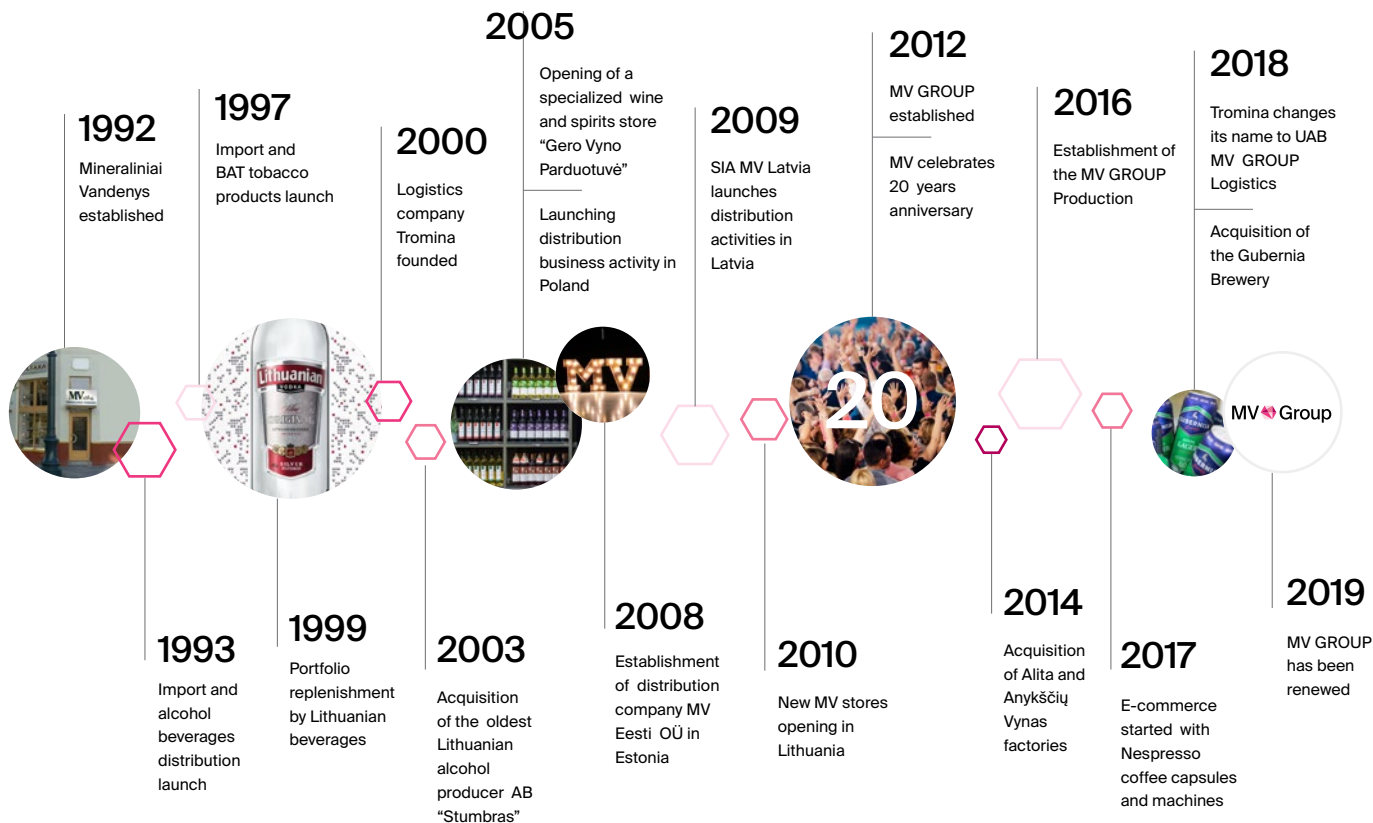




**MV**  **Group**

Guide of values

We strive for victory together,  
acting boldly and valuing quality



MV  Group

# Guide of values

Qualities we value most at work



# Even though our activities are different, we share a common goal



MV GROUP is a group of more than 1,000 people working in four countries, who are professionals in their field and who apply their knowledge and skills to production, distribution, wholesale trade, and logistics on a daily basis.

