

SIMPLY  
ALDI





CORPORATE  
MISSION  
STATEMENT



# ABOUT US



*We focus on the comfort and safety  
of our customers.*

## ALDI is the “original” discounter

- ALDI is a successful and highly efficient, internationally operating discount company, which works according to a simple business principle – concentrating on the essentials – for the benefit of its customers.
- The selection of our concentrated product range, which combines a sophisticated quality concept with a permanent low-price strategy, has made us the market and opinion leader in Germany. Long-term business relationships and a high level of employee attachment have always made a significant contribution towards the success of our management-led family business.
- The character of our corporate brand has been established through our corporate identity which in turn has grown from our business principle and is marked by identical building specifications, store designs including marketing activities, and communications. At ALDI we are traditional tradespeople and are known in the industry as results-oriented, honest and fair.
- Consumers confirm the trustworthiness of ALDI and the fact that we reliably deliver on our promise of “the highest quality – the lowest prices.”

## **We know how the discount business works**

- We know how to consistently combine our high quality requirements with our own discount principle.
- A decentralised structure, flat hierarchies and constantly optimised processes make us act quickly and effectively.
- We concentrate on the essentials and are always ready to deliver a top performance.
- Conservative financial planning makes us economically strong and independent.
- Our word is our bond.





# OUR VALUES





*Traditional trading values  
are the foundation  
of our sustained success.*

- We treat people the way we would like to be treated ourselves: in a spirit of partnership and with respect.
- We are characterised by openness, honesty and reliability.
- Traditional trading values shape our understanding of management and business and guide our actions.

**Our actions are based on three core values:**

*Simplicity*

*Responsibility*

*Reliability*

## S I M P L I C I T Y

- ALDI makes things simple: simple structures, efficient processes, a concentrated range of products of reliable quality.
- Modesty and undemonstrative functionality characterise our conduct.
- A simple set of rules with clearly defined areas of responsibility for action support our collaboration.
- We constantly develop our business model using detailed analysis and concentrating on the essentials. At the same time we always strive for strong and binding solutions for the benefit of our customers, our employees and our business partners and suppliers.

*Simplicity creates clarity  
and orientation.*

## R E S P O N S I B I L I T Y

- ALDI promises quality and takes on responsibility.
- Our understanding of quality includes the health and safety of the customers as well as assuming social and environmental responsibility throughout the production and supply chain.
- For our employees we are a responsible and considerate employer.
- For our suppliers we are an honest and fair business partner.

*Taking on responsibility is a prerequisite for sustained success.*

## RELIABILITY

- Our word is our bond: as a pragmatic and cooperative, functional and constructive company, we work together in a solution-oriented manner and make binding decisions and commitments.
- Every day over 50,000 employees are able to rely on ALDI as a solid employer and training provider.
- We want our customers to be able to rely on our value proposition. This is why ALDI makes reliable statements.
- We consistently implement our quality requirements together with reliable suppliers and business partners. The compliance with our high quality standards is subject to regular monitoring.
- We know that our success in the long-term will be dependent on the reliable compliance with our sustained quality requirements.

*Reliability creates trust.*





# OUR CLAIM





*In a simple, responsible  
and reliable manner ALDI  
will continue to set standards  
in the retail food industry  
and constantly strengthen  
its market position.*

- We want to commit our competence and our experiences, in areas where it is worthwhile and in character with us, to create an enhanced understanding of quality which increasingly takes into account social and environmental criteria.
- We want our employees, our business partners and suppliers along with our customers to feel comfortable with ALDI and know that they are quite simply able to rely on ALDI in every respect.

## **We take on responsibility for our employees**

*We want to lead and develop our employees so that they are proud to work for ALDI.*

- Our employees make a decisive contribution to the success of our company. We acknowledge their performance through open and respectful relations and offer an attractive remuneration system at all levels of the organisation.
- We want to continue the ALDI success story together with motivated and committed employees. That is why we encourage our employees and support their development in our company.
- For our employees we want to be a responsible and reliable employer and training provider.

## **We take on responsibility in the supply chain**

*With its responsible and reliable reputation ALDI is respected as a dependable business partner throughout the entire supply chain.*

- We expect our business partners and suppliers to share our value proposition.
- We define ambitious quality standards and monitor their observance.
- We want our reliable suppliers to feel that they are treated fairly in their cooperation with ALDI. Therefore we act as a responsible partner and support our suppliers through binding target agreements for the development of production structures and the further development of quality standards.
- Long-term business relationships provide our suppliers with the certainty of action they need and help them with the ongoing qualification of their supply and production chains.
- We want the people who make products for ALDI to be treated in a socially just manner.

## **We take on responsibility for our customers**

*Every day we take on responsibility for maintaining the trust of our customers. At the same time we concentrate on the fulfilment of our promise: "the highest quality – the lowest prices."*

- We reduce complexity for the benefit of our customers: we select high-quality food products and everyday consumer goods for our standard product range, complimented by special items which change every week.
- Shopping at the market leader ALDI is convenient, quick and easy: orientation is provided by a carefully selected product range and a clearly arranged presentation of goods which is uniform in all stores. A fair returns and warranty policy provides security.
- For the benefit of our customers we concentrate on the development and range of goods in order to achieve a strong and favourable price-performance ratio in the long term.



*Our customers are able to plan reliably with ALDI.*

- ALDI pursues a consistent low-price strategy and dispenses with time-limited special offers.
- We do not follow every trend. Instead we carefully consider which innovations we want to offer our customers with the usual reliability and good quality.
- Our high-quality store brands are amongst the most well-known and best-selling products in the German retail sector.

*We want our customers to feel safe and comfortable with their decision to shop at ALDI.*

- Our reliable purchasing policy is distinguished by quality, prices and responsibility so that our customers will continue to put their trust in us in the future and know that shopping at ALDI is the right choice in every respect.
- Our customers want to shop with a clear conscience. That is why we assume responsibility for our products being safe and posing no risk to our customers' health. We take on responsibility for the introduction and monitored implementation of social standards in the producer countries and the use of natural resources for the benefit of future generations.

*Our actions are based on the continuous review and enhancement of our quality requirements.*

- For the benefit of our customers we define and control the quality of our products. Due to our simple structures and efficient processes we manage to offer the most competitive prices.
- For the benefit of our customers we work exclusively with reliable business partners and suppliers who share our high quality standards.

SIMPLICITY  
RESPONSIBILITY  
RELIABILITY



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**SIMPLY**  
ALDI

