Bauer GRUPPE

GUIDELINES AND CORPORATE GOALS

of the Bauer Group

Bauer · Elsdorfer · Immergut · FRIKONI Convenience Manufaktur · Märker FINE FOOD

THE BAUER GROUP ...

... is an independent family-run group of companies, which expressly supports the strong anchoring of each individual company in its home region.

Our corporate strategy is designed for the long term. This also applies in terms of company law with regard to future generations. The Bauer Group will continue to develop into a leading company in the food sector through profitable, organic as well as non-organic growth.

The cooperation between the companies in the Group is characterised by trust, appreciation and respect. By intensively using the synergies from the cooperation, all participating companies are expected to benefit and thus permanently improve and develop further. To this end, strategic and operational goals are jointly agreed upon and worked on together to achieve them.

At the same time, we recognise the diversity of the companies in their specific market environments and therefore also support the individual goals of the sister companies.

Values...

... such as reliability, honesty, fairness, credibility, sustainability and integrity are part of our fundamental self-image as companies of the Bauer Group. Compliance, acting in accordance with the rules, is an expression of the attitude of the corporate management and thus far more than just a matter of complying with law and order. These guidelines and corporate goals, as well as the code of conduct, are essential components of our corporate culture. These documents set down in writing the value-based cooperation that is to be jointly supported and consistently practised by all employees. This also applies in particular to our managers, who act as role models every day.

Goals of the group and the companies

The companies of the Bauer Group use their competences in development, their speed and flexibility in the production and distribution of food. This makes the group, as well as each individual company, an attractive and efficient partner.

Product safety and quality are prerequisites for sustainable economic success.

The high standard of our quality is a declared goal and is guaranteed by systematic procedures in terms of recognised guidelines, norms and standards. We meet at least the current legal requirements and are constantly working to further develop our high standards with extensive quality controls. To do this, we analyse the available data and information about markets, products and processes.

We practise a food safety culture that guarantees the production of safe and valuable products. This is a result of open communication and the involvement of all employees in our procedures to guarantee food safety and hygiene. Our quality management system requires and supports the individual responsibility and participation of all employees.

We work with our suppliers on the basis of partnership and professionalism, in accordance with our code of conduct and the Ethical Trading Initiative (ETI) Base Code. In this respect, we observe the special legal requirements and do not use unfair practices. Together, we continuously develop our quality standards, also in order to use our resources ecologically and economically as effectively as possible.

Through innovative and individual concepts as well as products, we are problem solvers for industry, trade and bulk consumers. We aim to identify what our customers want before they do themselves, to set trends ourselves, and thus to increase customer satisfaction.

This also applies to the consumers of our products; we also focus on perfectly meeting their needs and thus creating new consumer-friendly products.
In doing so, it is important for us to act responsibly towards the interests of our customers, suppliers and our employees, the environment and society.

Sustainability…

… is not just a matter of paying lip service for us. In order to develop each of our companies sustainably and commercially successfully, we always set ourselves new economic, ecological and social goals and achieve them simultaneously and on an equal footing. Here we take the 17 Sustainable Development Goals of the United Nations as a basis.

We are committed to respecting human rights and the dignity of individuals in our operations and at our business partners. We are always working to promote and improve respect for these human rights within our sphere of influence. We fulfil the corresponding due diligence obligations.

Environmental awareness and the resulting active protection of the environment are deeply rooted in the companies of the Bauer Group, not least due to their close relationship with agriculture. Avoiding unnecessary environmental impact has always been an important criterion in the development of our work processes. We have always paid special attention to optimising the use of resources in every decision we make.

The economical and sparing use of resources also applies in particular to energy. This is an important production factor for us. In addition to using as little energy as possible, we also ensure that energy-intensive packaging materials are used sparingly.

At the centre of our responsibility…

… are our employees. Regularly maintained technical equipment, providing training and instructions form the necessary prerequisites in the area of occupational safety.

The reliability of our organisational processes is guaranteed in the companies of the Bauer Group by all-embracing and integrated management systems. These systems control all processes and affect all employees as well as all products and services.

Our employees actively participate in the implementation and improvement of the systems.
In order to perform the relevant activities well with conviction and enjoyment, a constructively objective and cooperatively friendly interaction as well as a pleasant working environment are required. We treat each other with tolerance and accept criticism, other opinions and points of view. We find solutions fairly and objectively – also for the future. We stand by this and demand it from all employees in all positions, areas and companies. This is the special responsibility of all managers in the group of companies.

All employees stand for the success of the Group and that of each individual company. The abilities and sense of responsibility of each individual contribute to achieving the common goals.

We challenge and encourage our employees. To ensure the professional and personal development of our employees, we offer a range of opportunities for further development and training.

Social responsibility…

… is the root and expression of our corporate culture. We try to take account of it in everything we do. Responsibility for our region plays a major role here. Here, too, we are committed to environmental protection, economic networks, sports and youth development, culture as well as diversity and inclusion.

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