

Company strategy

Vision

Achieving the expected profitability, our Company will increase its current market share with the help of a series of rational business decisions and will continue to hold one of the leading positions on the accessible Hungarian market, among private companies, in terms of both technological competitiveness and efficiency.

Our activities – conducted strictly in accordance with the laws – focus on environmental consciousness and fair market conduct, as well as on innovation, flexibility and rationality.

The organisation and its members have a sense of responsibility for finding solutions optimal in terms of environmental protection and economy and contribute to the spreading of environmentally conscious thinking.

Our Company ensures that it is a workplace which is attractive and friendly and which facilitates the development of its staff workers.

Our Company is integrated in its direct operating environment as an organic part of the surrounding society. It participates in the life of the professional organisations and the local community. Everything it says and does indicates its sense of social responsibility and, in accordance with its policy, it contributes to solving social problems.

Strategy

The long-term objective of the Company is to continue to be *one of the major players* on the waste management market in Hungary, in line with the achievements to date of the .A.S.A. Group. The tools to achieve this, in addition to the permanently good financial performance, are as follows:

- to gain ground on the retail and public utility service and the business organisation and industrial waste management markets;
- to effect further market expansion by buying up small and medium specialised enterprises;
- to effect further expansion by taking part in the privatisation of local government owned companies;
- to conduct regular innovation activities and technological development;
- to conduct continuous bilateral communication with both the market participants and the staff members, the purpose of which is to achieve a dialogue in order to facilitate mutually favourable co-operation.

The Company's management desires to achieve successful company operation based on the principles, and using the tools, of *customer contact management*. Therefore, the organisation flexibly adapts itself to the customers' requirements and the market changes and continues to develop and expand its activities.



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The Company desires to retain its current customers and win new customers by providing excellent services and employing environmentally safe technology.

It desires to establish *long-term co-operation* with the council and the residents of the settlements, as well as with its other partners, within the framework of which it will provide a permanent and environmentally safe solution for settlement in respect of waste-management related problems. The organisation uses its excellent professional knowledge in implementing and operating optimal waste management at business companies and institution.

With constant development, the Company desires to perform its activities using environmentally optimal tools, employing the currently available most efficient and secure technology, also keeping profitability in view.

The Company is committed to promptly introduce modern technologies, as soon as the laws and the economic conditions allow it. As long as there is a need for landfills with combined insulation, this is the solution which complies with the legal requirements, is safe and, if costs and results are compared, is the most efficient in improving the condition of the environment and it is also in line with the effective demand. The Company is committed to ensure that the related reserve development areas are not bigger than necessary, therefore landfill phases with 2-3 years capacity are built out. Regional landfills are then gradually completed with the other elements of the waste management systems. For example, sorting, bailing, material and energetic utilisation, composting, the energetic utilisation of the biogas produced at the landfill, mechanical biological pre-treatment, etc.

.A.S.A. Magyarország Kft. offers quality workplace, friendly atmosphere, and long-term employment for its staff where people feel that they are needed and where, in addition to professional and financial security, there is an opportunity to learn and develop. The Company lays great emphasis on health and labour safety, on continuously ensuring the conditions of safe working and that the conditions for it are in place at all times.

The organisation desires to contribute to the improvement in the long run of the environmental conditions of the settlements, the region, and, all in all, of the country by putting the above into daily practice. The Company wishes to form the attitude of the people by publicly adopting and communicating the above principles and by consciously disseminating knowledge, which is supported by its own environmentally conscious conduct.

Mission summary

The Company's mission is to realise the following values in the course of its activities:

- environmentally conscious and responsible activities
- fair market conduct
- innovation and flexibility
- rational business activities and profitability
- market leading role
- open, bilateral communication
- „Man is the most valuable asset” – safe and attractive workplace



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