

Achieving Success Together

Our Guiding Principles



DEMAG
CRANES AG



The Guiding Principles of the Demag Cranes Group are comparable to a corporate constitution. They set out the foundation for our conduct internally and externally and apply both to the Management Board and to all the employees of the Group worldwide. Our Guiding Principles can be broken down into a **Commitment** that we renew everyday and a **Vision** toward which we strive. To ensure that our Vision will become reality one day, we have defined a **Mission** that encompasses five principles. Our five **Values** that serve as a compass to keep our corporate Group on the right course round off our Guiding Principles.

Our Commitment

We Can Handle It.

With this Commitment, “We Can Handle It.”, we wish to show customers, partners and the capital market that we, as a company, are capable of meeting customers’ requirements and needs, however demanding they may be, and providing professional solutions of a high standard while also meeting our own goals.



Our Vision

We want to be the first choice in our markets.

Only being rated second by our customers usually means the difference of being awarded a contract or not. Accordingly, we strive to be the “first choice” when it comes to offering solutions in material-handling and port logistics technology. However, we strive also to be the first choice on the capital market. The Demag Cranes share needs to meet the expectations of our shareholders with regard to the return on their investments and also enjoy their trust as a reliable

investment. In achieving our Vision, we will continue to focus on sustained and profitable growth and thus secure the future for the Demag Cranes Group.



Our Mission

We ease the workload of our customers.

The focus of our business is our customers. Understanding their needs and offering new solutions and the best possible service eases the workload of our customers both literally and figuratively. We aim to strengthen customer loyalty and to further increase customer satisfaction.

We are committed to technological leadership through innovation.

For decades, the brands of the Demag Cranes Group have stood for the highest quality of German engineering and leading



Our Mission

edge technology. Thanks to sustained, above-average investments in research and development, we intend not only to maintain our leading edge, but to keep ahead of the competition.

We lift values.

Lifting values is our daily business. "Lifting values" also means to generate potential and create value. Achieving our ambitious goals and increasing the shareholder value of our investors or improving the qualifications of our employees by promoting training in all its forms are

only a few examples to demonstrate how we strive to implement this principle.

We focus on sustained and profitable growth.

For us, growth is not a means to an end. Above all, the quality of that growth is important to us. Accordingly, we focus on sustainability of our rate of growth while ensuring to increase our profitability in order to improve our competitive edge and the market position of the Demag Cranes Group long-term.



Our Mission

We shape markets.

We introduce new accents whether through our innovative products, our exceptional customer-driven approach or success-promising strategies. In this way, we shape our markets to allow our Vision to become reality – to be the first choice.

Our Values

Innovative Strength

We always seek to improve ourselves and excel through quality, motivation and innovative strength.

Motivation

Our employees are our most precious capital. We invest in their profession and personal development and motivate them to use their skill and creativity to achieve success together.

Sustainability

Our conduct is ethically responsible and conforms to the principles of sustainable corporate governance.

Responsibility

We handle the resources made available to us carefully, sparingly and responsibly.

Openness

We show respect toward the diversity of cultures and beliefs and are open for ideas, opinions and desires of others.

Demag Cranes AG

Corporate Communications and Marketing
Forststraße 16 • 40597 Düsseldorf • Germany

Phone: +49 (0) 211 7102-1020

info@demagcranes-ag.com

www.demagcranes-ag.com