



Bekaert (www.bekaert.com) is a world market and technology leader in steel wire transformation and coating technologies. We pursue to be the preferred supplier for our steel wire products and solutions, by continuously delivering superior value to our customers around the world.

Core to delivering on our vision is the implementation of a quality culture focused on continuous improvements, consistently meeting - or beating - the expectations of our customers and outperforming our competitors.

To achieve this we seek to infuse the passion and commitment in our employees worldwide to focus on delivering world class quality and to be guided by the following principles:

- **Excellence**
We seek to excel in all we do and apply appropriate tools to enable excellence in all areas of our business.
- **Customer Focus**
We excel at understanding our customer needs and supply products and solutions that continuously deliver superior value for them (BCE).
- **Process Focus**
We improve our business results by designing, standardizing and continuously improving our operational, functional and cross-functional processes (through our BMS, BCE, SCE, BECARE and F4G programs).
- **Systems**
We design and implement our management systems and procedures to proactively monitor and assure compliance with all applicable laws and regulations.
- **Benchmarking**
We benchmark our practices with those recognized as the best performers so we can learn and improve (including external benchmarks).
- **Organization**
We build a shared quality vision based on our 'Quality Always' principles and align our organization behind it.
- **Leadership**
We act in line with the '8 Bekaert key leadership behaviors' and encourage others to do the same.
- **Communication**
We communicate accurately and transparently to all stakeholders.
- **Training**
We provide training and development to all Bekaert employees to improve their awareness, competence level and skills to achieve excellence.

Good Quality can only be obtained in an environment that harnesses safety for all (BECARE), has great housekeeping and complies with all environmental and safety standards. Therefore, every Bekaert employee must be involved in order to ensure that these conditions are always met.

MATTHEW TAYLOR

Chief Executive Officer