

## **Company Values**

### **Being respectful and appreciative**

- We meet each other with respect no matter the ranking in hierarchy.
- We accept the personality of the other.
- We communicate on equal footing.

### **Being open and direct**

- Having a clear picture of the state of the company, the pursued strategies, the planning.
- Being direct in personal communication, being ready to risk a conflict.

### **Integrity**

- We behave decently and are reliable for others.
- We mean what we say without secretly pursuing hidden political aims.
- We don't want to manipulate and we neither want to be manipulated.

### **Trust**

- We sustain trust so that we have to control less.
- Trust will support us in reducing complexity.
- Trust will make it easier to meet with risks and to grip the associated chances.
- Trust will enable us to rely on each other, gives a feeling of safety which we need to unfold freely and to concentrate fully on our work.
- Trust will support the fundamental aim of Basler that each employee dares to express his opinion and can rely on it being treated with respect. T
- Trust is not only efficient, it is also agreeable.

### **Engagement and the will to succeed**

- Each one of us
  - has a direct influence on our joint success
  - decides to fulfill his or her task with engagement and the will to succeed
  - has a potential which he or she can make full use
- Every contribution will be appreciated by all
- Even though we might not have fully implemented the above it is our explicit aim to do so

## **Passion**

- Passion has very much to do with the joy of work.
- Passion grows in the moment we realize that with our very own individual talents and knowledge we are able to influence the company goals positively
- Passion drives us.

## **Joint responsibility**

- Each and every one of us takes responsibility for the performance of our company with his/her decisions and activities.
- Everyone has the possibility and at the same time the duty to critically question decisions and to disagree on behalf of the company if necessary.
- We will be successful when acting as a strong team relying on a constructive cooperation of all

## **Company Culture**

### **Appreciate and make use of diversity**

- We have respect and appreciation for cultural diversity.
- We will learn to even more benefit from different strengths, opinions, temperaments and intentions within the teams.

### **Practice an efficiency-culture**

- We at Basler want to improve continuously and everyone helps to design our working-processes as efficient as possible.
- We don't spend our strength and energy needlessly.
- We will find a balance between the wish for participation, which we still welcome, on the one hand and the necessity for more efficient decision-making processes on the other.
- We will need and are dedicated to have an efficient systematic knowledge management system but also an efficient method to convey knowledge from one person to another.

### **Shape the future**

- We all have to shape the future together.
- We need to introduce new technologies or interfaces.
- We have the absolute will to grow stronger than the market.
- We will question our strategies and decisions critically and will be ready to adjust them.
- We ought to be curious and open to taking risks, to learn and try new.
- We need a pioneer spirit, courage and determination for this.
- We have to be ready to swap the security of a known field with the insecurity and the potential of an unknown future.
- Even if not all our plans succeed, we ought not to be discouraged by set-backs.

## **Balance interests**

- It is our aim to balance the interests of employees and the employer with the “Give & Take”-principle.
- We are conscious of the fact that a culture driven by passion and ambition can only come into being if we also care for a good work-life balance and we acknowledge the high significance of family and we try to help reconciliation of work and family.
- We aim to create healthy working conditions and protect the health of each one of us.
- Everyone has the will to get ahead in life. We meet it with the principle “Support & Challenge”
- We also balance our economic interests with our ethical values.
- In the contact with our clients, suppliers and partners we try to consider their interests as far as possible, which in turn we expect from them, too.

## **Identify, take and respect responsibility**

- It is decisive to phrase expectations and necessities precisely at all levels of the hierarchy
- We can only take responsibility if we have a leeway for action and decisions. This requires that each one takes as much responsibility as possible for the project or subject.
- A decision should be made by the person who has the necessary knowledge and competence.
- We have a broad network of experts and, therefore, decisions are not taken hierarchically but instead we want to respectfully and openly grant each key member of the staff their own room for decision.
- If decisions are finally made, they have to be accepted and supported by all.