

## **Business Culture**

**WE BELIEVE THAT STRONG CORPORATE CULTURE IS A HUGE COMPETITIVE ADVANTAGE .**

WHEN I SPEAK ABOUT "CULTURE" I MEAN HOW TO BEHAVE IN OUR COMPANY INVOLVING ALL THE VALUES THAT WE SUPPORT.

CULTURE EVOLVES THROUGH GROWTH , ACQUISITIONS , GLOBALIZATION AND EXPERIENCE. ONLY IF EVERYONE WITHIN THE ORGANIZATION DEFENDS THE VERY HEART OF CULTURE, FROM LAST-ENGAGED EMPLOYEE TO EXPERIENCED DIRIGENT, THEN CHANGEMENT BECOMES HEALTHY AND CAN EFFECTIVELY IMPROVE CULTURE.

IN THE LAST FEW YEARS WE HAVE TREBLED THE SEIZE OF OUR BUSINESS, DOUBLED THE NUMBER OF EMPLOYEMENT AND LAUNCHED NEW STRATEGIC INITIATIVES TO INCREASE EVEN FURTHER OUR LEADERSHIP AND OUR ACTIVITIES IN THE 21ST CENTURY .

THE ORIGINAL PHILOSOPHIES AND THE FOUNDING PRINCIPLES OF THE COMPANY IS SOMETHING WE WON'T CHANGE EVER: EACH ONE OF US CAN MAKE A WHOLE DIFFERENCE. OUR EMPLOYEES ARE THE REAL KEY THAT LEAD TO SUCCESS AND DRIVE OUR COMMITMENT TO SERVE CUSTOMERS WITH MORE INNOVATIVE SOLUTIONS FOR THEIR CURRENT AND FUTURE NEEDS.

IN A COMPANY WITH A FEATURE CULTURE LIKE THIS, PEOPLE NATURALLY DEVELOP AN INTUITION IN UNDERSTANDING HOW TO CARRY OUT EXCELLENT WORK . WRITTEN REGULATIONS, PROCEDURES AND STRATEGIES ARE IMPORTANT , BUT IT IS THE INTUITION ON HOW TO DO IT THAT MAKE REGULATIONS, PROCEDURES AND STRATEGIES EFFECTIVE AS SUCH. IN A STRONG CULTURE, OBJECTIVES AND VALUES MEET TOGETHER. A STRONG CULTURE ENSURES THE IMPLEMENTATION OF AN EFFECTIVE STRATEGY AND SIGNIFICANTLY REDUCES ALL THE EXPENSES RELATED TO OVER-COMPLEX PROCEDURES AND ORGANIZATIONS. DEVELLIS STAFF SHARES CLEAR AND SOLID CULTURE EXPRESSED IN A SERIES OF OBJECTIVES AND COMMON VALUES . COMMUNICATION CREATES COMMITMENT AND UNDERSTANDING. WE LIVE THIS STRATEGY.

**EVERY AND EACH COMPANY SHOULD SHARE A COMMON CUSTOMER-FIRST VALUE AND ACTIVELY APPLY THE CODE OF CONDUCT. WE ARE NO LESS DIFFERENT**

VISION , PRIORITIES AND COMPANY STRATEGIC INITIATIVES ARE CLEARLY EXPLAIN ON OUR " N1 PRIORITY PAPER " WHICH WE ALL SHOULD KEEP WITH OURSELVES OR KEEP EXPOSED AT WORKPLACE. IT IS NOT JUST " NICE "TO HAVE A COMMON VISION IT IS THE ONLY WAY TO SUCCEED .

OUR COMMON GOALS ARE ROOTED IN SHARED VALUES .WE HAVE BEEN EVOLVING THANKS TO INTEGRATING PEOPLE WHO SHARED THE SAME VISION OF GIVING REAL SIGNIFICANCE IN WORKING LIFE. THE FOUNDATION OF OUR VALUES IS THE CODE OF CONDUCT ITSELF. CODE CONDUCT IS SOMETHING MORE ' OF A LIST OF RULES AND REGULATIONS . IT REPRESENTS OUR NON-NEGOTIABLE PRINCIPLES.