We are proud to unite four production companies that create their own unique history and foster centuries-old experience and craftsmanship. We promote Lithuanian beverage traditions all around the world and proudly talk about the customs of our country and the recipes recreated. Step by step, with consistent work and unity, we have grown from a single Mineraliniai Vandenyys store

into a business trusted by the world's most famous producers. Today, we are well-known for the quality of our products and services, and we can call ourselves one of the best in the industry.

Although we are miles apart from each other, we take responsibility for different processes, and even though we do not all know each other's names, we still have so much in common – we are united by our desire to improve, grow, spread joy and win. We are united by our passion to improve, grow, spread joy and succeed.

**Those values help us – both each as individuals and as a team and company – to make the right decisions every day, to have a clear sense of direction and to achieve results.**

Those values help us – both each as individuals and as a team and company – to make the right decisions every day, to have a clear sense of direction and to achieve results. We discovered the values that unite us all by talking and listening to each other, gathering memorable stories, discussing who we are, where we are headed and how we achieve our goals.

**TOGETHER WE HAVE DISCOVERED THAT OUR VALUES ARE AS FOLLOWS:**

- We are a **TEAM**;
- We are united by a **PASSION** to succeed;
- We care about **QUALITY**.

To consolidate these commonalities that unite us in our day-to-day operations, we have produced guidelines on the values of MV GROUP, which detail what team, passion to succeed, and quality mean to us. True stories told by employees of different companies and from all four countries reveal how these values help us be who we are and who we wish to be – a united and dynamic team with a strong focus on quality.

**They also enable us to ensure continuous and consistent growth of the entire MV GROUP family for the future.**



# Values by which we are guided every step of the way

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## TEAM

We work towards a common goal by working together and sharing our knowledge and experience, which is our most important value and proof of our excellence. We rely on each other's strengths. We are ready to listen, to help and to take responsibility not only for our own actions, but for those of the team as a whole.

## PASSION (TO SUCCEED)

We firmly take the lead, implement bold decisions and accept challenges. We never stop or give up; we strive for victories and know how to enjoy them. We are constantly looking for ways to do better, to improve, to always be one step ahead.

## QUALITY

We strive to be the best in our field and are demanding for ourselves and for others. "Okay" is not enough for us – we want everything to be the best, from the daily operations of each of us to the final product or service delivered to the customer.

# We are a TEAM, and we pursue our goal together

## We comply with agreements

1

We are trustworthy, both when working with our colleagues and dealing with our partners or customers.

2

We keep our word and respect the work of others.

3

We look responsibly at the implementation of our day-to-day tasks and important projects, realising that the success of the entire company depends on it.

## We work showing respect and openness

1

We openly discuss matters with our colleagues and together we seek to find the best solution for everyone.

2

We respect and trust our colleagues and we are always ready to reach a compromise.

3

We do not blame each other for making mistakes; instead we try to find solutions.





## We hear and listen

1

We hear and respect the opinions of our colleagues.

2

We learn to accept and express constructive criticism that leads to improvement.

3

We appreciate the debate and the opportunity to learn: we accept the observations of those around us, and we take them into consideration.

## We focus on a common goal

1

We pursue a common goal through a clear division of tasks and responsibilities.

2

We realise that by combining knowledge, effort, and opinions we will achieve a far better result than working alone.

3

We are aware of the fact that the success of our colleagues is also our success; and we encourage them to develop themselves.



## We share experience and knowledge

1 We share our experience or knowledge with our colleagues.

2 We devote time for a detailed explanation, since we know that this will not only improve our results but also make our daily lives easier.

