

Defa Group missions : Our mission is to develop high-quality, tailor-made technology products for the automotive and manufacturing industries to contribute to the new low-carbon mobility.

Vision of the Defa Group : Make Defa irresistibly attractive to customers

Group values : Performance culture, Team spirit, Creativity, Responsibility

The demands of the automotive market are continually increasing and require sound financial health for the survival and profitable growth of the company.

In order to remain competitive in this highly competitive sector and increase customer satisfaction, we need to make Defa irresistibly attractive to customers by developing and manufacturing products with high added value in technologies.

We are committed to a global approach of continuous improvement and Excellence as the basis of our transformation :

- 1- Directing the commercial strategy towards the offer of products with high Added Value.
- 2- Strengthen the customer base by maintaining the current panel and expanding it by diversifying to ensure turnover and calls for new offer.
- 3- Increase the number of manufacturing technologies offered at sites.
- 4- Enable Defa's innovation process to meet complex customer needs.
- 5- To become irreproachable in terms of quality, environmental and social compliance by means of a QHSE risk analysis enabling us to identify, assess and prioritize our QHSE hazards.
- 6- Build a robust supplier panel and implement the best purchasing practices.
- 7- Achieve the highest standards of operational performance through excellence and digital technology.
- 8- Develop team skills and support them in the transformation.
- 9- Strengthen financial performance in the short and medium term to sustainable financing of the Defa project.

In operational terms, our objectives are :

- To Strengthen and consolidate our commitment to customer quality (-30% per year).
- Reduce our non-quality costs (-40% per year).
- Increase our profitability to more than 10% of EBITDA in order to ensure the self-financing of our future projects.

Achieving these ambitious targets depends on the total involvement and motivation of our staff, effective management and management of these objectives by General Management.

Objectives	2024	2025	2026	2027	Ultimate targets
Accidents at Work With a Sick Leave	5	3	2	1	0
Serious environmental incidents	0	0	0	0	0
Service rate	95 %	97 %	98 %	99 %	100 %
Maximum nb of product claim.	/	/	45	32	0
Reduce our non-quality costs	-20 %	-20 %	-40 %	-40 %	- 50 % / year
EBITDA	10 %	10 %	10 %	10 %	> 10 %

Pierre Schreiner
CEO
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