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CONTENT

MISSION VSONSTRATEGY VALUES



THE NEW FOUNDATION, TAKING THE MOST OF THE PAST AND EVOLVING



MISSION



WE HELP PEOPLE ORGANIZE THEIR DAILY LIFE WITH JOY AND EASE.



Mass market, end-user focused Simple solutions, small helpers, consistent with the modern way of living

Rational part: we focus on functionality

WE HELP PEOPLE ORGANIZE THEIR DAILY LIFE WITH JOY AND EASE.

Active attitude

Reference to our products: containers, helpers

Emotional part: the effect of the organized house/office



VISION



BASE

We combine the continuity and stability of a family business with the innovative entrepreneurial spirit of its founder. In all that we do we care equally about our people, our customers, the environment, and the economic health of the company. Our corporate culture is shaped by our Swiss roots as well as our global outlook. This is the basis of our success at home and abroad.



VISION

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VISION

- As a brand we are known by our customers and retailers to create long-lasting relationships and deliver extremely reliable products with the most innovative materials available and the least environmental footprint possible.
 - As a company we are No. 1 in our industry in the way we leverage digitalization across the entire value chain and in the use of e-commerce tools in marketing our goods.
- 3
- As an organization we adapt to changing market conditions, seize opportunities, and manage risks with grace and speed.



As a market player we are amongst the top 3 measured by sales and profitability in every market we operate in.



STRATEGY



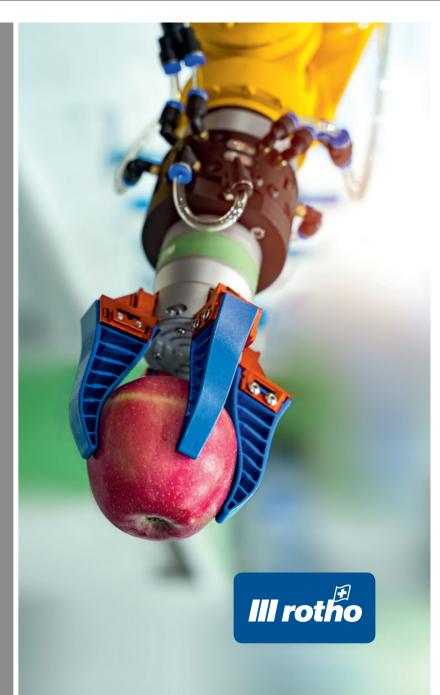
SWISS HOMEBASE PROFITABLE GROWTH DIGITAL TRANSFORMATION SUSTAINABILITY



VALUES



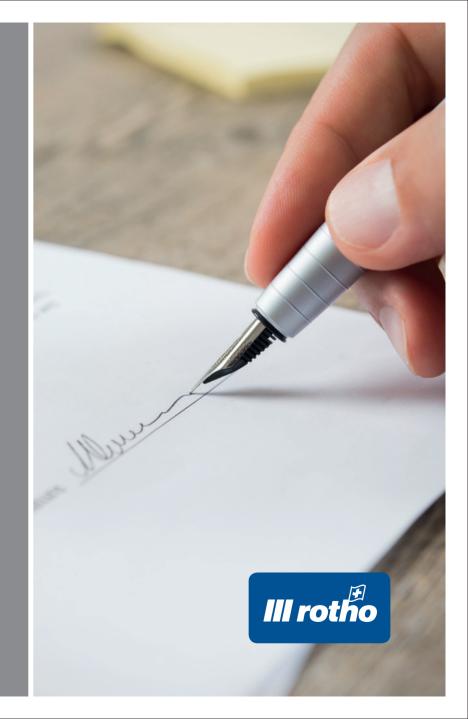
INNOVATE TO IMPROVE PERFORMANCE AND SUSTAINABILITY. EVERY DAY.





