

 **GEBERIT**

The Geberit Compass





Dear Employees,

It is essential for a company to know exactly what it stands for and what it is aiming to achieve. The Geberit Compass explains our most important guiding principles and basic values. These provide the framework for our globally active organization, within which we work to achieve our vision and our goals. They are our pointer to the future.

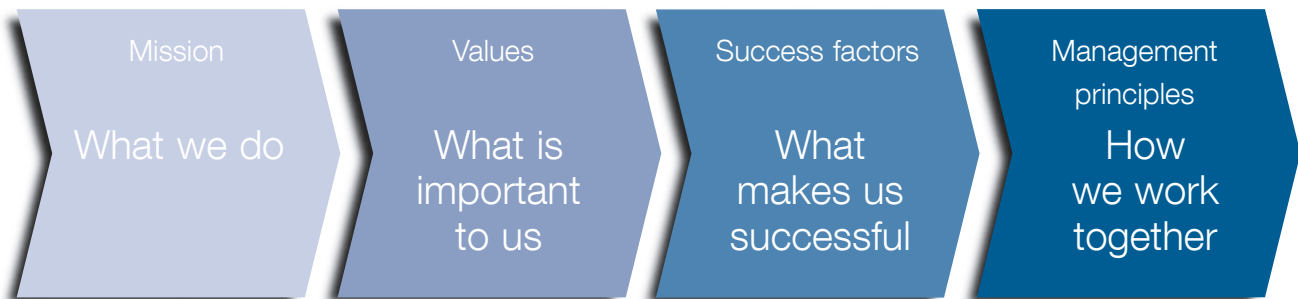
The Geberit Compass articulates a set of standards to be used in managing our business. It is designed to contribute to making all our employees recognize the value of their own work within the company as a whole. Transparent information, an intensive dialog and the integrity of each individual are not merely desirable, but essential factors.

The Geberit Compass shall in future serve to guide our actions, and be a concrete expression of our corporate culture and a key component of our success.

A handwritten signature in black ink that reads "A. Baehny". The signature is written in a cursive, flowing style.

Albert M. Baehny  
Chief Executive Officer

## Our vision – what we are aiming to achieve



Our vision – what we are aiming to achieve

A sustainable improvement in the quality of life brought about by innovative sanitary solutions.

Geberit has grown from a family company into a global company that has demonstrated its ability to adapt to a rapidly changing environment. This capability will be even more important in future, since the business environment is constantly becoming more complex.

In this permanent change process, each and every employee at Geberit is called upon to contribute to making our vision a reality, both as an individual and as part of the whole.

## Our mission – what we do

We continuously develop our products, systems and services and set new standards, in our capacity as market leader in sanitary technology.

- Our innovations set the trends in our sector.
- Providing excellence everywhere, is the goal that always drives our actions.
- We strive to achieve a harmonious balance between business, environmental and social goals.



# Our values – what is important to us

## **Integrity**

- We maintain high ethical standards, based on trust and mutual respect, combined with open and honest communication.

## **Team spirit**

- We share our knowledge and work together to find the best solution.

## **Enthusiasm**

- We identify with our company and set ourselves challenging goals.

## **Modesty**

- We are an ambitious and successful organization, but adopt, both personally and collectively, modest and unassuming attitudes and behavior.

## **Ability to renew ourselves**

- Our organization is ready and willing to continuously learn, grow and renew itself.





# Our success factors – what makes us successful

## Customer-orientation

- Our customers are the focus of our actions.
- We meet the needs of our customers.
- Our co-operation is based on trust.

## Employee focus

- The right employees are our most important asset.
- We offer our employees various means of developing themselves, so that they can not only fulfill their tasks successfully, but also grow to tackle new challenges.
- We have a consistent and uniform approach to personnel related topics. We are fair in our dealings with our employees.

## Brand strength

- The Geberit brand stands for quality, innovation, a commitment to making use of know-how, and integrated solutions.
- The Geberit brand builds on a long tradition, and enjoys an unmatched degree of recognition in this sector.

## Innovative force

- We take advantage of changes in markets, science and society, seeing them as an opportunity to develop new products, services and processes.
- We develop and optimize products and services in co-operation with our customers, to ensure they always meet their needs in the best possible way.

## Environmental consciousness

- Our duty is to treat natural resources with care and respect.
- We guarantee the safety of our products over their entire life cycle.

## Corporate culture

- Our success is based on great integrity, strong team spirit, enthusiasm for the company, humility, and a willingness to continuously adapt ourselves to new situations.





# Management principles – how we work together

## Result-orientated

- Our organization, our processes, our use of resources and our actions are all orientated towards attaining excellence.

## Contribution to the entity as a whole

- We make the good of the company our first priority, and not our own personal interests.
- We are committed to the company, its culture and its organization.
- We ensure through clear, comprehensive and prompt information that all employees understand the reasoning behind management decisions.

## Teamwork

- We promote collaboration in international networks and the formation of teams from across different organizations.
- Networks and project teams must always be adapted to the organization and the structures of our company.

## Focusing

- Our structures and processes are "lean and mean".
- We limit ourselves to what is important, and then do it professionally.

## Management style

- Our management style is promotional, participative and communicative.
- We have clear goals, responsibilities and structures.
- Our style of management is based on the principle of setting an example.
- We implement our decisions quickly and consistently.







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