

*API will be the leading global Partner of choice  
for innovative solutions for  
RF & microwave signal conditioning and distribution,  
electromagnetic spectrum management and  
power conditioning with digital control.*

*The API Vision describes the company we are creating and becoming.*

## **What is a Vision, and why is it so important?**

By adopting our strong vision, API Technologies is joining the ranks of some of the worlds' most successful companies, all of whom use their vision statements as a blueprint for building their "future company." More than just a slogan, a vision recognizes the strength of the company's core capabilities and looks ahead to describe what the company will be when it reaches its full potential. Typically, a vision looks ahead 5-10 years.

For employees, customers and other important stakeholders, the company's vision statement sends strong signals about what is important to the company and its business. It guides strategic decisions and helps management determine key relationships. Sometimes paying attention to their

vision prevents companies from taking on products or businesses that seem attractive today but would take away from the company's long term goals. Visions are powerful tools, as long as they are inspiring and are constantly in view of employees, leadership and customers.



## **Understanding our Vision**

Encouraging our Vision to "come alive" requires that the entire API team has a good understanding of what each section of the Vision means.

### ***API will be the leading global Partner of choice...***

At API we aspire to be more than a supplier to our customers. Instead, we intend to demonstrate our strength as a true partner. Becoming a Partner of choice to our strategic customers means deeply understanding and responding not only to their current requirements, but anticipating their future requirements. It means planning the future together.

When we say that we want to be a "leading" Partner we recognize that our customers have a choice. But we also know that being a preferred partner will deliver to API better financial results more consistently. It means that we understand that we have to maintain our focus on continuous improvement so that we can keep that preferred spot.

The vision's emphasis on "global" means that not only do we expect to conduct business around the globe, but that we will have the expertise and the resources in place to be successful on a global basis.

## Understanding our Vision, con't

*...for innovative solutions...*

Our vision helps us to understand the foundation that our future will rest upon. For the API team, our future clearly rests on our technical capabilities. Just being technically proficient, however, isn't enough. Success in the future depends on how well we anticipate what our customers will require and innovate today to have those solutions in place tomorrow. We will invest, organize, and develop our talent so that we remain innovative.

*... for RF & microwave signal conditioning and distribution, electromagnetic spectrum management and power conditioning with digital control.*

Guiding our investments is our current capability in key technical areas. They are our heritage and our strength. These areas serve our customers now and have tremendous promise for the future. By claiming them as part of our vision, we know that we will continue to innovate and advance solutions that our customers will need. But we also know that we will remain flexible and alert to technical possibilities in the future.

## Committed to Excellence through our Core Values

### SAFETY

*Safety in our work place and our products*

### TRUST & RESPECT

*Trust and respect for the individual*

### INTEGRITY & ETHICS

*Integrity and ethics guide our decisions and actions*

### CONTINUOUS IMPROVEMENT

*We continuously improve through our business system*

### VALUE CREATION

*We create value for our employees, customers and shareholders*

By now, most of us are familiar with the API Core Values. But what do they have to do with Vision? Our Core Values tell everyone – employees, customers, stakeholders and communities – who we are as a company. They guide not only what decisions we make, but how we make them. They help all of us understand and remember that certain things are critically important to our future and our team. They reinforce that we have one unified corporate culture.

**Safety** – When we talk about safety, we mean that our employees have the right to work in a safe environment. That means that they should feel protected from physical harm and that their work environment should be free from harassment.

**Trust & Respect** – We are a team of individuals who all have different life and work experiences. We are stronger when we respect each other's contributions and unique talents.

**Integrity & Ethics** – There is no compromise on our ethical standards. Every action and every decision must come from a position of integrity.

**Continuous Improvement** – There is always an opportunity to do things better. But more than that, we are committed to our transformation process and are bringing new tools, a new business system, employee training and our ongoing focus on making sure that we are as efficient as possible. Being the best that we can be is core to our future success.

**Value Creation** – By “value” we mean that our stakeholders receive benefit from our work. Our employees have an opportunity for career development, our customers receive reliable, high quality products and solutions, and our shareholders and investors realize a fair return on their investment. Keeping this in mind helps us all focus on doing our jobs to the best of our ability.



*Our Core Values are the foundation for how we do business and how we work as a team.*

# MISSION

*Innovate, Design and Deliver  
High Reliability Products  
Every Day to Serve our Customers*

## ***What's the difference between a Vision and a Mission?***

The Mission of our company is its purpose. The Mission statement describes how the company is pursuing its purpose. So if the Vision tells us who we will be – our ideal – then the Mission outlines the path for us to get there.

Our Mission describes what we do (Innovate, Design), why (to...Deliver High Reliability Products) for whom (...to Serve our Customers). It focuses our attention on how we invest in R&D (to innovate and design). It demands attention to quality (high reliability products). It recognizes that our customers determine our product priorities (to serve our customers). And finally, it reminds us that our mission is always present and active (Every Day).



Each of us has a role in our Mission. If you are on the front line interacting with customers, or are responsible for product design or manufacture, that may be easy to see. Team members who support others in the organization, however, also have critical impact on the success of our Mission. We are one team, moving in one direction.

## ***Our mission rests on a strong foundation of action***

At the very heart of our Mission is our commitment to Excellence. This dedication to delivering the very best extends to our people and how our team members can develop their careers. It reaches to our drive for technology innovation and how each day we are instilling important disciplines behind every “aha” moment. And as all of us at API are aware, we are building a new company through Transformation. These ongoing initiatives bring new stability, predictability, efficiency and opportunities for growth.



 **OUR PEOPLE**

 **OPERATIONAL EXCELLENCE**

 **TECHNOLOGY INNOVATION**

## PURPOSE

**API will be the leading global Partner of choice for innovative solutions for RF & microwave signal conditioning and distribution, electromagnetic spectrum management and power conditioning with digital control.**

## APPROACH

### OUR PEOPLE

- Leadership Development
- Mentoring
- Rewards and Recognitions

### TECHNOLOGY INNOVATION

- Solving Customers' Problems
- Robust R&D Stage Gate Process
- Integration Driven Performance

### OPERATIONAL EXCELLENCE/ TRANSFORMATION

- Meeting Customer Commitments
- Data Driven
- Results Focused



## OUR MISSION

*INNOVATE, DESIGN, AND DELIVER  
HIGH RELIABILITY PRODUCTS EVERY  
DAY TO SERVE OUR CUSTOMERS*

## FOUNDATION

### CREATING A SOLID FUTURE

#### SAFETY

In our Work Place  
and Products

#### TRUST & RESPECT

For the Individual

#### INTEGRITY & ETHICS

Guide our Decisions  
and Actions

#### CONTINUOUS IMPROVEMENT

Through our  
Business Systems

#### VALUE CREATION

For our Employees,  
Customers and  
Shareholders

Our VISION: API will be the leading global Partner of choice for innovative solutions for RF & microwave signal conditioning and distribution, electromagnetic spectrum management and power conditioning with digital control.

**Our MISSION**

*Innovate, Design and Deliver High Reliability Products Every Day to Serve our Customers*



**OUR PEOPLE**  
**OPERATIONAL EXCELLENCE**  
**TECHNOLOGY INNOVATION**

- Safety
- Trust & Respect
- Integrity & Ethics
- Continuous Improvement
- Value Creation