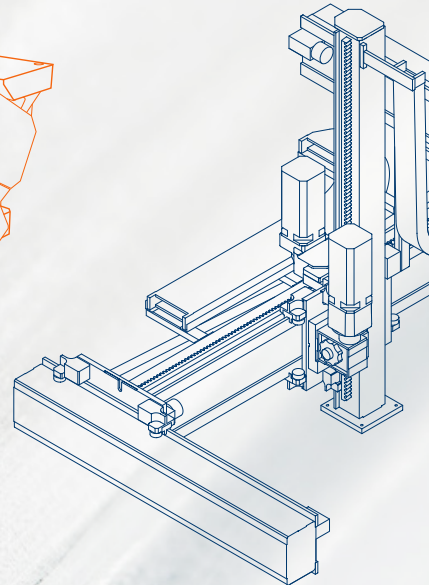
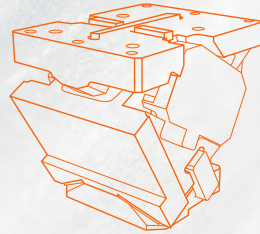
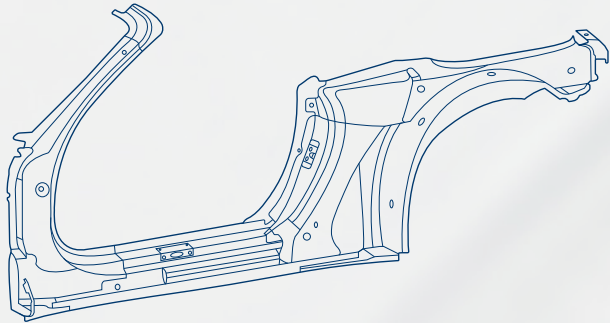


WE LOVE TECHNOLOGY



# LÄPPLE GROUP MISSION STATEMENT



As of: 01.12.2023, Rev. 03

***Part of a strong group.*** ”  
*We provide high quality products and solutions  
for the global industrial value chain.*

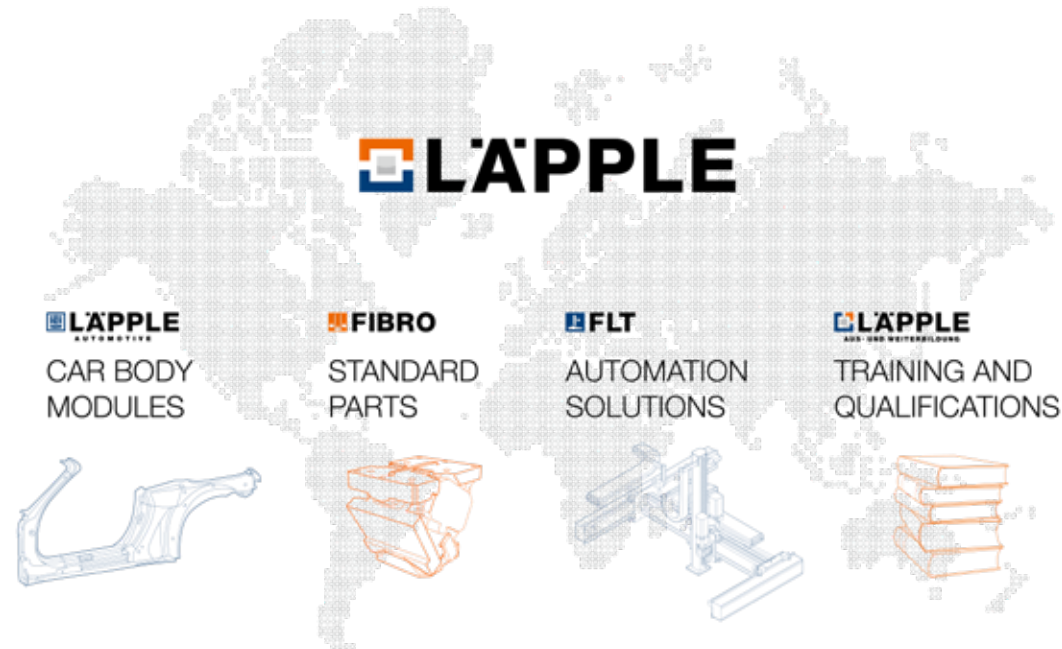
*Because we love technology.*

## MISSION STATEMENT **EDITORIAL**

**Dear Shareholders, Business Partners, Employees, and Friends,**

as a diversified enterprise group, LÄPPLE has to deal with a broad variety of activities. This mission statement describes the common denominator behind all these efforts. It is a promise to all our stakeholders and to ourselves that shows the way we work, where we are heading to and which goal we intend to achieve. Our common actions are therefore guided by our LÄPPLE values and they are the basis for the success of this family enterprise. They provide orientation for us and our actions and are the pillars on which our corporate culture rests. We rely on these principles and trust that our employees respect, use and implement them.

***Board of Management***



## OUR MISSION

LÄPPLE is a globally active enterprise group whose specialist companies offer high quality products and solutions as part of the industrial value chain.

Our powerful and innovative product range covers the areas of forming and car body technology, and also automation systems and tool-making. With wide-spread expertise and long-term experience, LÄPPLE has always been a reliable partner, closely following the interests of its customers and the development on the markets.



