



Our guiding principle



# Foreword



**Dear seranians,**

A few years ago, we set out to change our company sustainably and make it fit for the future under the motto **sera in motion**. Since then, many major and minor changes have taken place that have really put us more than „in motion“.

Several international subsidiaries have been added, with Plant 2 we have established another location in Immenhausen, **sera ComPress** has become **sera Hydrogen**. We have developed new product areas with complementary products and with hydrogen technology we have opened a door to a new large but also highly complicated market.

All this does not happen without friction. Our internal processes and habits have had to adapt to the changed framework conditions, and this has not always worked equally well everywhere. We are therefore in the midst of „movement“. Many things must and will still change. We are sera in motion!

In order to give you a better orientation, we have now concretised our mission and our overall goals for the next few years and hopefully made them more tangible for you. In this brochure you will find our path for the next few years and how we intend to achieve it.

We hope we will all follow this picture together and enthusiastically.

# OUR VISION

*Our vision describes our image of tomorrow and what we are striving for together:*

*„As an innovative family business, we inspire people around the world with our fluid technologies and services for a sustainable future.“*



# Vision

Our Goal

MISSION

Our directions

VALUES

Our guard rails







# OUR MISSION STATEMENT

*Nature is the basis of life for us humans and for all living creatures.  
To preserve and enhance it, we create added value for humans and  
the environment every day.*

*„We create added value for  
People and the environment!“*

# OUR MISSIONS

Derived from our vision, we have set ourselves seven overarching missions that are effective in both the short and long term. These also form the guiding principles of our corporate policy for the coming years.

- **sera goes customer excitement**
- **sera goes eff2**
- **sera goes smart**
- **sera goes green**
- **sera goes innovative**
- **sera goes international**
- **sera goes digital**



# MISSIONS



sera goes **international**



sera goes **green**



sera goes **digital**



sera goes **smart**



sera goes **innovative**



sera goes **customer  
excitement**

# OUR MISSIONS







# sera goes **customer excitement**

Our customers are always the focus of our actions. We inspire our customers and partners worldwide with our products, our behavior and our ideas.

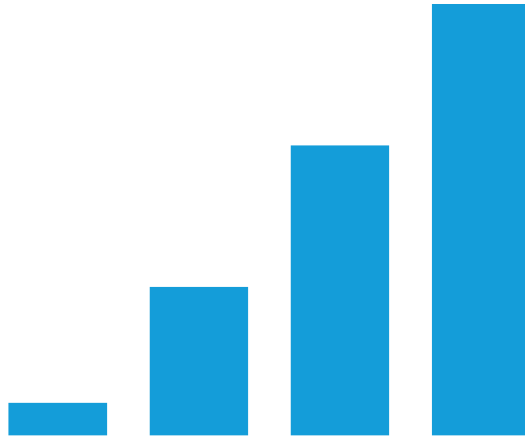
For us this means:

- **We think from the outside in (and not the other way around!)**
- **We are always friendly, solution-oriented and obliging in contact**
- **We really understand our customers and business partners, are interested in their needs and learn from them**
- **We continuously learn from our projects**
- **Our problem-solving competence is convincing due to a holistic perspective**
- **We develop ideas in the interest of our customers and deliver solutions that inspire them**

# OUR MISSIONS







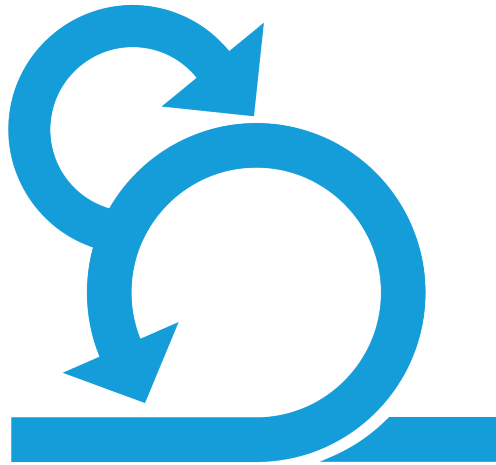
## sera goes **eff<sup>2</sup>**

Continuous improvement is an essential building block for the future success of the company. We can only be successful in the long term if we act effectively, efficiently and economically.

