

# THE VALUES

*passion*



*people*



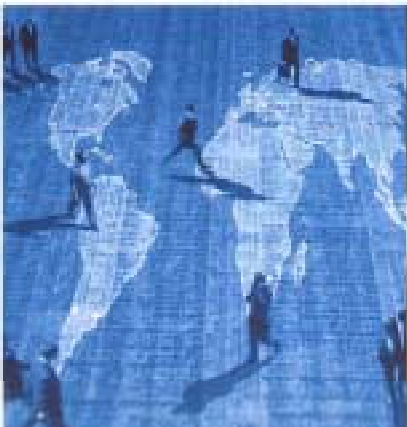
*synergies*



*profit*



*customer*



*respect*



*"la référence"*



*future*



# THE VALUES

<b>PASSION</b>	<b>PEOPLE</b>	<b>SYNERGIES</b>	<b>PROFIT</b>
<i>Very strong commitment</i>	<i>Key factor in the group development</i>	<i>Stop reinventing the wheel, learn from each other</i>	<i>Profit is a tool for autonomy and independance</i>
<b>CLIENT</b>	<b>RESPECT</b>	<b>LA REFERENCE</b>	<b>FUTURE</b>
<i>Customers create our turnover</i>	<i>Between employees, and bosses and employees</i>	<i>The benchmark, the example to follow</i>	<i>No lemon squeezing, durable development</i>

*passion*



*DESCRIPTION:*

Optical fibres, red  
& orange.

*EVOKES:*

Our specific technical  
sector.

Colour implies energy  
& warmth.

*WORDS:*

Engagement, commitment  
to one's job, colleagues,  
customers.

Desire to learn more and  
share knowledge.

Enthusiasm about our  
products and services.

Desire to contribute to  
making things better,  
innovate.



*DESCRIPTION:*  
people embracing,  
linking hands.

*EVOKES:*  
Enthusiasm, being  
together, working  
together.

*WORDS:*

Focus on people as the  
heart of our business.

Attracting people to the  
group, selecting them,  
training them, motivating  
them, involving them,  
retaining them.

People should begin to feel  
part of the Sonepar Group  
as well as part of their  
local team/company.

Human resources becomes  
also a group issue.



*DESCRIPTION:*  
four hands  
converging on a  
lighted circle

*EVOKES:*  
Unity. Working to a  
common goal.  
Energy through  
connection.

*WORDS:*

Stop re-inventing the  
wheel.

Share ideas.

Go and look for solutions  
elsewhere in the group.

Create a climate of  
support across companies  
and countries.

Promote contacts,  
organize the process.



*DESCRIPTION:*

Keys of a calculator.

*EVOKES:*

Nothing fancy here.

Profit involves checking the numbers, the details, not sensations.

*WORDS:*

Profit is the result of passion, working together and being “la référence” for the customers.

It allows us to grow and stay independent.

It is a guarantee for our future, for our suppliers and for our customers.



*DESCRIPTION:*  
figures walking  
across the world

*EVOKES:*  
Sonepar has  
customers across  
the globe

*WORDS:*

Our “raison d’être”.

As the source of our revenues,  
they must be the focus of our  
attention.

Our usefulness for suppliers  
depends on the quality of our  
service to our customers.

This means:

- listening
- segmenting our customers  
needs
- organising ourselves and our  
collaboration with the suppliers  
to satisfy them better than our  
competitors.



*DESCRIPTION:*  
a person is about  
to plant a tree

*EVOKES:*  
Respect for something  
fragile, care, attention,  
support.  
Service for our  
customers, internal &  
external.

*WORDS:*

It is the base of all our  
relations – between  
colleagues, with customers  
and suppliers.

It is an attitude...it helps us  
listen and learn.

It is also a way to behave.

It creates positive, confident  
relations and helps us to  
fulfil our mission to be “la  
référence” as an added value  
link between supplier &  
customer.

It guarantees our position  
long term.

Show respect and we will  
gain respect.

*"la référence"*



*DESCRIPTION:*  
an orchestral  
director

*EVOKES:*

An orchestra = symphony.

A magic combination of the efforts of different members.

La référence is thus something permanent (the musical score or our systems) and something momentary (the performance or our work each day).

Like our work each day, it is the result of teamwork, preparation and the surprise of the moment.

Each member plays his/her part.

*WORDS:*

The challenge is to be seen by the profession as the best.

Preferred by customers, respected by suppliers, imitated by competitors.



**DESCRIPTION:**  
a woman eyes  
looking into the  
future

**EVOKES:**

The connotations are many, among these one can say:

- Sonepar wants to promote the presence of women in our team.
- woman has also, in Western culture, a connotation of nurturing growth for future generations.

**WORDS:**

Sonepar is a group with a sparkling history of growth.

Its aim is to project this into the future.

It wishes to defend its position, its people, its culture by continuing success, giving security and satisfaction to employees, customers, suppliers and its loyal family shareholders.