

## Corporate mission statement APG|SGA

### **Remit and strategic objectives** (Mission & Vision)

APG|SGA is a modern service and media company which has many years of experience and focuses its activities in Switzerland. Our core business is outdoor advertising (out-of-home media) and we wish to develop this on a long-term basis. In both the analogue and digital domains, we aspire to be leaders in the markets and segments in which we operate.

APG|SGA is open to alliances, partnerships and innovations in order to achieve its strategic objectives. It pools the resources at its disposal into value-adding activities for the benefit of its shareholders, market partners and employees. In doing so, and in keeping with the Code of Conduct, APG|SGA seeks to achieve a reasonable return on its capital so as to safeguard its growth and independence, and thereby create added value for shareholders.

### **Organizational culture and management principles**

As an employer, APG|SGA offers sustainable and attractive jobs. It supports further training and motivates its staff thanks to open communication and rapid decision-making processes.

The management of APG|SPA sets clear targets and objectives, and applies a compensation system which rewards personal achievements and allows employees to share in the company's success.

When it comes to accomplishing tasks and achieving targets, we go by the following **values**:

- **Passion**

Outdoor advertising is our passion. With creativity, a thirst for knowledge and innovative drive, we champion dynamic market and business development in a practice-oriented manner. At the same time, we anticipate changes with openness, optimism and a sporting spirit. We develop appealing, convincing products and services which inspire our market partners

- **Partnership**

Our actions are governed by fairness, reliability and loyalty. Mutual appreciation is important to us. We aim for high standards in our work, attaching importance to sustainability, mutual benefit, and treating people with respect while taking account of cultural differences.

- **Entrepreneurship**

We are proactive and work in a business-focused, independent and responsible manner. We take a strongly service-oriented approach, focusing on targets, performance and results.

- **Integrity**

We operate in accordance with the law, adhere consistently to our principles, and are acclaimed for our specialist knowledge, social skills and professional conduct.

- **Transparency**

We are committed to the ideal of a free society. We communicate our activities in a timely and transparent manner.

- **Sustainability**

We are committed to a respectful and efficient use of resources, act responsibly with consideration for the environment and society, and focus our work on the long term.