

## VISION

**A world where computers can operate reliably in any environment for the benefit of mankind**

Enhancing quality of life, safety and security or business operations

## PRESENT MISSION

**To proactively drive growth and profitability to reach a stock market flotation point of £100million capitalisation within the earliest achievable timeframe**

To reward our people for their efforts and to provide the capital needed for investment in a major global footprint

## KEY BUSINESS OBJECTIVES

- Customer service and satisfaction
- Growth and profitability
- Continuous quality improvement
- Product and process innovation
- Welfare and development of our people
- Lean, simple and effective processes

## CORE VALUES

**Passionate and committed to continuously work harder than anyone else to:**

- look for, and look after, customers
- add value and reduce waste in all that we do
- drive standards of professionalism and integrity in our workplace
- keep our commitments and accept personal responsibility for all that we do
- pursue the achievement of excellence consistent with an industry leader
- sustain a challenging, rewarding and enjoyable place of work
- live up to our responsibilities to our stakeholders, our community and the environment
- inspire company wide engagement in all that we do

## PURPOSE

**To be the recognised global leader in the design and manufacture of reliable and affordable industrial computers fit for demanding environments.**

Achieved by continuously enhancing our technical and applications knowledge, expanding our global footprint, and continuously improving our capabilities in design, manufacturing and supply of the best lifetime value industrial computers. Which are fit for purpose to operate in computerised applications in any demanding environment.

## CULTURE & BEHAVIOURS

- Respect for people and processes
- Can do, will do, positive attitude
- Teamwork collaborating in inter-dependence
- Ambition to boldly stretch performance
- Drive, passion and energy to complete what we start
- Curiosity and courage to try new approaches
- Openness in reviewing failure, to learn and improve
- Respect and robustly uphold the rules
- Urgency for all that is important
- Pride in all that we do
- Simplicity and clarity
- Celebration of success

**A company with clear Vision, Purpose and Values**



INVESTOR IN PEOPLE

**CAPTEC**

Tried, Tested and Trusted