

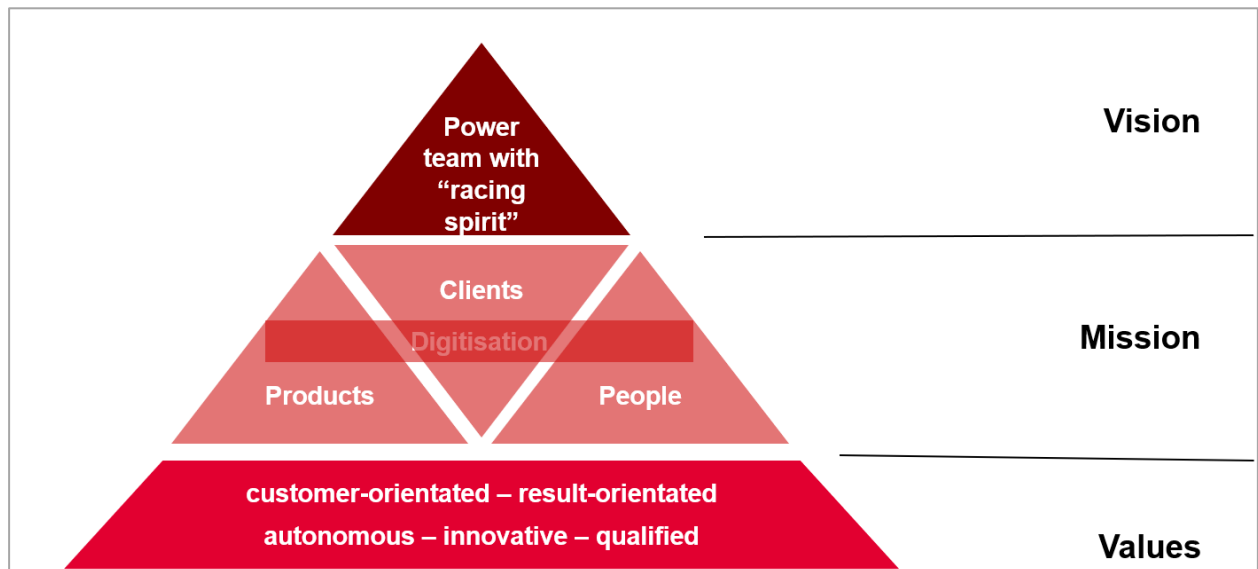
## Guiding principle consisting of vision, mission and corporate values for the hostettler group

### Guiding principle

A guiding principle defines the strategic superstructure of a company. It sets out the basic direction in which it is to be steered. The guiding principle comprises:

