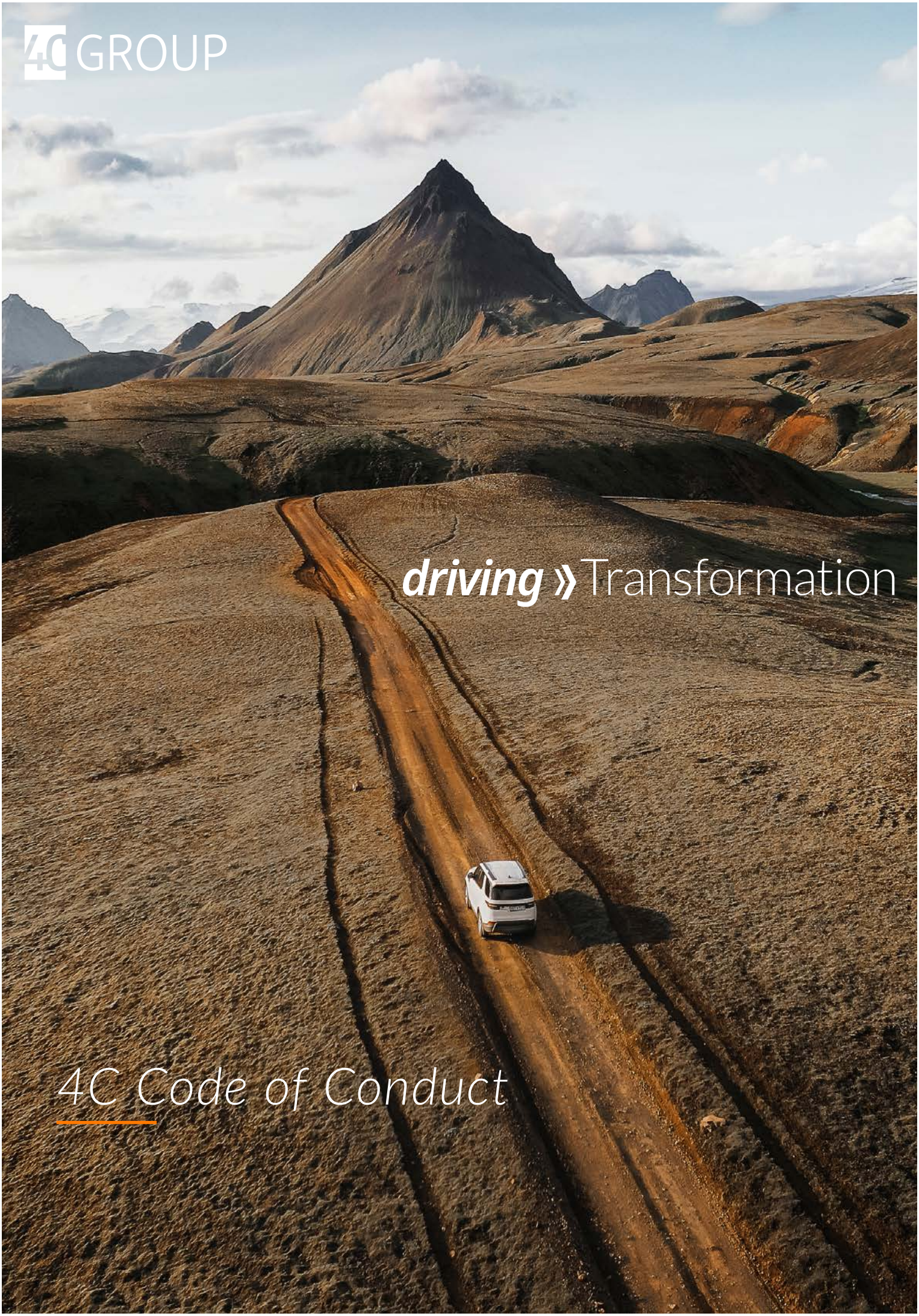
