

## Values of the Heidelberg Group

We commit to being the preferred partner in the Print Media Industry world-wide over the long term. We provide innovative and high quality solutions which help to increase our customers' performance and competitiveness. Our solutions encompass printing presses, prepress and postpress equipment, consumables, services and consulting services in the print media industry, and also include other products, services and advisory services in the areas of mechanical engineering, electronics, electrical engineering and the metal industry.

Our work focuses on our customers. Our company's long-term success depends on satisfying their needs.

We strive to attract qualified and capable employees globally. They are fundamental to our success and we invest in their development. We respect their values and cultural backgrounds and we do not tolerate any form of discrimination.

We work constructively with our employee representatives on the basis of mutual trust.

By focusing on the sustainable increase of our company value we ensure that our shareholders earn an adequate return on their investment.

We continually improve our business structures and processes to gain efficiency and clarity.

We ensure that our products are manufactured with high quality standards leveraging processes that are safe, reliable, cost-effective, and environmentally-friendly.

We are committed to maintaining long-term relationships with our business partners based on mutual respect and trust.

We support the principle of sustainability and promote social and cultural interests at our company's sites.

We strictly abide by existing laws and regulations and we adhere to globally accepted standards of good management and leadership.

We listen to you. We inspire innovation and deliver performance for our customers.

We make the difference.

July 5, 2021

A handwritten signature in blue ink, appearing to read 'R. Hundsdörfer'.

Rainer Hundsdörfer  
Chief Executive Officer

A handwritten signature in blue ink, appearing to read 'M. Wassenberg'.

Marcus A. Wassenberg  
Member of the Management Board

## Appendix to the Values of the Heidelberg Group

### LISTEN



**We listen to our customers closely** in order to understand their needs. But we also listen to each other as we are working together towards a common goal.

### INSPIRE



**We want to inspire and impress our customers**, anticipate the technology of the future and in doing so surpass customers' expectations. Internally it is crucial that we challenge and motivate each other in order to find new and better paths to our goal.

### DELIVER



**We deliver what we promise.** Every customer must be able to see the benefits of our products and actions. With each order we give a personal promise that we naturally keep. But we also have to achieve the targets we define for ourselves. Our own actions, for which we take responsibility, serve the goal of profitability. This requires that we take responsibility and act accordingly.