Fedmech Bherend Bok Fedmech Holdings Ltd.

DUR NINE BASIC VALUES

Fedmech Believes:

- 1. In the importance and dignity of every single person that works for us as an adult individual in his/her own right and in merit as the criterion for reward and advancement.
- 2. In the importance of every single customer who buys from us, that we should know him well and that he should receive fair value for money.
- That all our shareholders and lenders should be satisfied with their investment in our Company.
- 4. That we should all be proud of and excited about our products and our service.
- 5. That we should be the best in everything we do and that attention to detail is an essential requirement to that end.
- 6. That our people should be encouraged to innovate, that failures are part of the process, and that praise is more effective than criticism.
- 7. That all the people in our Company should have fun in performing their duties and enjoy working together with their colleagues.
- 8. That individually and jointly we should serve our country and the communities within which we reside.
- 9. In courtesy and in maintaining the highest level of ethical standards.