPANIES
FORM THE FOUNDATION OF OUR
DAILY ACTIONS AND MANY YEARS
OF INTERNATIONAL SUCCESS.



Christian Knill
Owner



Georg Knill
Owner



WE ARE A FAMILY-OWNED COMPANY

We are privately owned by the Knill family and retain an independence status in our holding companies.

We provide security and stability through continuity in ownership.

With our holdings, we act as strategic investors and strive for long-term majority investments.



ENVIRONMENT AND SUSTAINABILITY



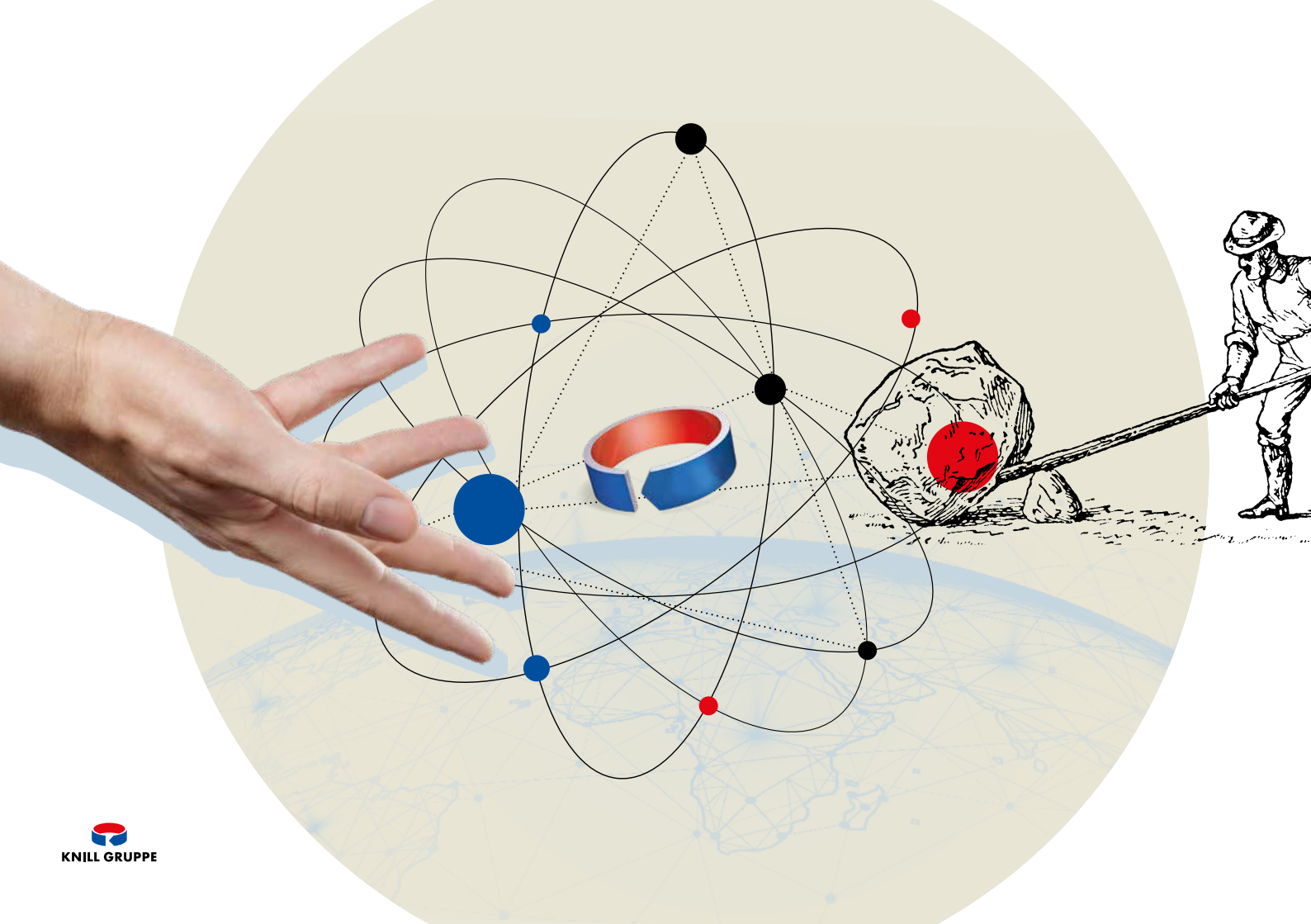


WE LINK TRADITION WITH THE FUTURE SUSTAINABLE

We are proud of our 300-year history and tradition
and make a useful contribution to the overall economy.

