

THE CORPORATE **STRATEGY**

SAFINA Inc.





STRATEGY – ELABORATION AND STRUCTURE

STRATEGY / VISION

General competence,
medium and long-term effect

CONCEPTUAL FRAMEWORK

specific competence,
short to medium-term effect

FUNDAMENTAL GOALS / ACTION PLAN

Adjusted specification, short-term effect

IMPLEMENTATION PLAN

Code of practice – existing line and cross-section
goals, operational tasks, newly worked-out goals
and tasks, day-to-day activity



VISION

”SAFINA Inc. is the trading and technological leader in the field of precious and nonferrous metals processing and recycling in Central and Eastern Europe and the qualified supplier of precious metal products for clients world-wide.”



FUNDAMENTAL STRATEGY

Meeting clients' demands by providing products and services on schedule, in requested quality, quantity and choice along with ensuring technical progress and generating adequate margin of profit.



STRATEGY – PRECIOUS METAL PRODUCTS

Au, Ag, Pt, Pd, Rh, Ir

INDUSTRY DIVISION

- Industrial applications
- Targets
- Platinum
- Chemicals



STRATEGY – PRECIOUS METAL PRODUCTS

Au, Ag, Pt, Pd, Rh, Ir

POINTS OF SALE DIVISION

- Semifinished jewelry products
- Investment metals
- Dental products
- Sales of jewelry



STRATEGY – PRECIOUS METAL PRODUCTS

Au, Ag, Pt, Pd, Rh, Ir

RECYCLING DIVISION

- Precious metals –
purchase and processing
- Non-ferrous metals –
purchase and processing
(Ni, Co, Cu, rare earths)

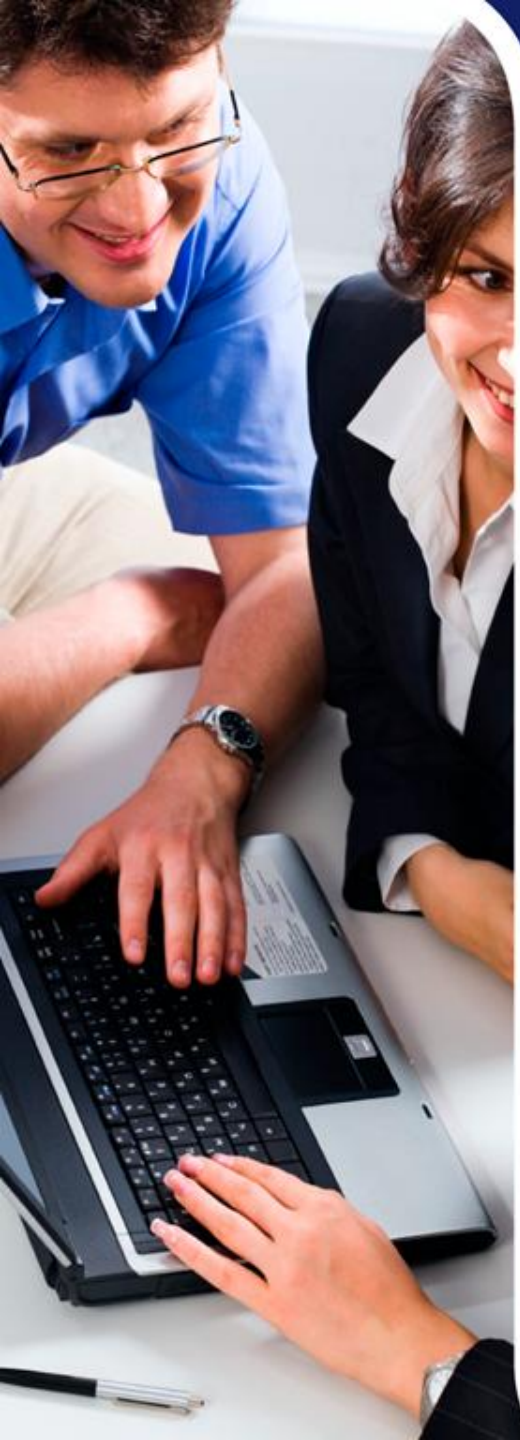


BUSINESS STRATEGY

**CUSTOMER IS THE FOCAL
POINT OF ALL BUSINESS
ACTIVITIES**

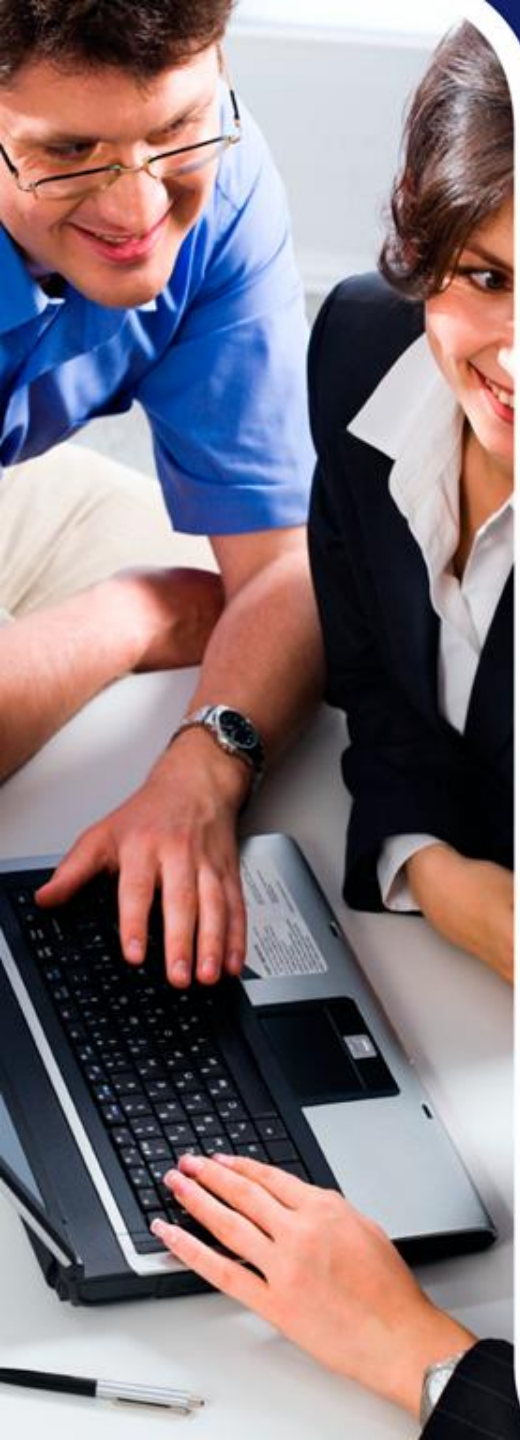
- Retaining existing customers
- Attracting new customers

