



■ GEBERIT

# The Geberit Compass

# A guide for our employees

## **Mission**

What we do

## **Values**

What is  
important  
to us

## **Operational principles**

How we  
work  
together

## **Success factors**

What  
makes us  
successful

---

## Dear employees

A compass is an extremely useful guiding instrument, and is absolutely essential for anyone pursuing an ambitious goal.

The Geberit Group is no different in this respect – we want to provide excellence in everything we do. To do this, it is important that we all pull in the same direction, which is where the Geberit Compass comes into play. It is designed to reassure us as to what our shared **mission** is. But that's not all – the fundamental **values** that shape our corporate culture both now and in the future are also listed here. Finally, the right decisions can only be made by those who take to heart the **operational principles** set out here and who are also familiar with our **success factors**.

The Geberit Compass will only become a useful instrument when our everyday actions follow the principles listed here, so let's get to work!



Christian Buhl  
CEO



Our  
mission  
– what  
we do

---

**We continuously  
improve the quality  
of people's lives  
with innovative  
sanitary products.**

- Our innovations set standards in our field.
- Providing excellence 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 constructively to find the best solution.

## **Enthusiasm**

- We identify with our company and motivate ourselves by achieving challenging goals.

## **Modesty**

- We are ambitious and successful, but adopt – both individually and collectively – modest and unassuming attitudes and behaviour.

## **Ability to renew ourselves**

- We are ready and willing to continuously learn, grow and explore new paths.

Our  
operational  
principles  
– how we  
work  
together

---

## Result-oriented

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

## Contribution to the entity as a whole

- In our work, we always keep an eye on the overarching goals.
- We make the good of the company our first priority, and not our own personal interests.

## Teamwork

- We promote collaboration in networks and teams from across different organisations that align themselves according to the organisation and structures within our company.

## Focusing

- We keep our structures and processes “lean and mean”.
- We focus on what is important, and then approach this in a professional manner.

## Clear management principles

- We have clear structures, responsibilities and goals, and lead by example.
- Our management style rests on our values and is challenging and participative.
- We implement our decisions quickly and systematically.
- Our communication is open and transparent.

**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 customer relationships are based on trust and partnership.

## Employee focus

- The right employees are our most important asset.
- The ongoing development of our employees has a high priority.
- We are fair in our dealings with our employees.

## Brand strength

- The Geberit brand stands for know-how, innovation, partnership, reliability and quality of life.

## Innovative force

- We develop innovative products, techniques and services and thus set standards in the field.
- Our innovations ensure that the needs of our customers are met in the best possible way.

## Sustainability

- Our actions are geared towards the long term.
- The outstanding quality of our products and services has the highest priority.
- It is our duty to treat natural resources with care and respect.

## Vivid corporate culture

- Our corporate culture is based on living our values daily and aligning our actions with our operational principles.

**Geberit AG**  
**Schachenstrasse 77**  
**CH-8645 Jona**

**T +41 55 221 63 00**

→ [www.geberit.com](http://www.geberit.com)