

NKG MISSION STATEMENT
WE'RE ALL ABOUT COFFEE.

PREAMBLE

A word from David M. Neumann

OUR VISION

The future we are working towards

OUR MISSION & PURPOSE

What drives us – and the role we play in the world of coffee

OUR CORE COMMITMENTS

How we take responsibility and turn intent into action

OUR CORE VALUES

What defines how we think, act, and work together

PREAMBLE



Neumann Kaffee Gruppe (NKG) is an internationally active green coffee trading and services group of companies and a world market leader. We trade green coffee and offer related services efficiently and responsibly, ensuring sustainability across our supply chains and delivering value to customers, suppliers, and the communities in which we conduct business.

Today, a company has more responsibilities than generating profits alone; we accept these – towards our employees and other stakeholders, especially coffee producers – with pride and a deep sense of duty, and we commit substantial resources to fulfill them.

As we enter a new phase in our development and become regional where possible and central where necessary, we are resolutely loyal to NKG core values and identity across borders and business lines. They are what unite us in essence. In this, we wholeheartedly share the values and unconditional commitment of our founders and shareholders.

We recognize and embrace that the single most important core of our business lies in our people. We commit ourselves to develop, support and train talent based on merit and know-how, and we understand this responsibility as the key to our identity and future success.

David M. Neumann



OUR VISION

We aim to be the most respected and sought-after coffee marketeers worldwide, offering our business partners – from tree to cup – access to reliable and responsible green coffee supply chains and unparalleled know-how.

OUR MISSION & PURPOSE



We are proud of our heritage, grateful for our independence, and united by the purpose of creating value – commercial, social, and human – across the entire coffee chain. We act with the conviction that doing well and doing good can be one. Our assets are our people, dedication, trust, experience and willingness to serve.

In conducting our business, we see ourselves as marketeers. We do not make markets but serve our business partners. In this, we seek a reasonable margin and reward for our principal risks. In doing well for our suppliers and customers, we do well for ourselves.

As a privately owned company, our independence allows us to think long-term, take responsible risks, and balance performance with care. We recognize the disparities in the coffee world and see ourselves as a bridge between its ends – mindful of the rights, needs, and dignity of those with less possibilities and voice.

We commit to clear leadership standards. They enable the people who work with us to thrive and contribute through trust, accountability, and empowerment.

Our mission is to ensure that everyone who contributes to coffee's journey can prosper sustainably. We want to be active and constructive members of all communities in which we conduct business.

To continuously achieve this, we must remain successful, agile, and courageous in the face of constantly changing markets and conditions.

OUR CORE COMMITMENTS

Responsibility before short-term gain

We make decisions with the long-term impact in mind – not just for NKG, but also for our business partners and future generations. We own our actions and hold ourselves accountable.

Integrity and independence

We are guided by our values, not by trends.

As an independent company, we choose the responsible path, even when it is more demanding.

Service as our foundation

We seek to understand the needs and possibilities of coffee producers, customers and colleagues – and act with fairness, reliability, and humanity.

People at the core

Our success depends on the competence, integrity, and development of our people.

We create conditions for trust, teamwork, and growth.

Courage to act and to innovate

We are entrepreneurial, take thoughtful risks, and adapt quickly when the world changes.

We learn from experience and keep improving. We allow mistakes and learn from them.

OUR CORE VALUES



**Our success
is defined by**
SERVICE



We understand the wishes, possibilities, and necessities of our business partners and deliver them. Their success defines our success.

**Our standard
is no less than**
EXCELLENCE



We pursue operative excellence in all areas and keep our promises. Quality goes before quantity.

**We act
with**
HEART



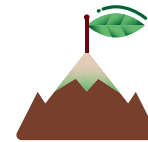
We act with humanity, fostering trust and respect in our relationships.

**We move
forward with**
CURIOSITY



We remain open-minded, learning from every culture, and exploring new possibilities.

**We drive
decisions with**
COURAGE



We take bold, well-considered decisions and embrace change with confidence. We do not hesitate to voice critical truths.

**We do every-
thing guided by**
RESPONSIBILITY



We act with integrity and accountability, ensuring sustainable, longterm value creation. We stand up for what we believe.

Based on these values, we shape NKG and its spirit, and together we take responsibility for the future of coffee. We are guided and united by the enthusiasm for our unique product:

WE'RE ALL ABOUT COFFEE.

TODAY.
TOMORROW.
TOGETHER.

