

# MISSION STATEMENT

# Banner



## CORPORATE VALUES

**CUSTOMER ORIENTATION**

**RELIABILITY AND FAIRNESS**

**SAFETY**

**OPENNESS AND LEARNING**

**INNOVATION AND COMPETENCE**

**EFFICIENCY AND A PERFORMANCE ORIENTATION**

**INDEPENDENCE AND FLEXIBILITY**

**QUALITY**

**TEAM-ORIENTATION**

**SUSTAINABILITY**

## VISION

- We are a leading European supplier of lead/acid-based, electrical energy storage systems. With our products, we have established a position among the top 3 suppliers in the automotive segment.

Furthermore, in the year 2020, the Banner company will be characterized by the following:

- Leadership in the customer-oriented development of products and solutions.
- The use of ongoing innovations in the process sector for the securing of sustained corporate success.
- Core products consisting of starter batteries, drive, apparatus and stationary batteries, and wheel weights, characterized by top quality, the latest technologies and a comprehensive range of services throughout the entire product life cycle.
- A concentration on those market segments in which brands and quality constitute major decision-making criteria.
- Company success formed with our employees and their competences as a key factor. We will constitute an attractive employer for our workforce.
- An awareness of our social and ecological responsibilities as a company, as well as a knowledge of the needs of our stakeholder groups and their inclusion in our decisions and actions.
- A structure as an independent, family-owned Austrian company with an international commitment.

## MISSION

- We offer our customers tailor-made and reliable products, as well as comprehensive services with a fair price-performance ratio.
- We offer our workforce interesting areas of activity and development possibilities, as well as secure employment with fair payment in a successful and expanding family enterprise.
- As far as our suppliers are concerned, we constitute a reliable, expanding and long-term partner with high qualitative and technological requirements.
- We are a competent, determined and innovative development partner, that takes rapid decisions and is open to new ideas.
- For providers of capital, we are a prudent partner that offers attractive profits, a good credit rating and comprehensible risk.
- For the general public, we are a modern industrial company, which is aware of its environmental and social responsibilities and is characterized by sustainable action.
- We adhere to the certificated quality management system, the legal obligations and the environmental management system.
- We seek constant improvements for the minimisation and prevention of environmental impact.