

Our Mission Statement and Collaboration and Management Model

APG|SGA, June 2019

Vision & Purpose | Promises | Principles

The basis for our new mission statement, management and collaboration model at APG|SGA

1. Vision

The mission statement starts with the vision.

A vision supported by all employees.

A vision that sets out an aspiration towards which all company endeavours are aimed.

2. Purpose (meaning and aim)

This describes the overall meaning and aim of the company.

And also why the company exists.

It is embedded in the company's DNA, brought to life through consistent implementation, requires sufficient space to breathe and guides how employees conduct themselves on a daily basis.

(-> Mission)

3. Promises

These describe how the company wants to set itself apart – not only in terms of products and services.

(-> Strategic guidelines for the new vision – and purpose)

4. Principles (conduct and values)

These describe how employees should act and, as a result, the related customer experience.

(-> Values and management principles)

This model shows our future path of APG|SGA, influences our company's strategic goals and guides our decisions.

The purpose is a key strategic driving force. However, it does not provide the necessary framework for action in itself, particularly when it comes to influencing the day-to-day decisions and actions of all of us.

The promises and principles serve as a meaningful addition.

In general, the combination of vision & purpose, promises and principles enables us a high degree of consistency in terms of action without resulting in a straitjacket-like uniformity. In the age of digital transformation, space is thus freed up for individuality and emotional connections, resulting in greater commitment of all of us.

Our Vision

«We want to use the very best communication solutions in public spaces to inspire people.»

Our Purpose (meaning and aim)

«APG|SGA is a dynamic service enterprise founded on Swiss traditions and with a focus on Out of Home media: Digital. Analogue. Mobile. Interactive.

By offering comprehensive products and services, APG|SGA brings together the individual needs of local, national and international advertising customers, private landowners and the public sector, consumers, employees, investors and society with a flexible and value-adding approach.

APG|SGA has an ongoing impact on the development of Out of Home advertising with its focus on innovation and quality. APG|SGA commands the best locations, utilizes all technological possibilities, gives its employees the space they need and supports them with their further development.»

Our Promises (1/2)

Advertising clients (international, national, local)

- ✓ «We present what you want to say.»
- ✓ We create value-adding platforms and channels for communication needs.
- ✓ We provide an individual, comprehensive product and service offering for the optimum implementation of media strategies such as «Reach» and «Audience».
- ✓ We are an integrated service and solution provider for our advertising clients throughout the customer journey.
- ✓ We support innovations, and our services are state of the art.

Partners (private landowners & the public sector)

- ✓ We design useful furniture elements and advertising media.
- ✓ We create value-adding platforms for our partners' communication needs.
- ✓ We are a service and solution provider for our partners.
- ✓ We enhance our partners' value chains as a general contractor.
- ✓ We generate optimized sales for our partners with our strong concepts.

Employees

- ✓ We develop talents and skills.
- ✓ We promote diversity, fairness and personal development.
- ✓ We create an environment that is characterized by curiosity, passion, innovation and a willingness to learn.
- ✓ We act in a responsible manner and promote a healthy work-life balance.
- ✓ Our management style is consistent and geared towards goals and values.

Shareholders

- ✓ We position ourselves as a reliable, responsible, listed company in the financial community.
- ✓ We boast a healthy balance sheet and strive for a strong equity ratio.
- ✓ We finance our investments from our current cash flow.
- ✓ We seek to maintain a consistent dividend policy. Liquidity and assets that are not required for business operations are paid out to shareholders.

Our Promises (2/2)

Society and environment

- ✓ We enhance public spaces and create added value in everyday life.
- ✓ We enable a positive communication experience with our presence in public spaces.
- ✓ We improve day-to-day life in public spaces with products that bridge the gap between the digital and analogue worlds.
- ✓ We combine information and content, and enhance the everyday urban experience.
- ✓ We use resources with care.
- ✓ We position Out of Home advertising as a cultural tradition and symbol of a free economy.

Market positioning

- ✓ We provide a comprehensive Out of Home media offering throughout the customer journey.
- ✓ We strive for leadership in our areas of activity (analogue and digital).
- ✓ «One face to the partner».
- ✓ «One face to the customer».
- ✓ We have a local presence and experience.
- ✓ We are independent and secure supplier relationships with strategic partnerships.

Product and service portfolio

- ✓ We have a comprehensive, integrated product and service offering: analogue, digital, mobile, interactive.
- ✓ We offer optimum solutions to achieve media strategy goals such as «Reach» (increasing reach) and «Audience» (specific tailoring to defined parameters such as target groups, time, environmental conditions, etc.).
- ✓ We offer a comprehensive range of online tools (online shop, calculator, programmatic advertising, etc.).
- ✓ We stand for top Out of Home advertising quality, for respectability and reliable performance ratings. (from the value proposition)
- ✓ We boast the best locations.

Creativity, technology and innovation

- ✓ We inspire creativity and create fascinating communication possibilities.
- ✓ We follow an innovative path and actively drive technologies forward.
- ✓ We identify market niches in advance and successfully operate in new business segments.
- ✓ We use state-of-the-art technology.
- ✓ We drive innovation in our market.
- ✓ We are visionary and work on new ideas, but are specific and pragmatic when it comes to a user-friendly implementation.

Our Principles (conduct - cooperation, management, leadership & values)

Cooperation:

We work constructively and are solution-oriented.

We are flexible, ambitious, team-oriented and trustworthy.

We identify with our goals and tasks.

We see the big picture and rely on positive and joined-up thinking, and are open to new ideas and mould-breaking concepts. Mistakes and criticism are permitted and aid further development.

Management:

We foster motivation through open communication as well as rapid and clear decision-making channels, and support further development and advanced training. We lead by example and with clear objectives, reward personal achievements and provide attractive options to share in the company's success.

Leadership:

We are committed to achieving our vision and goals, regardless of hierarchy or position, and create an inspiring environment in which creativity, innovation, fulfilment and change can flourish.

We listen to others, provide support and take on responsibility. Thanks to our ethos, we are able to inspire others with our conviction, enthusiasm and optimism in order to achieve shared goals and, ultimately, implement our vision.

When carrying out our tasks and achieving our goals, in our cooperation and our management we are guided by our **values:**

- **Enthusiasm**

Out of Home media is our passion. With creativity, curiosity and innovative drive, we are committed on a very practical level to the dynamic development of the market and our business. We anticipate changes with openness, optimism and a sporting spirit. We develop attractive, persuasive products and services that inspire our market partners.

- **Partnership**

Fairness, reliability and loyalty pervade all our actions. We value mutual respect. We strive for high standards in our work, and set great store by longevity, mutual benefit and a respectful attitude. We are committed to equal opportunities, regardless of gender, age, origin, culture or religion.

- **Entrepreneurship**

We think and act in an entrepreneurial spirit, are proactive and operate economically, independently and with a strong sense of responsibility. We adopt a very service-oriented approach and are focused on targets, performance and success in everything we do.

- **Integrity**

We stand firmly by our principles and keep our promises. We succeed in our convictions through our social and technical expertise and our professionalism. We are committed to acting ethically, morally and lawfully.

- **Transparency**

We communicate our activities punctually, actively and transparently. We explain our company's goals and interests clearly and reliably both within and outside the company.

- **Sustainability**

We are committed to the respectful and efficient handling of internal and external resources, and act responsibly and with consideration for the environment and society. We perform our services with a forward-looking focus, keeping in mind the key long-term concerns of our stakeholders.