We take strategic opportunities responsibly without putting the company at risk. Through our activities, we control economic risks in different business fields. We put our long-term future stability above short-term profit maximization.

We treat our resources respectfully and take care of our environment.





WE ARE A GROUP OF COMPANIES

We have a decentralized organization.

Our executives and employees are autonomous. We create organizational units that make economic sense with short decision processes.

We put the group's interest above individual interests.

Our companies are obliged to order competitive products and services internally. As a result we profit of synergies within our group.

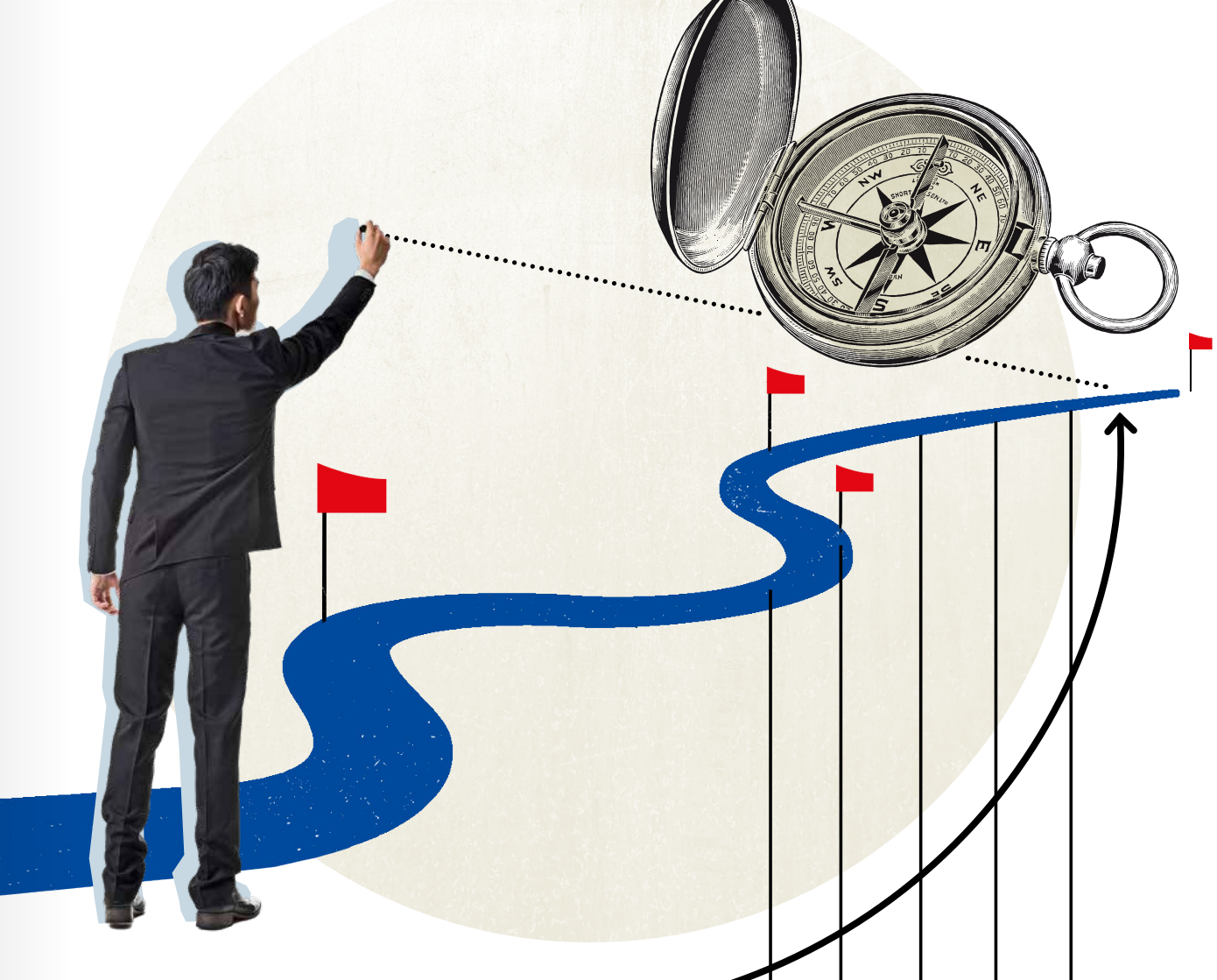
WE STRIVE FOR PROFITABLE GROWTH

We target market leadership and grow in our strategic target markets.

