



CORPORATE VALUES

Q&A

1. VALUES

Our Corporate Values:

- Win as a team
- Do the right things
- Show you care

Our values are the cornerstone of our cultural priorities as a business; they give actionable(!) guidance for individual behavior of employees, leaders, and executives, serving as a compass for how to act and deliver.

SHOW YOU CARE

Our actions are perceived and valued from the perspective of the people around us. So, whatever we do, we do it purposefully and consciously, taking in the perspective of our colleagues, customers, and passengers.

DO THE RIGHT THINGS

We do the things that are valuable to our colleagues, customers, and passengers. We are trained to do this safely and trusted to do the right thing in any given situation.

WIN AS A TEAM

Either we win as a team, or we fall as individuals. Together, we can surpass ourselves and handle any situation.



2. FREQUENTLY ASKED QUESTIONS

Why corporate values?

Concrete and actionable corporate values can serve as a compass for how to act and deliver. They define the ethical, behavioral, and cultural standards within an organization and provide a shared foundation for decision-making.

By bringing our corporate values to life, we can shape a shared company culture. This will foster unity and a sense of belonging among our people. By aligning our actions and attitudes with the values, our cohesion as a business will improve.

For our people, working and interacting with colleagues and superiors will feel similar across the organization and our customers will perceive the company as one Swissport. This helps build trust with customers and partners, contributes to a positive corporate reputation, and helps us achieve sustainable success.

We had values. Why do we need new ones?

Swissport's previous set of corporate values was implemented some 15 years ago. They were three static nouns that lacked aspiration, identification, and a call to action. We wanted something that not only represents Swissport, but that will mobilize us.

By refreshing our values, we reaffirm our commitment to excellence, innovation, and ethical conduct. Last but not least, it will help us build a winning team and a culture of collaboration that propels us forward with purpose and relevance.

Will the new corporate values replace the existing ones or complement them?

The new corporate values replace the existing ones.

How were the new values developed, and who was involved in the process?

A group of managers and executives worked with experienced specialists from Futureworks, a Zurich-based creative consultancy specializing in brand identity. By conducting over 100 qualitative interviews with Swissport colleagues from across all business lines and locations, we were able to determine the key drivers of satisfaction and pride as well as the causes of frustration among our people.

These insights we gained formed the basis for the definition of an Employer Value Proposition, which outlines the dimension we want to focus on when it comes to delivering value to current and future Swissport staff. Subsequent workshops involving key leaders then distilled these insights into our core values. This collaborative and iterative process has yielded corporate values that resonate with our workforce. Our values give actionable guidance for the



individual behavior of employees, leaders and executives, and they serve as a compass for how to act and deliver.

How will the new corporate values impact the company culture?

Our new values change the dynamics of how we want to work and interact with colleagues, partners, and customers. By aligning actions and attitudes with these values, we can achieve more consistency in our service delivery, build trust inside and outside Swissport, enhance our reputation, and achieve sustainable success.

Where will corporate values come into play?

The new corporate values will come into play across various dimensions of our organization. They will influence decision-making, employee interactions, and the overall direction of the company. In addition, they also serve as a guide for the selection of new employees, as a basis for performance evaluations, training, and development, and for the further enhancement and consistency of services.

How will the new corporate values affect interactions with customers and airline passengers?

The new corporate values should have a lasting long-term impact on how we interact with customers and passengers. Swissport employees are expected to engage with customers in a way that reflects these values and promotes trust, and an exceptional and consistent service delivery. Passengers will experience an even more personalized, caring service that is consistent with our commitment to these values. This change will reinforce our commitment to customer satisfaction and should help set us apart in the aviation service industry.

How will the success of the new corporate values be measured?

Initially, we want to drive awareness and understanding through communication campaigns and messaging. We plan to collect and share real-life examples and stories which illustrate how employees have demonstrated the company's values in action. From there, we will look at integrating the following tools and processes:

- **Performance management** will be used to review and track progress on how values are being used; this includes the observation of daily operations, interactions, and decision-making processes within the organization to see if they align with stated values.
- **Employee surveys** to gauge employees' perceptions of the company's values, culture, and alignment with their own values.
- **A 360-degree feedback system** will allow employees to receive feedback from peers, managers, and subordinates regarding how well they embody the company's values.



- **Interview guides** to assist recruiters to ensure better fit between new hires and our corporate values (and culture).

How will the new corporate values impact performance evaluations and promotions?

We will transform our performance management by integrating our values in evaluation and feedback mechanisms for all employees, from entry-level to senior executives. We strive to provide concrete examples and constructive feedback while guiding individuals who may need improvement in implementing and aligning with our values.

Our performance management process will measure both the WHAT (results) and the HOW (values). We expect managers and employees to have candid discussions on how to improve both the WHAT and HOW as part of the performance evaluation. The implementation and alignment with our values will be one of the factors considered in promotion decisions.

What will the company do to ensure that the new corporate values are consistently upheld across all departments and levels?

We encourage our leaders to lead by example. Our core values will permeate every aspect of our people processes, from hiring to development, management, and promotions. We'll keep these values alive through regular communication and training sessions. Our training programs will educate and guide employees of all levels on how to live these values in their daily work. New hires will dive into our values during onboarding sessions.

How and when will the values be incorporated into our trainings?

We're in the process of embedding our new values into any standard training and onboarding revisions, supervisor and leadership programs, and new hire onboarding. These updates will be completed within the next few months.

Can employees provide feedback or suggestions related to the implementation of the new corporate values?

Yes. We are very interested in hearing the voices of our employees. As we roll out oneApp/oneNet globally, we will have opportunities to share stories and receive feedback about how the values are being lived. Also, our HR processes are being redesigned with the employee experience and needs in mind.