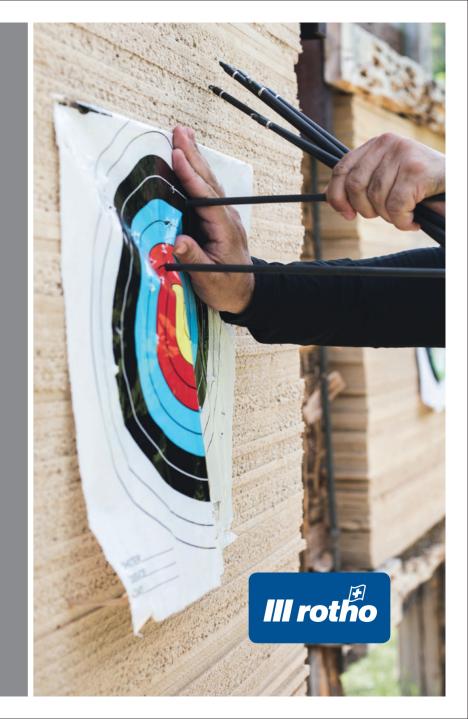


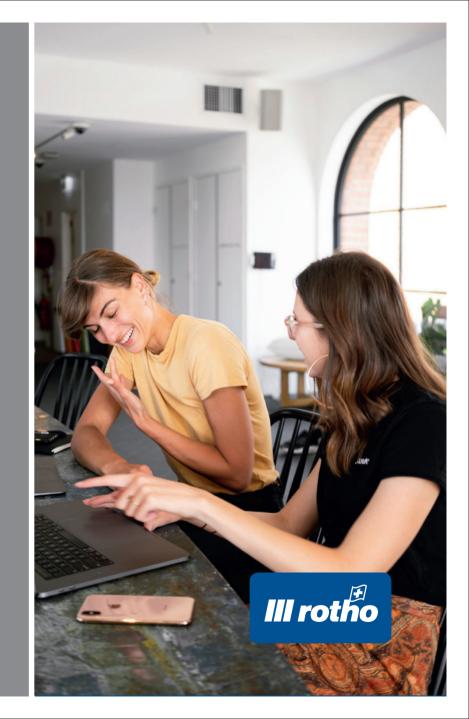
COMMITMENT FINISH WHAT YOU START. IN TIME AND BUDGET.



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AGILE PRECISION PRIORITIES, SPEED AND QUALITY.







OPENNESS CHERISH YOUR CRITICS

CHERISH YOUR CRITICS. DARE TO SPEAK UP.



5

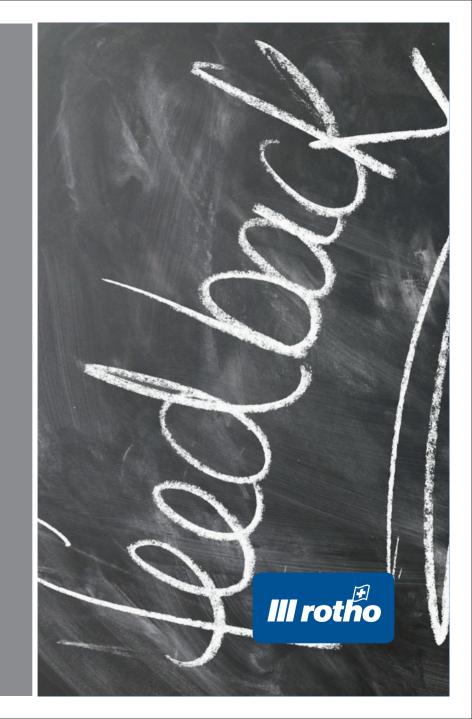
CREATIVITY FRESH EYES EVERY DAY. PLAY.