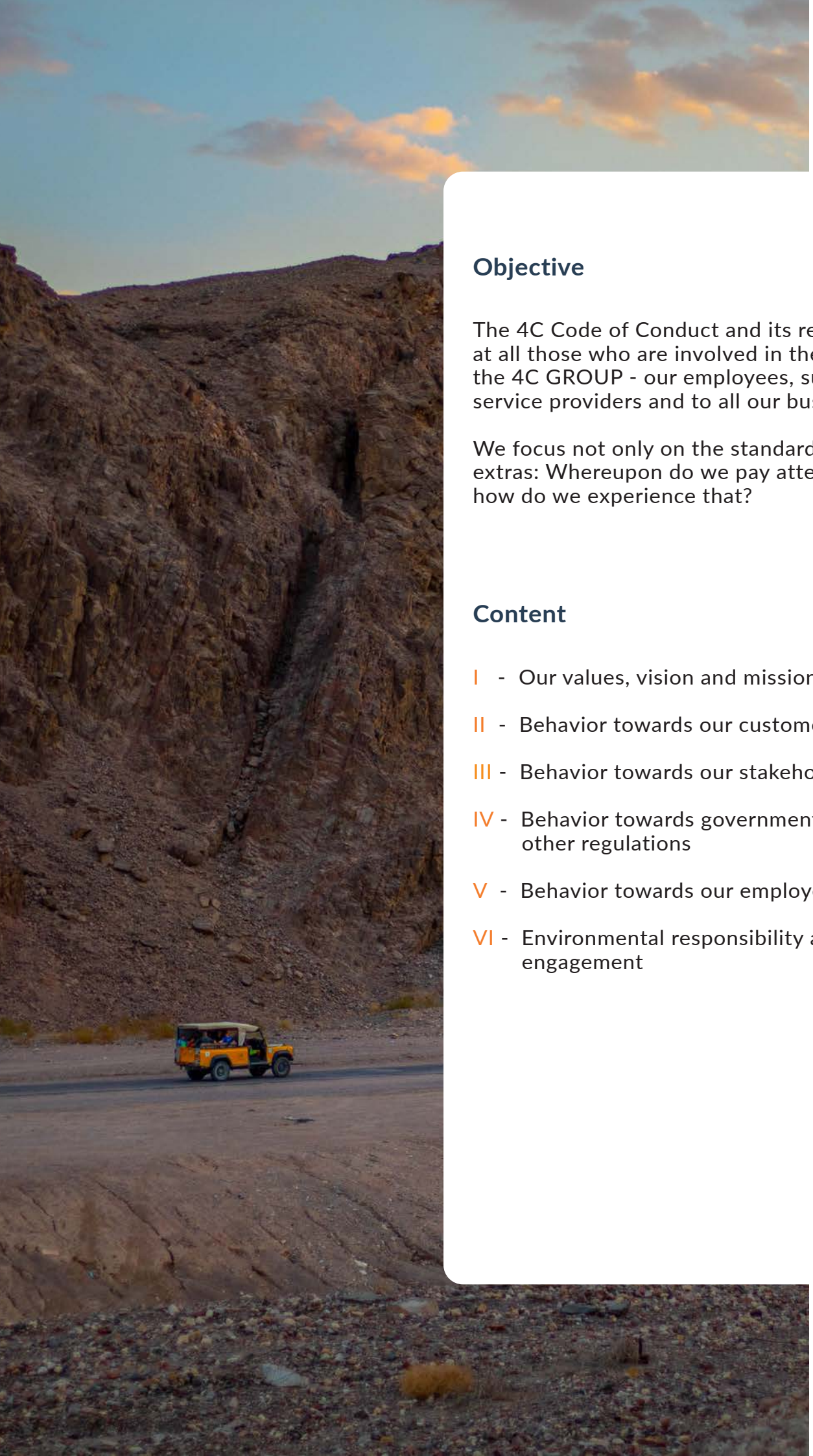

