



# YOUUNITED

The Mission Statement of Salzgitter AG





**YOUUNITED**

**Achieving more together.**

**We at Salzgitter AG** are a European steel and technology company with long-term success. We work in markets that are characterized by their dynamics, their competitive intensity and their need for innovation. We confront international challenges by investing considerably in our employees, in technical equipment, research and development and by manufacturing premium products that respond to the challenging requirements of the market. We shape our future with a direct corporate policy, one that benefits us all: our customers, partners, investors and, last but not least, our staff.

It is our goal to be among the best in the world. On this journey we can rely on a strong mission statement with the power to express a clear identity – based on mutually shared values, intelligent paths of action and ambitious corporate goals. A mission statement to which we are fully committed and consciously put into practice every day.

Each one of us is called upon to actively take part – for a successful future in a strong group of companies.

Prof. Dr.-Ing. Heinz Jörg Fuhrmann  
Chairman of the Executive Board

Burkhard Becker  
Executive Board Member Finance

Michael Kieckbusch  
Executive Board Member Personnel



## The Mission Statement of Salzgitter AG

The daily work of our employees and managers is defined by many different requirements. Mastering these challenges in the best possible way is what we want to do – with motivation, determination to achieve, creativity and a continual willingness to embrace change.

**YOUNITED** – the mission statement of Salzgitter AG – orients us in our daily work and helps us make the right decisions with understanding.

**YOUNITED** defines our self-image – who we want to be, what we stand for, what we want to achieve and how, and how others see us.

Our employees are key to our success. We are very aware of this!  
Success as a team is also the success of each individual.  
This is expressed through **YOUNITED**.

### The three pillars of our mission statement:

**OUR GOALS** describe the long-term strategic alignment.

**OUR PATHS** show the concrete approaches we follow to achieve our goals.

**OUR VALUES** form the foundation of our thoughts and action as a company.

# This is what sets us apart

## Our values

Values are important, often underestimated factors that considerably influence the stability of a community. They establish security in our daily interaction with one another and serve as an orientation in our frequently eventful everyday business lives.

Particularly for us as a company that operates internationally, with a diverse portfolio of products and services, the establishment of a shared catalog of values is of fundamental importance. This catalog of values has been defined in collaboration with employees from all of the group companies and from all levels of the corporate hierarchy. And as self-evident as our values may sound, practicing them in our everyday lives should become second nature.

This is  
what sets us  
apart

## Customer orientation



**Our customers and their needs are our first priority.**

This is  
what sets us  
apart

## Reliability



**We keep our promises.  
We take responsibility for our actions.  
We treat each other respectfully and honestly.**

This is  
what sets us  
apart

## Fairness and a spirit of partnership



We cultivate an open-minded and appreciative approach to our interpersonal behavior.  
Divergent opinions are considered carefully in the best interests of the company  
and its partners.

We place our trust in the abilities of others and treat them with respect.  
The full and frank discussion of problems and conflicts enables us to learn from one another.

This is  
what sets us  
apart

## Group-wide cooperation



We know who we are and take pride in our capabilities.  
We regard our diversity as our strength. As part of the Salzgitter Group,  
we constitute a community of success.

Our first-choice products are the ones we manufacture ourselves.  
Everything we do is geared towards the Group's success.

This is  
what sets us  
apart

## Innovation



We create scope for new ideas, allow controversial discussions  
and have the courage to tread new paths.