We expand through selected acquisitions and organic growth.

We focus on consistently achieving profits with the clear objective of an adequate return on investment. We have access to funds to secure and further develop the group.

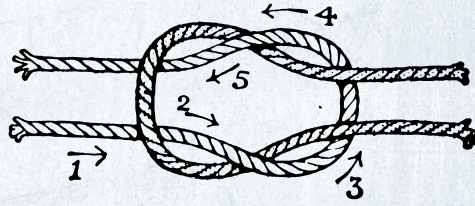




GROWTH AND EARNINGS



INNOVATION AND QUALITY



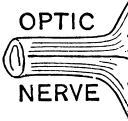
WE STAND FOR INNOVATION AND QUALITY

We find new paths and question conventional solutions,
which makes us an innovative partner for our customers.

We guarantee high product and service quality with our brands.
We are the fastest in our business and act quick an flexible.

We improve our products and processes permanently.
We cooperate with our customers, suppliers, research institutions,
and universities.

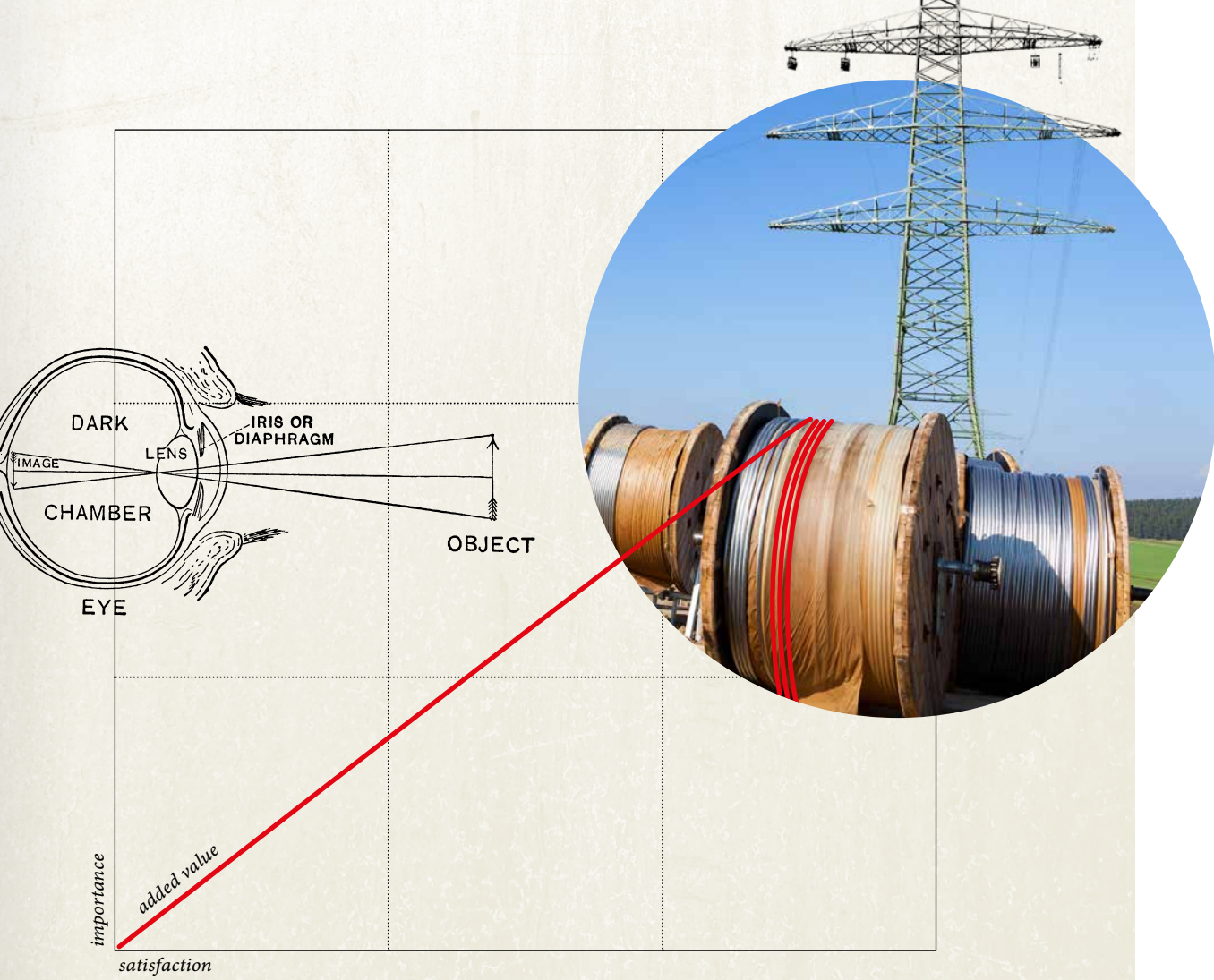
WE INSPIRE OUR CUSTOMERS – EXTERNAL AND INTERNAL



