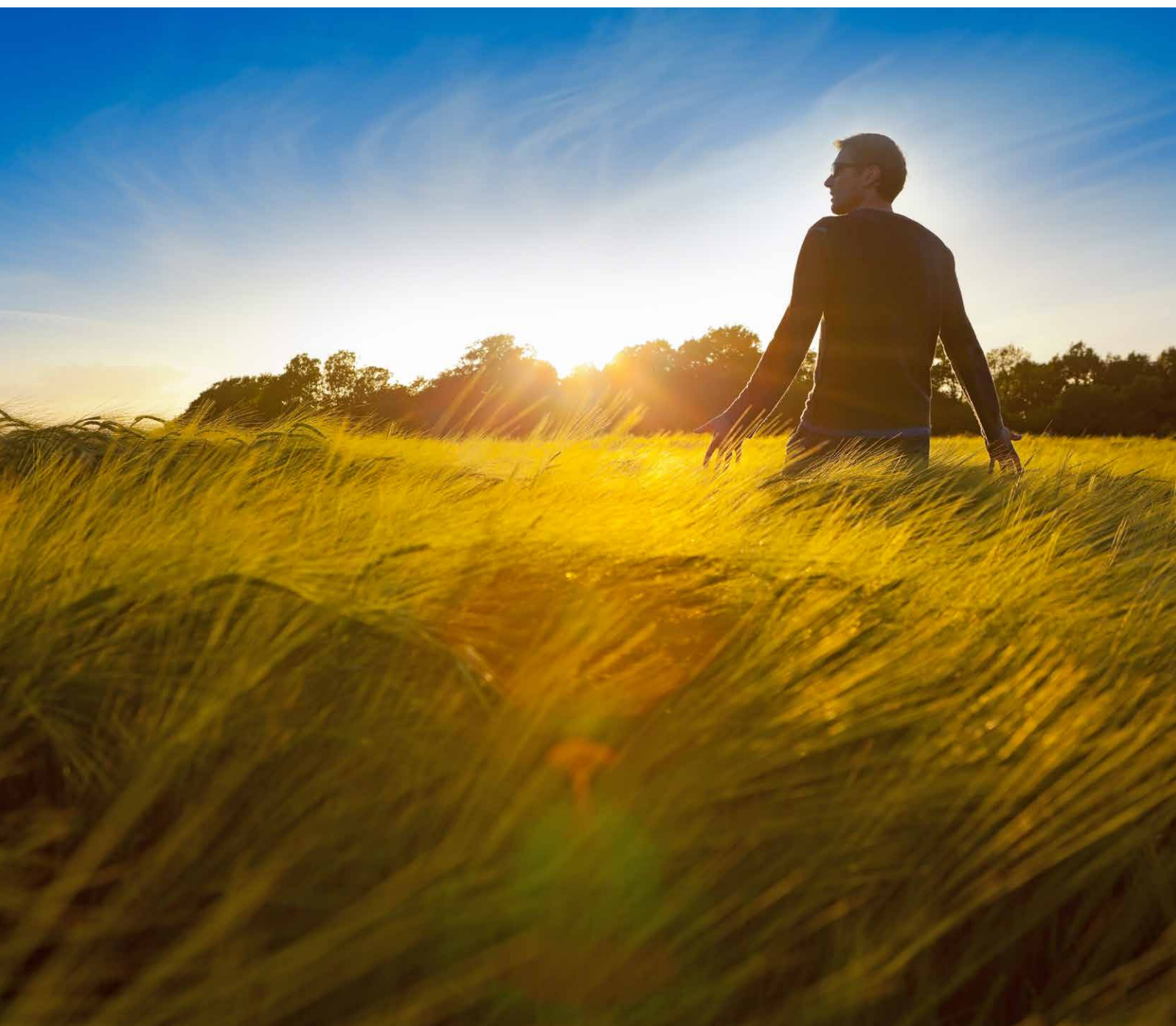
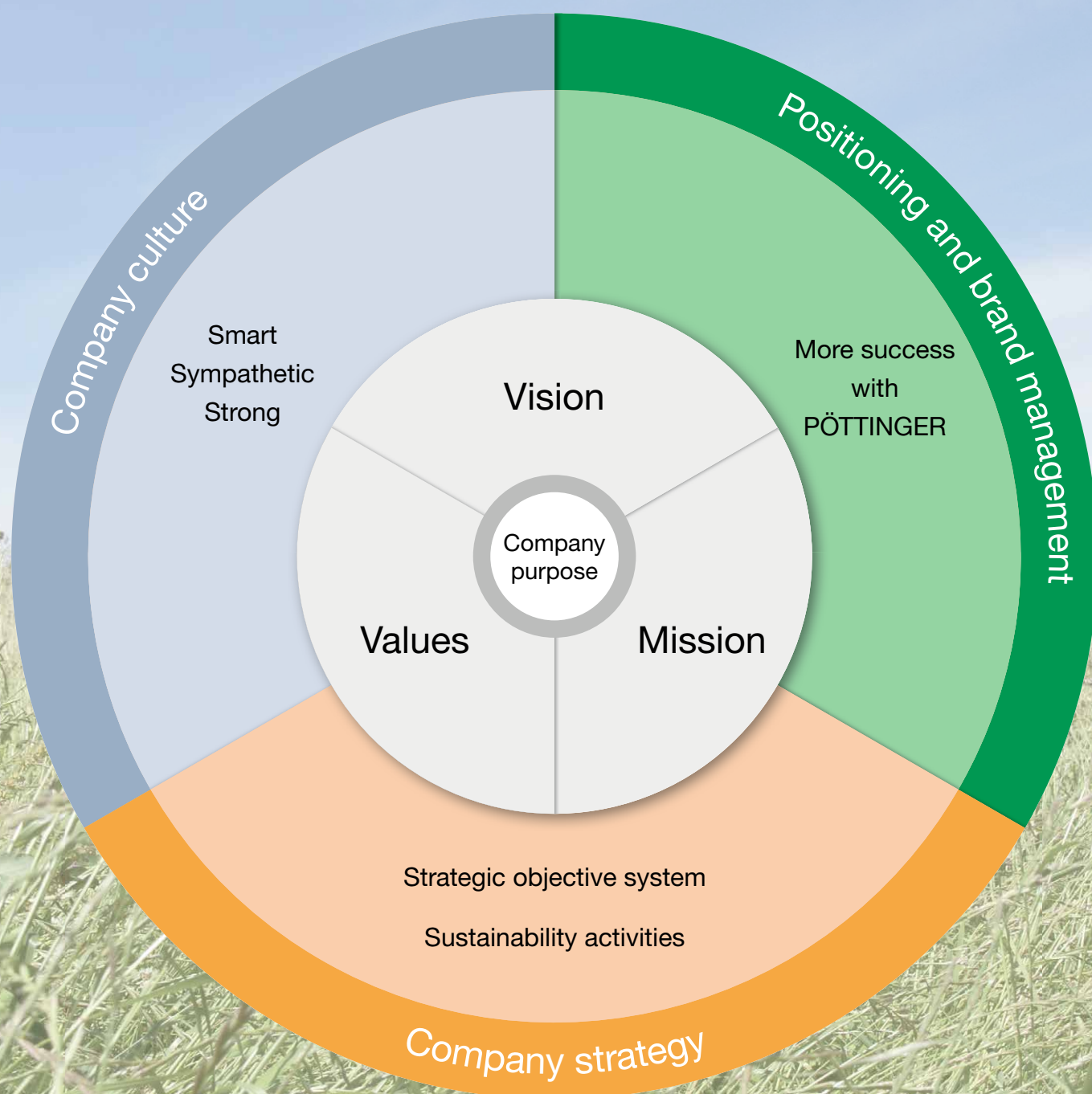


