

**INNOVATION, QUALITY & RESPECT FOR THE PLANET AND PEOPLE,
FUNDAMENTAL VALUES AT THE SERVICE OF A
SUSTAINABLE AND PROFITABLE DEVELOPMENT**

More than 20 years after its creation and after a phase of strong external growth, the Mäder Group has become an independent international leader in high value-added paints & composites, operating in compliance with regulations, standards and the environment.

Today more than ever, our specific positioning encompasses our contribution to a sustainable future and our participation in decarbonization and the energy and environmental transition.

OUR MISSION :

To passionately support our customers' paint and composite processes by providing them with global solutions, while ensuring sustainable development for people and the planet.

OUR AMBITIONS :

- To be an independent, family-owned global leader in Coatings & Composites solutions in our strategic markets (Rail, Automotive, Piping & Storage, Coil,...)
- To be recognized as a reliable and innovative partner by our customers
- Transforming the chemical industry to make it always more sustainable

OUR VALUES:

remain unchanged and are at the heart of our strategic plan:

Permanent innovation and the quality of our products:

Which enable us to provide our customers with global and concrete solutions that perfectly meet their needs and integrate QSE requirements throughout their life cycle.

The protection of people and the environment:

That we consider as a real opportunity of development. We are working to protect the health of the men and women who contribute to the Group's activities, to limit the impact of our industrial activities on the environment and to prevent any pollution.

Respect for people:

Which allows us to develop one of our strengths: Diversity, of which our territorial anchoring is a strong component.

Today, in a context of metamorphosis of the world in which we operate and clearly identified challenges, we have updated our strategic plan which will allow us to continue to strengthen our customer orientation by responding to social, societal and environmental issues.



In the coming years, in order to meet our commitment to our clients and, more generally, to all our stakeholders, we will continue to transform the Group along four major lines:

1. Create the conditions for our growth and developing our business

- Continue our evolution from Product Provider to Solution Provider by developing innovative solutions
- Increase our market share with our strategic customers particularly by strengthening our global presence and accelerating our business development

2. Strengthen our operational excellence

- Strengthen our efficiency, while maintaining our flexibility, our customer orientation and our human values in order to be recognized as a reliable partner
- Optimize our cost prices to allow our customers to remain competitive

3. Promote the well-being and development of our employees

- Ensure safe working conditions
- Strengthen transparent and collaborative communication to give meaning to our teams and improve the sense of belonging

4. Improve our impact on our ecosystems

- Establish clear and ambitious targets for reducing our carbon footprint in line with IPCC reports and SBTi recommendations
- Actively participate in the ecological transition through the development of adapted offers, a more sustainable management of our sites, and the support of our clients in reducing their own impact

Each Group entity is committed to complying with all locally applicable QEHS standards, procedures, laws and regulations, wherever it operates in the world. It also undertakes to adopt the Group's strategic priorities and to continuously improve its management systems in order to achieve the targeted level of performance and quality expected, as well as customer satisfaction.

As such, we are committed to providing the human, technical, financial and operational resources necessary to achieve our ambition, and we are convinced of the daily commitment of all members of the Group. This commitment is an indispensable factor in ensuring our sustainability.

“ **The ecological transition will not happen without the industry and a great challenge awaits us: to be a pioneer in the transformation of the chemical industry to make it sustainable and thus give meaning to everyone.** ”

On behalf of the Executive Committee,

Julien MOLINA
CEO

05/01/2023