

KEIM



KEIM MISSION STATEMENT

VALUES. VISIONS. IDENTITY.

THE CONCEPTS OF OUR CORPORATE MISSION STATEMENT

OUR CORPORATE MISSION STATEMENT IS BASED ON PRINCIPLES GOVERNING:

- Self-image
- Goals
- Products & Services
- Quality
- Environment
- Social responsibility
- Staff
- Management
- Customers
- Economic success

WE FOCUS OUR IDENTITY AND FOLLOW OUR PRINCIPLES WITH:

- Openness and clarity
- Fairness and tolerance
- Integrity and transparency
- Commitment and reliability

THE BASIS

In times of constant change, stronger competition and increasingly global markets, it is particularly important to have a clear direction for corporate action. We need a framework to support us and give us direction. We need common values which emphasise our responsibilities for one another and for others and which guide us in our actions.

PEOPLE ARE OUR TOP PRIORITY

And we need space to develop our independence and creativity. Anywhere where people work together tends to develop its own culture. Today, corporate culture is proving to be one of the most essential factors in corporate success. We want to have a culture which allows initiative, demands independent thinking and collaboration and is supported by our common system of values. This is both an opportunity and an obligation for each and every one of us to play an active part in shaping the future.

Acknowledging our corporate mission statement challenges us all not only to ensure that we achieve our common goals but also to account for how we do it. Whatever part of our organisation we may work in, at whatever level or in whatever function, this mission statement is intended to guide our actions and allow us to shape the future together.

Our corporate mission statement is our way of identifying what is important to us, what goals we have set ourselves and how we want to achieve them. It helps us focus the image we project to the outside world and create our identity. We can use it to create the framework for our corporate strategy.



