

CORPORATE VALUES

Vision

- Making people's lives better by actively seeking challenges to develop and apply materials technology to make products possible, accessible, and affordable.
- Being the responsible, reliable, and trusted source of process solutions.
- Adding values to customers, employees, and shareholders.
- Pursuing our goals with an entrepreneurial spirit, an opportunistic attitude, and the respect of the industry.
- We believe that **MATERIALS SCIENCE** changes the world.

Goals

- Be the Employer of Choice.
- Participate in numerous niche opportunities.
- Broaden the revenue portfolio and reduce volatility.
- Grow; deliver consistent, positive, and predictable financial returns.
- Maintain our independence.

The Indium Way

The Indium Way—Respect, Appreciation, and Achievement—is our embodiment of Indium Corporation's culture. We demonstrate these tenets in the way we treat our employees and one another. The Indium Way is what continually separates us from the competition.

Value Proposition—Our Goal

Increase our customers' productivity and profits through premium design, application, and service of advanced materials.

Our basis for success:

- Excellent product quality and performance
- Technical and customer service
- Cutting-edge materials research and development
- Extensive product range

SALES, MARKETING, & TECHNICAL SUPPORT **PILLARS**

Strategic Pillars—Our Lens for Action!

- Core value proposition: **Quality Products** and **Technical Service**
- Marketing mix supports targeted **Face-to-Face** selling
- Segmentation and targeting of **Applications** and **Verticals** drive marketing strategies
- **Inquisitiveness** drives technology and customer development (drives our roadmap)
- Technical insight happens at the **Factory Floor**
- Single Sales Objectives (**SSOs**) and funnels are our sales process
- Be a “**Thought Leader**” in each targeted market
- Manage and develop **Multiple Sales Channels**
- Each **Generalist Sales** team (Single Solder Sales Force; Single M&C Sales Force) has **Matrixed Experts** for target markets
- **Teamwork** as an intentional behavior
- Leverage **Specifier/User** relationships to grow business globally
- Execute thoroughly and continuously improve **Global Communication**
- **Indium** and **Gallium** metals as differentiators and sources of new opportunities
- “**Brickwall**” our customers
- Do the **Math** and go to the **Data**; get to decisions and take action

The Golden Threads

- **Get Real**, be **Accountable** across functions (funnels, 1:1, SMART goals, trial logs, Eye-on-the-Ball, Gantt charts, etc.)
- Breadth and depth of **Customer Insight** (structure, organization, technical needs, business, etc.)
- **Leverage** and **Productivity** (penetrate known markets with proven products)
- “**High Meaningful Content**” communications (PDSs, tech papers, etc.)
- **Verticals...**
- **Roadmapping** and Research, Development, and Engineering efforts
- **Block** and **Tackling** (first things first)
- Improve “**Halo**” **Support**
- **Seminars** and **Papers** as key communications tools
- **Be Global. Be Local.**—China in Chinese

