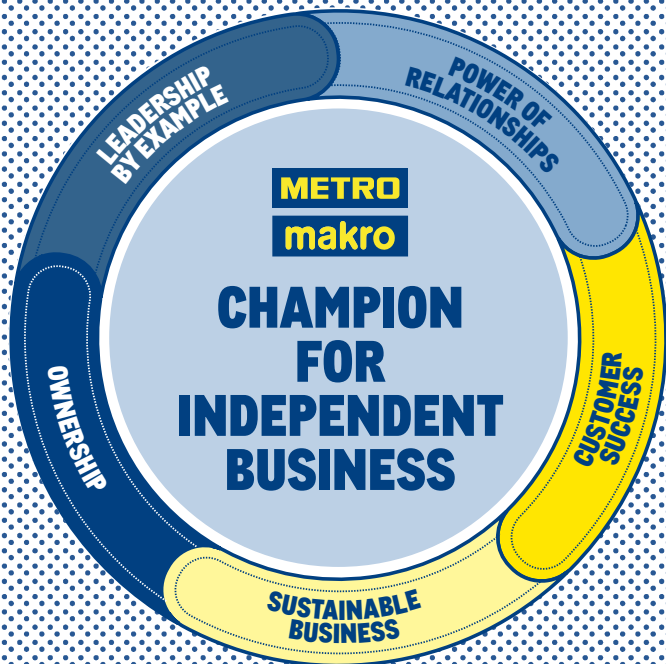


# OUR GUIDING PRINCIPLES

**METRO**



The Guiding Principles are the key to fulfilling our corporate purpose. They provide orientation for all METRO employees in their day-to-day business dealings as they describe how we want to work together at METRO. They are the five guidelines that define our actions and are the behavioural maxims of every #METROHero.

# POWER OF RELATIONSHIPS



We listen carefully and act compliantly with respect and empathy to use the full power of collaboration.

We reach out to our peers to connect and build strong, trustful, and long-term relationships.

We foster engagement and well-being of employees as this leads to strength and success of a diverse community.

## 😊 GOOD BEHAVIOUR IS WHEN

you share knowledge

you say what you do and do what you say

you are fair, show empathy and respect to what your partners bring to the table

## ☹ BAD BEHAVIOUR IS WHEN

you keep information and foster silo thinking

you act contrary to what you say

You face our partners with a know-it-all mentality

# CUSTOMER SUCCESS



We are passionate about and fight for our customers' success. Therefore, we have proximity and want to understand the business of our customers to deliver best solutions.

We are devoted to our customers and serve them with a concierge spirit.

We build long-term relationships to provide best in class services for their business - quality and timely delivery is of essence.



## GOOD BEHAVIOUR IS WHEN

you put oneself into the customer's shoes

you take time to listen and to understand customers

you try constantly to anticipate customers' needs



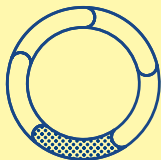
## BAD BEHAVIOUR IS WHEN

you show that you know best what is good for the customer

you don't pay attention to the customer's needs

you focus and duplicate only on what competitors are doing

# SUSTAINABLE BUSINESS



We believe that only a sustainable company that continuously preserves resources can be successful in the long term.

We therefore act responsibly and with full transparency in economic and environmental settings, striving for high standards and a positive impact on society - today and in the future.

We are balancing short- and long-term goals consciously.



## GOOD BEHAVIOUR IS WHEN

you promote saving/waste awareness and attitude

you whatever you decide, you think about the consequences for our community, the environment and METRO

you are able to analyse and explain the short- and long-term impact of decisions



## BAD BEHAVIOUR IS WHEN

you ignore careful use of resources

you put individual interests before the needs of our community, the environment and METRO

you sacrifice long-term success of our company for short-term gains

# OWNERSHIP



We are entrepreneurs who strive for impact to improve customer value and take full accountability for our actions.

We analyse the drivers of our business, challenging the status quo, continuously improving and innovating. If we face challenges, we do not shy away but take action to eliminate obstacles and find solutions.

We take calculated risks and learn from our mistakes to constantly raise the bar.



## GOOD BEHAVIOUR IS WHEN

you are open minded and strive to learn also by mistakes

you are flexible in finding different ways to analyse/solve a problem

you come forward with new, innovative and unique ideas



## BAD BEHAVIOUR IS WHEN

you do not use experiments to learn and to improve

you show stubbornness in keeping only your view

you accept the status quo without challenging it and thus stay in your comfort zone of tasks and methods

# LEADERSHIP BY EXAMPLE



We are authentic role models who trust each other and seek diverse perspectives via continuous feedback.

We inspire all of us to be our best self – the best partner in our community.

We create a respectful environment where everyone can voice their own convictions as well as mistakes and foster development within our team and beyond.



## GOOD BEHAVIOUR IS WHEN

you let the team find the way to the solution

you ask for feedback

you admit that you don't know



## BAD BEHAVIOUR IS WHEN

you micromanage, command and control the team

you only trust your own beliefs and keep all knowledge to yourself

you pretend you know everything

Local  
Contact  
details

**METRO**