

**BUILT ON
PASSION,
DRIVEN BY
VALUES •**

KRANENDONK •

WHY CORE VALUES MATTER TO US

At KRANENDONK, our core values are more than just guiding principles—they are the foundation of how we collaborate, innovate, and achieve results. These values shape every decision we make, helping us remain committed to quality, teamwork, and continuous improvement.

By embracing these values in our daily work, we build a unified and strong team that consistently exceeds expectations. They keep us focused on what truly matters: delivering excellence, fostering collaboration, and staying ahead through innovation.

This booklet will guide you through each core value, showing how they apply to your role and how they contribute to KRANENDONK's ongoing success.



TOGETHERNESS

What it means

Teamwork is at the heart of KRANENDONK. We don't just work side by side—we actively support each other, share knowledge, and collaborate to solve problems. By being there for one another, we create a culture built on trust and mutual support.

Facing challenges as one

No matter how complex or difficult the situation, we face challenges together. Whether it's hitting a tight deadline or solving a technical issue, we rely on each other's strengths to succeed and deliver the best results.

Building trust through collaboration

Collaboration builds trust. At KRANENDONK, open and transparent communication ensures everyone feels confident sharing ideas and feedback. This trust empowers us to tackle challenges as a team and continuously improve.





PRODUCT INNOVATION

What it means

Innovation is at the core of everything we do at KRANENDONK. We are constantly exploring new ways to tackle challenges, improve products, and meet the evolving needs of our customers. It's about finding smarter, more effective solutions every day.

Continuous improvement

We believe in constantly refining our processes and improving our products. By embracing change and encouraging creativity, we stay ahead of the curve and continue to offer long-lasting value to our customers.

Customer-driven innovation

Our innovation is fueled by the needs of our customers. By listening to their feedback and understanding their challenges, we create solutions that not only meet but exceed expectations, delivering meaningful value in everything we do.

QUALITY & CUSTOMER FOCUS

What it means

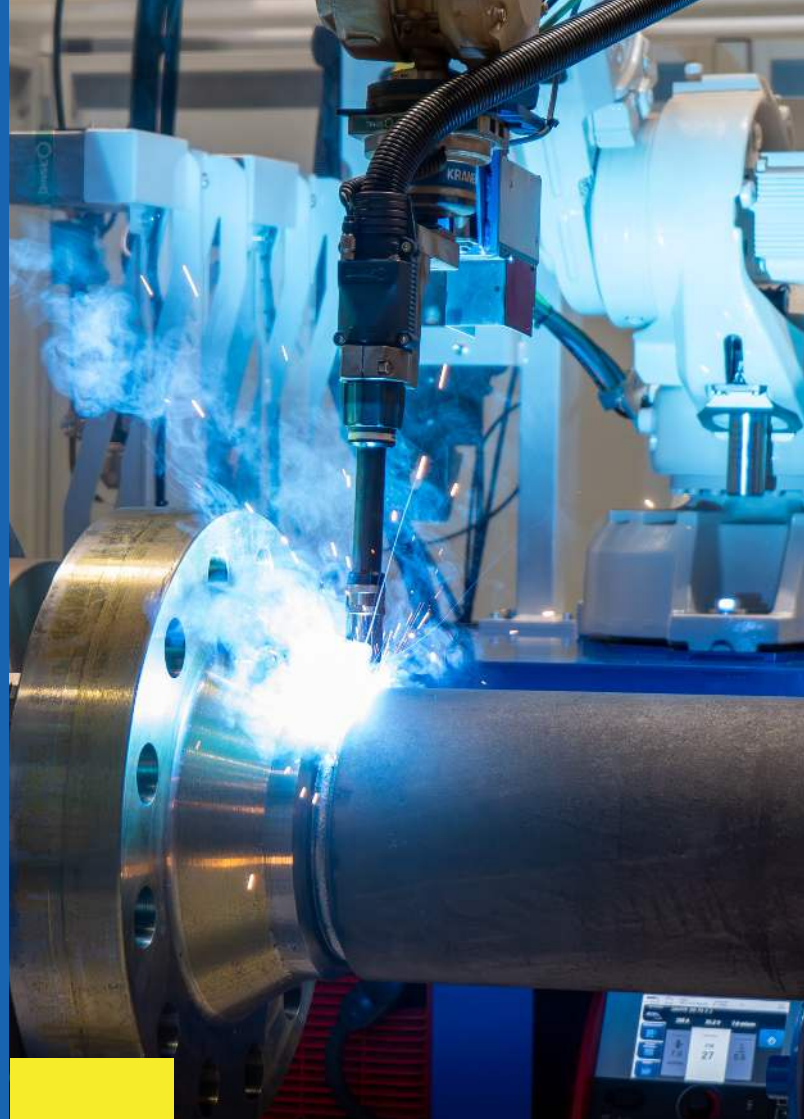
At KRANENDONK, quality is our commitment, and customer satisfaction is our goal. Delivering high-quality solutions requires attention to detail at every stage. We don't just meet customer expectations; we strive to exceed them by delivering excellence in every aspect of our work.

