



MUNCK

MUNCK CRANES INC.

MCI CORE VALUES

We believe that observance of the following values is fundamental to the success of our business. These values will be reflected not only in our long-term objectives but through to our daily objectives.

Customer Focused

Our future depends on our contributions to our customers' success. We will exceed our customers' expectations, deliver on our commitments, and treat our customers with professionalism, courtesy and respect.

Profitability Is Essential

Long term viability of Munck Cranes Inc. can only be achieved if adequate profits are generated on a regular basis to make investments for the future, in employee training, product development and facilities. This will provide our customers, distributors, employees and owners with security and stability.

A Dedication to High Quality

This must be inherent in all aspects of our operations, products, and services, and perfected in the way we function as an operation. Every employee is responsible for meeting or exceeding the expectations of those who depend upon him/her.

Fostering Innovation through Controlled Risk

We must continue the entrepreneurial spirit and innovative use of ideas and technology that has made Munck Cranes Inc. a leader in its markets. Risk taking will be controlled and undertaken with the understanding that not all innovations are successful.

Continuous Improvement

We believe that in all aspects of our business it is essential to continually raise the standards of acceptance and efficiency. The search for excellence must never stop.

Human Resources Are Our Most Valuable Asset

Our foremost competitive edge is the quality of our people. We will promote a sense of teamwork and unity through effective two-way communication, showing respect for the individual along with just and fair management practices.

Being a Good Corporate Citizen

We will be a good corporate citizen, we will take pride in the appearance of our properties, show respect for the environment, and conduct our business in a socially responsible manner. We will join with our employees in supporting communities where we are located.

Ethical Business Practices Will Not Be Compromised

We will apply the "Golden Rule" and treat others as we wish to be treated. This applies to relationships with customers, distributors and suppliers as well as our fellow employees.

At Munck Cranes Inc. we value honesty, integrity, and commitment from our staff, distributors, suppliers and customers. We believe that through perseverance we will achieve our corporate goals and customers' material handling objectives.