

# Vision, Mission, Values







# VISION

*Our vision as Adler Group:  
more future per square metre for our customers.*



# MISSION

As Adler Group we offer our customers quality living space and services in major German metropolitan areas while leveraging our unique experience and expertise along the entire value chain of a property.

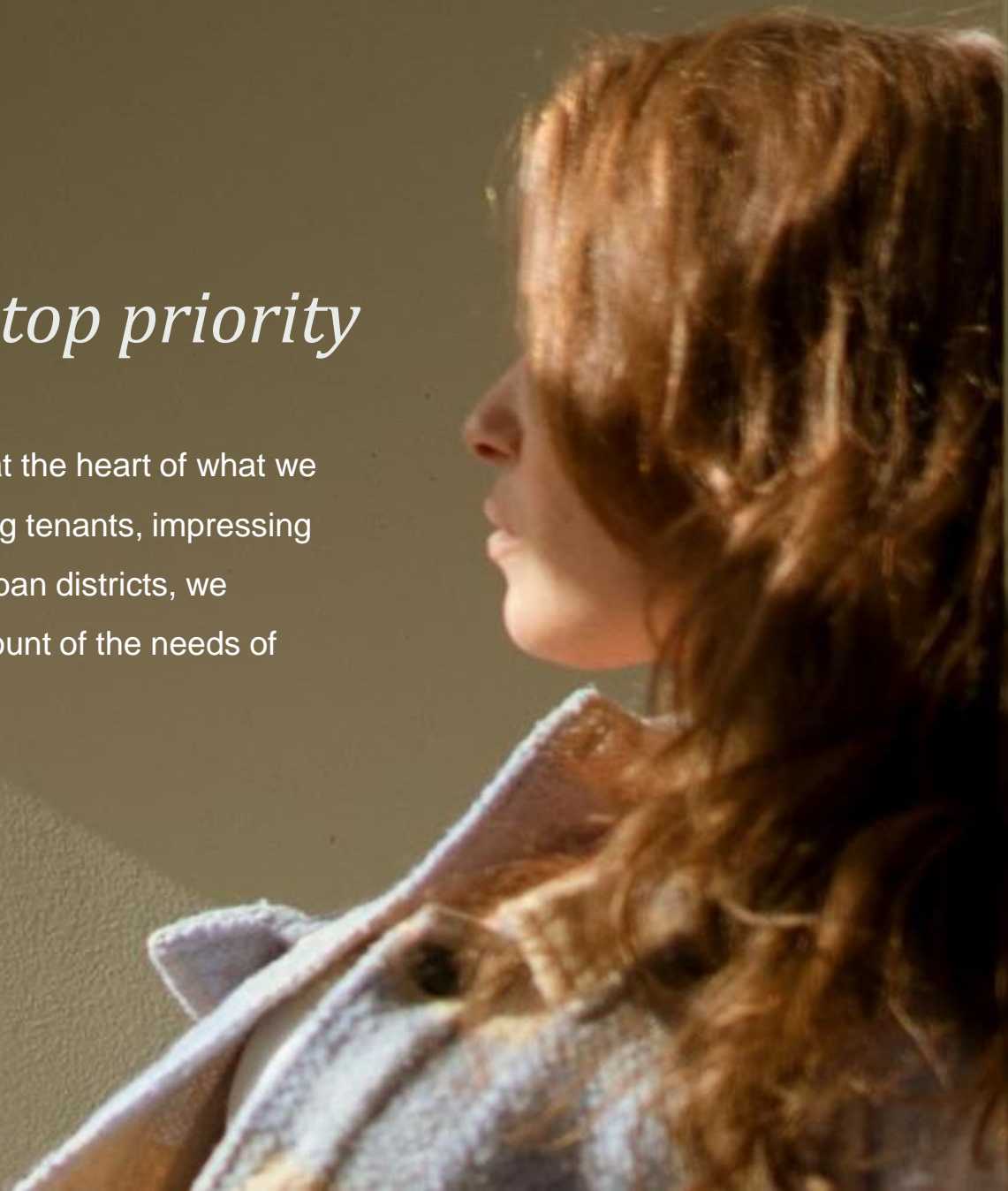
Our pioneering spirit drives us to make our properties more attractive and sustainable through innovative solutions and to develop high-quality and demand-oriented urban quarters.





## *Customer satisfaction is our top priority*

Our business model puts sustainable customer satisfaction at the heart of what we do. We are a reliable, solution-focused partner for our existing tenants, impressing them with our proximity and availability. When developing urban districts, we coordinate closely with cities and communities and take account of the needs of different stakeholder groups.



## *In developing and managing our properties, we focus on quality and sustainability*

Environmentally friendly use of resources, the application of innovative technologies, careful selection of expert business partners and ongoing training for our employees form the basis for the Adler Group's professionalism. Our processes and work results are subject to strict quality standards and ongoing review. Our business relationships are geared towards reliability, and we are demanding but fair in our dealings with our partners.



# *Only as a team will we achieve our goals*

Shared goals and a distinctive team spirit are essential for satisfied tenants and customers and successful district development. Our teamwork is characterised by respect, trust and appreciation. Each employee takes on responsibility for his or her actions and contributes to a work environment in which our ambitious goals can be achieved. To this end, the Adler Group creates a motivating work environment and invests in its employees' skills.





## *We are committed to integrity and transparency*

The Adler Group's values-oriented corporate governance is based on integrity. We are committed to compliance with legal requirements and internal guidelines. This standard likewise applies to our business partners. Our communication is characterised by transparency, promptness and openness. Equal treatment of all market participants and correct presentation of our reports are key elements of our credibility.

## *We focus on results and act responsibly*

The Adler Group believes that it has an obligation towards its shareholders, investors and stakeholders. Innovation, cost awareness, efficiency and effectiveness in all business processes are intended to constantly increase the Adler Group's earnings and thus its value. At the same time, our economic success should always benefit our employees, too. In addition, the Adler Group takes on social responsibility and gets involved in relevant projects.