

Our seven guidelines are:

1. **Customer Focus**

We depend on our customers and therefore must understand their present and future needs, meet their requirements and strive to exceed their expectations. Our customers in the automotive, life science and sensor technology sectors are subject to global competitive pressure and must launch ever faster, ever better and at the same time cheaper products on the market. In this environment, we should position ourselves as a high-performance partner for our customers and our competitors and prove our capacity in our daily cooperation. We master the complete service chain from optical design, construction, our own tool shop, up to injection molding and assembly. As a development and production partner we are thus crucial to our customers' success. We are aware of this responsibility at all levels of our business.

2. **Leadership**

Our management board creates a harmony of purpose and orientation of the company. Our department heads build and maintain the internal environment in which our employees can completely commit themselves to achieving our goals. VIAOPTIC is an optics company: order, cleanliness, care and maintenance of our high-precision machines and tools and the careful and sensitive handling of our products are important prerequisites for our success. As a medium-sized company, we have to manage our limited resources efficiently in a tough competitive environment, i.e. economic behavior throughout the entire value chain is mandatory.

3. **Involvement of all employees**

At all levels, our employees make up the essence of our company. The full involvement of our staff allows us to use their skills fully for the benefit of the company. We cultivate open and honest corporate communication. Constructive criticism in connection with proposed solutions is expressly desired. As an innovative company, we must constantly develop ourselves further. Thus, we always see change as an opportunity and a challenge that we are happy to face.

4. **Process-oriented approach**

A desired result can be achieved efficiently in case all our activities and the associated resources are managed and directed as a process. We define and plan meaningful and measurable key data along the business process, which we pursue and adhere to consistently and sustainably in order to achieve the corporate goals.

5. **Continuous improvement**

The continuous improvement of the overall performance of our company is our permanent goal. Every company thrives on economic success, which is distributed as interest on the

capital provided by the shareholders and/or invested in new technologies, new employees, etc. for the further development of the company. Only in this way the existence of the company and jobs can be preserved sustainably. By working efficiently, implementing suggestions for improvement and avoiding waste, every employee can make an important contribution to the company's success.

6. Factual approach to decision-making

All effective decisions are based on the analysis of data and information in order to have a decision making-basis as neutral as possible. We actively use our integrated business software which provides us with reliable business information and evaluations. We are constantly working on optimizing and intensifying the use of this system in order to get qualitatively better information. We force decision-making to accelerate our business processes and work according to the principle of acting instead of sitting out, accepting wrong decisions in order to learn from them for future decisions.

7. Supplier relationships for mutual benefit

Our company and our suppliers depend on each other. Relationships for mutual benefit increase the ability to add value on both sides. Just as our customers see us as partners and we want to be perceived and treated as partners, we also see our suppliers as partners with whom we interact in a performance-oriented but fair manner. We regularly visit strategically important suppliers in order to get an impression of the handling of our processes and the general company situation.

VIAOPTIC GmbH
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Bernhard Willnauer
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