

The Schaffner Times

MORE POWER TO YOU

April 2022



Your inventions make
the world go round.

We filter out the noise.

Trust in our electromagnetic expertise to realize your potential.

The world is changing. Sustainability, electrification and e-mobility are the mega-trends affecting us directly. With our history, expertise and knowledge, we are in a prime position not only to tackle these trends, but also to play an active part in shaping them. By delivering the right solutions based on our customers' needs, we empower them to concentrate on their great inventions. Together, we drive the world's transformation and build the electrified and sustainable society.

Setting out into an electrified future

Schaffner is focusing on its core competence EMC filter solutions for the growing industrial as well e-mobility markets and we invest in the expansion of these activities. This outset we support by introducing a new branding. Facing our growth ambitions, it is essential to make a mark, to differentiate, to raise visibility and relevance. And mostly to engage with our stakeholders – telling them that we are ready for the future.



Our vision is to play a vital role in building a sustainable and electrified society – by shaping electrical power.

Respecting our DNA, taking up new challenges

Through a thorough analytical process we have developed a strong new branding containing vision, mission, an engaging brand story and a differentiating visual presence. Through this branding we strengthen our positioning as the electromagnetic

experts. And it helps us to tell the world who we are and to demonstrate that we as a solution provider understand our customers' needs and help them to be successful through our expertise.

Introducing a new story

Obviously, our new branding does not only consist of a logo and nice pictures. It comes with a strong story which tells our stakeholders who we are and what we stand for. This story contains our DNA and at the same time it reflects our ambition for the years to come. It is easy understandable, believable and engaging. This is important for all of us in order to become an ambassador of our new branding. With this, dear colleagues, I am happy to give MORE POWER TO YOU and look forward to bringing this new branding to life – together with you.



Marc Aeschlimann, CEO
Schaffner Holding AG

Brand Promise

MORE POWER TO YOU

Vision

We play a vital role in building a sustainable and electrified society – by shaping electrical power.

Mission

We provide our customers with electromagnetic solutions to operate their electronic systems reliably and efficiently, empowering them to focus on their great inventions.

Core values

Leadership, Ownership, Customer Focus, Openness, Passion.

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**You move people
up in the world.
We keep them safe.**

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Imagery for growth industries

For our growth industries we have developed conceptual images which contain the applications in which reliable functioning we support with our solutions. The electromagnetic wave is an essential part of the visual language, demonstrating our field of expertise. The sparks represent our products in an absent way. The illumination and coloring, partially connected to a rising sun demonstrates the outlook for a bright future for our stakeholders and us.

Engaging headline concept

Equally as important as visuals is tone of voice. We exemplify our core values – leadership, ownership, customer focus, openness and passion – in our communications and interactions with colleagues, customers and investors. And we do this professionally and respectfully but with a smart and playful hint to it. Additionally, the headlines contain a conceptual hook (You/We) highlighting how exactly WE deliver MORE POWER TO YOU: first we pick up our stakeholders' challenge (You) and highlight how exactly we solve it (We).



**When trial and error
is not an option.
We have your back.**



**Your cars drive
themselves.
We steer around
interference.**



**You drive your
production forward.
We put downtime
behind you.**

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MORE POWER TO YOU

We communicate the Schaffner way.

Our brand is the sum of everything we say and do.

BRAND
PROMISE

MORE POWER TO YOU

BRAND
STORY

VISION

MISSION

VALUES

Our modern society is becoming increasingly digitalized and electrified. Everything – from the smallest device to the largest system – depends on smart technology to function reliably and efficiently. All these technologies and solutions are ideas brought to life by innovative minds. But these inventions can be affected by electromagnetic interferences.

At Schaffner, we are at the forefront of electromagnetic interference solutions. Our talented and knowledgeable employees work passionately to solve these challenges and drive the technological transformation of our society. And as the electromagnetic experts, we provide reliable solutions that reduce the complexity our customers are facing – freeing up their time to focus on their inventions.

Backed by long-term investors that recognize the growth potential and the value of innovations in the field of electromagnetic compatibility, we share a vision for a more sustainable and electrified society and a way forward in generating value for all our stakeholders.

This is how we deliver...
MORE POWER TO YOU.

STAKEHOLDER
SPECIFIC
MESSAGES

Customers

MORE POWER TO YOU - with your partnership with Schaffner,

- you receive the best solutions for your systems to operate reliably and efficiently
- you get your electromagnetic challenges solved and enabled to focus on your great inventions
- you gain empowerment to pursue electrification and drive sustainability of our society

Employees

MORE POWER TO YOU – with your employment at Schaffner,

- you work alongside the mega trend of electrification
- you collaborate with passionate and inspiring colleagues and partners, shifting frontiers together
- you become empowered to build a sustainable society with us


Investors

MORE POWER TO YOU – with your investment into Schaffner,

- you benefit from a seminal business model with sustainable growth potential and perspective
- you enable innovation and expertise, leveraging competence within the mega trend electrification
- you become our valued partner, empowering us to build a sustainable society together


The Schaffner brand. New core elements.

Our brand has a new and differentiating look and feel.




Logo

Our logo includes unique details like the visible joining of the “f” characters in the middle of “Schaffner”. This represents the close relationship between our company and all stakeholders such as customers, employees and investors. The logo also includes our claim “MORE POWER TO YOU”, which is our brand promise.



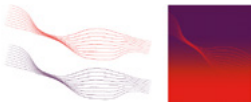
Colors

The Schaffner look is defined by a flexible combination of colors. While red remains our primary color, purple is being applied as secondary color perfecting this combination in a gradient. With this concept, we achieve differentiation to competition and gain strong ownership of our look. A selection of tertiary colors support our look harmonically.



Font style

Montserrat is the new primary font for print and digital communication element. It has a lean, compact and functional look, but also offers a bold expression if needed. As secondary font Arial is used for Microsoft Office applications such as PowerPoint, Word, Outlook etc.



Wave graphic

As characteristic element we introduce stylized electromagnetic waves complementary to the color palette and gradient. This is a statement and confession to the scientific field we are experts in.

You do have questions? We do have answers.

Every new idea brings new questions. And we’ll do our best to answer you.

Why do we need a new branding?

To build a strong market position as the electromagnetic expert and to demonstrate our stakeholder and competitors our readiness for the new era.

What is the brand promise and what does it mean?

MORE POWER TO YOU! With this brand promise we address our customers, employees and investors likewise, stating, that through our expertise and solution know-how we empower them to build a sustainable society together with us.

Why did we change the logo?

The new logo reflects our heritage in the color adding a more modern appeal. Through the combination of the two “ff” we subtly emphasize the partnership with our customers.

Why do we use red and purple as main colors?

Red is our heritage, purple is a newly introduced color which in line with our visual language adds a differentiating and unique look like no other competitor has.

What are the next steps?

Focused sessions are planned to further explain certain aspects of the new branding. Rollout of the new brand will occur through the new website, PPT-template, Social Media channels, signage and stationery, followed by additional elements such as image video and brochure.

What can I do?

Take a look at your new brand book on MS Teams. It gives guidance on how to apply the new branding elements. In case of doubts, please contact Ursula Brunner from Group Marketing.