



# OUR VISION

Building Value.  
For a sustainable future.





Hans Tschuden      Wolfgang Reithofer      Heimo Scheuch      Johann Windisch

We believe in people.  
Bricks by Wienerberger.  
Designed for living.

## Our Mission Statement

As the world's leading manufacturer of bricks, we regard the economy as an integral part of society. Its duty is to serve people and generate benefits for all. Our goal is to create sustainable values with natural products: a residential environment of life-long quality and safety for our customers, a sound investment for our shareholders and attractive jobs for our employees. We take our role as a responsible member of society seriously and act in accordance with economic, ecological and social principles – in order to remain successful in the future.

## Our Business Statement

We focus on the areas in which we are among the best in the world – our core business of bricks, roof tiles and pavers. The long history of our company, our strong affiliation with natural products, our employees who act as entrepreneurs and our internationality through individual diversity provide a sound basis for the creation of lasting values.

W. Reithofer

H. Scheuch

H. Tschuden

J. Windisch



## Our Guiding Principles

- We regard the economy as an integral part of society, which is designed to serve people and to generate benefits for all.
- We create lasting values through products made from natural raw materials and the steady pursuit of our strategy.
- We take our role as a responsible member of society seriously and act in accordance with economic, ecological and social principles – in order to remain successful in the future.

Building Value.  
For customers, shareholders  
and employees.



## Our Strengths

- We act as entrepreneurs in all group companies.
- We focus on our core expertise.
- We build our future on the sound basis of experience and know-how that we have accumulated over the long history of our company.
- We pursue a steady course of long-term growth.
- We react dynamically to the challenges of the world around us.
- We have a strong connection to natural and durable products.
- We are open to new ideas and develop innovative solutions.
- We are a multicultural company and regard our internationality as individual diversity.
- We place a high value on our associations and benefit from the synergies of our worldwide network.
- We base our actions on economic, ecological and social principles.
- We place people at the center of our activities.

Building Value.  
On a sound basis.



## Our Values

-  **Entrepreneurial spirit**
-  **Responsibility**
-  **Diversity**
-  **The human touch**
-  **Passion**
-  **Quality**
-  **Dynamics**

Building Value.  
Responsible business in harmony  
with people and nature.



## Entrepreneurship

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### and what it means for us ...

- We employ people who act with commitment and determination to secure the future success of our company.
- We assign clearly defined spheres of responsibility to our employees.
- We want our work to generate solutions, results and success.
- We allow freedom for new ideas to grow.
- We pursue common goals through common procedures.



## Responsibility

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### and what it means for us ...

- We communicate honestly and in a transparent manner.
- We assume personal responsibility for our actions.
- We are a reliable and valuable member of society.



## Diversity

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### and what it means for us ...

- We appreciate the diversity of other countries and cultures.
- We learn from each other.
- We establish connections and benefit from synergies.
- We work towards a broader basis of shared values.