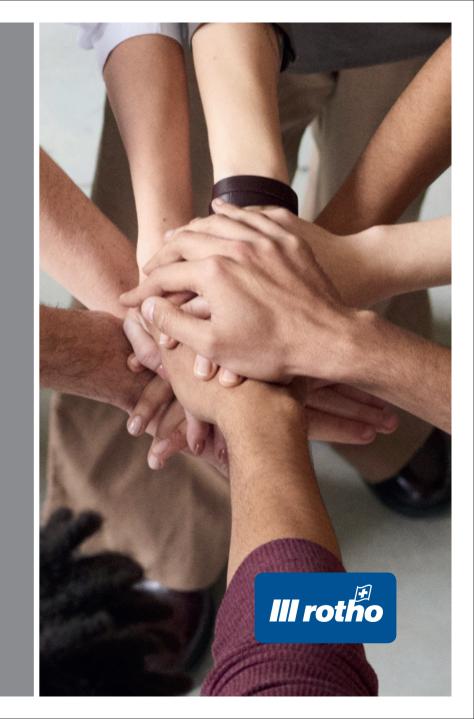




RESPECT HONESTY AND TRANSPARENCY IN ALL THAT WE DO.



TEAMVORK Share. Trust. Support.



8

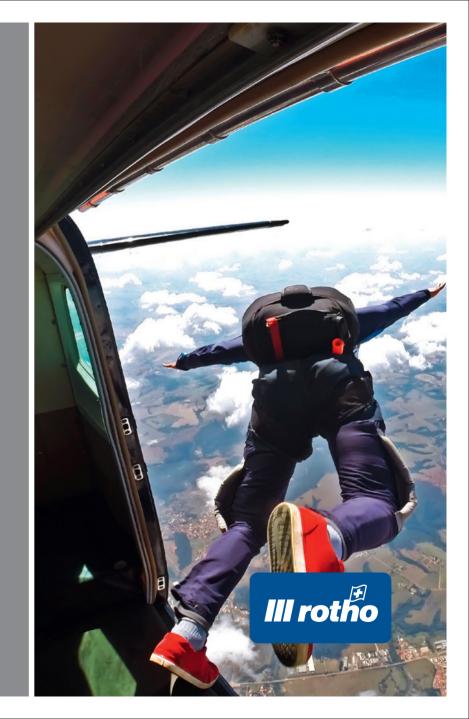
EXPERIMENT. BE COURAGEOUS. IF IT FAILS, MAKE SURE YOU FAIL PRODUCTIVELY.





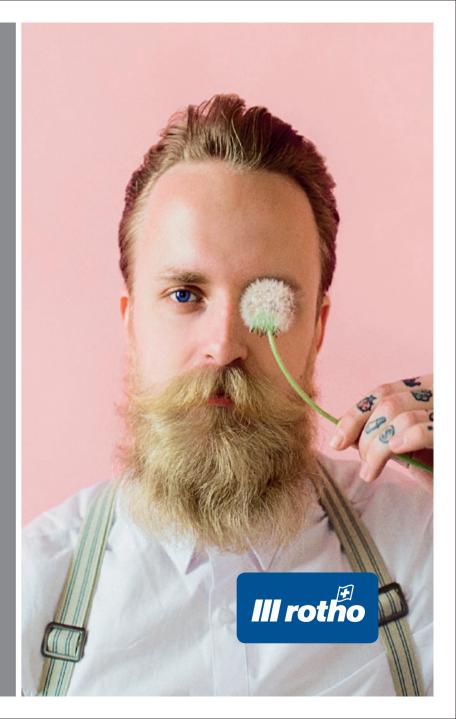
COURAGE

DECIDE FAST. EXECUTE WITH EXCELLENCE. TAKE FULL OWNERSHIP.



