

CORPORATE MISSION AC

The corporate mission statement describes the objectives, basic principles, and self-image of a company. Like a set of guidelines, it summarizes the values, rules and principles that guide all employees of a company in their actions.

We are **AC**. We are an **important partner** for the German and European industry when it comes to **electric motors**, components and services that make a significant contribution to **saving energy**. We are there when energy-efficient & high-quality electric motors are needed at an **attractive price-performance ratio** in the B2B sector, which can be **delivered immediately** with jointly optimized preparation. We are a **reliable partner** at eye level and are happy to take on the challenges of our customers.

We recognize **customer needs** and strive for **partnerships** based on mutual trust with important customers. **ELECTRIFY YOUR SUCCESS** is what drives us and defines everything we do. **We live electric motors**, and we do so with passion. Our services must offer **added value** for the customer, otherwise we are interchangeable. For example, we take care of procurement logistics for our customers so that they can reduce costs and complexity in the procurement process.

Our positioning is clear: **operational excellence** and a **willingness to enter partnerships**. Our aim is to **offer every customer the service they need**. We have developed various channels to achieve this. Webshop and customer portal for independent information database and ordering, an active sales back office for telephone support and an area sales team for on-site support. In addition, we have defined **key customers** for ourselves who receive intensive advice and support from a professional key account management team.

We can only get closer to our vision of **inspiring customers** if we have **enthusiastic employees** who always go a step further. We consciously go that **extra mile** out of conviction and **customer-orientation**. We are **strikingly different**, we AC employees offer the decisive added value, which is why customers come to us and why they are prepared to enter into a partnership with AC.

As we know how important **direct channels** and **lean processes** are, both internally and externally, we live **continuous improvement** and use **digital systems** for all recurring tasks. This enables us to guarantee a **low error rate** and **high delivery reliability**. The people at AC make the difference: they are willing to **continuously develop themselves** further, become a little better every day and take on tasks on their **own responsibility** to offer our customers the decisive added value. Sometimes we **just let them do it** because they can only **grow through challenges**.

Our **employees** take **center stage**, and the health of our AC employees is very important to us. We look after our employees and support them in being and remaining **physically, mentally, and**

spiritually fit, as this is a basic prerequisite for balance and therefore for **very good and productive work results**.

We rely on people who are **highly self-motivated**, who want to develop and learn and who **want to be better** than the teams of our competitors. To do this, we need people with the **right attitude** and the **right mindset**, who find their calling in their job and therefore always **get the best out of themselves**. We don't want everyone to be able to do everything down to the smallest detail, but we want to develop experts in their field who can **pass on their knowledge internally and externally**. We are convinced that only the **application of knowledge** can take AC forward today.

Our customer-orientation is permanently noticeable both internally and externally; every employee considers how they can make work easier for customers or colleagues with every action. This is the only way we can create added value and continue to develop. This also means that we offer a comprehensive **after-sales service** and **customer-orientated training** on products and services.

We act **responsibly** and always look for solutions that best reflect the interests of the company. In doing so, we always consider the **economic factors** so that time, quality, and costs are in an appropriate relationship to each other. Always with the aim of achieving long-term and therefore **sustainable success**. And when mistakes happen, we use them as a **source of improvement**.

Sharing ideas is just as important as **focused work**. Through clear processes, tasks, and responsibilities, we work continuously to **reduce disruptive factors** and **optimize coordination requirements**. We practice **transparent communication** and promote **cooperation** to make the best decisions together. The team is prepared to constantly review existing processes in terms of their actuality and to change them if necessary. Our **corporate values** are the signposts and guard rails in both good and bad times.

We are **sincere, honest**, and **authentic**, take **responsibility** and inspire **trust**. We move forward **courageously**, treat each other with **respect** and **appreciation** and see ourselves as **bridge builders**. We **stick together, support each other**, and **grow together**. Our **management team** sets a good example and leads in a **cooperative management style** with clear ideas and goals. We **gratefully** accept awards and certifications and see them as confirmation of our actions.

To remain competitive, we **question** and **reflect** on our actions at regular intervals, analyze the results of employee and customer surveys and regularly audit our suppliers. We measure our actions against **clear** and **unambiguous** key figures, make them transparent and constantly set ourselves **new, challenging targets**. These goals are known to everyone, and we work together to achieve them.

In our actions, we concentrate on **our sphere of influence**, while at the same time keeping an eye on **the big picture** to pursue and focus on the **common direction** with our **activities**.

We strive to create a **climate of performance and development** in which we enjoy our work, are customer-orientated and **enjoying success**. We are added value.