



billerbeck

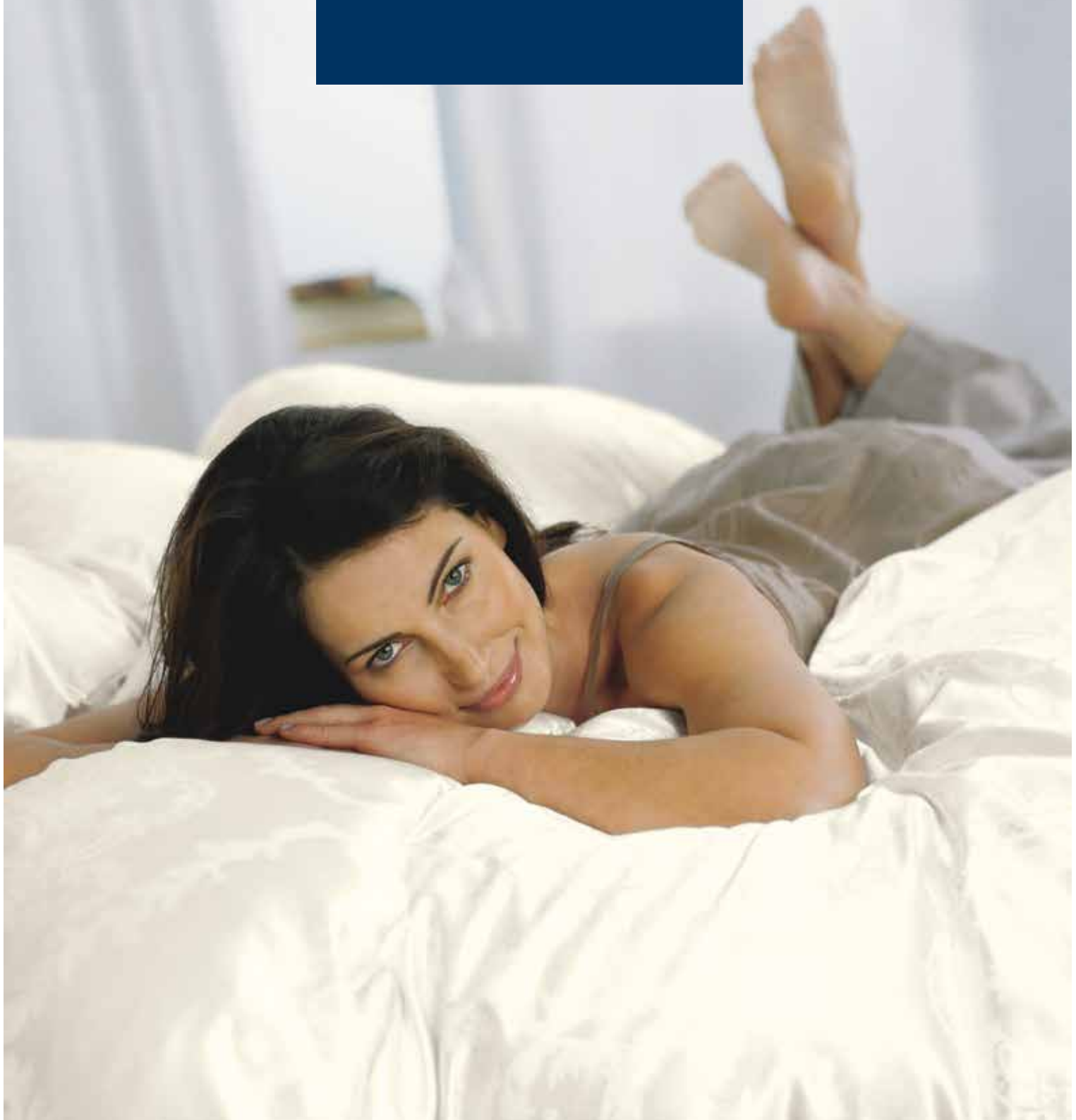
SLEEPING CULTURE SINCE 1921

CORPORATE PHILOSOPHY



billerbeck

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CORPORATE PHILOSOPHY

billerbeck sleeping culture since 1921

With our corporate philosophy we are aiming at establishing a dialogue between customers, shareholders, management, all employees, suppliers and partners in order to create a foundation of trust. It maintains the typical values and business principles according to which we align our actions.

