

11 But equally important is the sustainability of what we do.

Sustainability has always been a value for the work at msg. A executive department is also now driving msg's commitment to sustainable action in ecological, economic and social terms.

1 value – inspired by people

msg creates added value in a digitalized world by putting people first, whether customers, users or employees. As a trailblazer in a world full of information, its top priority is to find the best solution for people. Technical capabilities, industry expertise or business models are means to this end. msg uses the entire offering of the group like an intelligent swarm that constantly regroupes depending on the task at hand.

10 This culture of innovation also characterizes our customer relations.

The driving force behind msg's entrepreneurial spirit is the close, partner-based cooperation with our customers. Their needs are the reasons for new solutions and new units at msg.

9 In the past decades, we have continuously reinvented ourselves thanks to our entrepreneurial spirit and flexibility.

The entrepreneurial spirit is a key success factor of msg. Creative freedom and commitment are among the core principles of the company. They have contributed to the fact that msg's employees have repeatedly opened up new industries and disciplines.

8 We combine the numerous competences of our group of companies to rediscover the business world: We improve existing processes and we launch new business models fast.

Markets are changing in this digital era: Platform ecosystems are emerging and industry boundaries are blurring. Collaborations such as in msg's formal networks and business consulting expertise are therefore becoming increasingly important.

7 In a world where there is a digital copy for everything, it is the proximity to markets and people that continues to guide us.

Especially in a digitalized world, where everything has a digital twin, it remains important to focus first and foremost on people's needs. After all, it is not what is technically feasible that leads to a good and sustainable solution, but rather what generates added value for the market and people.



value – inspired by people

We are trailblazers in a world full of information. Our customers, employees, and the users of our solutions are at the very heart of our strategy. We build on **over 40 years** of industry expertise and draw on the full-range of products and solutions within our group of companies: From the initial idea through to implementation. With more than **10,000 experts in 34 countries** of the regions Europe, America and Asia, we have access to the most important global markets. Long-term partnerships strengthen our pulling-power.

In today's world, where everything has a digital twin, it is our proximity to markets and to people that continues to guide us. We combine the numerous competences of our group of companies to rediscover the business world: We improve existing processes and we launch new business models fast. In the past decades, we have continuously reinvented ourselves thanks to our entrepreneurial spirit and flexibility. This culture of innovation also characterizes our customer relations. But equally important is the sustainability of what we do.

2 We are trailblazers in a world full of information.

msg opens the increasingly digitalized world for its customers and quickly, successfully and sustainably launches new business models.

3 Our customers, employees, and the users of our solutions are at the very heart of our strategy.

Ultimately, it's not so much what technical features a solution has or what industry it comes from, but whether it makes life easier for the people it is designed for. To achieve that, we combine everything our group of companies has to offer across all industries, technologies and locations.

4 We build on over 40 years of industry expertise and draw on the full-range of products and solutions within our group of companies: From the initial idea through to implementation.

msg's origins are in the industry sector and industry-orientation remains the leading guiding principle of the organization. For solutions in the digitalized world, msg draws on the industry and discipline ecosystem of the entire msg group. As a full-service provider, msg covers the complete range of services from the initial idea through to implementation.

5 With more than 10,000 experts in 34 countries of the regions Europe, America and Asia, we have access to the most important global markets.

Our international positioning ensures a global delivery model including scalability and competence expansion.

6 Long-term partnerships strengthen our pulling-power.

Resilient partnerships are the strength of msg. The most prominent example is the sustainable partnership with SAP. msg is one of the few partners that develop software according to SAP's quality standards.