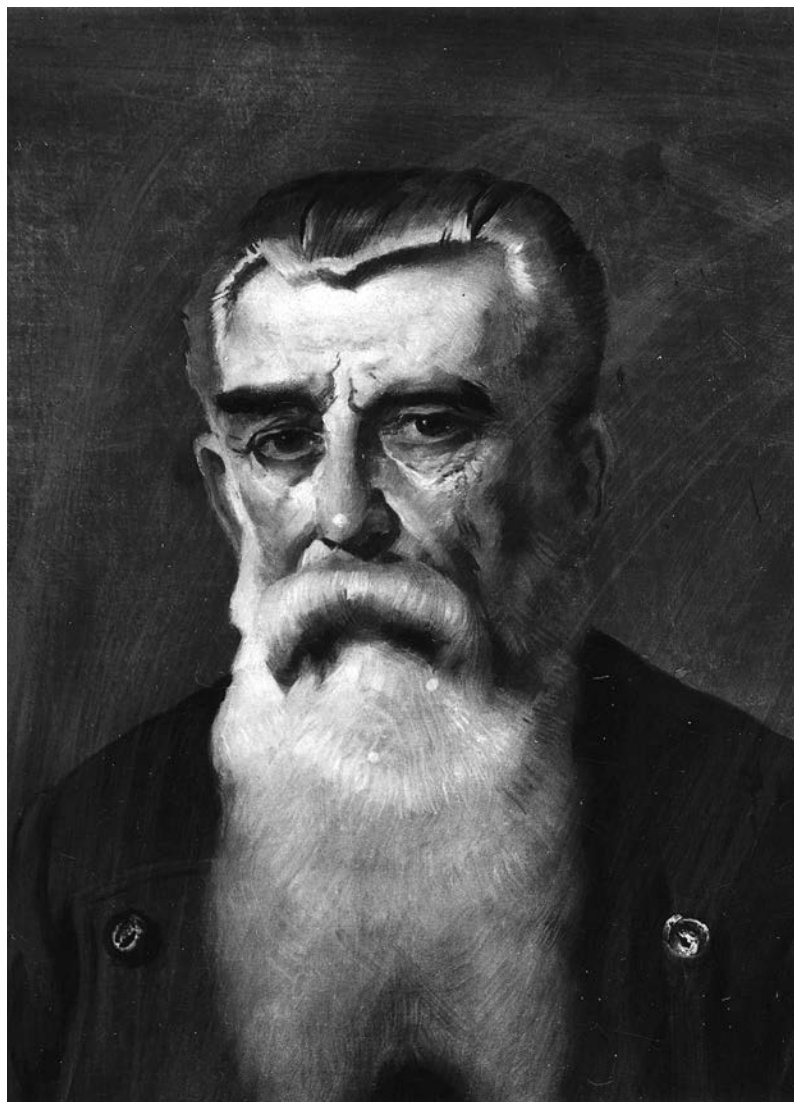
OUR SELF-IMAGE

COMBINING VISIONARY THINKING WITH CONSISTENT DELIVERY

MINERAL EXPERTISE FOR MORE THAN 135 YEARS

With the invention of silicate coating systems in 1878, Adolf Wilhelm KEIM founded our company which today is known worldwide as the leading specialist in mineral architectural protection systems providing sustainable solutions.

Our clear specialisation is the guarantee of our unique skills and competence in mineral architectural protection systems. We are convinced of the added value provided by our mineral building products and consistently put this conviction into practice.



OUR SELF-IMAGE

COMBINING VISIONARY THINKING WITH CONSISTENT DELIVERY

VISION, ENERGY AND COURAGE – BASE FOR INNOVATION AND PROGRESS

We see our long corporate tradition as a solid foundation to build the future on. The character of our company has been shaped by the spirit of our founder, Adolf Wilhelm KEIM.

His name is synonymous with vision, energy and innovative spirit. A. W. KEIM's innovative approach lives on in our constant endeavours to set new standards in mineral architectural protection systems by technological progress.



OUR GOALS

CREATING LASTING SATISFACTION WITH OUTSTANDING PERFORMANCE

CONCENTRATION AND COMPETENCE

We aim to develop our market leadership in mineral silicate architectural protection systems by clearly concentrating on our core skills.

We want to maintain customer satisfaction with excellent service and make best use of our flexibility to respond quickly to customer needs.

We want to grow from our own efforts. Strong international commitment is an essential feature of our strategy for growth.

We want to remain an independent, medium-sized business with a family ethos.



PRODUCTS AND SERVICES

WE ARE COMMITTED TO THE PRINCIPLE OF SUSTAINABILITY

ECONOMIC EFFICIENCY.
ECOLOGICAL COMPATIBILITY.
SOCIAL RESPONSIBILITY.

We are generalist among specialists:
In our specific field of **mineral silicate architectural protection systems**, we supply sophisticated, comprehensive solutions for exterior and interior surfaces.

We actively provide comprehensive consultation which is always focused on our customers' needs. Our range of products and services is guided by the principle of sustainability, to which we are ourselves committed.

In this respect, we pay particular attention to the cost-effectiveness, environmental compatibility and social responsibility of our products and services.



QUALITY

WE WILL NOT COMPROMISE ON QUALITY

CLEAR AND CONCRETE: QUALITY HAS PRORITY

Quality is key to our success. It is the basis of our customers' trust in our products and services and thus in our company. As a result, ensuring a high quality outcome over the long-term counts more for us than quick success.

Quality means something quite specific to us. We associate it with a long-term time horizon in terms of product service life, cost-effectiveness and customer satisfaction.

Being market leader in quality terms is an essential part of our self-image.



ENVIRONMENT

WE SEE ENVIRONMENTAL PROTECTION AS AN OPPORTUNITY

ECOLOGICAL RESPONSIBILITY FOR ENTREPRENEURIAL SUCCESS

Our aim is to provide integrated solutions which are in harmony with our environment. Environmental aspects are integral to the development of our product portfolio.

For us, acting respectfully and responsibly towards our environment is an opportunity to strengthen our corporate success.

Focusing on environmental matters helps us develop processes which save raw materials, make efficient use of energy and so are also economically efficient. It also encourages the development of innovative, future-oriented and competitive product solutions.



SOCIAL RESPONSIBILITY

WE ARE COMMITTED TO SOCIAL RESPONSIBILITY

SOCIAL COMPONENTS: CORPORATE RESPONSIBILITY

We are aware and convinced of our responsibility for the social impact of our actions.

Toward the outside world, we take our social responsibility to mean a commitment to building materials which are not harmful to health. We want to maintain and create value without restricting options for future generations.

