



# CORPORATE PHILOSOPHY

E. Breuninger GmbH & Co.

## PREAMBLE

The Breuninger Corporate Philosophy, also known as "UP", was developed with the participation of many employees across all departments and areas of responsibility. The corporate philosophy expresses our identity, our values, our perceptions on how we interact with each other and how we demonstrate our appreciation for our customers and partners. We deliberately measure ourselves according to these principles and we want to continue to be held accountable to them.

## THE PILLARS OF OUR CORPORATE PHILOSOPHY

### OUR IDENTITY

Since 1881, our corporate culture has been guided by the spirit of forging new paths, embracing entrepreneurial responsibility with courage and commitment, while upholding the traditional values of a family business.

We are the fashion and lifestyle brand. Our customers are our guests, and we want to impress, excite and inspire them every day.

The intention to be the best in the market is our driving force and is evident in our actions. We consistently challenge ourselves with the ability to innovate and the willingness to adapt.

Our employees are crucial to our success. Only by working together can we achieve our goals. The basis of our success comes from setting performance-oriented goals and systematically developing our employees. We distinguish ourselves through our technical competence and our high-level of professionalism.

We are fair and reliable partners. We are engaged in our surrounding community and responsibly address social and ecological issues.

We strive to generate profit in order to secure the company's long-term success and development.

### OUR VALUES

#### TRUST

We are honest and reliable. We make decisions carefully and keep our promises. We trust in the abilities of each individual and can rely on one another.

#### RESPECT

We respect our colleagues and treat each other in a friendly and considerate manner. We are interested in and watch out for each other.

#### TOLERANCE

Each person is unique. We accept differences in opinions, perspectives and ideas.

## **OPEN COMMUNICATION**

We are straightforward and communicate directly. We share relevant information across all levels and departments. We foster a culture with open, solution-oriented discussion where differences of opinion are settled critically but constructively.

## **RESPONSIBILITY**

We make decisions independently and responsibly and are accountable for our actions and their consequences. We leverage our capabilities for the benefit of the company.

## **PERFORMANCE ORIENTED**

We pursue our goals with ambition and the desire to succeed. We are eager to perform to the best of our ability and to meet the expectations set upon us.

## **RECOGNITION**

Recognition for good performance, receiving praise and accepting criticism are important at all levels. This is how we acquire a great deal of our motivation. We enjoy the work we do, and we take the time to acknowledge our successes.

## **OUR CUSTOMERS**

We don't want to be everything for everyone, but we do want to be meaningful for many. We inspire our customers and are passionate about making every visit a delightful shopping experience.

The friendliness and competence of our employees and the high standards of our product range set us apart from the competition. Our customers are guided by our style and taste as well as our keen sense for trends.

We provide the highest level of service and take extensive care of our customers' wishes.

As Germany's first customer card, the Breuninger Card has been a symbol of our exceptional customer dedication since 1959. It represents the extraordinary appreciation we have for our loyal customers.

## **OUR EMPLOYEES**

All employees are essential to the success of the company. As ambassadors of the Breuninger brand, each individual contributes to this success with their spirit and passion.

We trust in the willingness of each employee to take the initiative to contribute his or her own unique skills within their team and across departments.

The basis of our success is in the development of our employees' professional and social skills, for which each person is responsible.

We develop talented new employees and top performers and offer opportunities for professional development and promotion.

We provide good working conditions—we want our employees to feel at ease. We offer opportunities to combine work, family and leisure. We are mindful of fair compensation and hope for close connections with our employees.

## OUR CORPORATE POLICY

Profit and sustainable corporate success are prerequisites for continued growth and development.

To secure long-term success in the market, we actively seek out new opportunities to become even better. We take a positive approach to change.

We maintain fair, cooperative and long-term relationships with our suppliers and partners.

The fundamentals of our corporate policy are based on law abiding conduct, the avoidance of conflicts of interest and the responsible handling of information.

We endeavor to ensure a more responsible use of our resources through sustainable business practices. In doing so, we hope to help establish a framework for social and ecological conditions within the globalized textile marketplace. This approach will have an influence on our commercial decisions.

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