4C GROUP
driving » Transformation
4C Code of Conduct



Objective

The 4C Code of Conduct and its respect is aimed at all those who are involved in the success of the 4C GROUP - our employees, suppliers and service providers and to all our business partners.

We focus not only on the standards - but on the extras: Whereupon do we pay attention on and how do we experience that?

Content

I - Our values, vision and mission

II - Behavior towards our customers

III - Behavior towards our stakeholders

IV - Behavior towards governmental laws and other regulations

V - Behavior towards our employees

VI - Environmental responsibility and social engagement

I - Our Values, Vision and Mission

4C stands for the four values that determine our philosophy.

- **Competent**: *Better leadership gets you ahead.*
- **Creative**: *Change demands new ways.*
- **Change Driven**: *The art of staying in motion!*
- **Customer Focused**: *Ready for the extra mile.*

Mangement Consulting for CxOs.

In our work we focus on the link of strategy, management control, and transformation – precisely where a company's success is determined. Since 1997 we consult publicly traded corporations, large enterprises, as well as owner-managed and public companies, through change: safely, precisely, and sustainably with a measurable bottom-line impact.

Our Mission "Driving Transformation" means providing methodical and substantive leadership in the transformation and management control of organizations, highlighting new perspectives and finding innovative approaches. We drive transformations with effective, experienced teams: independently, with courage, integrity and an unwavering commitment to success.

Our clients value our deep understanding of their business and culture, as well as our entrepreneurial perspective on opportunities and risks.

Our Vision: "Creating together a sustainable economy people trust and follow with conviction."

II - Behaviour towards our customers

The relationship with our customers is based on mutual trust, deep respect and honesty. Although we work closely together with our clients, we never lose the required distance in both professional and personal interaction.

This is an absolute necessity for consulting on an eye to eye level. Our independence is not negotiable - neither in the acquisition nor in the implementation phases of our projects.

We convince our customers with outstanding performance and without any financial or other benefits. Our cost-conscious behavior sets standards at all times.

We have effective travel policies an we set an industry benchmark in our billing-process of our services, reflecting the changing expectations of our clients in working with consultants. This is the basis for the mutual trust between our clients and our firm.

Our projects touch or cover very sensitive areas of our customers. Hence, we pay very close attention to the protection of data privacy and according policies of our customers.

Our consultants work starting with day one discreetly and are required to maintain absolute confidentiality.

Our executives and partners are closely involved in our projects and share responsibility for project success together with the decision makers on the customers side.

III - Behaviour towards our stakeholders

We work closely together with our business partners and we give the obligation to our shareholders, service providers and suppliers to comply with applicable rules, regulations and laws at any time.

Our stakeholders can be assured of our fairness and integrity in our cooperation.

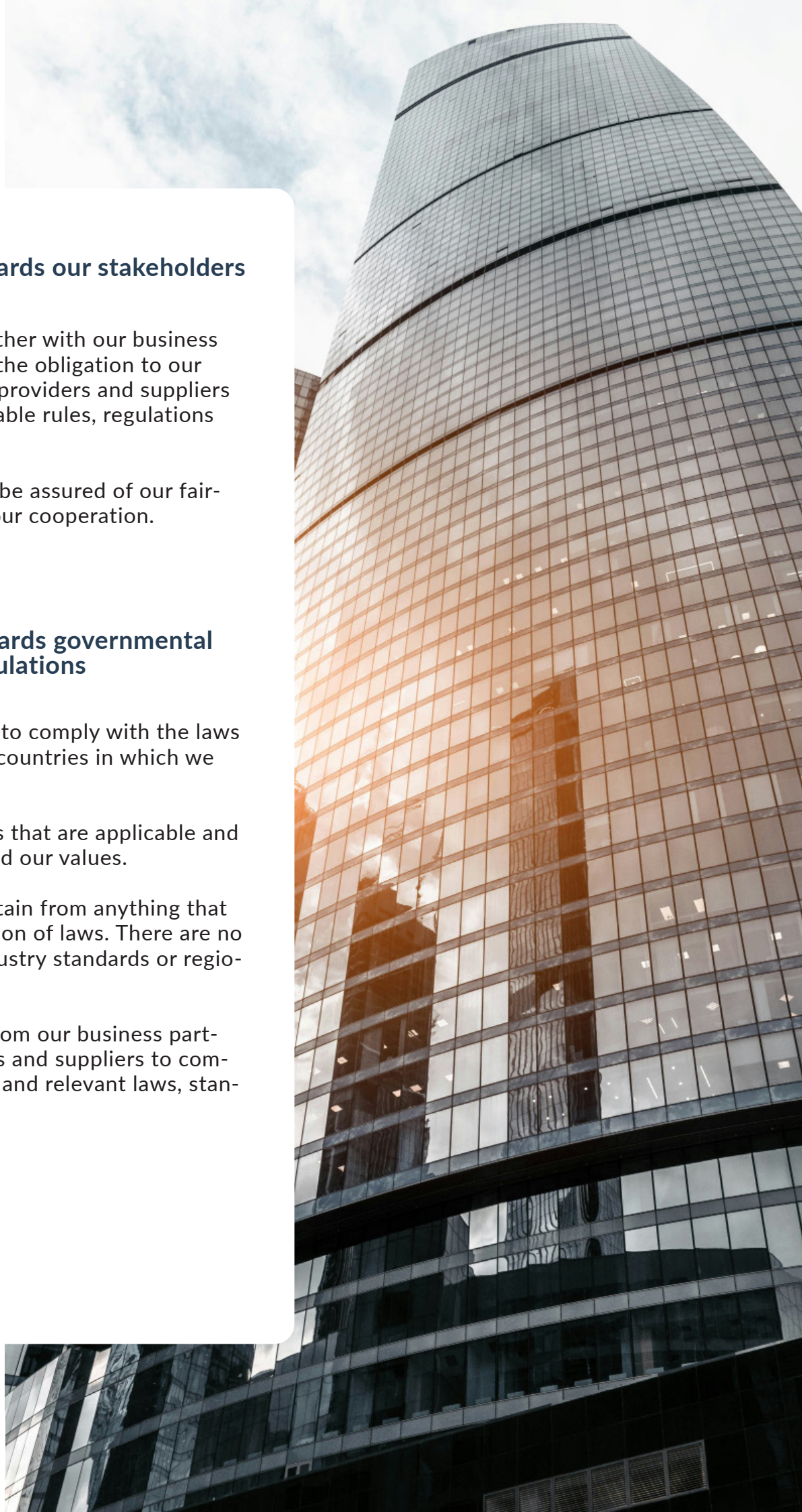
IV - Behaviour towards governmental laws and other regulations

