

Values Compass

Export philosophy and customers



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The security situation in Europe has come under increasing pressure in recent years, particularly as a result of attempts to shift borders in violation of international law, but also as a result of terrorism. In order to counteract this, there are a wide variety of possibilities, also for companies, which, however, in many areas can only contribute to the desired success when implemented together. Be it the different types of embargoes against certain countries or persons that must be complied with or the regulations at the international, European or national level that must be complied with.

CeoTronics AG is even committed to going beyond the legally required provisions to examine each enquiry or each delivery of our products individually and, in case of doubt, to reject them, even if the export control regulations of the Federal Republic of Germany, the EU and the USA would permit deliveries of goods to these countries. In this way, CeoTronics avoids the products being used to violate

- Human rights,
- Freedom,
- Democracy,
- Rule of law and
- International law.

Requests from certain Wassenaar Arrangement countries – especially if they are not among CeoTronics' priority markets – will also not be processed by CeoTronics if current political/social developments are outside our values.

CeoTronics develops/produces in and exports exclusively from Germany - the "German Content" (share of manufacturing costs incurred in Germany) amounts to 76.1 %, the "European Content" amounts to 88.7 % (both as of 31 May 2022).

CeoTronics' priority markets are in the EU and the USA. CeoTronics is represented there with its own staff.

In other carefully selected markets with democratic and free corporate forms, CeoTronics "is represented through partner companies that offer selected" products and services according to their core target group.

CeoTronics' customer portfolio includes, for example, hospitals, the power plant industry, the glass and furniture industry, fire brigades, the pharmaceutical industry, wind turbine installers and operators, airports, heavy transport companies, shipyards, the crane industry, agricultural vehicles, police forces, high-altitude rescuers, the military, the food industry, the defence industry and breweries and more.

CeoTronics audio-video products are particularly in demand wherever difficult working conditions such as

- noise,
- the wearing of masks, helmets and protective suits,
- different perspectives of the individual participants,
- semi-concealed or fully concealed use,
- the need to have both hands free to work,

make normal communication difficult or impossible. CeoTronics products make it possible to control, coordinate, accelerate and secure work processes and work assignments through better communication.

CeoTronics has the highest respect for the achievements of the security, rescue and armed forces. Internal and external security is the basis of our

- Democracy,
- Freedom,
- Sovereignty,
- Freedom of expression,
- Religious freedom,
- Rule of law,
- Environmental protection/sustainability,
- Tolerance and diversity.

We would not be allowed to keep, nurture and develop any of this if we were helplessly at the mercy of the aggressors and dictators of this world because of our weakness. There will also always be despots and extremists – that can hardly be averted. It becomes dangerous when the other side is too weak to defend itself.

Wars of aggression must be prevented through agreements, diplomacy, fairness, respect and consideration. In many respects, however, properly equipped military protection/deterrence must also be ensured.

All CeoTronics employees are aware of their responsibility to stand up for our democracy, our constitutional state, our freedom and our social market economy – to defend our values against political and religious extremists and imperialists.

Less government, less regulation and less bureaucracy are important in order to bring the positive forces of the social market economy to bear. A prosperous economy creates jobs and secures tax revenues – for more "prosperity for all".

*If not otherwise stated in the offer, CeoTronics grants a 3-year warranty for material and manufacturing defects for CeoTronics products. The precise scope of the warranty can be found in the warranty terms and conditions (also available for download at www.ceotronics.com).

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