

# Leadership Principles

October 2021

# The values of Medios Group

## WE LIVE PARTNERSHIP INTELLIGENCE

- Our culture of partnership is a culture of equality.
- In our increasingly connected world, there has been a profound shift from self-contained, closed systems to interconnected, actively collaborating companies, business units, and employees.
- As employees and managers of the Medios Group, we embrace an open culture of cooperation and learning. Each and every one of us plays an active role in creating the collaborative culture of partnership that drives us and our projects forward.
- Our vision of “To manage complex diseases more simply” guides us in the development of intelligent, novel, and groundbreaking products and solutions.

## WE DELIGHT OUR CUSTOMERS AND PARTNERS

- We know our customers’ and partners’ needs, underlying conditions, and challenges better than the competition and put our heart and soul into finding solutions to problems day in and day out that make our customers’ lives easier.
- We listen and delight through our willingness to make the impossible possible.
- We leverage our expertise, professionalism and dedication every day to consistently deliver the highest level of quality, safety, cost-effectiveness, and efficiency to our customers and partners.

# The values of Medios Group

## WE SHOW TRUST AND APPRECIATION FOR OTHERS

- Collaboration based on mutual respect, appreciation, trust, and dependability is just as important to us in our interactions with external and internal customers and partners as it is in our dealings with each other as colleagues.
- We always conduct ourselves as a fair partner with integrity who personally embodies the values and compliance policies of the Medios Group and acts in a manner that reflects how the company presents itself.
- We respect differences and take responsibility to ensure that we work together constructively.

## WE ARE OPEN TO NEW IDEAS

- We accept challenges, think ahead, and boldly break new ground.
- When learning and development opportunities present themselves, or when we need to navigate change and transformation, we rise to the new challenges with an open mind, focus, and ideas.
- We act in a reliable, prudent and accountable manner, quickly implement goals and decisions, and are prepared to take responsibility for our own actions and failures.
- Because we want to achieve outstanding results and be measured against them.

# Leadership at the Medios Group

## LEADING ONESELF

### Be a role model

- “Managing” oneself requires developing clarity about one’s own leadership role and the associated requirements, acting in accordance with one’s role and with responsibility, fairness, respect, and integrity, remaining critical of oneself, and having confidence in one’s own ability and the ability of others to develop.
- Above all, however, it also means approaching new challenges with an open mind and focus and being a role model in this process; after all, change and transformation begin with ourselves.



# Leadership at the Medios Group

## LEADING EMPLOYEES AND TEAMS

### Offer guidance

- One of a manager’s core jobs is to provide employees and teams with the guidance and support they need. This includes, for example, communicating the mission and vision of the Medios Group, its values and standards, goals, plans, measures, and creating optimal conditions for employees to implement them. Resources and competences are connected in a meaningful way, and information flows are controlled effectively.
- This succeeds if managers communicate in a transparent and understandable manner (in compliance with all of the important regulations governing a public company) and if actions and words match.

### Demand and foster personal accountability

- Managers at the Medios Group model independent and results-driving working methods and demand them from and foster them in all employees, because employees and teams who are independent, willing to learn, and capable of change are at the core of our company’s success.
- At the Medios Group, leadership means continuously encouraging others in their personal and professional development, setting specific goals, providing constructive feedback, and acting with an appropriate level of consistency. We view mistakes as opportunities to improve and establish a corresponding culture of learning within our teams.

### Achieve results

- Customer focus is not only deeply ingrained in the mindset and behavior of all Medios managers. They actively model it and always support employees in focusing on the needs of their (internal and external) customers and creating genuine customer value in line with our vision.
- With a focus on customer benefits, managers constantly review and optimize structures, processes, collaboration, and results in order to continuously increase excellent performance, productivity, profitability, and motivation. Achieving outstanding results is a manager’s most important contribution.

# Leadership at the Medios Group



## LEADING MEDIOS INTO THE FUTURE

### Living partnership intelligence

- Lasting success is only possible through connection and collaboration. That is why the managers of the Medios Group both enshrine and enable “Partnership Intelligence” as a guiding value in their area of responsibility.
- They promote an open-mindedness to new ideas and “thinking outside the box of one’s own profession” and actively counteract “departmental egoism” and a “silo mentality.”
- As managers, they create a working atmosphere characterized by team spirit, passion, commitment, and performance.

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