3 We believe that continuous improvement enables us all to achieve higher professional goals and good results.

## We take responsibility for our own result and the overall result

1 We do not think of any task as not being our responsibility.

2 When we notice a problem, we inform our colleagues and take action.

3 We help a colleague who cannot keep up with the pace or is in difficulties and receive the same help ourselves.



# How we succeed in being a strong TEAM



## Alina Miežiūnienė

MV GROUP Production

The employees, technologists, and artisans working at the production unit of the Alita production plant, form just an incredible team. I can clearly remember the implementation of the Axapta accounting system for the Gubernija company, which succeeded so smoothly probably only because of the unity and dedication of all those involved. The employees from various divisions then travelled to Šiauliai without anyone's order, sacrificing both their working hours and their free time for a common goal. The employees from Accounting, Production, and Logistics divisions, as well as storekeepers, were all a true Team. Only thanks to teamwork was it possible to successfully implement the company's accounting into the new system.

## Donatas Zykus

MV GROUP Retail – Nespresso

I consider the opening of the Nespresso store as a great example of teamwork. At that moment, when help was needed and there was so much stress, the whole team instantaneously gathered at the G9 shopping centre after their day's work to load goods, clean shelves, and put everything in order. Everybody worked until five o'clock in the morning to open the store in time. We didn't even have to ask the people for help, since everyone volunteered!



## Natalija Kononenko

MV GROUP Production

Right after I started working in the Export division, three executives and I went to an exhibition. Work at exhibitions is intense and challenging. One evening we talked with business partners late into the night. The next morning, I was awakened by knocking on the door. I did not understand how I managed to oversleep but I did.

All in shock, I hurried to the booth, criticising myself for failing to perform my duties and disappointing everyone. I found all three executives at the booth looking fresh and smiling. They all started comforting me: "Don't worry, participating in the exhibition is in our common interest." That moment I felt so great knowing that whatever we do is important to everyone, no matter what duties we perform. It is comforting to know that you can trust your colleagues and, if necessary, everyone will be involved in solving common challenges.





## Aurinta Savickaitė

MV GROUP Distribution Lithuania

It was a real challenge to organise for the very first time a conference on traditional trade with 1,500 thousand participants in the Kaunas Žalgiris Arena, since a number of organisational and logistics issues had to be solved. Preparatory works for the conference were carried out by colleagues from various companies and divisions of the Group, and more than a hundred people contributed to the organisational work! No one shied away from the responsibilities of who had to do what.

It was a joint event, a joint project, and a common goal. Thus, while there were a lot of surprises along the way, we did everything as well as we could and finally we could enjoy a great result – the conference is still successfully organised and constantly improved.

# We are united by a PASSION to succeed

## We are creative and receptive to innovation

1

We are interested in our profession and the area we work in.

2

We are creative and strive to perform the tasks we are entrusted with as well as possible.

3

When faced with innovations, we are inquisitive and we want to know and understand the new items.

## We are open to change

1

We accept each change as an opportunity.

2

We understand that change can lead to better and faster work of better quality.

3

We monitor changes in the market and try to “employ” them – to use them for the creation of a better product or service.





## We are decisive and learn from mistakes

- 1 We do not rule out non-standard solutions simply because they look unusual or complex.
- 2 Striving to be leaders in all areas, we explore new, untried ways.
- 3 In the event of failure, we do not lose heart, but we accept mistakes as lessons.

## We are not afraid of dynamism and new initiatives

- 1 If we have a new idea that we believe in, we look for ways to implement it.
- 2 We support the initiatives of our colleagues and try to implement them with the same enthusiasm as in the case of our own initiatives.
- 3 We contribute to the introduction and enhancement of a dynamic culture within the company.

## We strive for victory

- 1 When we notice that our performance in a certain area is still mediocre, we do not just try to accept it as a fact and get used to it. No, we look for ways to achieve a better result.
- 2 Together with our colleagues, we are looking for ways to become better, and to do our work more quickly, more efficiently, and more professionally.
- 3 We strive for victory by collaborating with each other and empowering each other's experiences and knowledge.



# How our PASSION to succeed helps us face challenges and achieve results



## Violeta Žakevic

MV GROUP Distribution Poland

Our company is a great example of how the idea of a good product, a well-matched team, and hard work done by all the members of the team can lead to growth and establishment in a market as large as Poland. For example, a few years ago in Poland, almost no one knew about the Stumbras Vodka product called Centenary. It quite a few years of hard work and faith in our product to make a real difference. Now, when we mention our company name to someone, they ask if we are the suppliers of the famous vodka with a stalk of wheat. Thanks to the success of Stumbras Centenary Vodka, the entire Polish company has come to life. Currently, it is a No 1 product in our portfolio by sales.