It is paramount for us to comply with the laws and regulations of all countries in which we operate.

We only accept orders that are applicable and in line with the law and our values.

We do nothing or abstain from anything that would lead to a violation of laws. There are no exceptions due to industry standards or regional customs.

Similarly we require from our business partners, service providers and suppliers to comply with all applicable and relevant laws, standards and guidelines.



V - Behaviour towards our employees

We work with passion, with entrepreneurial responsibility and with a precision that only real implementers know. We enable our consultants to develop to personalities who show courage and ownership for their work. They serve our clients and not their egos - in other words, they are committed to our values. Therefore our team members are handpicked and performing as a piece.

We share a common DNA that can be experienced in our daily work with our clients. We are consultants who engage with the customers and dive deeply into our customers business and organization. That does not work for consultants who just want to gain a quick insight. Consulting is, in our understanding, a profession on long-term relationships equally valuable for and recognized by our customers and employees. Our focus on continuity and long-term thinking also shapes our growth strategy: quality before revenue.

We consider the diversity of our employees as a strength. We do not discriminate anybody at any time. The main criteria in the selection and development of our employees are skills and qualifications. We also put great importance to a vibrant corporate culture beyond projects. For this purpose, we invest heavily in our organization and employees. We appreciate an attractive, high quality and modern working environment that promotes networking and exchange. We are convinced that security and well-being of our employees are essential to our economic success. We set great emphasis on compliance with our health and safety guidelines. We strive to promote sustainable physical and psychological well-being of our employees.

The more we love our children,
the less it can suffice us
that they merely follow in our footsteps.
F. Schleiermacher (1768 - 1834), dt. Philosoph

VI - Environmental responsibilities and social engagement

Environmental awareness is according to our beliefs ethical and a corporate responsibility. This is, for example, reflected in our travel policies and office standards.

Together with our employees, we have aligned our social engagement with the long-term thinking of our firm. Consequently, at the end of 2011, we launched the foundation “4C FOOTSTEPS STIFTUNG“ together with our employees. The goal is to identify and sustainably support promising projects in early childhood education in disadvantaged neighborhoods with financial and personal commitment of all employees of the 4C GROUP.

In the long run, we want to offer the opportunity for socially disadvantaged children to gain access to high quality educational opportunities.

We also integrate our stakeholders in our social activities and we guarantee maximum efficiency and transparency in the use of our donations.

For more information please visit: 4cfootsteps.org