Within our company, we view social responsibility as a commitment to considerate collaboration, respecting other cultures and nationalities.

We consider it our duty to protect our staff's jobs and, by working together, to create new jobs.



STAFF

PEOPLE ARE OUR TOP PRIORITY

HUMANITY IS THE MOST IMPORTANT FACTOR FOR SUCCESS

Our staff is our most valuable resource. Mutual support and appreciation are the hallmark of our day-to-day working relationships. This is demonstrated by how we listen to and keep staff informed and a willingness to help. We see being different as a welcome expression of human individuality.

The success of our company is our common success. Everyone contributes to this success and accepts his or her responsibility.



MANAGEMENT

WE USE MISTAKES AS AN OPPORTUNITY TO LEARN

GOOD EXAMPLE, FAIRNESS AND CARE

Managing means taking responsibility. Our managers lead by example, show team spirit and behave fairly. They motivate by clearly stating tasks, competencies and responsibilities. They have a duty of care, ensure equality of opportunity and encourage initiative.

We're human, so mistakes will be made. We use mistakes as an opportunity to learn.

Practical, technical and human skills are more important to us than titles and hierarchy.



OUR CUSTOMERS

OUR CUSTOMERS ARE OUR PARTNERS

MAKE YOUR CUSTOMER TO BE YOUR PARTNER

We see our customers as partners in our success. Partnership is our mission.

We are committed to openness, honesty and fairness in communication and in collaboration.

Our customers deserve the best that we can offer. It is up to each and every one of us to turn a customer into a partner, who will be happy to recommend us on the basis of their positive experience.



ECONOMIC SUCCESS

WE WANT SUCCESS FOR OURSELVES AND FOR OUR PARTNERS

OUR PARTNERS AND KEIM – A HEALTHY SYMBIOSIS

We need economic success for our company,
for job security, for growth and investment.

However, we also need our customers
and partners to be economically successful.
We can't have one without the other.

We work efficiently and purposefully,
seize opportunities, think long term and
act with foresight. This is how we keep
the money coming in.

The added value of our services contributes
to the economic success of our customers
and partners.



OPENNESS AND CLARITY

WE COMMUNICATE OPENLY AND CLEARLY

COMMUNICATION IS THE BASIS FOR A GOOD RELATIONSHIP

Only if we are clear, will we be understood.

We nurture dialogue among ourselves and with outsiders, with staff, customers and the public.

We communicate openly, clearly and understandably. We take care to be trustworthy in appearance and understandable in writing and speech.



FAIRNESS AND TOLERANCE

FAIRNESS UND TOLERANCE ARE A MATTER OF COURSE FOR US.

RESPECT AS GUIDING PRINCIPLE

We treat our competitors fairly and play by the rules of the game.

We observe the laws, traditions and customs of the people we work with and countries in which we operate.

We distance ourselves from any kind of discrimination.

We behave as we would like to be treated.



INTEGRITY AND TRANSPARENCY

INTEGRITY IS VITAL

INTEGRITY IN EVERY RESPECT

We know that the value of our company is not defined solely by economic factors.

A good reputation and especially credibility are also valuable. This requires trustworthiness and transparency.

We work hard with commitment and perseverance and always in line with laws and regulations.

We place great value on absolute integrity.



COMMITMENT AND RELIABILITY

WE ARE COMMITTED AND RELIABLE

TRUST DOES NOT COME EASILY

Success is a matter of trust.

We want to deserve the trust of our customers and partners by being committed in what we say and do.

Our customers and partners can rely on us.



MISSION STATEMENT KEIMFARBEN

**THIS IS WHAT WE ARE.
WE ARE KEIM. KEIM IS THE FUTURE.**

- Combining visionary thinking with consistent delivery.
- We create lasting satisfaction with outstanding performance.
- We are committed to the principle of sustainability.
- We will not compromise on quality.
- We see environmental protection as an opportunity.
- We are committed to social responsibility.
- People are our top priority.
- We see mistakes as an opportunity to learn.
- Our customers are our partners.
- We want success for ourselves and for our partners.
- We communicate openly and clearly.
- Fairness and tolerance are a matter of course for us.
- Integrity is vital.
- We are committed and reliable.





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