



# SIKA'S VALUES AND PRINCIPLES

BUILDING TRUST



# SIKA – A GLOBAL LEADER WITH PRINCIPLES AND TRADITION

Founded in Switzerland by visionary inventor Kaspar Winkler over 100 years ago, Sika has developed into a successful global company with a leading position in the development and production of systems and products for bonding, sealing, damping, reinforcing and protecting in the building sector and the motor vehicle industry.

We believe that the future success of our company is not only dependent on pursuing the right strategy, but is just as much based on the trust and dedication of all our employees. Our journey to global leadership is founded on our entrepreneurial philosophy and our Sika Spirit. The Sika Spirit is synonymous with the strong set of values and principles that make up the DNA of our company.

On the following pages, we have summarized our 5 management principles

1. Customer First
2. Courage for Innovation
3. Sustainability & Integrity
4. Empowerment & Respect
5. Manage for results

which express our corporate culture and are the foundation of our future success. We invite you to live the Sika Spirit and to follow our values and principles day by day with enthusiasm and commitment.



Dr. Paul Hälg  
Chairman



Jan Jenisch  
CEO

Baar, March 2014

# VALUES AND PRINCIPLES

CUSTOMER FIRST

COURAGE FOR INNOVATION

SUSTAINABILITY & INTEGRITY

EMPOWERMENT & RESPECT

MANAGE FOR RESULTS

THE SIKA SPIRIT IS SYNONYMOUS WITH THE STRONG SET OF VALUES AND PRINCIPLES THAT MAKE UP THE DNA OF OUR COMPANY



## 1. CUSTOMER FIRST

We are dedicated to providing and maintaining the highest quality standards with regard to our products and services. Our commitment to innovation enables us to not only satisfy current demands, but also anticipate future expectations. All Sika solutions are designed with our customers' success in mind and we look to build long-lasting and mutually beneficial relationships rather than focus on short-term business. This attitude is emphasized by our corporate claim: **Building Trust**.

We are proud and grateful that our commitment to fulfill the promise of our brand every day has led the Sika triangle, our 100 year old visual symbol, to become synonymous with performance, quality, reliability and service worldwide.

## 2. COURAGE FOR INNOVATION

Sika's success and reputation is based on its long-lasting tradition of innovation. Accordingly, the core of our business is our innovation management and our focus on developing quality products and the best solutions for our customers. We have institutionalized the Sika **Product Creation Process** with its strong focus on consistently developing new products, systems and solutions for bonding, sealing, damping, reinforcing and protecting in our defined target markets.

By investing in our established technology centers and laboratories across the globe, we benefit from our worldwide network of partners, suppliers and scientists, while fulfilling our promise to be close to our customers everywhere.

### 3. SUSTAINABILITY & INTEGRITY

We take a long-term perspective on the development of our business and we act with respect and responsibility towards our customers, our stakeholders and our employees. We operate with a strong focus on safety, quality, environment, fair treatment, social involvement, responsible growth, and value creation.

Sustainability is a key component of our drive for innovation. For both buildings and motor vehicles we aim to enhance durability and improve both energy and material efficiency. We consistently make every effort to contribute to reducing resource consumption both within our own company as well as for our partners who trust in our products. Our initiatives and progress are organized along the **Global Reporting Initiative**.

Throughout all this, we put safety first. The well-being and health of our employees and partners is a prerequisite to our success. Creating safe work environments is always a top priority.

We enhance social and economic progress in all countries and communities we operate in. Through the **Romuald Burkard Foundation** we are actively supporting social projects in local communities. As a member of the **UN Global Compact** we are committed to global sustainable development.

We do not compromise on integrity, and apply high ethical standards to our work. Sika's "**Code of Conduct**" defines our standards and rules of behavior for our company and all our employees.

#### **4. EMPOWERMENT & RESPECT**

We believe in the competence and the entrepreneurial spirit of our employees. We foster trustful and respectful working relationships and do not exercise authority in purely formal ways. We enjoy working in close partnership with each other and with our customers, suppliers and stakeholders.

Our working climate is one of aspiration and inspiration. We empower our people to develop and propose new ideas. We delegate decisions and responsibilities to the level of competence.

We aim to implement our organizational units in a manner that is as decentralized as possible and to establish flat organizations with broad spans of control. Training and development of our employees is given high priority. We aim to develop our leaders for tomorrow and we focus on internal candidates for promotions.

#### **5. MANAGE FOR RESULTS**

We aim for success and take pride in continuously achieving outstanding results and outperforming our markets. We pursue our vision and targets with persistency and a long-term view.

Within our company we believe in individual responsibilities. Functions and projects are clearly assigned. The overall profit and loss responsibility lies with the General Manager.

Sika has transparent benchmarks for financial performance following a defined strategy. Performance evaluation is based on market share, sales growth, profitability and capital efficiency.

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