Who are we

We are an independent, traditional production and trading company in the bedding and mattress sector.

We are the market leader in Germany, Austria, Switzerland and Hungary.

With our strong brands billerbeck and Dauny (Swiss quality) we are the partner of first choice for our customers.

What we do

We manufacture high-quality bedding in our factories in Germany, Switzerland and Hungary.

Duvets, pillows and mattresses with a large proportion of handwork are manufactured at production sites belonging to the group.

The requirements for the quality standard of our brands demand the use of the best raw materials, careful processing and compliance with environmental compatibility. This is ensured by a strict quality control.

The company's own foundation for „Sleep & Health“ deals with sleep research and makes its findings available for the development and production of our innovative bedding products.

A PERFECT DAY BEGINS AT NIGHT

The knowledge of the value of sleep for each individual is the starting point for our work—since deep and healthy sleep is an important basis for a better quality of life.

Our Objectives

- The most important target is to improve every day **sleeping comfort** for our customers.
- **Customers satisfaction** is the focus of attention in all areas of the company.
- It is particularly important for us to act as a role model. Therefore it is our objective to think and act in a **socially and ecologically** responsible way.
- Our **innovations** are intended to provide not only customer benefits but also increase product quality.
- **Quality of raw materials:** The use of materials that are optimally suited for people and environment is of great importance to us.
- **Social responsibility:** We are convinced that the highest product quality and best service can only be achieved through respectful cooperation between employees, customers and suppliers.

Our Values

Our actions are characterised by respect and **appreciation for people and the environment.**

A positive interpersonal atmosphere as well as mutual respect, **trust and reliability,** are the basis of our entrepreneurial thinking and acting.

For us changes are opportunities to constantly drive and improve the processes of product development.

Our Brands

Our brands „billerbeck“ and „Dauny“ stand for modern, high-quality and innovative bedding products. Promoting and developing their strengths and distinctiveness is an important, fundamental part of our concept.



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High quality as a benchmark

We use carefully selected materials for the manufacture of our products. By constantly checking and optimising work processes and conditions, we ensure our demand for a high quality bedding.

Sustainable thinking and acting

As an internationally oriented company, we are aware of our special obligation towards society and future generations and make our contribution to securing the future in the long term. In doing so, we bring economic, ecological and social aspects into harmony.

It is our claim to use resources not only effectively but also sustainably.

We try to integrate environmentally friendly improvements into our production techniques in order to keep our ecological footprint as small as possible. Since we are convinced that taking action in good time pay off in the long run. That is why we also promote and support the awareness of sustainable actions of our employees.

Ethical principles

The focus is on respect, esteem and recognition of the human being. Our behaviour is characterised by appreciation.

billerbeck is neutral with regard to religion, geographical origin and ideological aspects.

Employees - our greatest good

We always achieve our goals together - at billerbeck all employees participate equally in the success of the company.

For us, the promotion of a healthy working climate that ensures greater well-being for our employees is a high priority. To achieve this we create a pleasant atmosphere so that every employee feels comfortable and can fully exploit his or her potential.

Self-responsibility and initiative are the basis of our entrepreneurial thinking and acting and are promoted by us just as much as the personal and professional development of our employees.

Compatibility of family and work

It is important for us to adapt the working conditions to the life situation or phase of life of the individuals. With suitable offers and measures, billerbeck therefore creates firm framework conditions to facilitate the individual balance and compatibility of family and work.

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In the interest of our customers

We attach great importance to ensuring that our customers can enjoy our products as long as possible and to offering good advice and comprehensive service to them.

At billerbeck, orientation towards the interests of our customers is a guiding principle both externally and internally. We maintain direct contact with our customers and fulfil their wishes and needs.

Cooperation in partnership

We create a form of cooperation that is characterized by mutual support, partnership and cross-divisional project orientation.

Our communication culture

In addition to the communication with our customers and suppliers, we also internally strive for an open dialogue and transparency in the exchange of information. Through honest and direct communication, we create mutual trust and maintain a fair relationship with each other.

Trusting cooperation with our suppliers

We strive for long-term business relations with our partners, which is characterized by fairness, trust and reliability.

The close cooperation with our suppliers is a decisive factor for the development of successful and innovative products of high quality.

We attach great importance to the procurement of materials and products, which are obtained or produced according to ecological and ethical principles.

