



Future by Motion

Franke becomes an agile Technology Company

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„Every Change starts with a Vision.“

Daniel Groz & Sascha Eberhard



Dear employees and partners

Together, we have made Franke a successful, healthy company. Everyone of us has improved the status quo, tried out new things and, above all, constantly learned new things. We therefore believe that the company is perfectly prepared for the future.

From time to time, however, it is important to look deeper into the future in order to set the right course. On the following pages you will find out in which direction Franke will continue to develop. You are cordially invited to participate. Shaping our future can only succeed if we work together. For the first time, we have defined Franke's central task and goal in a mission and vision statement. These statements help us to stay oriented and purposeful.

As part of our work on a perspective for the period up to 2025, we have carefully revised our brand values. Five brand values are to stand universally for Franke: Innovation, Reliability, Competence, Agility and Team Spirit. They apply internally and externally in the same way. The two values Agility and Team Spirit are new. Looking to the future, we believe that it will be particularly important to act quickly and as a team.

We sincerely thank you for your commitment and support. We also cordially invite all those who have recently joined the company to embark together with us on new paths, from which promising perspectives will emerge.

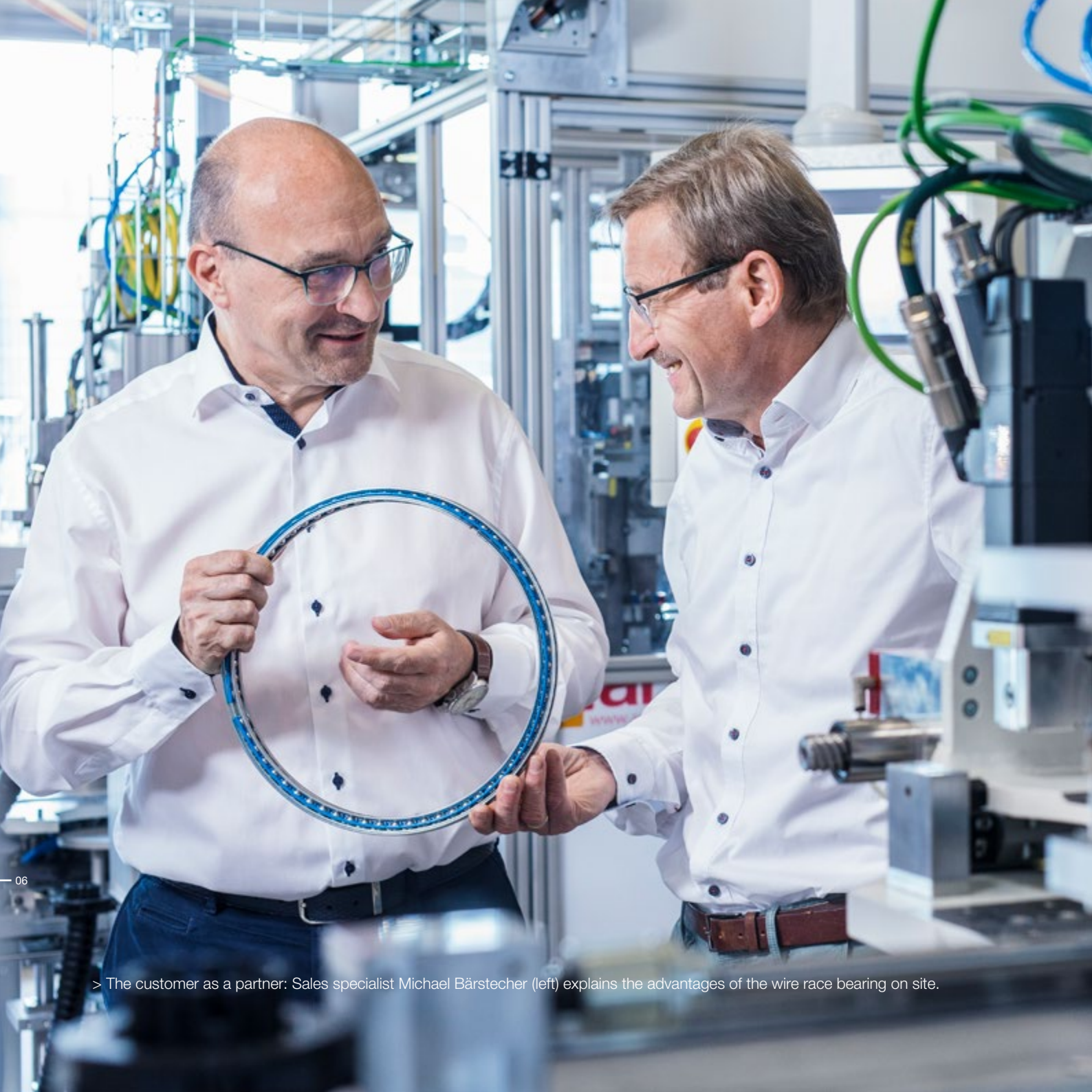
Franke GmbH 2021

A blue ink signature of Daniel Groz.

Daniel Groz
Managing Director

A blue ink signature of Sascha Eberhard.

Sascha Eberhard
Managing Director



