

# B BETA FENCE

The Betafence Way

Securing What Matters

▶ 01

# SECURING WHAT MATTERS.



*Dear Partners & Colleagues,*

For more than 130 years, we have developed and produced perimeter security solutions that contribute to a safer society. Our business is founded on a simple yet significant approach: securing what matters.

We want Betafence to fundamentally contribute to our customers' quality of life and quality of business.

The Betafence Way outlines our core values and guides the ways in which we wish to realize our business strategy and growth ambitions. Our values and aspirations have to be applied in all contexts, regions, businesses and cultures. This ethos applies not only to Betafence employees but also covers our relationships with our customers and stakeholders.

Our vision and values are a clear guide as to how we do business, both as a company, and as individuals in our day-to-day work.

We respect this spirit in all business dealings, whether with colleagues, customers or other stakeholders and behave in a manner that brings honour to ourselves and the company.

Thank you for your support, dedication and commitment to ensuring our business partners' and customers' needs are always secured.

Michele Volpi



**“The Betafence Way outlines our core values and guides the ways in which we wish to realize our business strategy and growth ambitions.”**

## ▶ 02

# We develop, produce and integrate perimeter security solutions.

## Our Vision

Our vision is to be the best at perimeter protection.

Our aim is to be the worldwide leader in integrated perimeter security, protection and fencing systems. We want to be our customers' trusted partner delivering optimal products, solutions & services. This vision will be achieved by focussing on collaborative customer relationships, outstanding quality and innovation.





# Our Philosophy

Securing What Matters.

We understand that the need to feel safe is paramount. We are committed to protecting everything people cherish and value.



A photograph of a modern outdoor pool area at night. The pool is illuminated with green lights, creating a shimmering effect on the water. The pool deck is paved with light-colored, irregular stones. In the foreground, there is a dark planter box containing several cacti. In the background, a stone wall is illuminated from below, and a white cushion rests on a dark platform. The sky is dark blue, and a bright light source is visible on the right side of the frame.

**We are committed to  
achieving our goals.**



# ▶ 03

## Our Values

We are committed to achieving our goals, we never use the word 'impossible'.

### Accountability

### Integrity

We always do the right thing!

### Customer Orientation

We act pro-actively towards external customers. We support internal customers to ensure that everybody can be successful.

### Global Collaboration

Our global teamwork makes us unique versus others.

### Innovation and Initiative

We challenge ideas & ways of working to improve ourselves continuously.





▶ 04

# Securing our Integrity

## Business Integrity

We value and protect the good reputation that Betafence holds in the market; it is our most valuable asset. We uphold high standards of business ethics by:

- Adhering to internal policies, and following applicable laws and regulations in countries where we operate.
- Supporting and striving for fair competition, and refusing to enter into unlawful discussions or agreements with competitors.
- Avoiding situations that can create conflict between organizational and personal interests.
- Refusing to offer or accept improper financial or any other advantage for the purpose of obtaining business or other services.
- Respecting and safeguarding all company assets, including people, proprietary information, intellectual property and innovative ideas.





## Shareholders

We create value for our shareholders by:

- Measuring our value creation through EBITDA\* and free operational cash flow on a regular basis.
- Communicating accurate and comprehensive overviews of the company's performance.

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\* EBITDA = Earnings Before Interest, Taxes, Depreciation and Amortization

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**We act and operate in a way that benefits our surrounding communities.**

## **Society**

We act and operate in a way that benefits our surrounding communities by:

- Upholding and respecting fundamental human rights wherever we operate throughout the world.
- Engaging with local communities and making positive contributions where possible.
- Engaging in transparent communication with stakeholders and using dialogue to improve collaboration.

## **Sustainability**

We are committed to sustainability through:

- Maintaining our high standards in environment, health & safety, human rights and labour policies.
- Committing to working with suppliers and partners who promote sustainable development.
- Managing the environmental impact of our production processes and perimeter solutions.
- Continually improving and monitoring our environmental performance.
- Implementing risk management strategies and procedures.
- Promoting responsible design, use, and disposal of our products.

## Employees

We know that our success depends on the commitment and talents of our people. We are committed to being a preferred employer for current and future employees by:

- Empowering our people to be ambitious, take initiative, be accountable and responsible and to achieve personal and business success.
- Promoting equal opportunities, fairness and diversity.
- Recruiting on the basis of qualifications for work to be performed.
- Appraising and rewarding performance regularly and in a fair way.
- Recognizing valuable and innovative contributions.
- Offering our employees the necessary training and career development opportunities.
- Creating a healthy, safe and accident-free working environment for all.
- Engaging in constructive dialogue with our employees and their representatives, valuing reciprocity.
- Supporting the rights of all, we have a respectful workplace culture that is free of harassment, intimidation, bias and unlawful discrimination of any kind.





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## CONTACT

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