

## **The base of the Kaviczky brand: Mission**

### **PASSION**

What we do, we do it from passion. We are inspired by the heart, mind and the soul. We believe that the common work, the knowledge and the experience assures all success a common victory. Our idea is only manageable if we are committed to success.

### **PRIDE**

We are proud of the excellent natural treasure of Hungary and our goal is to present our products with the same excellence as the outstanding applied material. Quality serves our partners' interests and transmits the good fame of our Company.

### **RESPECT**

We respect the devoted attitude and the deep commitment of our partners that contributes to the development of our products. We believe and support the social and environmental responsibilities. We respect biodiversity and the social and cultural variegation.

### **INNOVATION**

We are open minded and committed to everything that is new and innovative. We develop strictly and consistently our new products with a receptive view for new ideas.

### **EXCELLENCE**

The base of our success is the constant pursuit to excellence. Individually or collectively our basic values are the ethical attitude and the business commitment. We are proud of what we do.

### **EXPERTISE**

Our belief is being expertise at the highest level. We support the integrity, honesty and respect. We assume that we have made our brand with useful and responsible work. We celebrate success, assume challenges and recognize the potential development possibilities.

### **PEOPLE**

The power of the Company is provided by the energy and intelligence that is a process from the idea, the decision to the realized success. On this road we take strength from the motivation and disciplined work of our colleagues. We provide possibilities of equal chances and personal development.

### **ACHIEVEMENT**

We motivate and recompense the diligence, we support the work environment full of challenges that improves the performance of the motivated members of the group. By that meeting with the requirements will be completed.