> The customer as a partner: Sales specialist Michael Bärstecher (left) explains the advantages of the wire race bearing on site.

Franke Corporate Guidelines The principles of our actions

Franke is the inventor of the wire race bearing and a world leader in the further development and use of this technology in rotary and linear motion systems. We are the market leader in customized bearing solutions. We focus on applications where our products offer the greatest possible benefits. Resources are targeted by us to continuously increase our competence.

In defining our corporate guidelines, we are inspired by the three W-questions of the Golden Circle*, a strategic approach that places the „WHY“ in the center of our considerations:

1

Why do we do it?

We want to move things: technical innovations, the development of personal potential and the development of good human relationships.

2

How do we do it?

We support our clients super-individually with our creativity, expertise and care at every stage of the collaboration.

3

What do we do?

We develop and produce ideally fitting bearing solutions for rotary and linear applications - including consulting, engineering and service.

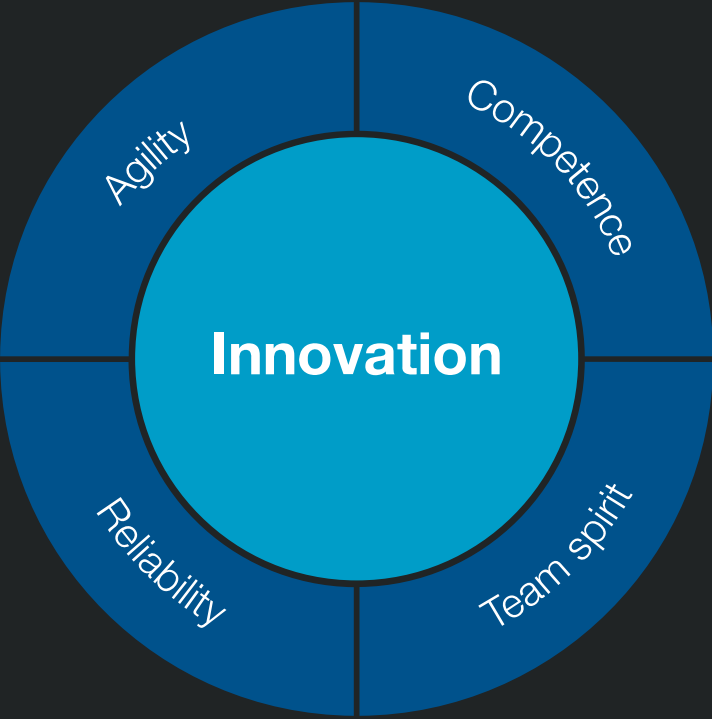
*The Golden Circle was invented by Simon Sinek, who describes the method in his book *Start with Why: How Great Leaders Inspire Everyone to Take Action*. It is a way of thinking which helps companies figure out why they do what they do.



Franke Brand Values

This is what we stand for. Among us and to others.

With our brand values we define what Franke is all about and what our strengths are. We can always refer to these values. They give us orientation in our work-life and on our path into the future.



> New ways: Digital information and communication, as well as the sharing of knowledge, take us a big step further.