...while meeting customers' requirements
and generating adequate margin of profit



RETAINING EXISTING CUSTOMERS

- Remaining competitive in prices, terms of delivery, and quality
- Continuous increase of services and products' quality
- Continuous expansion of product range to satisfy market's needs
- Individual approach to VIP customers



ATTRACTING NEW CUSTOMERS

- Securing information and database of potential customers
- Active approach to new customers' identification and acquisition
- Prime presentation of manufacturing and trading benefits of the company



TERITORIAL STRATEGY

DOMINANT POSITION

- Czech and Slovak Republics

SIGNIFICANT POSITION

- Poland, Hungary, Romania

PRIORITY ACQUISITION MARKETS

- European Union – Germany, France, Italy, Benelux
- Russian Federation
- USA
- The Balkans



DISTRIBUTION NETWORK

PROVIDING FOR FLAWLESS
FUNCTION OF SUPPLIER-
CUSTOMER RELATIONS
ACROSS THE NETWORK

- Central dispatch department
- Sales network
- Subsidiaries
- Agencies

A close-up photograph of a mechanical assembly, likely a watch movement, featuring brass components, a spring, and a metal band. The image is positioned on the left side of the slide, partially overlapping the blue background.

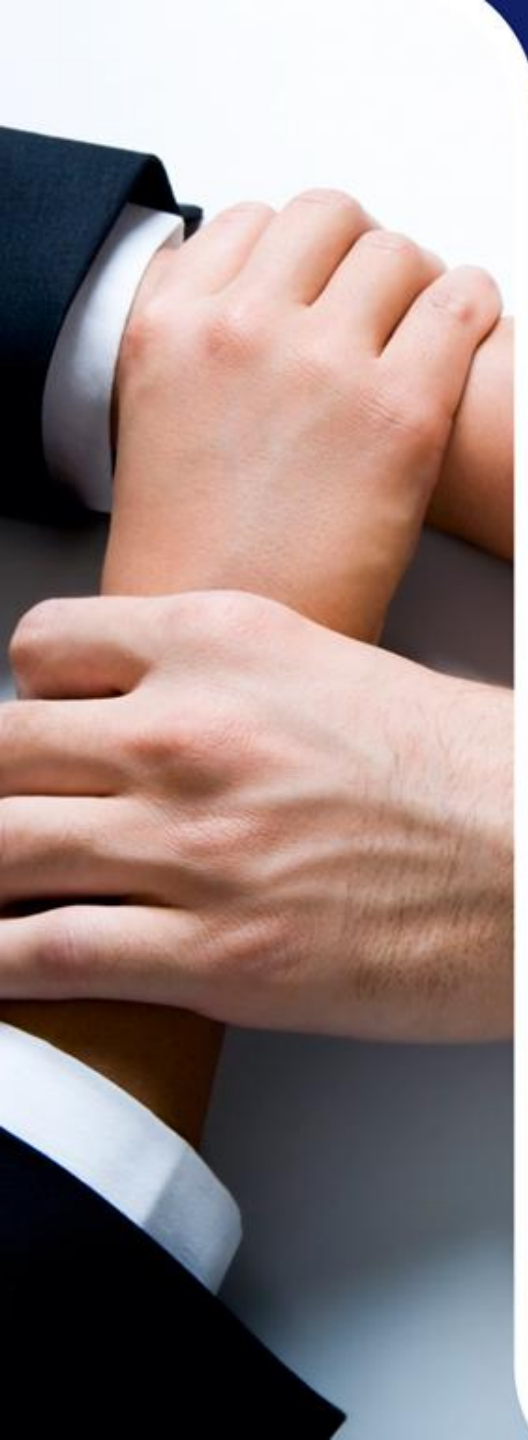
STRATEGY FOR TECHNOLOGY AND PRODUCTION

- Focusing on priority groups of articles, allowing for sustainable technological and financial development of the company
- Supporting technological advancement
- Achieving and sustaining the position of a top player on the market



FINANCIAL STRATEGY

- Fulfilling all commitments
- Securing resources for development of the company



HUMAN RESOURCES STRATEGY

- Ensuring proper staffing for every position in the company
- Securing motivating environment for employees to pursue the company's strategy and goals
- Interconnecting employees' and company's perspective



ADMINISTRATIVE STRATEGY

- Supporting smooth function of manufacturing and trading activities
- Generating further economic effects through revenues and costs management
- Supporting ancillary activities across the company



MUNICIPAL STRATEGY

- Being active member of the professional community
- Nurturing responsible relations with state and public authorities
- Participating actively in development of the local neighbourhood and of the region



PRECIOUS METALS
PROCESSING AND RECYCLING