

## Values

Deal Estate sets the greatest store by a corporate culture that is truly practised as well as by employees with integrity. All our employees are required to adhere to the desired standards of conduct – day in, day out. Our code of conduct accordingly sets out clear principles, and serves as a point of orientation in the daily working environment.

### Respect

- We treat everyone with respect; the individual is always the focus.
- We treat each other with respect. Our understanding of management is based on mutual trust. Trust in turn requires us to demonstrate predictability and fairness – to and between each other.
- We appreciate each individual person and their achievements – yesterday, today and tomorrow.
- We create a working environment based on consideration, fairness and recognition.
- We communicate with one another. We give and receive feedback, and improve continuously as a result.
- We support others, encourage them, and respect constructive criticism.
- We support and promote diversity – of people, opinions and experiences.

### Innovation

- We are committed to innovation; our future depends on our ability to develop further.
- We promote and encourage innovation, pursue new avenues, and continuously develop.
- We dedicate ourselves to sustainable and innovative services – day in, day out.
- We bundle the expertise of our employees in order to facilitate innovation in all areas.
- We promote the interdisciplinary exchange of knowledge and creativity at all levels.
- We set new standards in our business environment.

### Integrity

- We place integrity at the heart of our activities.
- We do what we say, and we deliver on what we promise.
- Not only do we comply with the law and our internal regulations, we also act according to clear principles and a shared understanding of values.
- We ensure implementation of / adherence to our values

and guidelines through management and regulation systems.

- We communicate transparently with our stakeholder groups.
- We never misrepresent anyone and are vehemently opposed to reputational slurs.  
We are authentic and reliable.

### Ambition

- We aim high; our ambition is to improve ourselves continuously.
- We set challenging targets and rise to them with passion.
- We set about our tasks with total dedication and take responsibility for the results of our work.
- We create added value for our stakeholder groups through our work.
- The success of the company means a great deal to us, and we put everything into achieving it.

### Responsibility

- We actively take responsibility and stand by it; we lead by example.
- We act responsibly in the interests of our company, taking into account the repercussions of our actions for society and the environment.
- We adhere strictly to our rigorous compliance standards.
- We are all role models.
- We show solidarity towards one another in the interests of the company – team spirit is crucial.
- We strive to achieve sustainable success by providing our staff with targeted development and support.
- We set great store by the health and safety of our employees.