

# Principles

## of the Kalaidos Swiss Education Group

- ➔ We are proud that education and culture are the focus of our companies and we do everything in our power to live up to our responsibilities.
- ➔ Our efforts are centred on people who want to develop their talents and achieve their goals in life through efficacy of education.
- ➔ Education, as we understand it, can only succeed on a foundation of freedom, the rule of law and democracy. We do everything in our power to defend and advance it.
- ➔ We strive for environmental sustainability in everything we do. We will reduce our greenhouse gas emissions. In doing so, we are guided by the targets set by the European Union.
- ➔ We always have the long-term perspective of our actions in mind.
- ➔ We are strong because we are different.
- ➔ We have a decentralised organisation because this is the best way to achieve entrepreneurial action, customer proximity and flexible behaviour in our markets.
- ➔ We keep our promises.
- ➔ We never stop learning. Curiosity, openness and reflection make us flexible.
- ➔ We know that those who take on challenges make mistakes. We learn from our mistakes.
- ➔ Whilst employing all the necessary precision in our daily work, we take an open and light-hearted approach to the many and varied aspects of reality.
- ➔ We are respectful and fair in our dealings with each other to prevent the human element from going 'to the devil' (Ernst Klett Jr).
- ➔ We keep a low profile. When the going gets tough, we fight, when everything is going well, we do not boast.
- ➔ We comply with the law at all times.
- ➔ We have a solid financing base. We invest most of our profits. Healthy returns secure our future.