# More success with PÖTTINGER



# More success with PÖTTINGER



# Mission statement

*“As the fourth generation, we started in 1991 to develop the family-owned company PÖTTINGER into a leading international manufacturer. As a specialist in grassland, arable and seed drill technology, the company contributes to a sustainable increase in effectiveness, efficiency and quality in agricultural production and is a partner on whom its customers can rely.”*

Heinz and Klaus Pöttinger (the company owners)

The PÖTTINGER mission statement describes the key principles and values of the company, as well as the objectives we want to pursue. Our mission statement shows our business partners what PÖTTINGER stands for. It is also intended to give direction to our employees' actions and express our corporate culture.

## Table of contents

Company purpose	4-5
Vision	4-5
Mission	6-7
Values towards	9-10
■ Employees	9-10
■ Suppliers	10-11
■ Financiers	10-11
■ Our environment	10-11



# Company purpose & vision



## Company purpose

- To ensure the world population is provided with food, PÖTTINGER brings more effectiveness, efficiency and quality to contribute to a sustainable increase in agricultural production.
- We guarantee outstanding working results and ensure that our customers are more successful. Our objective is to make work easier for farmers and enable sustainable operations.
- PÖTTINGER - a family-run business - is a dependable and reliable partner for its customers, employees, suppliers and financiers. This partnership is promoted in all our business relationships.
- As a family-owned company, PÖTTINGER takes its responsibility for future generations and the environment seriously. The extensive activities for conserving resources and protecting the environment are anchored in the company divisions and can be read in the sustainability report.
- The ESG strategy (Environmental - Social - Governance) is integral to the company strategy and is implemented as part of the strategy process on a daily basis.