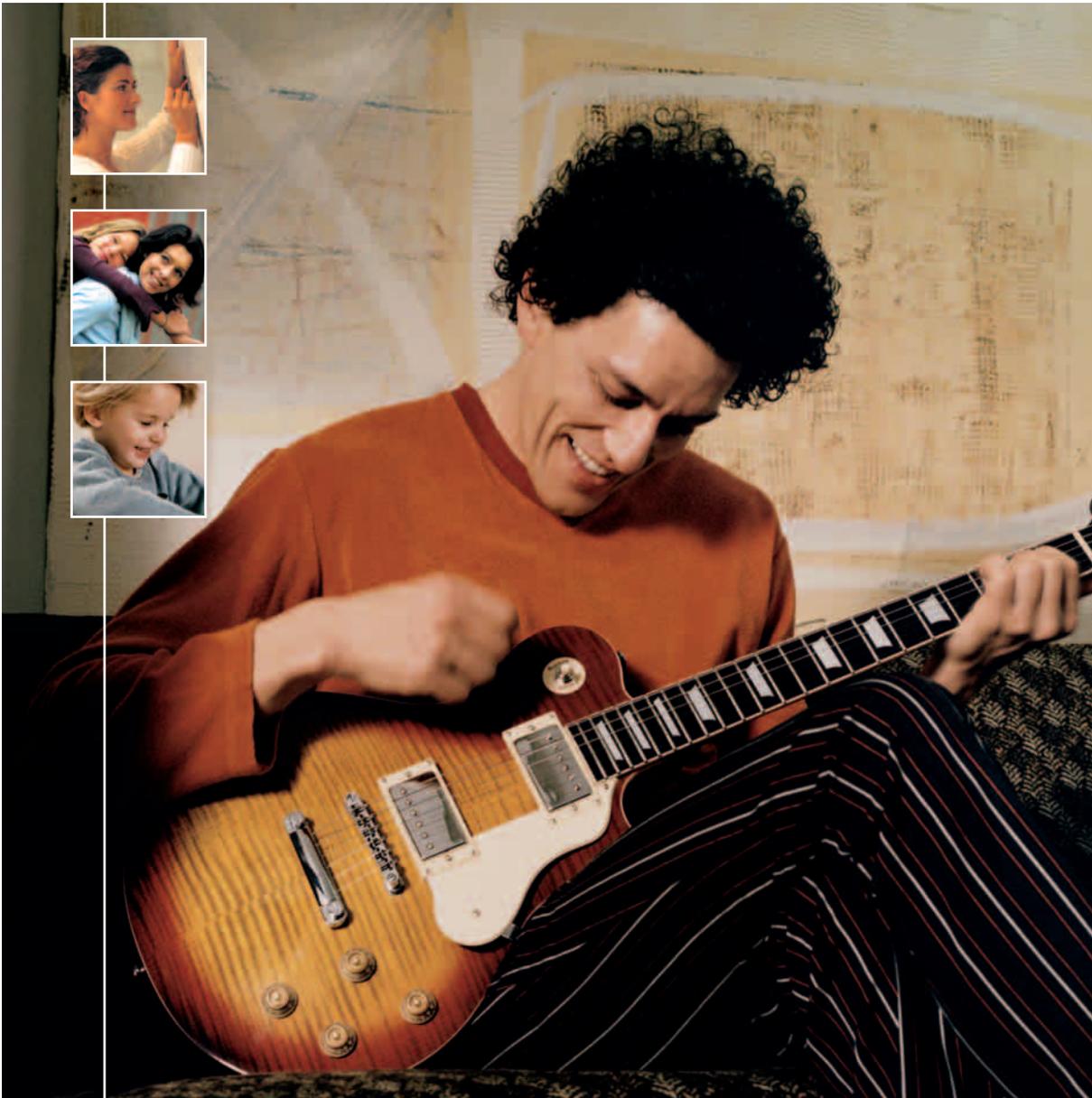


## The human touch

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### and what it means for us ...

- We respect our partners and customers.
- We promote and support our employees through specially designed measures.
- We trust people and learn from our mistakes.
- We work to understand and help meet the needs of people.



## Passion

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### and what it means for us ...

- We identify with our products and our company.
- We are committed to making a positive contribution to the environment and society.
- We see a high degree of correlation between corporate and personal goals.



## Quality

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### and what it means for us ...

- We concentrate on what we do well.
- We offer valuable products and services.
- We promote the exchange of know-how across national borders.



## Dynamics

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### and what it means for us ...

- We are able to meet new challenges.
- We act quickly and responsibly.
- We take an active part in shaping our economic and social environment.
- We react flexibly to changing conditions in the world around us.

## The Wienerberger Principles of Sustainability

### Economy

- Entrepreneurial spirit
- High degree of commitment and willingness to take on responsibility
- Focus on products – processes – people
- Extensive knowledge of the market
- Regional expansion strategy
- Concentration and quality
- Future-oriented, proactive behavior
- Creation of added value

### Ecology

- Use of natural raw materials
- Careful use of resources and environmentally friendly production
- Responsibility for clay extraction sites
- Products with a long service life and optimization of product life cycle

### Society

- Active dialogue with all stakeholders
- Commitment to healthy working environments
- Promotion and development of our employees
- Equal opportunities for all people, regardless of sex, race and origin
- Creating value for people through natural, sustainable products
- Support for social institutions at the local level
- Responsibility to our owners

**Building Value. On a sound basis.**

## Our Principles of Sustainability

We consider sustainability to be more than just a trend. For decades our activities have been guided by economic, ecological and social principles – because we strive for long-term economic success in harmony with mankind and nature.

## Commitment to the UN Global Compact

We officially endorsed the principles of corporate social responsibility by signing the UN Global Compact in 2003. We actively promote ethical corporate behavior and ensure the implementation of the ten guiding principles of the UN Global Compact for "Good Corporate Citizenship" throughout our company:



1. We support the protection of internationally proclaimed human rights within our sphere of influence.
2. We speak out against the abuse of human rights.
3. We support the freedom of association and the right to collective bargaining.
4. We support the elimination of all forms of compulsory labor.
5. We support the abolition of child labor.
6. We work to eliminate discrimination in all respects.
7. We support a protective approach to environmental challenges.
8. We undertake initiatives to promote greater environmental responsibility.
9. We support the development and implementation of environmentally friendly technologies.
10. We work against all forms of corruption, including extortion and bribery.

Wienerberger Corporate Communications  
T + 43 (1) 60 192 – 463  
communication@wienerberger.com  
www.wienerberger.com