

Our values.  
Your perspective.

GOLDBECK stands for humanity, trust, responsibility, performance and a pioneering spirit. These values guide us in our day-to day activities.

Our individual view of them is shaped by the different experiences we have and the diverse tasks we are responsible for. It is therefore vital for all of us to have the same understanding of exactly what we mean by the values that bind us together.





## OUR VALUES

# Humanity

*We treat each other respectfully and fairly at all times.  
We work together constructively and supportively  
without fears or worries.*

We are guided by respect, fairness and loyalty in everything we do. This enables us to create a framework for cooperative interaction and enjoyment of work.

We treat each other with mutual courtesy. We are open with our colleagues and actively engage with them.

We treat everyone we work with, both internally and externally, with respect regardless of their race, role, age, gender, sexual orientation, age or religion.

OUR VALUES

## Trust

*We are committed to the principle of cooperation and entrepreneurial action by each and every individual.*

We trust one another. This is a prerequisite for responsible behaviour in any given situation and is the basis for full integrity.

Entrepreneurial action on the ground underpins our collaborative relationships and our success.

We always keep our promises to colleagues and business partners. Anyone who takes advantage of our trust bears the consequences.





OUR VALUES

## Responsibility

*Responsibility is built on trust. We take responsibility when working with others and also for society and our environment.*

We know that independent working makes work enjoyable and results in better performance. Our decentralised management facilitates this.

We remain focused on the interests and overall success of the company in everything we do. For us as a family-owned company, long-term stability comes before short-term profit maximisation.

We act in an economically sustainable way and also recognise our social and environmental responsibilities.

OUR VALUES

# Performance

*We achieve a lot and learn continuously. We do both with passion. We enjoy developing ourselves and achieving our defined goals.*

We encourage excellence. Performance and intrinsic motivation are part of our ethos.

We always make decisions in a way that contributes to the long-term economic success of our company.

We create outstanding products because we always work carefully, consistently and conscientiously.





## OUR VALUES

# Pioneering spirit

*We are alert and bold. We challenge the status quo, always find better solutions and push the industry further forward.*

We are driven by curiosity and a passion for innovation – in this, we are following the vision of our founder.

We see limitations not as an obstacle but as a springboard for innovations that move us all forward. That is how we meet social, economic and environmental challenges.

We support our colleagues and enable them to develop themselves personally and professionally.