For us this means:

- **We do the right things (effectiveness) and we do things right (efficiency)**
- **We actively approach improvements and continuously drive them forward (CIP)**
- **We take responsibility for our actions in the interest of sera**
- **We work productively, cost- and performance-oriented in order to generate profitable results**
- **We continuously review our processes and adjust them to have effective and efficient workflows**
- **We do not get bogged down and prioritize tasks**

[illegible]



## **sera goes smart**

Our working environment is complex and changing rapidly. In the future, we will have to respond even faster and more adaptively to constantly changing market and customer requirements. At the same time, we must adapt to social changes and people's needs as well as global trends and influences.

For us this means:

- **We try out new ways and methods**
- **We change things - and get a little better every day**
- **We use agile methods and tools**
- **We learn from our mistakes, share our insights and help others**
- **We take advantage of continuing education and training opportunities to think outside the box and constantly evolve**



# OUR MISSIONS





## **sera goes green**

As an environmental technology company, we want to make a significant contribution to preserving our environment with our product solutions and services. We operate sustainably and conserve resources.

For us this means:

- **We develop products and services for environmental processes**
- **We act responsibly and avoid any environmental impact and pollution**
- **We protect our planet, separate waste, avoid wasting resources and support a sustainable circular economy**
- **We use environmentally friendly materials in all areas of the company**
- **We use renewable energy sources**
- **We are committed to sustainability**

# OUR MISSIONS







## sera goes **innovative**

We can only survive on the market in the long term with a constant stream of new ideas and solutions. Innovation is our driving force for tomorrow's success. With our environmentally friendly and digital product solutions and services, we create added value for people and the environment.

For us this means:

- **We think and act innovatively in all areas of our company**
- **We develop innovative products and services for the future**
- **We break new ground and actively seek outside impulses**
- **We think outside the box**
- **We are cooperative and look for interdisciplinary solutions:  
just ask the others**



OUR MISSIONS



## sera goes **international**

Internationalization is an expression of our global business activities: With our worldwide sales and service network, we ensure local support and supply for our customers. Being close to the customer means being on site internationally!

For us this means:

- **We are continuously expanding our own international network of companies and branches**
- **We have regional competence centers for products and services**
- **We are a network of companies: we think and work in international processes and procedures**
- **English is our corporate language in international contact**





# OUR MISSIONS



# sera goes **digital**

The future of business processes and products is digital. we want to move from being a digital follower to a digital pacesetter. All seranians are creating the prerequisites and competencies for this.

For us this means:

- **We promote the development of a digital mindset among all employees**
- **We work digitally, locally and internationally**
- **We work paperless with digital and mobile IT solutions and tools**
- **We digitize our product portfolio**
- **We develop digital product solutions and services**

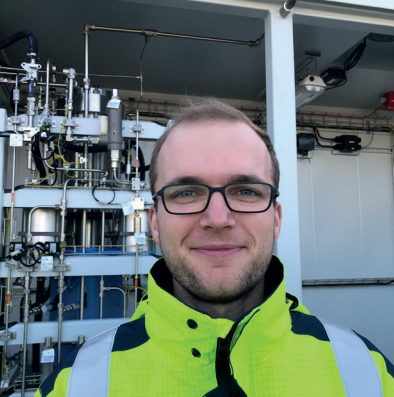
# OUR VALUES

We want to achieve our missions by following our **sera** values. Everyone at **sera** should think and act according to these values.

- ... be solid
- ... be effective
- ... be responsible
- ... be added value oriented

...be  **sera**









**WE CREATE  
ADDED VALUE  
FOR PEOPLE  
AND THE  
ENVIRONMENT!**



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