“BECOME A SAFETY AMBASSADOR.”

Safety is one of the basic human needs, as essential as the air we breathe. It is extremely important, especially in our highly developed world, that we never take safety for granted. As one of the world’s leading providers of expert services, DEKRA has been working for a safer world since the company was founded in 1925. Over the years, our expertise has made a significant contribution to reducing the risk of accidents and injuries.

This year, we celebrate our 90th anniversary and are about to embark on an important new phase in our history. To help us do that, we have taken the corporate mission envisioned by our founders and adapted it to the strategic challenges of the next ten years. Whether on the road, at work or at home, the experts at DEKRA are ensuring safety in every area of our lives. In the years ahead, we aim to fulfil our mission on an increasingly global scale. Hence our vision for 2025, our 100th anniversary: “We will be the global partner for a safe world.”

Stefan Külbl
Chairman of the Management Board
DEKRA e. V. and DEKRA SE
## Our Vision

**We will be the global partner for a safe world**

We ensure safety by the interplay of:

- Technology & equipment
- Standards & practices
- Mindset & behavior

## Our Mission

**We live in a safe world**

- **Technology & equipment**
- **Standards & practices**
- **Mindset & behavior**

## Our Corporate Principles

- **Economic success**
- **Globalization**

## Our People Values

- **Responsibility for safety**
- **Customer orientation**

**DEKRA VISION 2025**

**STRATEGY 2020**

**We ensure safety**

- **Growth**
- **Customer focus**
- **Integration**

**Innovation**

**Entrepreneurship**

**Teams spirit**

**Integrity**

**DEKRA VISION 2025**

**STRATEGY 2020**

We will be the global partner for a safe world.

- Technology & equipment
- Standards & practices
- Mindset & behavior

- Economic success
- Globalization

- Responsibility for safety
- Customer orientation

- Innovation
- Entrepreneurship
- Teams spirit
- Integrity
WE WILL BE THE GLOBAL PARTNER FOR A SAFE WORLD

VISION 2025

WE WILL BE THE GLOBAL PARTNER FOR A SAFE WORLD

• Prevent accidents to protect lives
• Global partnering with all stakeholders
• Global thought leader in safety
• Because safety pays off

AREAS FOR ACTION

Safety is a core need of every human being. We know that accidents can be avoided.

On the road
At work
At home

At home
MISSION

WE ENSURE SAFETY

BY THE INTERPLAY OF

Technology & equipment:
By supporting excellence in the design, configuration, operation, and maintenance of technical equipment we use – whether on the road, at work or at home.

Standards & practices:
By developing and advancing standards and practices that support optimal safety performance.

Mindset & behavior:
By fostering safety awareness in every mind, safety knowledge and safety consistent behavior.
Economic success:
To us, economic success means achieving profitable growth. This guarantees our independence and our ability to ensure safety. Besides, we focus on clear and long-term strategies that are implemented by means of efficient structures and processes. We consistently invest the results of our success in the future of our company.

Growth:
Sustained growth guarantees realization of our mission to ensure safety in accordance with the statutes laid down by our founding fathers. Growth allows us to expand our market position and allows us to expand our market position and to strengthen our financial position, enabling us to continue implementing our strategies. Growth also allows us to serve more people and to provide more services. Growth enhances the quality of our services and processes. Growth enables us to strengthen the quality of our services and processes.

Customer focus:
We know our customers and put their needs at the center of our actions. We strive to be a customer-focused organization. We are always looking for new and innovative ways to serve our customers. Our focus is on meeting the needs of our customers and ensuring their satisfaction.

Globalization:
We follow our mission globally. Our services ensure safety on all continents. Globalization supports our growth and allows us to expand our market position. Having a global orientation enables us to expand our market position. Our human resource policy supports and demands further internationalization of our people.

Integration:
Collaboration makes us strong. We live a culture of cooperation across organizational boundaries. We work together as a team to achieve our goals. We provide our customers with the best possible service, and our employees with the best possible working conditions.

People focus:
We know our customers and put their needs at the center of our actions. We prove to be a customer-focused organization. We are always looking for new and innovative ways to serve our customers. Our focus is on meeting the needs of our customers and ensuring their satisfaction.

Innovation:
We want to anticipate future developments early on. We actively shape them and design solutions to fulfill our mission for the benefit of our customers and for continued development of our organization. We encourage our employees to think creatively and continuously learn. We strive to be a learning organization.

Growth:
Substantial growth guarantees realization of our mission to ensure safety in accordance with the statutes laid down by our founding fathers. Growth allows more and more people to benefit from our safety solutions. Growth also allows us to expand our market position. Having a global orientation enables us to expand our market position.

Integration:
Collaboration makes us strong. We live a culture of cooperation across organizational boundaries. We work together as a team to achieve our goals. We provide our customers with the best possible service, and our employees with the best possible working conditions.

People focus:
Our competent and committed people are the primary driving force behind our company. Our vision is to drive our business forward by empowering our employees. Our employees are our greatest asset, and we believe that by investing in them, we are investing in our future.
Responsibility for safety: Everyone at DEKRA lives up to our safety standards every day. We consider safety as a real benefit to us, our clients, our stakeholders, our families and friends. We act as role models to ensure safety - during our work and beyond.

Customer orientation: Everyone at DEKRA contributes to customer satisfaction. We continuously ask ourselves what makes our customers appreciate our work, and we live up to those expectations every day within the valid framework given at DEKRA.

Entrepreneurship: Everyone at DEKRA has entrepreneurial knowledge. Creating opportunities, embracing personal responsibility and applying economic thinking are typical attitudes of our culture, deeply embedded in the DNA of DEKRA.

Team spirit: Everyone at DEKRA cooperates to create a positive and productive working atmosphere. Working as a team, supporting each other and sharing knowledge form the basis for our company’s success and future growth. Collaboration, mutual respect and partnership characterize our actions.

Integrity: Everyone at DEKRA can be expected to be sincere and honest. We follow the laws and act according to ethical principles. We honor our commitments and take personal responsibility for our actions. We act neutrally and independently when performing our services.