Innovation

We work to always provide customers with optimal bearing solutions and to systematically open up new markets for wire race bearings and linear systems. With our solutions, we help our customers to be innovative. To this end, we follow technological trends and develop new products. We regularly and significantly invest in modern technologies and in the continuous improvement of internal structures, processes and procedures. In this way, we create an innovation-friendly environment. We regard a willingness to change and lifelong learning as the basis for innovation.



Agility

We are an active, consulting partner to our customers and work with them to find the best possible solutions at all levels of cooperation. Our structures allow us to react quickly and flexibly. Modern control systems allow the variable use of resources for individual and series production. We work in effective teams whose interaction is characterized by short paths of decisions. The outsourcing of production tasks, flexible working hours and situation-related personnel deployment enable us to quickly adapt our performance to demand.



Competence

Franke is the inventor of the wire race bearing and a world leader in the further development and use of this technology in rotary and linear motion systems. A comprehensive understanding of the technical and economic challenges of our customers in all industries is fundamental to our success. This is complemented by manufacturing know-how and excellent product and manufacturing development as further supporting pillars. Our performance is also supported by a qualified and reliable network of partners and institutes.



Reliability

Reliability is a core value for us in all our relationships. We want to be reliable for our customers, for our colleagues and for everyone around us. Clear management processes, consistent targets and solid key figures help us to be valued as reliable players. We earn our customers' trust with outstanding delivery performance, reliable products and comprehensive service. In our dealings with each other, we meet deadlines and commitments and provide feedback on the status and progress of joint projects. For us, reliability also means trusting the work of others and helping to avoid mistakes.



Team Spirit

We are convinced that we can achieve more together. To this end, we form flexible teams. We regard our customers and external partners as members of our team. For us, team spirit includes mutual appreciation, interest in the perspectives of our fellow human beings and recognition for their achievements. We cultivate respectful, appreciative interaction with each other. Differing opinions are important and welcome in the decision-making process. In the event of conflicts, we strive for compromises and joint solutions.

Mission

This is our task

With our invention of the
Wire Race Bearing, we enable our
customers to be innovative.

Vision

What we want to achieve

Franke is an agile
Technology Company.

Our
Goals

until

2025





We are
innovative



We meet challenges
with new ideas.



We rely on innovative
technologies and
processes.



We try out new things
and learn.



We create an environment
for creativity and innovation.



We master our digital tools safely and efficiently.



We use the opportunities and advantages of digitalization everywhere in the company.



Business processes are transparent and understandable.

We promote, explain and sell Franke solutions via digital channels.



We are **digital**





Franke is climate neutral.



All processes are transparent, efficient and sustainable.



A stable core business enables us to develop our company.



Our work processes are constantly analyzed and improved.



For our engineering we achieve: Standardization where possible, individualization where necessary.

We are **efficient and sustainable**



We cooperate with our customers,
suppliers and partners.

We work together with
each other, not against.

We maintain an open
feedback culture.

Co-working
instead
of tinkering.

