



# MISSION, VISION & VALUES

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## 1. MISION

- ▶ ZABALA is a company with innovative vocation, aimed at serving their customers better every day, and that just makes innovation the key competitive factor. From this perspective, it offers a comprehensive service through collaboration with its customers in the planning of R & D and management of all types of grants and aid to regional, national and community levels.
- ▶ In short, it can be concluded that the orientation of the "NOW" is focused on solving problems in R & D in the management of competitiveness, with dedication and high commitment to its customers a key factor the philosophy of it.
- ▶ His aspiration is to provide a high quality services at a time at an appropriate cost, achieving the highest satisfaction of those who have relied on their good work.
- ▶ The "NOW" to improve the quality of life, sustainability, progress, employment and the wealth of society by helping companies, government agencies, research institutes and universities to develop both new products, processes and services as that allow organizations to grow and become increasingly competitive nationally and internationally.
- ▶ Finally, Zabala aims to grow profitably and endure long term, preserving the jobs of the existing staff and extending it as far as possible. It does this every day in a pleasant environment, working together, and within a framework of communication, freedom and responsibility.

## 2. VISION

- ▶ We aim to continue keeping in Spain as a consulting reference for "Innovation" and achieve the same level of recognition in Europe.
- ▶ In particular, we aim to lead the submission, approval and management of innovation projects and to be prescriptive in any initiative related to R + D + i, nationally and internationally.

- ▶ All this through an optimal image, highly professional and yet close, generate confidence in its customers and well-being for those who are part of the Company.

### 3. VALUES

- ▶ TRUST. Trust others and earn the trust of customers, suppliers, institutions, workers, etc.
- ▶ INTEGRITY. Respect and be ethical with customers, suppliers, environment and social environment
- ▶ COOPERATION. Teaming up with ideas that benefit the company, customers and suppliers.
- ▶ INNOVATION. Promote and manage change initiatives and risk taking with moderation. Acquire and share knowledge among all.
- ▶ COMMITMENT. Meet all the commitments and agreements that the Company has acquired freely.
- ▶ FREEDOM AND RESPONSIBILITY. Living release accepting responsibility, and the results and consequences of one's actions.