This is  
what sets us  
apart

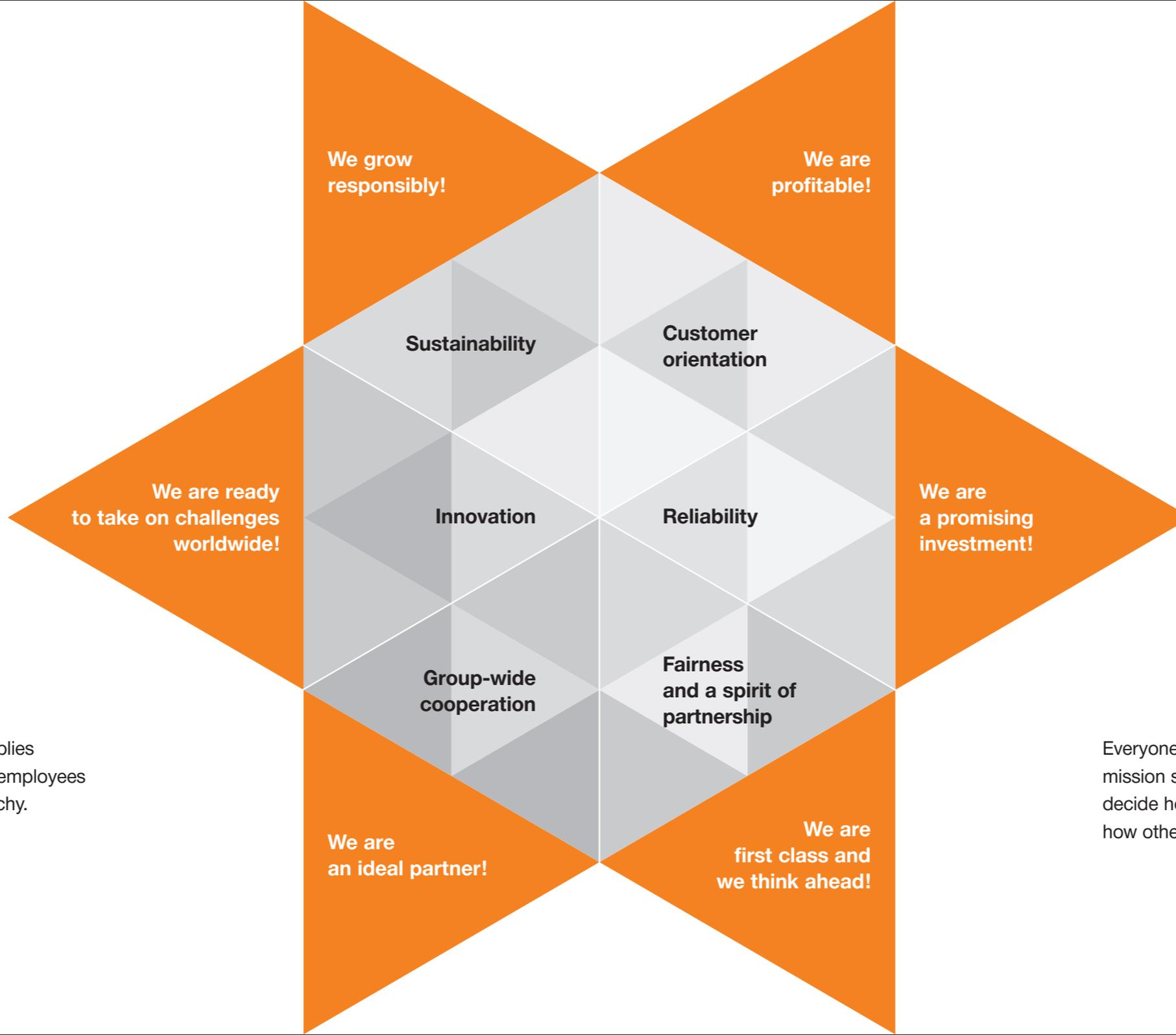
## Sustainability



We accept our responsibility towards society  
and take a long-term view in the pursuit of our goals.

Our common values  
as a basis  
for our actions

Our mission statement **YOU**NITED applies  
to the entire Salzgitter Group – all our employees  
worldwide, regardless of task or hierarchy.



We grow responsibly!

We are profitable!

Sustainability

Customer orientation

We are ready to take on challenges worldwide!

Innovation

Reliability

We are a promising investment!

Group-wide cooperation

Fairness and a spirit of partnership

We are an ideal partner!

We are first class and we think ahead!

The goals we share  
are our guiding stars  
for the future

Everyone is called upon to breathe life into our mission statement. Because it is up to us to decide how we want to interact with one another, how others see us and how successful we can be.

# This is what we want to achieve

## Our goals

Our goals direct our actions and set benchmarks allowing us to evaluate what we have achieved. At the same time they act as the motivation to think ahead and be better than the rest.

Our corporate goals are clearly defined. They stand for Salzgitter AG's powerful strategy and give direction to our corporate decisions across all our business units.

In order to be able to directly achieve the goals we have jointly set ourselves, we have defined paths that will take us safely where we want to go.

This is  
what we want  
to achieve

## We are profitable!

With our business success we are able  
to safeguard our future viability.



### **This is how we get there – our paths:**

- » Constantly improve our technical and organizational processes
- » Utilize resources cost-effectively
- » Develop potential and make the best use of it
- » Regularly check the efficacy of our actions

This is  
what we want  
to achieve

## We are a promising investment!

With forward-looking management we represent  
a lucrative and attractive investment for our shareholders.



### This is how we get there – our paths:

- » Pursue our goals consistently and for the long term
- » Firmly united in the way we operate in the face of national and international competition
- » Expand our positions on the market through targeted internal and external growth
- » Increase our profitability – with streamlined structures and entrepreneurial initiative

This is  
what we want  
to achieve

## We are first class and we think ahead!

With targeted research and development  
we occupy a top position in our markets.



### This is how we get there – our paths:

- » Develop excellent solutions and products
- » Apply research and development to international competitiveness
- » Invest in scientific knowledge and system technologies for the long term
- » Open up new prospects with innovations

This is  
what we want  
to achieve

## We are an ideal partner!

An ongoing partnership connects us to our customers and suppliers. We are their first choice!



### **This is how we get there – our paths:**

- » Serve internal and external customers flexibly and non-bureaucratically
- » Competent and direct contact partners for every customer and supplier
- » Top-quality products and services

This is  
what we want  
to achieve

## We are ready to take on challenges worldwide!

With a high level of motivation on the part of all our employees in an appreciative environment.



### **This is how we get there – our paths:**

- » Promote and respect the achievements and initiative of our staff
- » Appreciate creativity and ideas
- » Invest in employee and leadership development
- » Play an active part in shaping the changes in the world of work

This is  
what we want  
to achieve

## We grow responsibly!

By thinking and acting sustainably and taking  
a responsible attitude to resources at all our locations.



### **This is how we get there – our paths:**

- » Apply state-of-the-art technologies
- » Conserve the environment and use resources efficiently
- » Create an environment that is good to live in
- » Invest in sustainable jobs
- » Advance the company in a spirit of partnership – with our employees, their representatives and the organs for corporate codetermination

# Achieving more together

Our future

Salzgitter AG is well positioned. We have what it takes in terms of human resources, finance and technology to face the challenges of the market with confidence and to further expand our competitiveness.

The future lies before us. Although we are not able to influence all outside circumstances, we can manage them successfully. Every one of us in the Salzgitter Group – trainees, long-standing employees and managers – is called upon to contribute to our story of success with dedication and energy.

**Let's work together to achieve more – YOUNITED!**

# YOUNITED

**Achieving more together.**

For up-to-date information about concrete activities and projects, please use the following information channels:

- Department of Human Resources Development at Salzgitter AG
- Human Resources departments in the various companies
- Salzgitter AG Intranet



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