Prospects

For billerbeck, sustainability is not only an entrepreneurial goal but essential part of our self-image.

We see a great opportunity for our company in satisfying ecological, economic and social objectives and achieving an appropriate balance between the three dimensions.

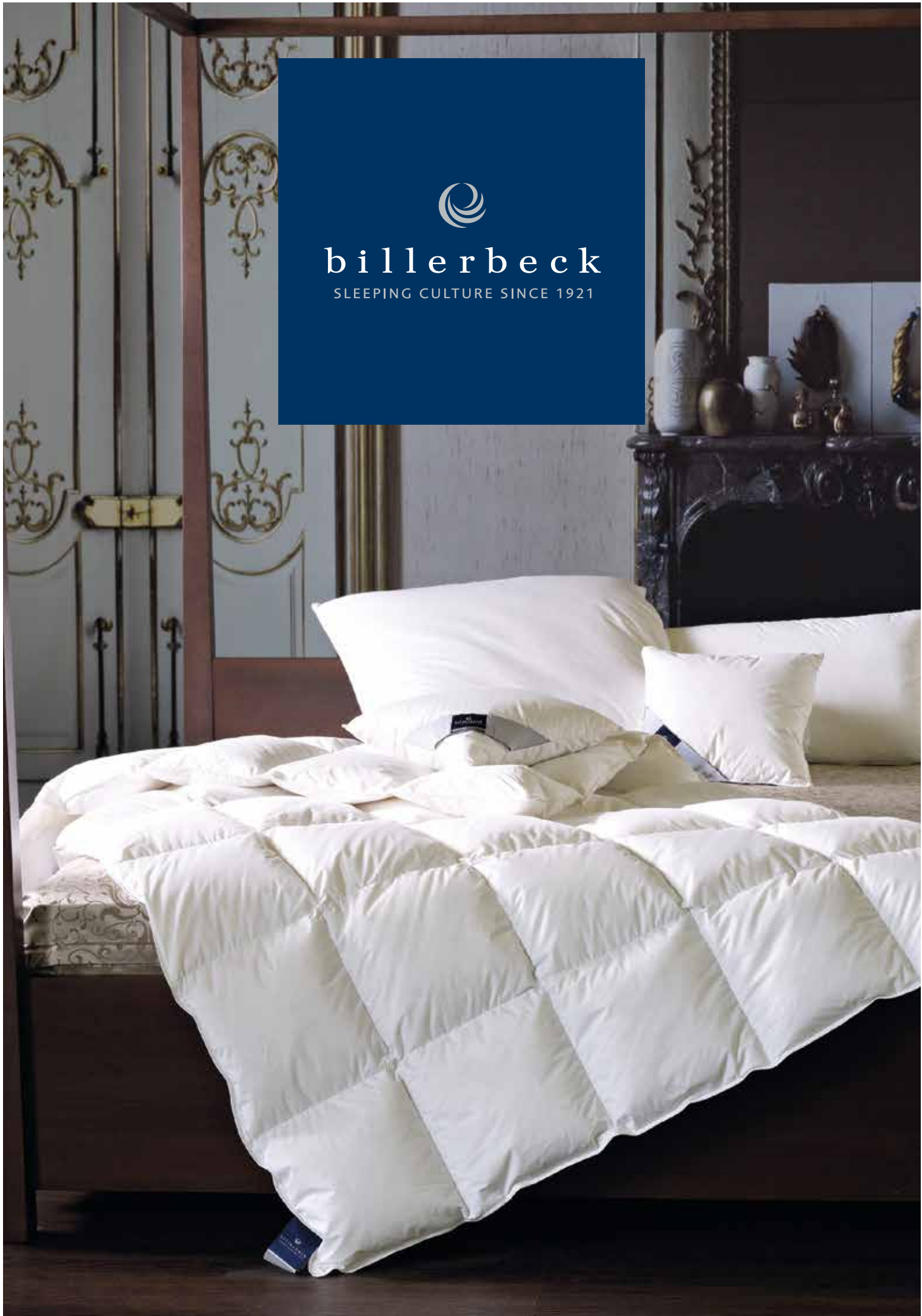
But if you take sustainability seriously, you have to pay attention to many things. We at billerbeck are aware of this and know that we are only at the beginning of a process that will accompany and influence our future decisions.

After all, achieving more sustainability is an ongoing task that constantly poses new challenges.



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NIGHT

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