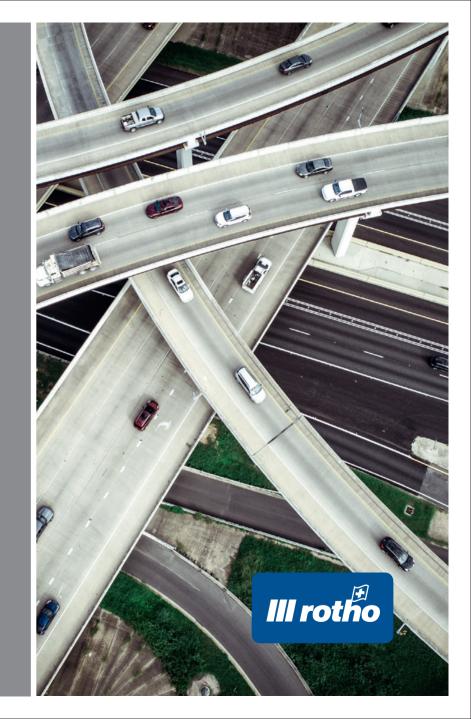
10

CUSTOMER FOCUS LEAD AND BE LED BY THE CUSTOMER.



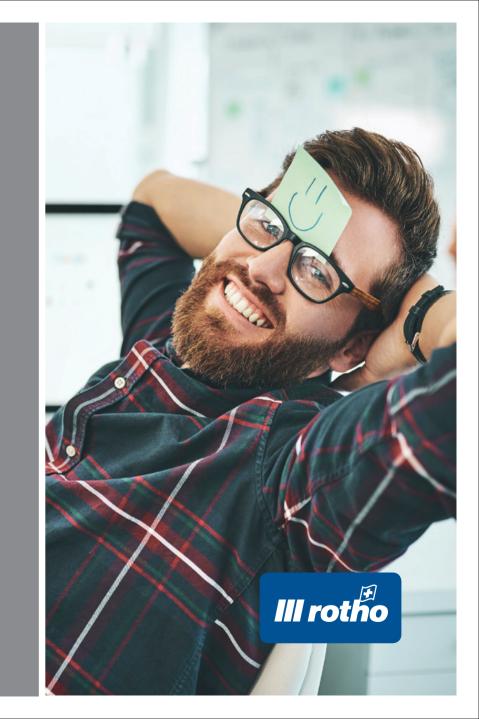
TOP-DOV/N

SEE THE BIG PICTURE. THEN FOCUS ON THE NEXT MAIN STEP AND SWEAT THE DETAILS.

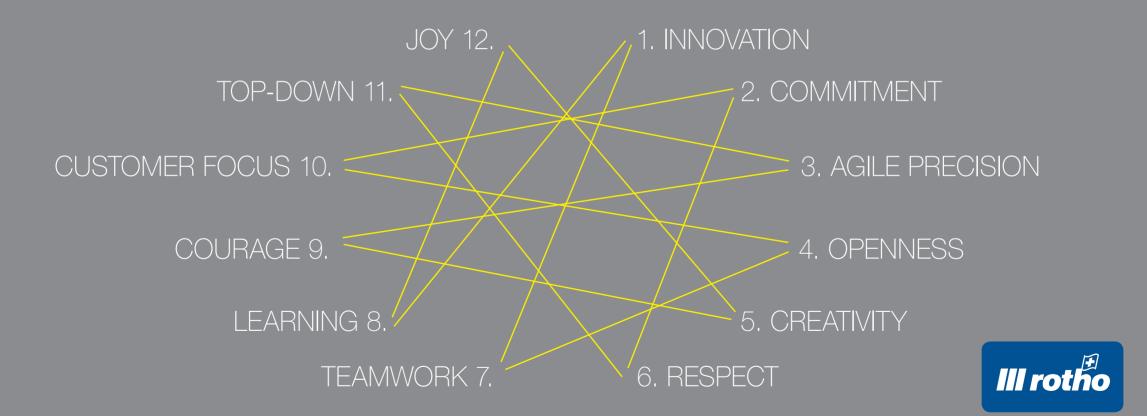




<u>12</u> JOY BRING YOUR WHOLE SELF TO WORK. BE PASSIONATE ABOUT WHAT YOU DO. CELEBRATE SUCCESSES.



VALUE SUMMARY



WE HELP PEOPLE ORGANIZE THEIR DAILY LIFE WITH JOY AND EASE.



THANK YOU FOR YOUR INTEREST WITH JOY AND EASE