We work
together





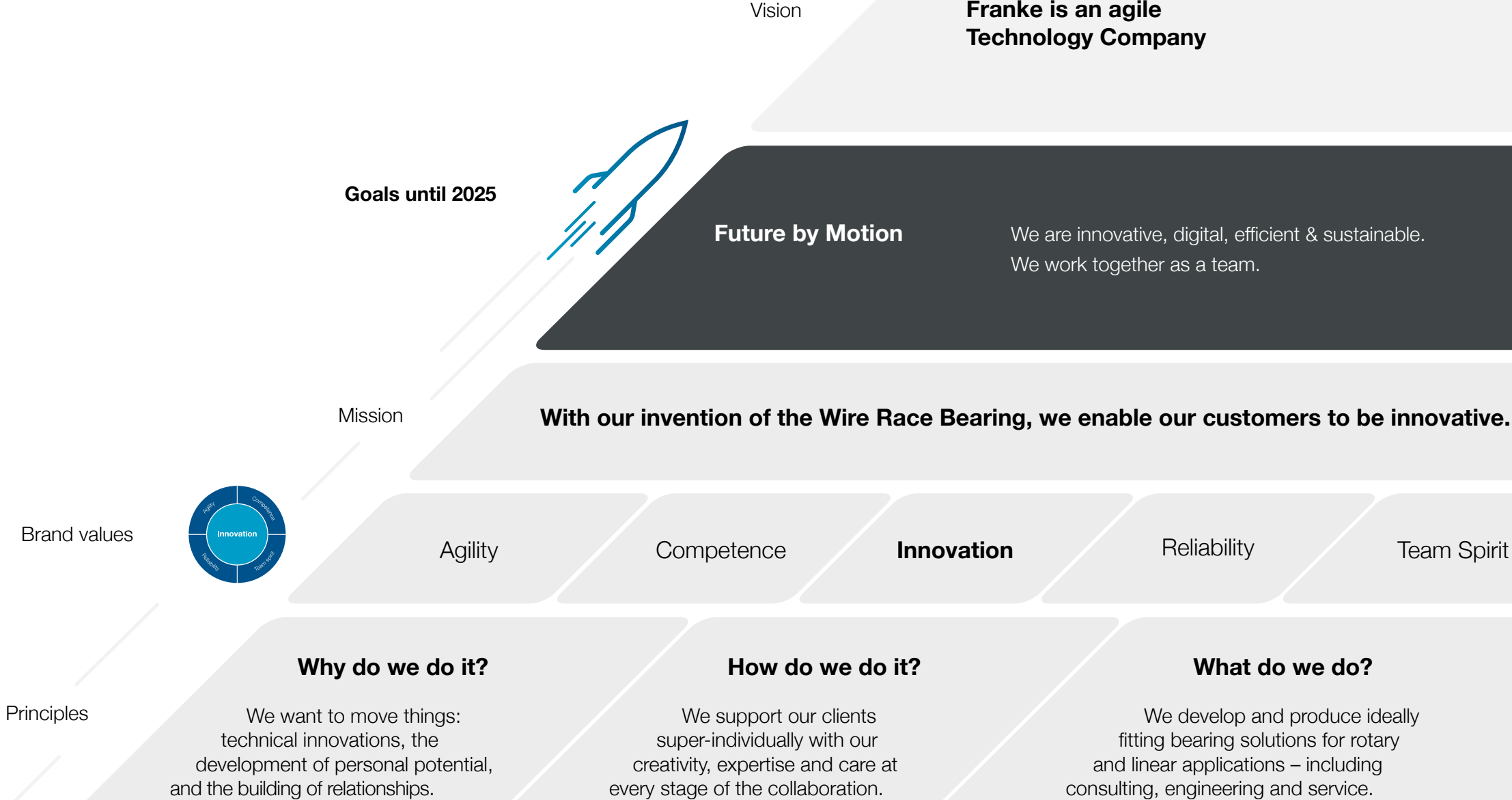
Further Targets until 2025

Employees	Network	Products & Processes	Distribution
<p>There are flexible working hours and work locations.</p> <p>Boundaries between in-house and external experts vanish.</p> <p>The best and most innovative minds want to work for Franke.</p> <p>Committed employees enjoy implementing ideas together.</p> <p>Hierarchies are irrelevant in day-to-day business.</p> <p>Employees have a good work-life balance.</p>	<p>We maintain networks with customers, partners, start-ups, universities, experts.</p> <p>We actively participate in start-ups.</p> <p>We form internal informal networks between the departments.</p> <p>We focus on lean management, digitalization and a shared learning world.</p>	<p>We use alternative materials and processes in the development and manufacture of our products.</p> <p>We offer engineering as a service.</p> <p>We are known for innovative solutions.</p> <p>We are efficient through the use of new manufacturing technologies and digital processes.</p>	<p>70% of our standard product sales come from online channels.</p> <p>We develop new markets and applications through the use of digital tools.</p> <p>We install brand ambassadors as specialists in key industries.</p> <p>We have a worldwide distribution network of exclusive agents only for Franke.</p>



Franke is an agile Technology Company

Summary
Franke Guide Lines





Franke
2025

Future 
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Franke