

NEWBETECH.COM

NEWBETECH CORPORATE GROUP

# CORPORATE CULTURE

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Corporate culture is the basis for all actions within a company.

## INNOVATIVE AND RECOGNISABLE

As a service company in the European technology market, the newbetech corporate group has developed into an innovative brand with tangible recognition value.





## INTRODUCTION

Our corporate culture defines the framework for action across the entire newbetech corporate group. It clarifies which behaviors we encourage and which we do not. It sets overarching principles, expected conduct, and defined standards.

Culture is more than a document. It lives in the day-to-day attitudes, values, and often unseen behaviors of each individual. While it can be written down, only our people bring it to life and make it the foundation for every decision and action.

When each of us embraces and practices our culture, it creates positive outcomes for our customers and for us. It fosters long-term partnerships built on trust and shared success. The corporate culture of the newbetech corporate group is a guiding compass for everyone who works here or will join us. Every employee is invited—and expected—to shape it, evolve it, and, above all, live it.

## OUR VALUES

Our shared values guide how we work together and underpin every joint effort. We prioritize open, trusting, and reliable communication as the foundation for long-term partnerships.

newbetech seeks respectful, enduring relationships with employees, customers, and suppliers—anchored in shared values, even in challenging times. We show up with purpose, responsibility, and resolve. We are honest and willing to admit mistakes. These principles are binding for us and for our partners.

Working with us should feel valuable. We aim for high-quality relationships defined by excellence, not by price.

Every employee is committed to moving the company—and thus our customers and suppliers—forward. This drive powers our collective work and each individual's contribution.

Human relationships are at the core of our actions and communication. We ensure that technological progress aligns with the needs of the people who use it.





## PEOPLE IN THE FOCUS

The only valuable things about a company are the people who work there and the values they stand for.



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Only the positive  
"Credit" is the basis for  
the ongoing  
development of the  
relationship.

# TEAM INTERACTION

No one plays a symphony alone; it takes an orchestra. Looking ahead, we recognize that team interaction always includes our customers and partners. The following applies to all.

The same behavioral principles guide every internal and external action. In building team spirit, people come first. We welcome different opinions and personalities.

We invite dissent into our decision-making and, above all, listen actively. Active listening builds trust in each other's capabilities. It also enables us to tackle tough tasks together—and enjoy doing so.

Our collaboration is defined by respectful, partnership-based, and goal-oriented conduct. We are mutually committed to living this every day.

Whether a team works or not is shaped by each individual. We each have a "relationship account" with others—one we can deposit into and withdraw from—that must be kept in balance so no "overdraft" occurs.



Unfriendliness and poor quality create debits; attentive listening and taking responsibility add to the credit side. Our deposits are reliability, sustainability, and commitment to decisions.

When a decision is made with care, each of us treats it as a binding obligation. Careful decision-making means weighing options before announcing the choice:

- Will this new decision affect prior decisions?
- Am I able to execute what I decide?

Once decided, implementation should begin promptly. Caution in deciding does not mean slow execution.

Every team member is responsible for driving the dynamic, continuous development of both existing and new teams. Each of us should feel—and see—that the forty hours we invest each week truly move our company forward.

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Anyone who believes that he/she is no longer "dependent on others" is no longer of any use to the company.





## PRESENTATION

Our company presents itself as bright, friendly, courteous, and dynamic—to everyone, whether they meet us for the first time or the hundredth. First impressions are formative and decisive. At all times, and in every facet of our image, we show up as a high-quality, effective partner.

This standard is reflected in both the form and substance of our communication — from phone calls, e-mails, and our website to our personal behavior and appearance with customers. We consistently make our customers' concerns our own and take responsibility for their well-being.



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Treat everyone else  
the way they want to  
be treated.



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Even in difficult  
times, we are always a  
reliable partner.

Beyond the quality of our work, our partners experience us as effective—from first contact and proposal through implementation and long-term support. For our customers and for us, early anticipation of developments is key so we can respond quickly.

Like a high-performance aircraft refined to eliminate drag, our organization must be continually developed so that teams create synergies and real productivity advantages. Every employee views customer service as a personal commitment. We foster broad decision-making authority and a strong sense of responsibility.

This leads to well-founded decisions, fast outcomes, and high transparency. We are an organization that acts by plan. Everyone who works with newbetech should feel that they—and their company—matter. We want people to look forward to working with us, every time.

# SOCIAL

In a society sustained by enterprises, every business action has social consequences—whether hiring, buying, selling, or building. Our goal is to secure existing jobs long term through outstanding performance and innovative products, and to create new, modern roles aligned with market demand. We continually seek new challenges to deliver meaningful contributions to society.

We believe a company fulfills its social obligations best when it is profitable. Only then can we keep our commitments to partners, customers, and employees. Alongside the required technological training, we place strong emphasis on personal development that aligns with our corporate culture.

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We do everything in the knowledge that standing still means going backwards.





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It is the integration of our customers into our team that gives us the long-term partnerships and ensures the sustainable quality we want.

## INTERVENTION

Intervention—stepping in from the outside, often to resolve or guide a conflict—has a clear place in our culture.

We set high standards for ourselves and invite our customers and partners to measure us by them. If we ever fall short, open communication and a constructive approach to conflict will help us realign and bring our principles to life.

We deliver results-oriented services, evaluated by clients on both quality and quantity. If clients are demonstrably dissatisfied, our quality and performance guarantee provides for a partial refund of fees paid.

NEWBETECH.COM



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