

# VALUES



Corporate values represent the framework of how to interact with customers, employees, partners and suppliers. These values are originated from the company history of KEBA and are based upon our open-minded interaction.

They shape our actions, influence our behaviour and provide orientation when dealing with each other.

# VALUES



KEBA's corporate values are grouped into the following categories

- Professional
- Passionate
- Hand in Hand
- Innovative

These values also provide the basis for our brand message. The values which we live within the company day-by-day are communicated to customers and partners with authenticity.

Moreover, the values form the basis for marketing communication and the corresponding advertising material. Values are stable and consistent over the years.

# VALUES



## Professional

We actively assume the role of our customers by developing attractive solutions that create added value.

We offer products and services that meet our customers' high requirements on availability.

We maintain close relationships with our customers and partners aiming at long-term cooperation.



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## Professional

We believe in sustained success by acting in a profitable way with a strong focus on the future.

We speak our customers' language. That's why our branches deliberately rely on local staff.

We are fully committed to an environmentally friendly management of resources.

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## Passionate

We are passionate about our business and courageously looking for innovations.

We consider anything new as a challenge ready to be taken.

We are pleased with the success of our products and services.

We are enthusiastic about new ideas and inspire others with our passion.

Commitment and curiosity are the driving force of our team.



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## Passionate

We are straightforward and unbureaucratic with a high level of integrity.

We act promptly and with responsibility.

By focusing on the essence we stay versatile.

We make clear and timely decisions and are eager to implement them.

We enjoy work.

Technology inspires us at all levels.

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## Hand in Hand

We have an open and respectful corporate culture.

We are highly committed to achieving our objectives.

Cross-departmental cooperation helps us to perfectly use existing knowledge.

Our internal customer-supplier relationships reflect our sense of clarity and engagement.

We practice the “open door policy”.

We give and take feedback and learn from each other.



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## Hand in Hand

We rely on the skills and expertise of our employees.

We individually promote each employee by offering further education for professional and personal growth.

Occupational health and safety for our staff are matters of prime concern for us which we actively promote.

What we say is what we do.

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## Innovative

Based on the latest pioneering technology, we develop products and create innovations that are ready to set future trends in the market.

We develop innovative all-in-one solutions that inspire our customers and provide them with a clear competitive advantage.

With our product concepts and solution approach we open up new opportunities.

Our customer focus is the main driving force behind the development of new business models and markets.



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## Innovative

KEBA is a place where employees can fully express their creativity, thus transforming visionary ideas into cutting-edge products.

Dedicated research and development form the basis for core technologies of KEBA.

To carry out innovative work and create something really new, we cooperate with numerous external partners such as research facilities, universities, universities of applied sciences and international committees.

In terms of innovation it's not just products, but also sales, marketing and processes.

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