

PRINCIPLES OF CORPORATE CULTURE

MAX FRANK GROUP - CODE OF BEHAVIOUR

We acknowledge our responsibility based on the tradition of the “MAX FRANK family” and we have been putting this into practice in our daily work environment ever since. The MAX FRANK Code of Behaviour reflects these fundamental moral principles. It defines our relationships with one another, customers, suppliers, competitors, banks, investors and with the wider public. One of the conditions for this is the economic success of our company, to which all staff members contribute.

01_ BASIC ATTITUDE

Fairness and a sense of decency are essential components in the make-up of our corporate culture. Mutual respect, tolerance and trust as well as reliability, credibility and honesty in our internal and external relations are important building blocks of our international profile. We are tolerant towards all religions and attitudes in so far as they do not restrict the basic rights of others.

02_ SOCIETAL AND SOCIAL RESPONSIBILITY

Compliance with all applicable national and international laws and legal requirements can be taken for granted. We respect and support human rights and reject any form of discrimination on the basis of origin, religion, political or sexual orientation. We also reject any form of compulsory work and child labour. Every individual employee is conscious of their duty to avoid any conflicts of interest which may harm the company as well as preventing corrupt behaviour, opportunism for private gain and bribery. As a family-led company, we combine looking after the local business community with a sense of internationalism. The creation and maintenance of jobs, both regionally as well as globally, is one of our main goals. Our philosophy – focussing on the interests of society – does not only apply for customers, partners and staff members, but also includes those who are in need of help. We support these people with various aid projects.

03_ ORGANISATION

The MAX FRANK company develops, manufactures and markets “technologies for the construction industry”. This leading principle stands for unique, customer-oriented solutions and also for the renowned quality of our products and services. Interaction between the various departments and locations is therefore a must to achieve this goal. The exchange of experience and know-how within the MAX FRANK group as well as the support of colleagues and customers are essential. The organisation, which has clear goals, and staff development form the framework for this process. It highlights structures and processes inside the company and comprises measures for training and the development of staff members.

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04_ INTERNATIONAL AND GLOBAL PHILOSOPHY

We are fully aware that we will only be in a position to reach our future goals by profitable growth and by strengthening our global market position. We therefore view the international orientation of our group of companies as a tremendous opportunity. We feel obliged to actively take part in the global markets with a fair and open competitive spirit. For decades we have been creating international networks, which are continuously extended with the increasing number of partnerships and long-term business relationships with partners, customers, subsidiaries and suppliers. We encounter other cultures and values with openness, tolerance and responsible behaviour.

05_ CUSTOMERS AND SALES

Co-operation with our customers is the basis of our success. We see ourselves not only as a supplier of products but rather as an enterprise which, in a co-operative relationship with our partners, develops effective solutions. The objective of our policy of innovation is to simplify processes for customers and end-users. Our comprehensive range of products, as well as our proximity to our customers, are both important characteristics of our marketing network. With our efficient commercial and technical assistance together with short delivery times, we create added value for our customers.

06_ PRODUCTION AND PRODUCTS

MAX FRANK is a production company with a substantial focus on in-house production. Concrete and steel are the main materials used. Responsible interaction between staff members and the application of capital and raw materials are decisive for the overall production process. We therefore work as equal partners and in a sustainable way to satisfy social, economic and ecological goals. We adhere to production and product standards to guarantee production efficiency and product quality. Moreover, we actively improve health and safety and quality management.

07_ THE COMPANY'S KNOW-HOW

Our "idea management", which is based on the continuing development of existing products and by the creation of new innovative solutions, must be maintained and promoted. The protection of intellectual property within the organisation and in connection with third parties is of utmost importance. In all our activities we are aware that any unauthorised circulation of the company's know-how will strengthen the position of our competitors and cause economic damage. Appropriate measures are undertaken to maintain and protect existing assets, such as patents, trademarks and brands. MAX FRANK also respects the intellectual property of third parties. We protect our confidential data and regard information security as an essential foundation.

Each member of the MAX FRANK family practises and develops the contents of the Code of Behaviour. Open communication within the company in the context of the various organisational structures allows for early detection and resolution of potential problems. Successful implementation of the MAX FRANK Code of Behaviour ensures the overall success of the company.