GEC CORPORATE STATEMENT



To be the world’s most profitable and professional

manufacturer in the sheet metal fabrication industry.

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To generate superior, consistent returns on our capital.

To motivate, challenge, fulfill, and reward employees, enabling us to develop

and excel in our professional careers and reach our personal goals.

To build successful relationships and to meet or exceed expectations through

superior products and support, innovation, excellent systems and respectful

and fair treatment.

Think and act like a business-owner. Become a role model.

Treat our customers as your partners – remembering that it is only through true

partnership that we will all succeed in reaching our goals.

Retain our competitive advantage by ensuring that you are uncompromising

in your focus on successful execution.

Engage actively and openly with your teammates to combine and benefit from

our individual talents.

Seek constantly to improve processes, procedures and performance.

Comply diligently with our business procedures and security instructions, and

report observed violations immediately.

Ensure that the work you deliver meets appropriate standards of quality.

Ensure that all your communication whether written or verbal, is relevant,

honest, accurate and timely.

Be passionate about your work and be proud of both your own and

GEC’s achievements.

Take a disciplined and structured approach to the task in hand.

GOAL

STAKEHOLDERS

SHAREHOLDERS

EMPLOYEES

CUSTOMERS AND PARTNERS

SEVEN VALUES

RULES OF ENGAGEMENT

OWNERSHIP

CUSTOMER FOCUS FOCUS

EXECUTION

TEAM PLAYER

IMPROVEMENT

COMPLIANCE

QUALITY

COMMUNICATION

PASSION

DISCIPLINE

RATIONALITY | INDEPENDENCE | INTEGRITY | HONESTY | JUSTICE | PRODUCTIVITY | PRIDE

RULES OF ENAGEMENT

**OWNERSHIP**

THINK AND ACT LIKE A BUSINESS-OWNER. BECOME A ROLE MODEL.

* You are empowered to take responsibility and should accept the accountability that comes with this.
* Lead by example – inspire others through your professional and business-like behavior, remembering always that you are an ambassador for the company.
* Create business value by being proactive and innovative.

**CUSTOMER FOCUS**

TREAT OUR CUSTOMERS AS YOUR PARTNERS – REMEMBERING THAT IT IS ONLY THROUGH TRUE PARTNERSHIP THAT WE WILL ALL

SUCCEED IN REACHING OUR GOALS.

* Work to empower our customers in reaching their goals through close cooperation and support.
* Respond to and communicate effectively with existing and potential customers in a timely manner.
* Handle complaints and errors with diligence and fairness, and learn from them.

**EXECUTION**

RETAIN OUR COMPETITIVE ADVANTAGE BY ENSURING THAT YOU ARE UNCOMPROMISING IN YOUR FOCUS ON SUCCESSFUL EXECUTION.

* Make and keep commitments and deadlines, prioritizing your resources accordingly.
* Create a practical plan for realizing your goals.
* Remain committed to achieving your outcome – and act without delay.

**TEAM PLAYER**

ENGAGE ACTIVELY AND OPENLY WITH YOUR TEAMMATES TO COMBINE AND BENEFIT FROM OUR INDIVIDUAL TALENTS.

* Work and create a boundaryless organization, open, flexible and efficient in all our dealings.
* Your own success is essential, but not sustainable if your team and the company as a whole fails to achieve the same.
* You have responsibility for all three levels of success.
* Interact in a constructive, friendly and benevolent manner across departments and positions. Share rewards, praise and credit generously with your teammates.

**IMPROVEMENT**

SEEK CONSTANTLY TO IMPROVE PROCESSES, PROCEDURES AND PERFORMANCE.

* Be alert to opportunities for improvement and address these accordingly.
* Seek to enhance your own level of expertise, both through company-sponsored education and by your own initiative.
* Take personal responsibility for thinking innovatively when you identify a need for improvement.

**COMPLIANCE**

COMPLY DILIGENTLY WITH OUR BUSINESS PROCEDURES AND SECURITY INSTRUCTIONS, AND REPORT OBSERVED VIOLATIONS IMMEDIATELY.

* Be vigilant in following the laws, rules and regulations that serve as the company’s legal framework.
* Follow our business and security procedures and ensure that you report any violations immediately.
* Recognize and live up to the responsibility placed upon you as a result of our customers’ trust - both in terms of confidentiality and fair treatment.

**QUALITY**

ENSURE THAT THE WORK YOU DELIVER MEETS APPROPRIATE STANDARDS OF QUALITY.

* Make rational decisions about the level of quality required for the particular task, ensuring that this meets our customers’ expectations.
* Strive to identify where and how customers and teammates might directly benefit from higher standards.
* Execute all of your tasks to the optimal level of quality, taking the necessary time to do so.

**COMMUNICATION**

ENSURE THAT ALL YOUR COMMUNICATION WHETHER WRITTEN OR VERBAL, IS RELEVANT, HONEST, ACCURATE AND TIMELY.

* Communicate only relevant information, and do so in a concise and logical manner to all the involved stakeholders.
* Give others the benefit of your honest, considered feedback using the appropriate medium and at the right time.
* Ensure that you contribute to any relevant dialogue in a timely manner.

**PASSION**

BE PASSIONATE ABOUT YOUR WORK AND BE PROUD OF BOTH YOUR OWN AND GEC’S ACHIEVEMENTS.

* Embrace your work with energy and enthusiasm.
* Work persistently to overcome challenges – recognizing them as a valuable part of your personal and

professional development.

* Energize and motivate those around you – both teammates and customers.

**DISCIPLINE**

TAKE A DISCIPLINED AND STRUCTURED APPROACH TO THE TASK IN HAND.

* Loyally accept and follow through on corporate decisions.
* Ensure that all meetings have a clear, written agenda and focus on always achieving a valid and documented outcome.
* Respect your teammates’ time and efforts, and cooperate in an efficient and disciplined manner with them.