## OUR VISION

### ***Continuous growth and global success:***

*The LÄPPLE Group is an innovative and customer-oriented organization. At the same time, as a value-based family enterprise, we strive for long-term, sustainable success.*

Through our collaborative and forward-looking approach to working, we are the leading suppliers and service providers for our customers, and we are among the best in our respective disciplines. We are at the forefront of developing and using smart technologies of the future and thus drive forth the digital transformation in manufacturing.

We are an attractive employer, assume our social responsibility as a company, and are a top-class investment for our shareholders. In the area of forming technology, we are the specialist for formed car body parts made of metal or composite materials, and we are the preferred partners in the aftermarket business.

As a provider of efficient automation solutions, we increase the productivity of our customers and convince them with our modular standardized portal system and also with sophisticated well-designed applications. Due to our high level of precision and first-class service we are the global technological leader in the areas of standard parts used in toolmaking.

In our home region, we are a renowned employer offering basic and advanced training. LÄPPLE's extraordinary concepts for basic and advanced training ensure sound skills and knowledge, in theory and practice, for the best possible talented offspring.

## OUR VALUES

The way we think and act is decisive for a successful company development: This is represented by our values. They determine our corporate culture and they are our commitment regarding our behavior towards society, our business partners, and among each other.

We differentiate between three brand values and three property values. The brand values represent what we are. They represent the very core of our brand and clearly demonstrate to third parties what they can expect from all LÄPPLE companies and their employees.

Internally, these values are a binding statement of our employees' commitment. Our property values represent how we are. They express the awareness and attitude of LÄPPLE's teams with respect to their daily work.

With this simple and easily memorable structure, we combine everything that drives LÄPPLE forward with all that is important for our customers – and for everybody else who has a legitimate interest in LÄPPLE.



## WHAT WE STAND FOR **BRAND VALUES**

### **Reliability**

Our word can be trusted – we act in accordance with our statements. As a family enterprise with a solid financial base and size, we provide security and reliability for our employees.

With our reliable product and service portfolio, we are preferred partners for the development and manufacture of products, processes, and solutions. As an independent technology organization, we provide our customers with reliable and efficient solutions.

### **Proximity**

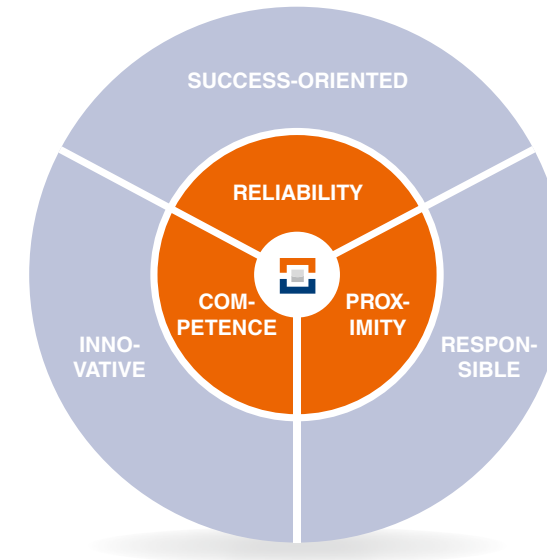
We value our employees. We engage ourselves for them and for society. Through our proximity to our customers and to the requirements of the markets, we are able to offer customized solutions and adapt new market developments more quickly.

We know the wishes and requirements of our customers. Therefore, we advise targeted and deliver solutions that perfectly match customers' processes – with short delivery paths and individual services.

### **Competence**

We foster our employees' competencies by providing them with modern technologies, attractive workplace designs, and training options for their personal development.

The development of our own competencies ensures that we generate profitable growth with our attractive marketable products and services. Through our comprehensive range of technological, process, and service competencies, we provide unique competitive advantages to the benefit of our customers.



## HOW WE ARE **PROPERTY VALUES**

### **Success-oriented**

Successful companies and successful careers are created through expertise and quality. Based on this, we demand and promote qualification, successful cooperation, and recognition of excellent performance.

Throughout the company, we strive for success. This guides our thinking and daily actions. With all our strengths we pursue our company goals. We offer our customers exactly the products and services that they need to ensure their success.

### **Responsible**

We act responsibly in our interactions with each other, as well as with our customers and with the environment. We interact openly, respectfully, and create a trusting and appreciative working atmosphere. We use our resources responsibly for sustainable growth.

Our cooperation with our customers, suppliers, and partners is characterized by responsibility. We treat information with due care and ensure the functionality of our products and flawless processes.

### **Innovative**

Our employees are actively involved in innovation processes. We promote new ideas and improvements, and we foster personal development. Innovations are the basis for success in business. They ensure our future competitive advantage.

We are an attractive partner and provide our customers with ideas for the further development of products and methods. We continuously optimize our processes, services, and products.



## WE LOVE TECHNOLOGY **OUR SLOGAN**

Our heart beats for technology. This is clearly expressed in our slogan and can be sensed in our daily work.

WE LOVE TECHNOLOGY

The people make the LÄPPLE Group what it is, and this has been true from the beginning – it is their commitment and enthusiasm, their expertise, and their passion. These human factors are closely connected with the technology which has become an important part of all our work. At its core, our company is about the connections between man and technology. This combination is the key to improving our products and services continuously. With that we create the future of our company and we strive for improvements each day.

**Because we love technology.**

***We love technology.*** ”  
*What we all share is our love for technology –  
in all its facets.*





WE LOVE TECHNOLOGY

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