WE HAVE THEREFORE PLACED OUR BUSINESS STRATEGY IN A CODE OF CONDUCT TO EFFECTIVELY MEET OUR COMMON GOALS IN SHARED VALUES . EVERYTHING THAT AN EMPLOYEE AT DEVELLIS DOES DURING HIS WORK IS ULTIMATELY AIMED TO FULFILL CUSTOMER REQUIREMENTS. IN THIS SENSE, OUR PROGRESS AND SAFETY OF OUR WORK , BOTH AS COMPANY AND AS INDIVIDUALS, DEPENDS ON OUR ABILITY IN DESPOSING IT.

**WE ARE AN ORGANIZATION BASED ON TRUST .**

FIRST AND FOREMOST: WE EXPECT THAT OUR EMPLOYEES TREAT EACH OTHER WITH DIGNITY AND RESPECT SO AS TO CREATE VALID AND ENDURING RELATIONS, BOTH INSIDE AND OUTSIDE THE COMPANY. WE BELIEVE IN THE VALUE OF OUR EMPLOYEES.

DEMANDING A LOT FROM ONE ANOTHER IS THE ONLY WAY TO BE SURE OF GREAT REWARD, NOT ONLY IN ECONOMIC TERMS . WE BELIEVE OUR STAFF NEED AN ENVIRONMENT WHERE CAN EXPRESS THEIR OWN IDEAS, DEVELOP AND MAKE THEIR OWN FRUIT CAPACITY AND HAVE THE OPPORTUNITY TO GET THE MOST FROM THEIR PROFESSIONAL POTENTIAL.

WE WILL STRIVE TO CREATE A FAVORABLE WORK ENVIRONMENT , WHERE EVERY AND EACH EMPLOYEE CAN GET A PERSONAL AND PROFESSIONAL FULFILLMENT

WE WILL CREATE A WORK ENVIRONMENT IN WHICH SAFETY AND EXCELLENCE IS A DAY-TO-DAY REALITY.

WE PUT AT THE SAME LEVEL THE NEEDS OF BOTH BUSINESS AND INDIVIDUALS.

WE ARE ACTIVELY LOOKING FOR SOLUTIONS THAT CAN OFFER COMPANY ADDED VALUE WITH A VIEW TO ULTIMATLEY CREATE A LONG-LASTING AND SIGNIFICANT MARK IN THE COMMUNITY IN WHICH WE OPERATE.

WE EXPECT THAT ANY OFFICIAL ACTS AND PROMOTES HIGH PROFESSIONAL STANDARDS IN CARRYING OUT ITS TASK AND IN RELATIONSHIP WITH COLLEAGUES , SUPPLIERS , CUSTOMERS , SHAREHOLDERS AND OTHER WORKING GROUPS.

WE SELECT ONLY BEST LEADERS TO GUARANTEE SATISFACTION AT ANY TIME.

**WE EXPECT OUR DEPENDENTS TO ACT AS IF THEY WERE THE OWNERS OF THE COMPANY**

COMMITMENT TO LEARN AND ADAPT TO WHATSOEVER SITUATION ARE BOTH RECOGNIZED AND REWARDED.

DEVELLIS BELIEVES IN A HORIZONTAL HIERARCHY WHERE THE PROMOTION AND RECOGNITION OF ANY COLLEAGUE DO NOT DEPEND ON MAJOR MANAGERIAL RESPONSIBILITIES.

IN ORDER TO EXPAND THE WAY OF THINKING AND BRING ACTUAL CONTRIBUTIONS TO THE COMPANY , WE AVOID THE BUREAUCRACY IN RESTRAINT. WE LIKE " KEEP THINGS SIMPLE " AND WE RELY ON COMMON SENSE , PERSEVERANCE AND TEAMWORK TO COMPLETE ANY WORK UNDERTAKEN.

