

PRINOVIS COMPANY GUIDELINES

As a subsidiary of Bertelsmann SE & Co. KGaA, Prinovis GmbH & Co. KG is subject to the guidelines of the Bertelsmann corporate policy (Code of Conduct). To fulfil our standards with view to the sustainability of our actions, the following principles also apply in addition to the above.

This company guideline forms the framework for the determination and assessment of our strategic and operative goals, especially quality, environment and energy goals.

We have defined principles for the operational implementation of our quality, environmental and energy policy, which form a binding framework for action for all our employees. An open dialogue of experiences and key figures as well as the progressive transfer of „best practice“ amongst ourselves will further intensify the continuous optimisation process which has occurred so far. This also includes giving each site the opportunity to act flexibly.

We are certain that our goals regarding quality, environmental protection and energy efficiency will make a positive contribution to our company's successful, profitable operation on the market and, in turn, secure its future. In so far as it is economically feasible, we also try to ensure that our activities and production processes have minimal impact on the environment and we use raw materials and energy as efficiently as possible.

We consistently promote the ability and awareness of all our employees on all levels to act environmentally, energy and quality orientated. The continuous optimisation process is at the centre of our integrated quality, environmental and energy management systems in the individual printing houses.

The principles below for quality, environmental protection as well as energy efficiency are regularly assessed and apply to all employees in all Prinovis printing houses:

1. PRINCIPLE

Economic success is the guarantee for our future

For the implementation of our goals and the fulfilment of our customers' wishes we require a sound economic basis. Our economic success therefore forms the decisive cornerstone of the active determination of our future. Quality is a prerequisite for said economic success.

2. PRINCIPLE

Our customers' satisfaction shows us how good we are

Our customers' satisfaction is the most important basis for us for long term market success. We know the needs and wishes of our customers as well as how they rate us. This, in turn, puts us in the position of being able to orientate our thoughts and actions towards fulfilling their wishes.

Quality, for us, means fulfilling the requirements and expectations of our customers. Customer satisfaction creates trust and is a prerequisite for continuity in cooperation. It is not we who determine what is good enough for the customer but the customer who decides whether we are good enough for him.

3. PRINCIPLE

Our employees' expertise is a pillar of our success

Our employees work skilfully and responsibly towards the realisation of our company principles. To ensure that this is possible, they are selected and trained in accordance with the requirements of the job in the best way possible. Every employee is obliged to quality, energy, and environmentally orientated action.

Each management member, in particular, has a special role model function with view to quality, energy, and environmentally focussed action and has the responsibility for the realisation of our goals in the daily cooperation between employees and colleagues. Management requires and promotes the realisation of the company policy.

4. PRINCIPLE

Efficient processes are the basis for each improvement

It is of vital importance to us that the processes on all levels are structured in a way so that they are manageable and effective. All processes within our company are therefore efficiently and clearly regulated. Management has a responsibility to provide the information and necessary resources which are required for achieving the strategic and operative goals.

We plan and structure our manufacturing process and products as energy and resource efficiently as possible whereby the focus is on ensuring the lowest risk or hazard possible for our employees and the environment.

5. PRINCIPLE

Equipment and work safety, energy efficiency and environmental protection are, for us, an operational and social responsibility

The integrity and safety of our employees has utmost priority to us. Our goal is to reduce work-related accidents to zero. Protecting our environment represents, to us, an important element of securing our future. We want to fulfil our social responsibility and keep the environmental impact of the manufacture of our products and its recycling as minimal as possible. This also includes the careful use of energy as well as the continuous increase of energy efficiency and environ-

mental performance. We consider environmental and energy related topics during all of our activities at all three sites and also for our surroundings.

Furthermore, we also have a responsibility to ensure adherence to all the relevant legal norms and to fulfil this obligation with systematic legal action and regular assessment. We are obliged to adhere to all relevant environmental and energy laws and regulations as well as to agreements for environment protection and energy efficiency.

The monitoring and preservation of equipment safety for the prevention of disturbances is an important element of our work safety and environmental protection concept. In the case of investments, we take the latest environmental technologies into consideration. In procurement, we take energy efficient and environment compatible products and services into consideration.

6. PRINCIPLE

Continuous optimisation raises our standard

In the long term, we want to successfully develop and secure our company by means of continuous optimisation. Therefore, our goals are clearly defined and orientated to current conditions within our printing sites and external circumstances. In an annual review, we establish our current position and define new goals from this.

Management is obliged to these company principles, promotes the realisation of these and controls their effectiveness. The continuous assessment of our quality goals, our internal processes and adherence to our quality characteristics, especially quality standard agreements is at the centre of a continuous optimisation process. The structuring and promotion of this process is one of the most important tasks of all managers.