

## MISSION STATEMENT

*Coidan Graphite Products highly qualified and motivated staff are here to serve you – everyone involved has extensive graphite and furnace experience, and understands how important service, quality and price are to you the customer – we are committed to serving your needs as you would wish to be served.*

*We consider ourselves a “centre of excellence” in the graphite field and aim to provide the optimum graphite based solution. Our ultimate aim is to become your first port of call whenever you have a Carbon or Graphite need (or problem to be solved) – we cannot guarantee to have all the answers but with the best technical backup in the business we will know someone who does!*

### **BUILDING TOGETHER A LEADING WORLDWIDE GRAPHITE COMPANY**

To shape the long-term success of COIDAN GRAPHITE PRODUCTS, we all need to share the same vision, and to act daily according to our values and guiding principles:

#### **VISION:**

*We will develop together a global manufacturing company, innovative, profitable, by offering our customers a full range of top quality carbon based products and services.*

#### **VALUES:**

##### **Customer First:**

Customers are at the source of everything: our aim is to support the success of our customers offering them innovative and competitive products and services that will help them make the difference in their own markets.

##### **People:**

Our people, at every level, without any distinction of origin or culture, all of them free in their engagement towards the company, are our most valuable asset. Our aim is to attract, develop, promote or retain the best people, offering them equal opportunity to succeed.

##### **Profit:**

This is the ultimate measure of how efficient we are at meeting the needs of our customers. Profit is vital to all our partners: our customers to support investment, innovation and growth, our people to reward their contribution to the company success, our shareholders to reward their confidence and risk-taking.

## SEVEN GUIDING PRINCIPLES:

### Autonomy and Entrepreneurial spirit

A principle which champions innovation, decentralization, the delegation of power and action to the level where they are needed, and a no-blame culture.

### Continuous Improvement

Since the beginnings of our Industry, we have continued to improve so as to meet market and customer expectations. At COIDAN GRAPHITE PRODUCTS, we believe this is a never ending process, and we expect everyone, at all levels, to have not only a business as usual approach, but also a proactive attitude to anticipate customers' expectations.

### Excellence

There are two ways of doing things: repeating actions and progressively losing the meaning why we do them, or continuously asking ourselves *"Are we doing better than the others? Are we setting the standard?"*

### Hands On and Value Driven

Our organization is guided by a clear sense of shared values, mission and identity, relying on inspirational leadership rather than bureaucratic control. At COIDAN GRAPHITE PRODUCTS, we are results orientated and everybody is committed to avoiding non-value added activities.

### Long Term Vision

In any thing we do, we do not simply want to solve the problem of the day but to try and build the right foundations for the future. Sometimes, it requires faith and courage to adopt positions which might be seen as contradictory with short term interests.

### Integrity

Relationships with our internal and external environment are based upon honesty and frankness; compromise is not encouraged at COIDAN GRAPHITE PRODUCTS. As a result, we are seen as socially responsible and fully compliant with all regulations.

### Right First Time

This is a very basic principle to avoid creating waste. Elimination of waste is a basis of our performance.

**By moving together towards Excellence, we will build our future, setting COIDAN GRAPHITE PRODUCTS as the benchmark for the market!**

J D Coidan  
MD – COIDAN GRAPHITE PRODUCTS

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*High purity isostatic graphites are a crucial material in the state of the art industries such as semi conductors, electronics, solar and aerospace. Currently this material is being used over a wide range of applications in an ever increasing number of fields. Coidan Graphite Products is dedicated to unlocking the potential of Carbon and Graphite to improve industrial applications and processes.*

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