Ensuring quality every step of the way

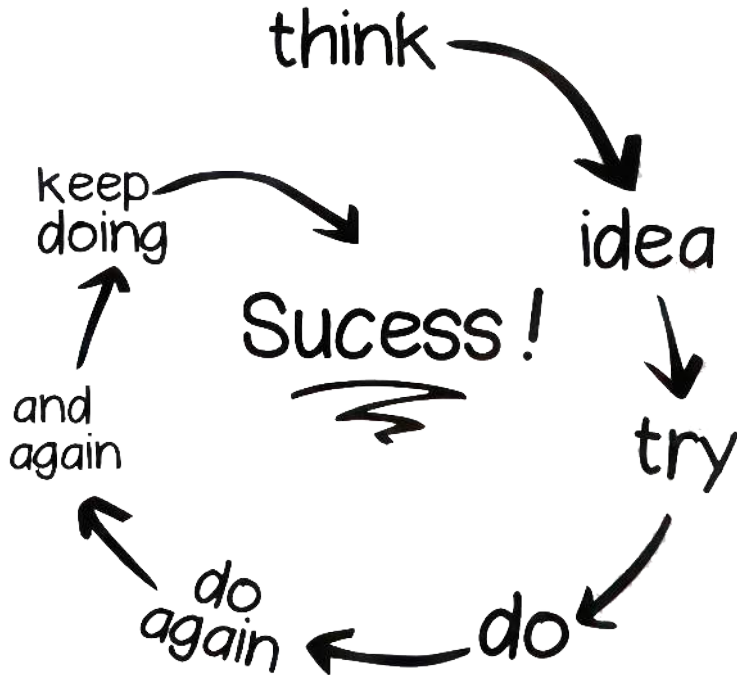
Quality doesn't just happen at the end—it's built into every stage of our work. From planning to execution, we follow strict processes that guarantee the highest standards in all we do.

Building strong customer relationships

Customer focus is about trust. Through open communication and reliability, we form strong partnerships with our customers, ensuring they know they can count on us for consistent, high-quality results.



THE **CYCLE** OF PROGRESS



At KRANENDONK, success is not a single moment but a continuous process of learning, adapting, and improving. It starts with an idea, but the real value comes from putting that idea into action, refining it, and pushing forward with each new step.

This cycle—think, try, do, and improve—is at the core of how we innovate and grow. By embracing challenges and learning from every experience, we stay flexible and open to new possibilities. With each iteration, we strengthen our approach and achieve better outcomes.

Together, we turn ideas into results and challenges into opportunities. Every step forward brings us closer to our goals, with persistence and teamwork driving us toward lasting success.



CORE VALUES IN PRACTICE

At KRANENDONK, quality is something we achieve together. Recently, Arthur took the initiative to address a potential issue, but it was the openness and teamwork of his colleagues that ensured it was resolved effectively.

While reviewing a backup system, Arthur noticed a fuse with an incorrect capacity. Instead of keeping the issue to himself, he consulted a colleague to confirm his observation: *“Am I seeing this correctly?”* After receiving confirmation, Arthur approached the responsible team, presenting the situation constructively: *“Here’s what I’ve found—do you agree?”*

The team was open to Arthur’s feedback, appreciating the professional way he raised the issue. They quickly took action to investigate and resolve it. By working together and maintaining clear communication, the team ensured that the problem was addressed long before it could affect the final product.

Reflecting on the experience, both Arthur and his colleagues recognized the power of teamwork and mutual trust. Arthur’s initiative, combined with the team’s openness to feedback and their swift response, exemplified how Togetherness allows us to build on each other’s strengths and deliver the best results. As Arthur put it: *“No one likes extra work from a mistake, but by addressing issues as a team, we can trust that everything will be handled efficiently and effectively.”*

A MESSAGE FROM LEADERSHIP

At KRANENDONK, success is something we build together. By supporting each other, sharing ideas, and working as a team, we continue to grow and achieve our goals. Open communication is key to this, and every voice within our company plays a crucial role.

We believe in fostering a culture where everyone feels heard and valued. Whether you have new ideas, concerns, or suggestions for improvement, your input matters. By sharing and collaborating, we can strengthen our work, drive innovation, and continuously improve.

Our doors are always open for discussion. Let's keep talking, learning, and building the future we envision—together.



KRANENDONK.
Passion to perform