



# The Peniel Values

## Integrity, Excellence and People Care

### **We Act With Integrity**

While we do everything according to biblical values, we provide equal opportunity and treatment. We are honest, accountable and we stick to internal and external rules.

### **Our Operation is based on Excellence.**

We relentlessly pursue outstanding and sustainable results. Our products are modern, stylish, comfortable, special and elegant because we creatively transform ideas into values for our customers and our company. We produce at the highest attainable quality level and we are efficient in everything we do.

### **We Care For People**

The foundation of our existence is based on helping others; We treat all people with dignity and provide a diverse, inclusive work culture. We work safely, promote wellness, and protect the environment while we support disadvantaged people from around the world.