# Mission statement



*“With outstanding working results, we enable each of our customers to experience PÖTTINGER as the leading and most innovative agricultural technology brand!”*

## Vision

- PÖTTINGER is an international family-owned business with Austrian roots.
- PÖTTINGER makes a serious contribution to long-term increases in effectiveness, efficiency and quality in agricultural production around the world.
- PÖTTINGER supports farm businesses, makes their work easier and contributes to increased cost effectiveness and sustainable success. PÖTTINGER is a dependable and reliable partner for its customers.
- PÖTTINGER achieves the greening of its manufacturing plants by increasing energy efficiency and the share of renewable energies.
  - 120 percent energy efficiency per TEUR value added
  - 100 percent share of renewable energy
  - minus 100 percent carbon emissions.
- PÖTTINGER is a specialist and the technology leader in grassland and arable farming.
- PÖTTINGER is the world market leader in both the mower and loader wagon segments and is one of the leading providers of seed drill technology. We achieve significant market shares in all the market segments we cover.
- The PÖTTINGER brand stands for premium quality and we have defined a clear differentiation strategy. That is how our customers see us on a day-to-day basis.
- PÖTTINGER is in demand by customers all over the world, is growing faster than the market, and achieves an annual turnover of EUR 1.0 billion in return.
- PÖTTINGER stands for a sales philosophy based on partnerships and has reliable distribution channels.



# Mission





# Mission statement



## Mission

- Our customers include all sizes of farm businesses, contractors, machinery rings, associations and communities worldwide.
- We sell our products and services through our network of dealerships and ag tech distributors (multi-stage sales and marketing strategy).
- With our extensive product portfolio and consistent brand policy, we offer our sales network an attractive sales and earnings potential and strive to maintain long-term, predictable and trustworthy partnerships.
- Our wide product range enables us to match the requirements of the different needs and working conditions of our customers. Our products are manufactured using flexible, industrial production methods in several locations.
- We create advantages for our customers with tractor brand independent, linkage-mounted, implement-mounted, trailed and autonomous machinery with the greatest possible data compatibility and the associated services.
- Our claim and promise is to deliver outstanding working results.
- The people who sell and service PÖTTINGER products identify with the PÖTTINGER brand and are trained to fulfil their sales and service obligations.
- We are specialists in grassland and arable farming - "living agricultural technology" is the basis for all our actions!



# Values





# Mission statement

## General

- People come first as far as PÖTTINGER is concerned.
- As a family-owned business, we stand for fair partnerships and solid business relations which our customers can rely on.
- We value all those concerned and respect their interests.
- All our employees, together with the people in our sales network, focus consistently on our customers.
- We create structures and processes that ensure the needs of our customers are at the centre of everything we do.

## Our employees:

- We promote team-oriented, hierarchy-free management and sound personal relationships. We promote an atmosphere of trust, openness and willingness to drive change, in which our employees invest their talents.
- We expect our employees to be professional and polite. Each person's contribution leads to a culture of working together characterised by smart thinking, sympathetic action and strong performance. Remuneration is performance-related and fair.
- Learning as part of life, motivation and keeping our employees informed are of high importance.
- Together, we take responsibility for the personal development, attitude and results of ourselves and our colleagues.
- We encourage individual responsibility through a combination of achievable goals and clearly-defined scope to make decisions. The idea of management as a role model to employees is extremely important in achieving this.
- Our company objectives are best reached in an environment where our employees feel, through encouragement and support, that they can achieve their personal goals.
- By means of a continuous improvement process, we create the opportunity for our employees to make a valuable contribution to the overall success of the company by making their work more purposeful, efficient and safe.



# Values





# Mission statement

## Our suppliers:

- We build and maintain business partnerships with our suppliers.
- With open, trusting communication we ensure that both companies can improve their market position.
- We are a long-term partner who fulfils its obligations. Our suppliers are involved from the start in taking responsibility for fulfilling market requirements to provide long-lasting improvement to quality and reducing costs.
- Suppliers are chosen based on the optimum ratio of quality, supply flexibility and price of the materials to be supplied.
- Suppliers who are able to produce and supply with flexibility are given preference.

## Our financiers:

- We fulfil our financiers' expectations with solid and reliable returns.
- Profits provide the space for further investment, enabling growth to be financed and dividends to be paid. At the same time this is the best guarantee for job security. We employ "Best Practice" measures to continually compare ourselves with the best.
- We are open to strategic cooperation, as long as our independence as a family-owned company is ensured.

## Our environment

- Our responsibility to our environment requires the economical use of resources. We pay the highest regard to the environment in all our activities.
- We take every available opportunity to optimise the use of energy, avoid wastage and reduce waste.
- We are increasingly choosing courses of action that have the potential to increase PÖTTINGER's attractiveness, especially among the people who work for us and buy from us.
- We are aware that this involves a certain amount of resources, compared to taking a course of action geared towards short-term profit.
- Every time we revise our products : we aim to reduce the environmental impact caused by the operation of each product group, making sure that it has a lower impact than previous models and competitors' products.



## More success with PÖTTINGER

- Your reliable partner, as a family-owned company since 1871.
- Specialist for arable farming and grassland
- Future-safe innovation for outstanding working results
- Roots in Austria – at home throughout the world

## Mission statement

- Company purpose
- Vision
- Mission
- Values