We identify our customers' needs by establishing an ongoing dialogue with our customers.

We create added value for our customers. For this, we study the market and proactively offer our customers innovative solutions.

We measure customer satisfaction.



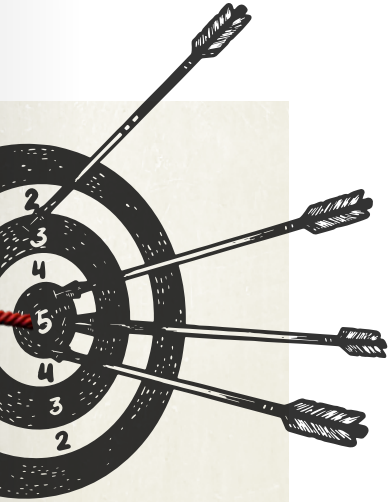
CUSTOMER FOCUS





FOCUS ON GOALS AND RESULTS





WE ACHIEVE OUTSTANDING PERFORMANCES

We provide guidance through vision, mission, guiding principles, strategies and goals. We balance strategic and short-term goals.

We strengthen our organization. We define and optimize our processes and our use of resources. We look for the best employees and foster the skills of everyone.

We are performance oriented. We evaluate performance and give feedback. We use our agreed-upon goals and achieved results as guidance. We compare ourselves to the best of the best, also cross-industry.