## Mindaugas Paliukas

MV GROUP Distribution Lithuania

One of the most memorable stories from work is about an unknown brand, which, thanks to a few hard-working people, has become one of the most famous champagne brands in Lithuania. A few years ago, we discovered Moutard, a small and unknown French producer, which makes really delicious champagne. Our executives were hesitant at the time, but nevertheless they trusted the team because of its professionalism, and they allowed us to try and do things our way. Finally, thanks to a team of five people, it became the second most popular champagne in Lithuania by sales in three years. I think that today almost everyone knows of it. Not only teamwork, but also the desire to accomplish the goal of introducing innovation to the market, enabled the achievement of the result we are so proud of.





## Aušrinė Naruševičienė

MV GROUP Production

Looking back, it seems possible that Voruta plum wine could have failed to see the light of day. Its development and production were accompanied by recurrent challenges and surprises, as well as continuous issues that seemed to be unsolvable. However, the project team never once lost heart. Even when, in the face of problems, some members of the team said that something was impossible, others immediately suggested what should be done differently. As a result, although the development of this beverage was stalled at almost every step, it was finally completed and appeared to be of truly excellent quality. Most importantly, we were constantly driven by the desire to go to the very end. The fact that today our selection of wine includes the plum wine is the result of that belief.

## Gabrielė Jaruševičienė

MV GROUP Retail – Bottlery

A few years ago, we started selling Italian Panettone cakes at Bottlery stores. The beginning was hard: we did not manage to sell them all, the number of unsold cakes increased, and we often failed to successfully choose the popular flavours. Yet we still believed in the product and did not give up, led by stubbornness and a desire to achieve a good result. Eventually these cakes became so popular that buyers carried them in bulk and almost cried if they were all sold out. Today our cakes are legendary, awaited and loved by regular customers. It is obvious that our efforts were not in vain.





# QUALITY is what we care about

## We give priority to excellence

- 1 Whatever we do, we strive to do it as well as we can.
- 2 When it comes to quality, we know very well what it consists of.
- 3 We develop and maintain clear processes for quality assurance and continuously improve and follow the agreed operational standards.

## We are constantly striving for perfection

- 1 We learn from internal and market experiences and follow international examples.
- 2 We are constantly looking for and offering ways to improve our products, services or processes.
- 3 Each of us takes responsibility for the result of the work carried out by us all, because we want to be proud of it.





## We ensure that our partners, customers, and consumers have the best experience

1

Our aim is that each client, partner, and consumer has the best experience when communicating with our company, using our services and purchasing our products.

2

We are constantly looking for ways to increase their satisfaction by improving processes and implementing bold and innovative solutions.

3

We work to enjoy the process and the result that we produce and can proudly present to others.

## We are reliable and keep our word

1

We regard reliability and being true to our word as our strength, which we particularly value, making no exceptions.

2

We are prepared for unexpected situations and we deal with them immediately, so that existing agreements for partners, customers or consumers are not broken.

3

With expertise in a particular area, we provide our partners, customers, and consumers only with objective and reliable information.

## We respect and promote traditions

1

We know and appreciate the history of the company we work for.

2

We contribute to the creation of new traditions and the history of the company.

3

Through our work, we contribute to the promotion of Lithuanian traditions and the country.

