



VISION 2025

“BECOME A SAFETY AMBASSADOR.”



Safety is one of the basic human needs, as essential as the air we breathe. It is extremely important, especially in our highly developed world, that we never take safety for granted. As one of the world's leading providers of expert services, DEKRA has been working for a safer world since the company was founded in 1925. Over the years, our expertise has made a significant contribution to reducing the risk of accidents and injuries.

This year, we celebrate our 90th anniversary and are about to embark on an important new phase in our history. To help us do that, we have taken the corporate mission envisioned by our founders and adapted it to the strategic challenges of the next

ten years. Whether on the road, at work or at home, the experts at DEKRA are ensuring safety in every area of our lives. In the years ahead, we aim to fulfil our mission on an increasingly global scale. Hence our vision for 2025, our 100th anniversary: “We will be the global partner for a safe world.”

Stefan Kölbl

Chairman of the Management Board
DEKRA e. V. and DEKRA SE

WE LIVE IN A SAFE WORLD



WE WILL BE THE GLOBAL PARTNER FOR A SAFE WORLD



AREAS FOR ACTION

Safety is a core need of every human being. We know that accidents can be avoided.



On the road



At work



At home



- Prevent accidents to protect lives
- Global partnering with all stakeholders
- Global thought leader in safety
- Because safety pays off

WE ENSURE SAFETY

BY THE INTERPLAY OF



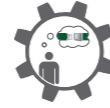
Technology & equipment:

By supporting excellence in the design, configuration, operation, and maintenance of technical equipment we use – whether on the road, at work or at home.



Standards & practices:

By developing and advancing standards and practices that support optimal safety performance.



Mindset & behavior:

By fostering safety awareness in every mind, safety knowledge and safety consistent behavior.



OUR SEVEN CORPORATE PRINCIPLES



Economic success:



To us, economic success means achieving profitable growth. This guarantees our independence and our ability to ensure safety. Besides, we focus on clear and long-term strategies that are implemented by means of efficient structures and processes. We consistently invest the results of our success in the future of our company.

Growth:



Substantial growth guarantees realization of our mission to ensure safety in accordance with the statutes laid down by our founding fathers. Growth allows more and more people to benefit from our safety solutions on the road, at work and at home. Growth allows us to intensify our innovation and investment activities in order to strengthen our competitiveness. Our growth allows us to be a strong partner for customers of all sizes and to provide secure jobs for our employees. We focus on organic growth, which we selectively complement with strategic acquisitions and people partnerships.

Customer focus:



We know our customers and put their needs at the center of our actions. We prove to be a customer focused organization – every single day – with all our services, in everything we do, everywhere in the world. Because customer satisfaction determines the success of our company.

Globalization:



We follow our mission globally. Our services ensure safety on all continents. Globalization supports our growth and allows us to expand our market position. Having a global orientation enables intensive cooperation with our international customers and strengthens our brand's positioning as a thought leader in global safety. Our human resource policy supports and demands further internationalization of our people.

Innovation:



We want to anticipate future developments early on. We actively shape them and design solutions to fulfill our mission for the benefit of our customers and for continued development of our organization. In this sense, our company encourages creativity and continuous learning. It shows readiness to assume risks, to provide required funds and to ensure a culture of open information and communication throughout the company.

Integration:



Collaboration makes us strong: We live a culture of cooperation across organizational boundaries – within DEKRA as well as with our partners. We consistently strive for synergies to promote the efficiency and effectiveness of our structures and processes. We foster knowledge and experience-sharing through our networks and technological tools. We bundle services so that our customers benefit from our comprehensive solutions. We foster internal team spirit, because we are a DEKRA family.

People focus:



Our competent and committed people are the primary driving force behind our company. Our vision implies a strong focus on people. Social and technical expertise, creativity and innovation, motivation and commitment are indispensable in our people. This is why we give them scope to be proactive and practice entrepreneurship. Accordingly, emphasis is placed on participation in the company's success and assumption of individual responsibility. We ensure an attractive working environment, equal opportunities and focused people development.

OUR FIVE PEOPLE VALUES



Responsibility for safety:

Everyone at DEKRA lives up to our safety standards every day. We consider safety as a real benefit to us, our clients, our stakeholders, our families and friends. We act as role models to ensure safety – during our work and beyond.



Entrepreneurship:

Everyone at DEKRA has entrepreneurial knowledge. Creating opportunities, embracing personal responsibility and applying economic thinking are typical attitudes of our culture, deeply embedded in the DNA of DEKRA.



Integrity:

Everyone at DEKRA can be expected to be sincere and honest. We follow the laws and act according to ethical principles. We honor our commitments and take personal responsibility for our actions. We act neutrally and independently when performing our services.



Team spirit:

Everyone at DEKRA cooperates to create a positive and productive working atmosphere. Working as a team, supporting each other and sharing knowledge form the basis for our company's success and future growth. Collaboration, mutual respect and partnership characterize our actions.



Customer orientation:

Everyone at DEKRA contributes to customer satisfaction. We continuously ask ourselves what makes our customers appreciate our work, and we live up to those expectations every day within the valid framework given at DEKRA.





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