

Internationalisation
of the value chain for the realisation
of competitive prices and
full utilisation of purchasing potential

**Establishment of new
business areas**
Adaption to the changing
economic environment



Innovation
Development of technologies
and products with a promising
future

Flexibility
Cost-optimised project and process
execution through an
adaptive network and an active team

Environment and Sustainability
Focus on the development of environmentally friendly
technologies and the reduction of our carbon footprint

Vision:

RTA should still be a successful market player as an independent company in 2030. This requires a sustainable and profitable core business. In turn, this requires a high level of innovative creativity and the ability to adapt to changing markets.

Mission and strategic drivers for realising the vision:

Internationalisation

- of the value chain for the realisation of competitive prices and full utilisation of purchasing potential

Establishment of new business areas

- Adaptation to the changing economic environment

Innovation

- Development of technologies and products with a promising future

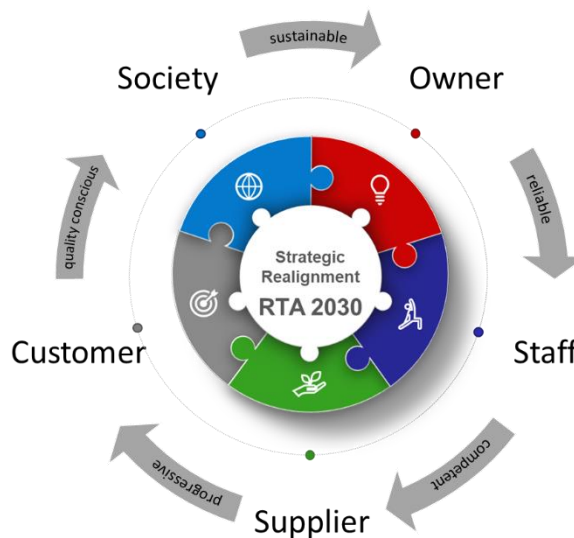
Flexibility

- Cost-optimised project and process execution through an adaptive network and an active team

Environment and Sustainability

- Focus on the development of environmentally friendly technologies and the reduction of our carbon footprint

Basic principles:



To us,

sustainable means

- Environmental protection and resource-friendly production
- Financial success as a foundation for stability
- Motivated staff and their long-term loyalty
- Attractive work environment

reliable means

- Trusting partnerships with our customers and suppliers based on our code of conduct
- Valuable member of society
- Fulfilling binding obligations
- Taking responsibility

competent means

- Supporting and fostering our staff
- Professional solutions for our customers
- Open communication with our business partners

forward-looking means

- Investment in technology
- Continuous improvement of our processes
- Development of innovative products

quality conscious means

- Anticipating and meeting customer requirements
- Customer satisfaction and service
- Products with high quality standards
- High flexibility