



VISION • MISSION • THE ADC WAY





Since 1935, ADC employees have created a company known for quality products and services, and for commitment to our guiding values.

ADC is an exceptional company. We are focused on providing value to our shareowners through the achievement of top quartile business performance. We have a highly talented global workforce whose energy and accomplishment drive our success. And we have an extraordinary commitment to our ADC Way values that truly distinguishes us from other companies.

All ADC employees are expected to understand our ADC Way values and support and promote them through their actions. When we combine our ADC Vision, Mission, and The ADC Way, we are providing you the comprehensive statement of where we are going and how we intend to do business.

A handwritten signature in black ink, appearing to read "Robert E. Switz". The signature is fluid and cursive, with a large initial "R" and "S".

Robert E. Switz
President and Chief Executive Officer

A view of Earth from space, showing the curvature of the planet and the bright sun in the background. The sun is positioned in the upper right quadrant, creating a strong lens flare effect that radiates across the scene. The Earth's surface is visible, showing continents and oceans. The text "ADC's VISION" is overlaid in the center of the image.

ADC's VISION

NEW NETWORKS: NEW WAYS

ADC will become the global leader in creating network infrastructure. ADC products and services will be the foundation of the powerful and reliable communications networks that will drive economic and social progress in the 21st century. We will partner with service providers, equipment suppliers and enterprises in building networks that enable a better future for the world.

A close-up, profile view of four diverse professionals (two women and two men) looking towards the right. They are dressed in business attire. The background is a plain, light-colored wall.

ADC's MISSION

CREATE EXCEPTIONAL VALUE for our customers by delivering leading network infrastructure solutions worldwide through:

- Extraordinary customer relationships
- Innovative products and services
- Industry cost leadership
- The Best People, The Best Teams

A group of people are gathered around a table in a bright, modern office setting. A man on the left is pointing towards the right, while a woman in the center and a man on the right are looking towards him. The scene is lit with natural light from large windows in the background. The text "THE ADC WAY" is overlaid in red in the center of the image.

THE ADC WAY

ADC EMPLOYEES WORLDWIDE are expected to understand ADC's values and to support and promote them through their actions. Commitment to our values is fundamental to ADC's success. Commitment to our values distinguishes us from other companies.

CUSTOMER • QUALITY • INNOVATION • TEAMWORK • INTEGRITY

A woman with short blonde hair, wearing a dark blazer over a light-colored collared shirt, is the central focus. She has a thoughtful expression, resting her chin on her hand. The background is blurred, showing other people in a professional setting. The entire image is overlaid with a semi-transparent red color. The word "CUSTOMER" is written in white, bold, sans-serif capital letters across the middle of the image.

CUSTOMER

Everything begins with a focus on our customers. We will work diligently to understand our customers, to bring value to our customers and to resolve any customer issues. An unrelenting attentiveness to our customers is the source of all opportunity.

A man wearing a cap and a work uniform is looking at a rack of server units in a data center. He is holding a clipboard and appears to be inspecting the equipment. The image has a warm, yellowish tint.

QUALITY

Our customers demand and deserve unwavering quality in our products and services. Consistent quality begins with a clear understanding of customer requirements and commitments. We will meet and exceed our commitment to customer satisfaction through continuous improvement in our business management system.

A glowing lightbulb is centered against a dark purple background. The lightbulb is illuminated from within, creating a bright glow and casting a soft shadow. The word "INNOVATION" is written in white, uppercase, sans-serif font across the middle of the lightbulb.

INNOVATION

We will move quickly and boldly to identify and implement new products, services and processes. The rapidly changing customer needs and technology advancements require that we challenge the status quo, empower and develop our employees, and place a high priority on driving changes that are key to our future success. We seek to leverage innovation to position ADC as a thought leader in the industry.

The background is a solid teal color. Overlaid on this are several mechanical elements: a large gear on the left side, a smaller gear partially visible at the top, and a large, polished metal ball on the right side. The lighting creates highlights and shadows on the metallic surfaces, giving them a three-dimensional appearance.

TEAMWORK

Our highly talented employees must work together to achieve our business goals. We work hard to create an environment of respect, trust and collaboration. We have a passion for winning and hold ourselves and others accountable for meeting our commitments to each other. We expect all employees to give their best in support of ADC's goals, and through diversity in our thinking and our workforce we gain competitive strength.



INTEGRITY

We are committed to total honesty in all our business dealings. We will say what we mean, and we will do what we say. We will treat others as we want to be treated. We value our long-standing history as an ethical company and good corporate citizen. This legacy will not be compromised.



WHAT ADC DOES

Communications networks around the world are created using copper, fiber and wireless connections. ADC designs and manufactures a comprehensive portfolio of copper, fiber, and wireless connectivity, cabling and electronic products. The collection of all these products is called network infrastructure. In addition to products, ADC offers a wide range of professional services to help our customers plan, deploy and maintain their networks.

ADC's customers are service providers (telephone, cable and wireless companies), broadcasters, governments and enterprises (large businesses). These customers use ADC's network infrastructure solutions to connect other companies' equipment to voice, data and video endpoints. It's very likely that anywhere you are in the world, the services, applications and programming you use on your phone, computer and TV are being carried over ADC products.



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