

## Principles of our Action

1. We are human and we make mistakes or maybe not express ourselves as skillfully as we wanted and tried. We always do our best and work hard to support you, whether you are our customer, partner, colleague or supplier.
2. We are honest with ourselves and with you, our customers, partners, colleagues and suppliers. Even if the truth sometimes hurts!
3. It is our greatest pleasure to exceed our own standards and those of our customers, partners, colleagues or suppliers and to make them more successful!
4. We think, speak and act with respect and kindness towards everyone.
5. If we can help, support, contribute to a solution, forgive or share, we do.
6. We are equal to all, and all are equal to us.
7. We ONLY recommend our solutions when we are truly convinced of the added value to your business and you.
8. We are solution and support oriented. We want to serve businesses and related people with a better solution or a new opportunity.
9. We are pioneers in new developments and believe that innovation and permanent change are the key.
10. We believe that now is better than tomorrow and that "infinite patience delivers immediate results" (ACIM).
11. We work when we want, how much and where we want. When we work, we work focused and smart, and we stick to deadlines.
12. We do not only look at the time. We respond to your requests when urgent, even on weekends, holidays, before and after business hours, as best we can.
13. We believe in focus and in-depth expertise coupled with a relentless attention and dedication to detail and a helicopter perspective to see the big picture wherever and whenever necessary.
14. We are persistent, we strive to improve daily in small steps, learning from our mistakes and those of others.
15. We develop exceptional ideas and solutions, and we are very proud of our customers, partners, colleagues and suppliers who make it all possible.