



Creating shared values – Commitment to common values
Corporate Guidelines



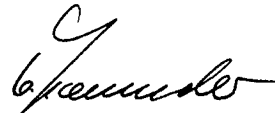
To all employees

As the market leader, KRONES intends to be, and ultimately has to be, the standard setter, and this includes the way in which we think and act. That is a major challenge for each and every one of us. We have defined shared values in our corporate policy and made a firm commitment to sustainability and responsibility in all of our activities ranging from R&D to customer service.

These guidelines are intended to be an orientation aid rather than a “user’s manual”. They form the basis of an open, democratic and legally compliant corporate culture, and we have to live up to these expectations on a daily basis.

KRONES is not simply looking for recognition as the market and technology leader. We also want our customers, suppliers, stockholders, employees, government agencies, institutions and the general public to perceive us as a reputable, creditable and reliable partner.

That is a major milestone on the road to retaining and expanding our position as the market leader in the beverage filling systems market.



Volker Kronseder
Chairman of the Executive Board,
KRONES AG



We go about our business in a sustainable, socially responsible manner

- To secure the company's long-term survival, we review all of our activities with respect to sustainability, factoring in not only our social and economic responsibilities but also the ecological conditions and consequences involved in the manufacture and use of our products.



We stand for excellent quality and technological market leadership

- Our technology leadership, which is based on our intensive research and development work, is the reason why many customers choose us – and the reason why so many have maintained a long-standing relationship with KRONES.
- Our global market leadership is based on leading-edge technology and the consistently high quality of our machines, lines, and services.



- Highly qualified people form the backbone of KRONES' success. As an employer, we have a very special responsibility for our more than 10,000 employees worldwide.
- We foster not only their technical and professional development but also their personal development. We are fully aware that our employees are the key to the company's future.



We are committed to using resources economically while always providing the highest quality

- Conserving resources doesn't mean compromising on quality.
- Leaner production processes, technological innovations and highly motivated, superbly trained employees enable KRONES to produce top quality goods with high value added for the company and its stakeholders.



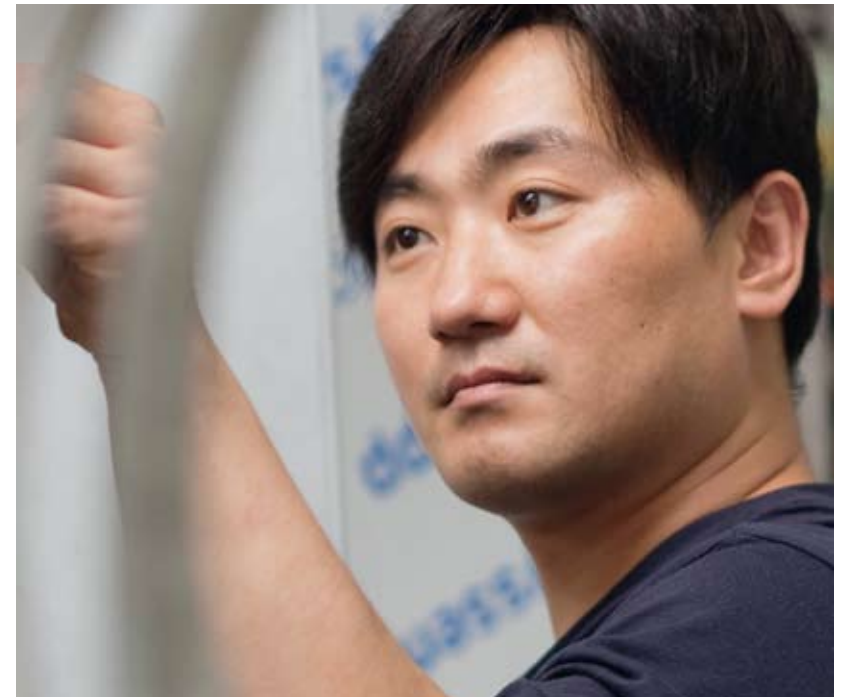
We safeguard the health and safety of our employees

- Our corporate culture ensures that the welfare of those individuals who contribute to our success is never subordinated to economic interests. In order to prevent accidents at the workplace and avoid work-related illness, we create a safe environment which is conducive to the good health of our employees.
- All of our workflows are designed with the safety and health of our employees in mind, and we ensure that the workplace is ergonomic and free of hazards.



Our production operations are eco-friendly

■ As far as is economically reasonable, we use all of the options available for maintaining and developing our production sites in a sustainable manner. We not only comply with statutory regulations, we also make every effort to remain as far below the prescribed limits as possible.



- Long-term probability of success is one of the key decision criteria in the strategic planning process at KRONES. Our business activities are never based on maximisation of short-term earnings or cash flow. It is our intention to be a reliable partner for all of our stakeholders, and this includes a policy of maintaining open communications.

