

Going forward  
**The Rosti Way**



## Welcome!

At Rosti, our core values and behaviours are the foundation of how we do business — bringing us together as a successful company.

For over 80 years, we've grown and succeeded by staying true to this shared commitment, and we will continue to evolve through The Rosti Way. Our Rosti Way values guide our behaviour and ensure we communicate, make decisions, and act in line with our company culture.

While our strategy and targets may shift over time, the cultural foundation of The Rosti Way reflects the kind of company we aspire to be. It is a culture that evolves with us — and it's up to each of us to keep it alive, every day, in every interaction, big or small.

That's how we win — the Rosti Way.

**Jonas Persson**  
**CEO Rosti Group**

## Our logotype



# The Rosty Way

## What we do...

As a contract manufacturer, Rosti delivers full sustainable solutions through precision moulding, integrated manufacturing, and medical capabilities — supporting customers from concept to reality.

## How we do this...

- Through a customer-centric approach within selected customer clusters
- By focusing on long-term strategic priorities — our Must Win Battles:
- Achieve profitable and sustainable growth through customer focus in chosen markets.

- Maintain an agile organisation that enables quick decision-to enhance efficiency in everything.
- Become a leading, customer-centric full-solution provider by continuously developing relevant capabilities in a changing world.
- With the strong, efficient support of our global key enablers and functions across the Rosti organization.

## Why do we do this...

To empower our partners globally by delivering polymer solutions from concept to reality, to shape better future.



# Our values

## Passion

We are passionate about delivering positive experiences for others through our work.

## Integrity

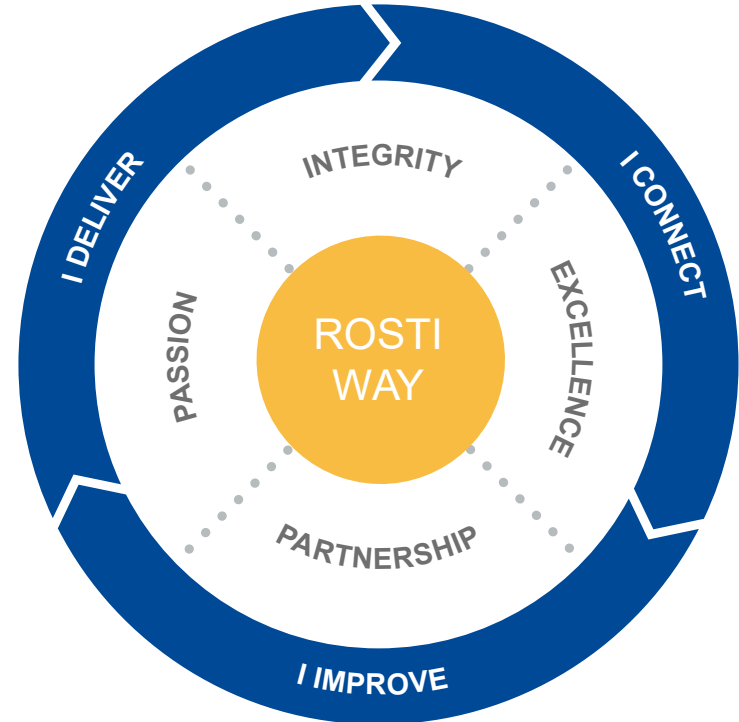
It is our integrity that drives us to be transparent, responsible and to do the right thing.

## Partnership

We care deeply about partnering with each other, our customers and our suppliers for the long term.

## Excellence

Our belief in excellence motivates us to continuously improve.





## PASSION

Empowerment  
Engagement  
Teamwork  
Fun



## INTEGRITY

Trust  
Sustainable  
Transparent  
Responsible



## PARTNERSHIP

People  
Customers  
Suppliers  
Community



## EXCELLENCE

Safety  
Quality  
Innovation  
Improvement

# Behaviours

## I connect

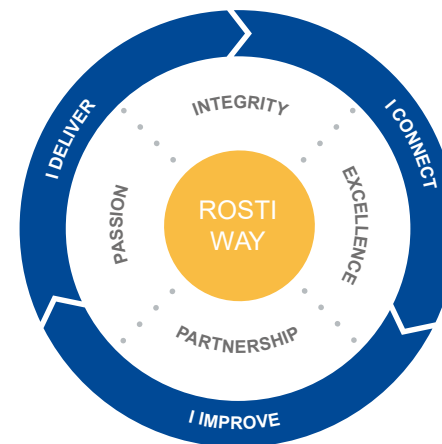
- I listen to others' needs and expectations to ensure mutual understanding and transparency
- I ask clarifying questions and share information with others
- I collaborate with others to find solutions, as well as ask for and give feedback
- I respond appropriately to others' rational and emotional needs

## I deliver

- I define and document a plan to deliver the solution
- I follow the right processes and procedures to deliver
- I commit to and deliver what was promised on time and to the agreed quality
- I show persistence in overcoming obstacles

## I improve

- I integrate and analyse relevant information
- I generate ideas and decide on the right solutions
- I seek feedback to understand my strengths and development areas, as well as challenge the status quo for continuous learning
- I take responsibility for my own mistakes and for correcting them



[www.rosti.com](http://www.rosti.com)