



# NETAFIM

## **OUR VISION**

Netafim will expand its presence as the global leader in the field of innovative irrigation-based solutions and water technologies.

## **OUR MISSION**

To accept and meet the challenge of everyday irrigation needs in any and every location. To anticipate the ambitions, goals and demands of our existing and potential customers. To respond to them creatively and competitively. To always supply our customers with absolutely reliable, comprehensive solutions and services, which will raise the volume and efficiency level of their yield.

## **OUR VALUES**

### **The Netafim Spirit**

In the highly competitive corporate world as we know it today, Netafim, despite its extensive global growth and expansion, continues to preserve the unique spirit of a family business. This spirit embraces a sense of mutual cooperation, dedication, loyalty and constant support - both amongst ourselves, and towards our customers.

### **Knowledge Sharing**

To share our decades of experience, unparalleled expertise, and innovative research and development - that have resulted in proven and lasting irrigation solutions for arid conditions - with our customers in all corners of the globe. Our familiarity with diverse local growing cultures and methods, together with the deep roots we have established in many different countries, create the ideal foundation for future growth. We aim to bring our wealth of knowledge and profound expertise to the service of each local grower and landscape gardener.

### **Quality Commitment**

We are committed to exceptional standards of performance, productivity and uncompromising quality, as well as to dedicated customer service and cooperation. These mandatory requisites are the foundation stone upon which we build our long-term success.

### **Continuous Learning**

Curiosity, creativity, and the will to embrace new ideas are the basic building blocks of Netafim's ability to keep on changing and enhancing the world's irrigation systems. In order to turn hundreds of new ideas into reliable solutions, we are committed to the policy of organizational learning. To this end we not only provide ongoing training programs, for our staff in all departments, but welcome in-put from every possible source - our customers, suppliers and colleagues.

### **Ecological Awareness**

Netafim is committed to the development of methods and tools to preserve water - one of the world's most precious resources. We will join forces to promote and increase global food production that will bring relief to many less privileged populations. We will support universal efforts towards improving the quality of the environment, and the beauty of the planet we live on.