Guiding Purpose of ABER Group

ABER Group Limited was created through employee shareholder vote on the 13th June 2023. Alongside the creation of ABER Group, our original Guiding Purpose (25th May 2018) was modified by ABER's Employee Council and adopted by ABER Group. This Guiding Purpose was accepted by employee shareholder vote on the 13th June 2023 and is built into ABER Group's articles of association:

"14.1.1 In making any decision, … the Group Executive Board shall have regard to the ABER Guiding Purpose approved by the Shareholders holding more than 50% of the ordinary share capital of ABER Group Limited;"

"Enriching lives through innovation, openness, and collective responsibility."

The guiding purpose of ABER Group is to enrich the lives of those who work within it, providing happy, rewarding and satisfying employment in a culture that promotes innovation, openness and collective responsibility. ABER has a past, a present and a future; each generation benefits from its past and has a responsibility to protect and build it for the future.

ABER Group will follow, promote, and require its subsidiaries to:

- Customers
    - To create value for our customers by delivering world leading technology and operational excellence.
- Innovation
    - We actively promote continual innovation combining invention and business thinking to develop pioneering, leading edge technology.
- Integrity and Ethics
    - We will conduct all our business relationships with honesty, with integrity and with courtesy. We will work closely with our supply chain and customers to demonstrate our clear commitment to ethical trading and employment.
    - Our products and services are sold on the basis that they will not be used to do harm.
- Profit
    - To make sufficient profit to sustain our commercial viability and finance continued development. To distribute a share of those profits each year to the staff and shareholders, and to undertake other activities consistent with the company's purpose.
- Core Location
    - The core is to be located in Aberystwyth indefinitely. The core definition is fourfold: Where decisions are made; the majority of the people; the majority of departments; a representation of all departments.
- Employees
    - To provide long term, stable employment in Aberystwyth.
    - Provide opportunity for individuals to grow and flourish.

- Community
    - To be an active participant, and to contribute to the wellbeing of the local communities in which we operate.
- Environment
    - Our environment is precious and should be protected. To promote good environmental practice and minimise the negative effects our business may have on the environment.
- Charity
    - Donating financially and through time and resources to help and support others in need. Contributions are proportionate and appropriate in relation to profits and resources. Companywide involvement is strongly encouraged.