

**KÄRCHER**

makes a difference

# **OUR GUIDING PRINCIPLES**

**LET'S CONTINUE  
OUR SUCCESS STORY  
TOGETHER!**



We all have personal values that determine our principles for making decisions and help us to reach our goals.

It is important that we share common values for our daily work, for completing our tasks and for our further success. Only together we can successfully make progress toward our goals.

This mission statement describes the reasons for our success, the principle values of Kärcher worldwide – they show who we are, what we want and how we make a difference in our customers' life – in people's life.

The mission statement is binding and applies to all of our activities and plans, inside and out. It can fulfill its purpose only if it determines our thinking and actions, if we make it "come alive" on a daily basis.

Johannes Kärcher  
Chairman of the Administrative Board

Hartmut Jenner  
Chairman of the Executive Board

# TOP PERFORMANCE FOR CLEANLINESS AND MAINTENANCE OF VALUE







In terms of quality and technology we are the world's leading provider of cleaning systems, cleaning products and services for recreation, household, trade and industry.

Our products enable our customers to solve their cleaning tasks in an economical and environmentally-friendly manner. Making

a difference to our customers' lives by delivering effective and efficient solutions to every day and global cleaning and irrigation problems.

**We have extremely satisfied and enthusiastic customers!**









# WHAT MAKES THE DIFFERENCE

## **Our Customers**

make a difference through relying on us.

## **Our Innovations**

make a difference by continuously improving our products and offering unique technology.

## **Our Products**

make a difference by solving our customers' cleaning problems.

## **Our Quality**

makes a difference by giving our customers reliable and long lasting products.

## **Our Solutions**

make a difference by always being tailored to our customers needs and protecting the environment.

## **Our Service**

makes a difference by providing real partnership.

## **Our Brand**

makes a difference by giving trust to our customers.

## **Our People**

make a difference by delivering top performance every day.

## **Our Values**

make a difference to the way we do things.







**01**

### **Customer Orientation**

We establish partnerships through open dialogue with our customers. Our products and services provide optimal problem solving with a high customer benefit. Customers' problems are solved quickly and flexibly.

**02**

### **Employees**

We recognize that qualified and motivated employees who enjoy their job are a major success factor for Kärcher.

**03**

### **Cooperation**

All Kärcher's relationships, internal and external, are governed by trust, loyalty, openness, fairness, reliability and mutual respect. We incorporate all the experience and knowledge available in the company by means of teamwork and an active exchange of information.

**04**

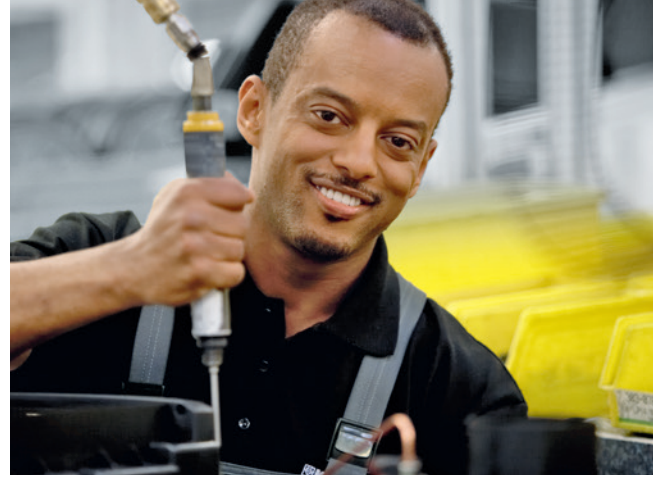
### **Our Range of Services**

We offer cleaning systems, cleaning products and services for recreation, household, trade and industry with an optimum price-performance ratio.

**WE CREATE VALUES  
FOR CUSTOMERS,  
EMPLOYEES AND  
THE COMPANY.**







**05**

#### **Market Position**

Kärcher is an international company and regards itself as the benchmark. Our aim is to have the lead in market share, innovation, quality and image as well as to be the world's market leader in each of our business segments.

**06**

#### **Innovation**

As innovative leaders we are setting standards in technology, service and design to provide optimum benefits for our customers and to satisfy our customers' requirements. Our innovations are convincing and fill our customers with enthusiasm.

**07**

#### **Marketing**

The Kärcher brand is associated worldwide with top performance, innovation and quality. Our aim is to continuously strengthen our brand image.

**08**

#### **Production and Purchasing**

Our suppliers are integrated into the value-added chain. We are working continuously together to improve manufacturing processes and optimize the level of in-house production. We guarantee competitiveness in quality and cost by our willingness to change and by our speed and flexibility.

**09**

#### **Social Responsibility**

Kärcher takes on social responsibility: In all countries we respect the local values and standards, the human rights and the legal and social systems – in the sense of a good citizen.

**10**

#### **Resource Handling**

We create our products, services and processes in an environmentally-friendly manner. Wherever we operate, we meet environmental requirements and make responsible use of all resources at our disposal.

**11**

#### **Growth, Finance and Earnings**

We will increase our earnings and financial strength by profitable growth. This will secure the existence and long-term development of our company. Our entrepreneurial conduct is based on the priority of maintaining our financial independence and decision-making freedom. Additionally, growth generated internally has priority over acquisitions.

**12**

#### **Family-owned company**

The shareholders identify themselves with the company. Kärcher will remain a family-owned company.

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