DEVELLIS HAS A TRADITION OF CONSENT IN MAKING DECISIONS: A PROCESS OF DISCUSSION OF IDEAS DEFINITELY IMPROVES QUALITY ' AND EASY IMPLEMENTATION .

WE ENCOURAGE CREATIVITY AND OPEN DISCUSSIONS AND WE SHARE FREE IDEAS TO LEARN FROM OUR COLLEAGUES .

WE STRIVE FOR MAINTAINING A HORIZONTAL ORGANIZATION WITH WIDE CONTROL AND FEW LEVELS OF MANAGEMENT TO RAPIDLY EXCHANGE INFORMATION AND COSTANTLY ENCOURAGE INITIATIVES .

WHO PERFORMS SUPERVISORY ACTIVITIES OVER LARGE AREAS HAS NO TIME FOR SECOND THOUGHTS. IN THIS WAY DECISIONS CAN BE TAKEN CLOSER TO THE ACTION CONCERNED.

DELICATE BALANCE BETWEEN CENTRAL AND DECENTRALISED AUTHORITIES IS OPENLY DISCUSSED THROUGHOUT THE COMPANY.

**WE CREATE A CUTTING-EDGE ORGANIZATION TO QUICKLY REACT TO NEW CHALLENGES AND PRODUCE COMPETITIVE SOLUTIONS.**

WHAT DIFFERENTIATES US IS OUR SKILL TO PROVIDE SOLUTIONS THROUGH PRODUCTS SYSTEMS , METHODS OF MARKETING, MANUFACTURING PROCESSES AND UNIQUE TAILORED SERVICES.

WE LEVERAGE THE STUDY OF HIGHLY INNOVATIVE TECHNIQUES AND SOLUTIONS TO GUARANTEE THE HIGHEST DEGREE OS CUSTOMER SATISFACTION.

WE APPROACH NEW OPPORTUNITIES 'WITH SENSE OF HUMILITY INSTEAD OF DIVINING INTO THEM RECKLESSLY.

WE ENCOURAGE AND SUPPORT NEW IDEAS AND DIFFERENT WAYS OF DOING THINGS WITHOUT FEAR OF MAKING MISTAKES.

WE CONSIDER ENTREPRENEURS AS PEOPLE THAT BRING NEW IDEAS WITH LIMITED RESOURCES AND MINIMUM DIRECTIVES.

HISTORY SHOWS THAT WE CAN MOVE SUCCESSFULLY TOWARDS AN EVER CHANGING ECONOMIC PANORAMA. WE WELCOME VERY ENTHUSIASTICALLY EVERY SINGLE CHANGEMENT AS LONG AS IT RESULTS TO BE USEFUL.

WE ARE ABLE TO MANAGE EVERYTHING THAT WE HAPPEN TO HAVE WITH CONCERN.

PROUD TO BE THE BEST IN WHAT WE DO THE MOTIVATION

OUR CREATIVITY ' AND OUR EFFORTS . AVOID CAREFULLY THE ARROGANCE .

CULTIVATE LEARNING , CHANGE AND RENEWAL .

I WOULD LIKE TO ADD A FINAL THOUGHT ON FUTURE PROSPECTS, WHICH SEEM TO ME TO BE JUST AS INTERESTING: WE HAVE VERY CONFIDENCE THAT IF WE TRAVEL TOGETHER IN THIS DIRECTION, TOWARD THE “ORGANIZATION AS A WHOLE” WHERE EVERYONE SHARES A COMMON VISION AND CLEARLY DEFINED OBJECTIVES, WE CAN DO GREAT THINGS TOGETHER.

**ENNIO DE Vellis**  
SOLE ADMINISTRATOR