

MISSION STATEMENT

WE ACHIEVE OUR GOALS TOGETHER





WHY A MISSION STATEMENT COMMON FRAMEWORK FOR OUR ACTIONS

Our company and the environment in which we operate are constantly changing.

We want to accompany this change with a good and stable corporate culture into a good future. Therefore, we have formulated our corporate mission statement together with our employees.

It is an expression of our corporate philosophy, the typical ISM values and the business principles to which we align our daily activities.

It is trend-setting and obliges us all to constantly review our own behavior towards colleagues, customers, suppliers, business partners and other interest groups.

Our mission statement is intended to help maintain and further strengthen our positive corporate culture - a corporate culture in which we know what everyone can expect from others and what they themselves can contribute to the future success of our company.

As a living and learning organization, we will adapt to constant change again and again. The same applies to this mission statement.

We look forward to leading ISM into a successful, value-adding and meaningful future on this basis and with the support of our employees.

Everything is possible, it is in our hands.

Julia Krämer-Gümüs & Engin Gümüs
and all ISM executives



VISION, MISSION AND STRATEGY SELF-IMAGE, GOAL, BASIC PRINCIPLES

WHAT DO WE STAND FOR?
VISION, SELF-IMAGE,
CORPORATE PURPOSE:

Design, development and distribution of innovative performance safety footwear, work and outdoor fashion.

We stand for innovative performance products (PPE), the quality of which we continuously improve and develop with great attention to detail and the pursuit of perfection. This is how we support professionals every day in making the most of their potential and successfully mastering their challenges.

WHAT DO WE WANT TO ACHIEVE?
MISSION, GOAL:

Offer customers attractive services, develop partnerships with employees, generate reasonable income to secure the future and ensure the company's continued existence.

As a family company in the third generation, we want to ensure and further strengthen the continued existence and independence of our company in the long term. Jobs should be preserved and created and a positive and safe working environment should be created for all employees.

We want to continuously develop ISM and ourselves, maintain sustainable performance, continue to grow and be successful and take responsibility for each other and towards society.

HOW DO WE WANT TO ACHIEVE THIS?
STRATEGY, BASIC PRINCIPLES, CENTRAL IDEA:

International growth based on innovative products, strong brands and new sales channels.

ISM's innovative products and strong brands should continue to form the foundation of healthy international growth in the future. For this we also want to open up new sales channels in the area of e-commerce and in industry.

**FOREVER FASTER AND
MADE TO PROTECT**

Inspired by our brand claims, we strive to be faster than our competition, driven by function, powerful, efficient, flexible and successful in our actions.

**FAIR, TRUSTING, RELIABLE,
CREATIVE**

We draw our common strength from the constructive, respectful and cooperative partnership of all employees and all other parties involved in the economic process.



OUR LEADERSHIP GUIDELINES

LEADERSHIP UNITES OUR STRENGTHS FOR MUTUAL SUCCESS

We achieve our corporate goals together on the basis of our values. Everyone creates a result-oriented working atmosphere and focuses on performance and the best possible solution for the company.

OUR VALUES

WE ACHIEVE OUR GOALS TOGETHER

Our experienced and motivated team is the most important guarantee for achieving our goals. Many qualified and committed employees make the success of our company possible. That's why we want to continue to trust in the initiative of each individual and in a spirit of partnership in the future.

For this we encourage and demand the commitment and individual skills of all our employees and give them room for responsibility, flexibility and trust.

We achieve our goals together and align our daily actions with the following values:

PERFORMANCE

With personal responsibility as well as target and result orientation, we maintain the performance of ISM and constantly improve it.

INNOVATION

Through trendsetting and forward-thinking actions, we strengthen our innovative ability.

PROACTIVITY

With a proactive way of working, suggestions for improvement and decision-making templates, we get involved passionately.

TRANSPARENCY

We demand and promote a targeted, cross-departmental and transparent flow of information and do not hesitate to obtain the information we need ourselves .

PARTNERSHIP

Our partnership with each other and with external parties is characterized by fairness, respect and trust.

COMMITMENT

The cooperation in the internal as well as in the external environment is characterized by constant reliability, so that we always act and make binding decisions.

- 1 We discuss our corporate goals with our employees in order to promote cross-departmental and transparent communication and entrepreneurial thinking. As managers, we develop realistic departmental goals based on this and implement them. This is how we achieve results and give our employees orientation.
- 2 Based on the goals, we name clear tasks, competencies and responsibilities. We enable and encourage independent and responsible action within a clearly defined and binding framework.
- 3 We make decisions taking into account and incorporating the expertise and ideas of our employees. In doing so, we create room for proactivity and the ability to innovate on the part of our employees.
- 4 As managers, we act as guides and supporters for our employees. Mutual trust, appreciative communication in both directions and our partnership with each other are a matter of course for us.
- 5 We maintain communication and the targeted flow of information in short, uncomplicated ways and promote it through regular service meetings. In doing so, we create opportunities for coordination, giving and expecting open and constructive feedback in order to maintain and improve transparency in the company.
- 6 We acknowledge the good performance of our employees and constructive criticism is welcome because it is seen as an opportunity and a reason for improvement.
- 7 In annual assessment and development interviews, we make constructive demands and beneficial feedback from our employees and give it back. As far as possible, we set milestones and analyze the further development potential of our employees.



FAMILY & CAREER, WORK & HEALTH COMPATIBILITY

RECONCILIATION OF FAMILY AND WORKING LIFE

Our employees bear responsibility in all phases of life in their various professional, family and personal areas.

With suitable measures, ISM creates good framework conditions so that the individual balance is better achieved.

We make it easier for employees to re-enter our company, especially after parental leave.

Individual solutions – such as part-time work, time off or vacation – enable family members (children, those in need of care) to be cared for by their family members, particularly in difficult phases of life.

WORKING CONDITIONS AND HEALTH

Our aim is to design the working conditions in such a way that they contribute to the personal satisfaction of the employees.

The health of our employees is important to us. Support in maintaining health is an important part of our corporate philosophy. For this we create holistic and sustainable offers and look forward to working on this together with our employees.



BRANDS & PRODUCTS, SUSTAINABILITY COMMITMENT

BRANDS AND PRODUCTS

Strong brands and innovative products, the quality of which we continuously improve, are among our core competencies.

They form the basis of our success and are both an obligation and an asset for us. Promoting and expanding your strength and uniqueness is the key to our company's success.

They convey security and modernity, they are innovative and of high quality. We point out their quality without raising unjustified expectations.

Good products absolutely require high quality standards and manufacturing processes along the global value chain.

ENVIRONMENT AND SUSTAINABILITY

Social, ecological and economic justice are among our core values.

We are committed to complying with applicable law, observing social and ethical standards and acting sustainably along the entire value chain.

The basis for this is our Code of Conduct, which is based on the declarations of the International Labor Organization and the Universal Declaration of Human Rights in accordance with all applicable labor laws in the countries in which we operate.

In this way we want to create a working environment in which people are treated with dignity, fairness and respect and in which cultural differences and the diversity of origin and thinking are respected and valued.





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