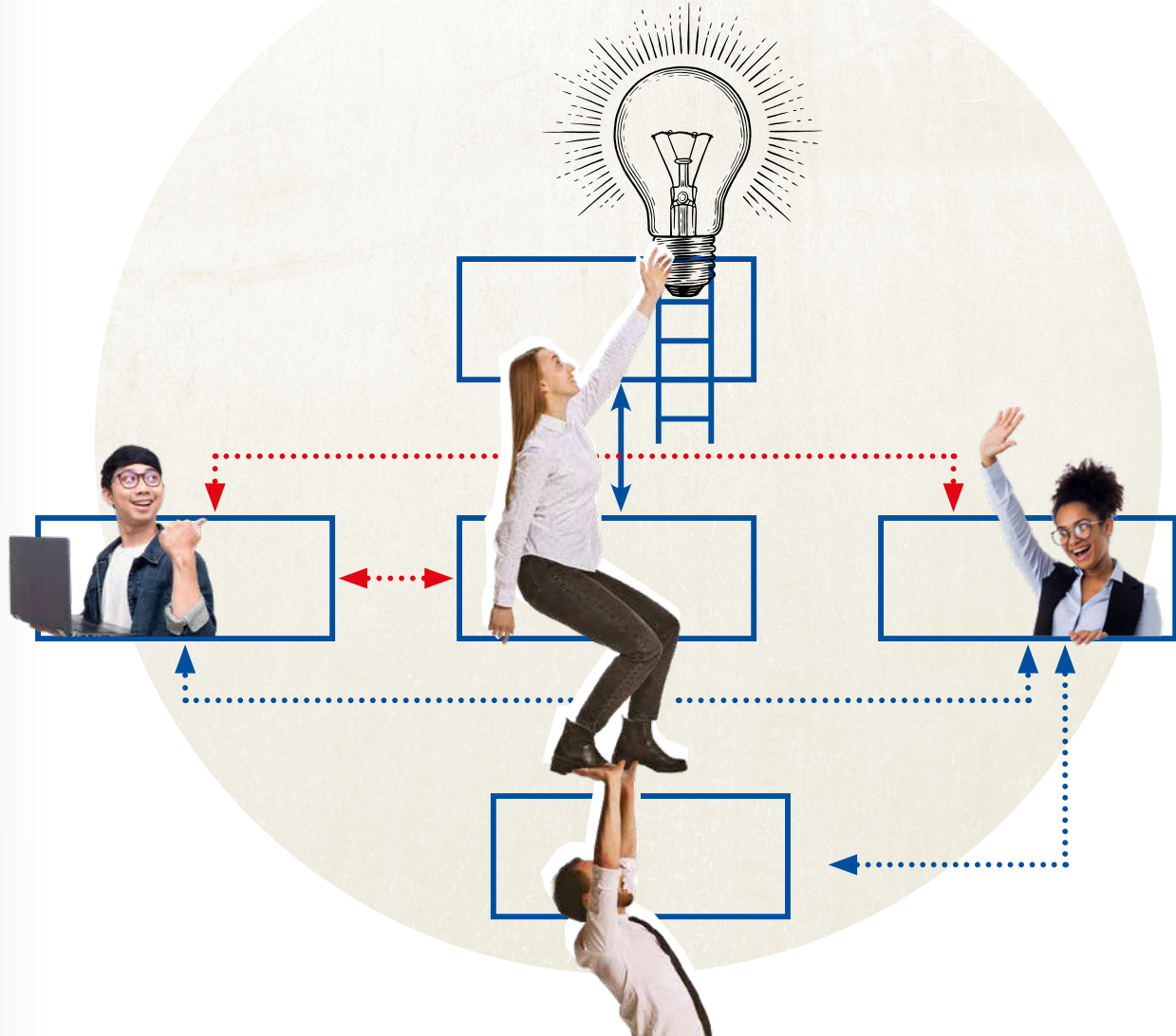
WE ARE A TEAM

We are effective through teamwork and our objectives facilitate teamwork.

We appreciate and acknowledge team achievements while allowing room for individuality.

We focus on comprehensive business processes. We work in cross functional teams within departments and companies. We define and optimize our processes.

We understand our role within the organization. All employees know their personal contribution towards the common goal. We conduct employee evaluations and clarify roles and tasks.



TEAMWORK





JOY AND ENTHUSIASM





WE ARE PROUD OF OUR WORK

Our enthusiasm about our work contributes significantly to our success.

We offer our employees an attractive work environment. We give and receive praise and recognition for special achievements.

We foster our employees' strengths. We actively point out strengths.

We primarily focus on strengths during goal setting and development measures.

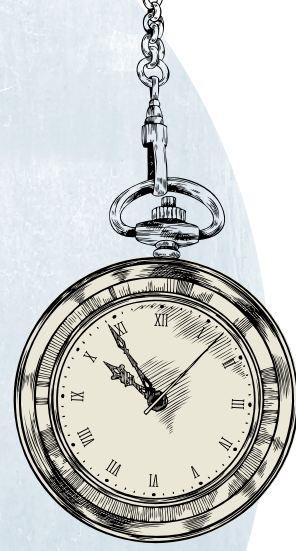
We are proud of our company and demonstrate it. We recommend our company and proudly present our company to the general public.

WE BASE OUR ACTIONS ON RESPECT AND TRUST

We are friendly with each other and treat each other with respect, kindness and fairness.
We greet each other and are punctual, honor agreements, ask questions, listen and take different points of view seriously.

We create awareness of different cultures and respect. We offer inter-cultural training, language courses and company-wide international get-togethers and activities.

We rely on trust, open constructive dialogue and being responsible for oneself. We bring everything to the table, including problems. We talk to each other and not about each other. We encourage active contribution of ideas and solutions, communicate clearly and directly.



RESPECT AND TRUST



