



The strategic orientations of Simoldes Tools management are defined in the Policy and are based on the following principles:

- **Customer satisfaction**, by ensuring the consistent supply of Goods and Services, in conformity with the agreed requirements, proposing product improvements, promoting a partnership relationship and making a world support network available.
- **Supplier involvement**, by sharing resources, skills and value creation for both sides, developing solutions to reduce costs.
- **Co-worker involvement and valuation**, by promoting communication, participation and appropriate skills acquisition for the working function performance.
- Assure a **healthy and safe working environment** to all the co-workers, customers, suppliers and visitors and other interested parties, through the adoption of technics and working **methods preventing working accidents and professional diseases**.
- **Updating the technological resources** by continuously searching for the most recent trends.
- **Environment protection** by minimizing the environmental impact and preventing pollution caused by the activities in a life time perspective of the manufactures products, aiming the continuous improvement of the environmental performance.
- Keeping an integrated management system, in a participated way, promoting its **continuous improvement**.
- Ensuring that the **laws and regulations applicable** to the company, mould making and implemented integrated system are fulfilled.
- Maximization of the **productive profitability**, by selling at the best price allowed by the market and producing at the lowest possible cost, supported by efficient and effective functioning of the production resources.
- Understand the Needs and Expectations from the **Concerned Parties** assuring their satisfaction.
- **Solidarity image**, by supporting social institutions, as well as public interest initiatives.

By Top Management | 02.06.2021

## MISSION

Promote a collaborative, integrative and guiding business environment that supports the development of current businesses and the emergence of new ones, sustained by customer preference and continuous improvement resulting in maximized returns for our stakeholders.

## VISION

We aim to be the key figure in shaping a more innovative, sustainable and well-being driven world.

## VALUES

Dedication, commitment, integrity, responsibility, humbleness, solution driven, mutual trust and collaboration.