- Vision
- Mission
- Values
- Strategy

### «Triad» consisting of vision, mission and values



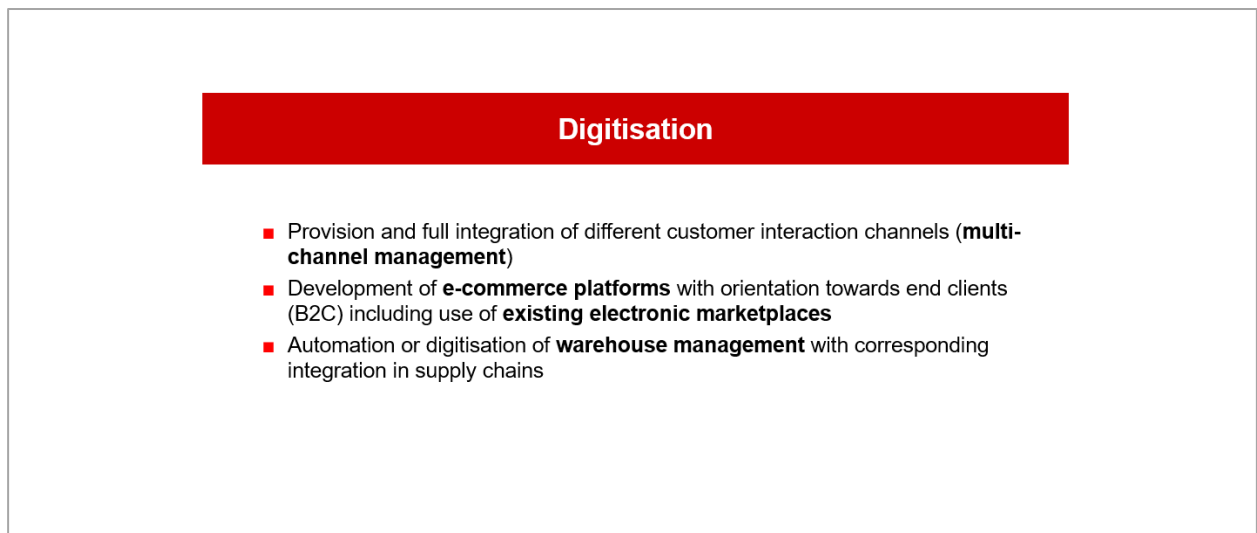
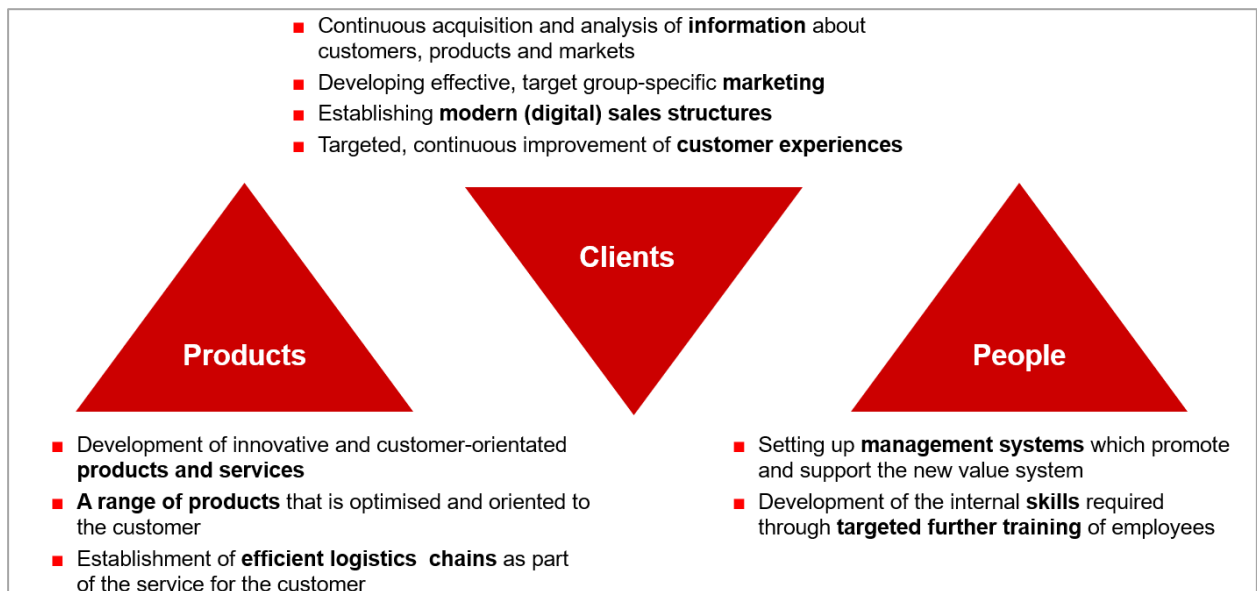
### A. Vision

#### The hostettler group keeps the wheels turning – power team with "racing spirit"

- We are the leading company in the "two-wheeler" and "auto parts" sectors in Switzerland.
- We are in the top 5 companies internationally in the motorcycle apparel sector with our iXS brand.
- We are successful in the market as a confident power team with "racing spirit".
- We consistently use innovations, digitisation and proximity to the customer to strengthen our competitive position.

## B. Mission

The mission is aimed at customers, partners and suppliers, and describes the essential purpose or remit applied by the company. We believe these parties should all know what the hostettler group stands for and what we want to represent for these stakeholder groups.



## C. Corporate values

Our corporate values form the basis of the company culture of the hostettler group.

- A **family-run company** that is conscious of its **tradition** dating back more than 115 years, and which takes responsibility for its corporate activities.
- A company which is orientated towards its **customers**, their requirements and their satisfaction, and makes these factors central to its actions.
- An organisation in which qualified and motivated **employees** create added value for customers and the company with enthusiasm.
- A company that has a modern **logistics and sales structure** and thereby ensures the best possible service for customers and partners.

<b>customer-orientated</b>	We orientate all our activities to the <b>requirements of the customer</b> and aim for a <b>close and individual interaction</b> .	
<b>results-orientated</b>	We work <b>systematically</b> to achieve <b>optimum results</b> for the company.	
<b>independent</b>	We take <b>responsibility</b> for our <b>corporate activities</b> . Errors are understood and accepted as part of a <b>learning process</b> .	
<b>innovative</b>	We <b>creatively</b> seek solutions <b>outside the usual paths</b> and we implement these.	
<b>qualified</b>	We <b>develop</b> and <b>promote</b> our employees and <b>remunerate</b> them <b>in line with the market</b> .	