



Our Core Values

Our core values customer focus, performance, innovation and responsibility are long-term commitments, which, when coupled with the business concept, goals and strategies guide us in making decisions and conducting business. The values make Terapima a unique partner to our clients and we are proud to delivery in 67 countries worldwide.

Terapima's basic values are:

Customer Focus

All of our decisions are taken with the customer in focus. Working in partnership, we aim to add value for our customers, as well as for Terapima.

On a daily basis, we demonstrate Customer Focus by:

- working with customers to build long-term partnerships for mutual benefit
 - understanding the impact on our customers of our business decisions
 - delivery products with excellent service and quality
 - delivering on our promises and commitments.
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Performance

"Performance" is not only about the results we achieve but how we achieve them.

On a daily basis, we demonstrate Performance by:

- taking individual responsibility for personal objectives and results
 - continuously improving our performance and delivering on commitments
 - encouraging a culture of continuous improvement in the short as well as medium and long term
 - doing what we have decided to do
 - setting clear objectives and measuring performance and providing continuous feedback.
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Innovation

We promote an innovative culture and attitude. We think differently and strive to apply innovative thinking and creativity to everything we do. Innovation is a key driver for our growth.

On a daily basis, we demonstrate Innovation by:

- developing innovative solutions to customer problems
 - differentiating through creative material, product, process and service developments
 - being proactive in initiating change and improvement
 - sharing knowledge and experience through teamwork
 - continuously challenging and asking "why?".
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Responsibility

We all share responsibility for our company as a whole and for its results. We have a social responsibility and we carefully protect the positive image of our company.

On a daily basis, we demonstrate Responsibility by:

- respecting the culture, custom and rules of the countries in which we operate
- communicating openly and accurately with all clients
- having the courage to express our opinion
- taking personal responsibility for our actions
- performing our duties to the best of our ability and with integrity.