

Iwaki America Mission – 2018

Every day, each of us at Iwaki America will –

- Work cooperatively with our customers, co-workers and related companies,
- To fully understand each others' goals,
- To align our goals, and
- Together, to achieve our goals.

We will focus our efforts in the global fluid control and water treatment markets.

We will differentiate ourselves through our –

- Innovative integration of our advanced sensing, monitoring, control, chemical pumping and communications technologies, and
- The effective application of these integrated solutions to meeting our customers' needs.

It's in our DNA to –

- Deliver the highest quality products and service,
- Reinvest a substantial portion of our earnings in new technologies and products,
- Continuously improve, and
- Give back to our communities.

W A L C H E M

IWAKI America Inc.



Iwaki America Vision – 2018

- It is our vision to grow IA sales by at least 10% each year.
- By leveraging fixed costs and continuously improving in all areas of the business, profits will grow at an even higher rate.
- We will plan and execute effectively, starting with listening to our customers & employees and engaging in direct, constructive dialog with Iwaki.
- Integrity will be the measure of all we do. Trust will be earned over time as we keep our word and deliver on our plans.
- Increased market share along with new geographies, sales channels, markets, applications, customers, products and non-product revenue will all drive growth.
- Investments in people, products and productive assets will be made hand-in-hand with growth.
- Passion and enthusiasm will fuel sustained growth. We will keep reaching beyond our current capabilities and we will reward this effort.
- Everyone at IA has a life outside of work and we understand, respect and will support the balance all of us need.
- As we are successful, we will give back to our communities and industries in meaningful and tangible ways, both as a company and as individuals.