## We are for sustainable activities

1

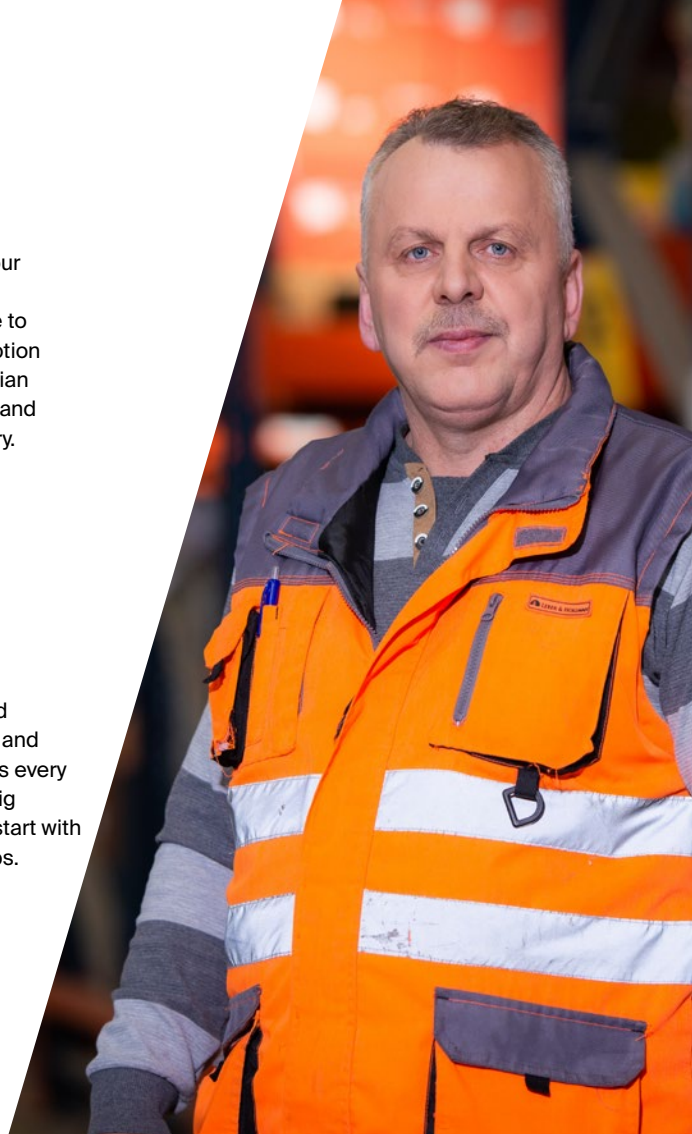
We are interested in sustainable operating principles and we apply them in our activities.

2

We look at our activities from a global perspective and strive to carry them out in the most environmentally-friendly way possible.

3

We remind ourselves and colleagues every day that big changes start with small steps.



# How we succeed in carrying out HIGH-QUALITY activities



## Vitalijus Aksiutinas

MV GROUP Production

Quality work in the field of logistics means timely and accurate delivery of goods, getting it right the first time. It may not sound very complicated; but, in fact, it requires a great deal of quality planning and teamwork. We demonstrated this in 2018 at an international exhibition in Shanghai, China, where a selection of beverages from Gubernija and other producers of the MV GROUP was presented. Our colleagues from the Marketing division suddenly asked us to bring more of our products to their exhibition booth. It would have been easy if the exhibition had taken place in Vilnius or Kaunas, but our services were urgently needed on the other side of the globe! Fortunately, we were able to concentrate and ensure that the beverages were delivered to Shanghai in time – when and where they were required and not a day later. Such achievements really make us proud of the quality of our work and the team.

## Jūratė Žiukienė

MV GROUP Production

Anykščių Vynas factory

We can be proud of the result of teamwork – a number of award-winning cherry, apple, chokeberry, and strawberry wines for the Voruta brand. The quality of wine depends on many aspects at the centre of our attention: quality of raw materials, quality of processing, supervision and control of the technological process, preparation and fermentation of fruit and berry juice. It takes about 6–8 months to produce Voruta wine from natural fruit and berries. During this period, the wine is fermented and matured, and it acquires a rich, full flavour and aroma. This is the work of the entire team, which must be done achieving a high level of quality and responsibility, and the quality must be maintained every day – even on non-working days. We consider it a great responsibility.







## Marius Graželis

MV GROUP Logistics

For me, quality is associated with continuous growth – an increased level of the confidence of our customers and the efficiency of work processes. We cannot stop there, even when our service quality indicator is currently high. In order to improve, we have implemented together with a team a new transport management system, which enables us, as a logistics company, to gain a significant qualitative advantage in the market. Thus, now have not only a modern tool for route planning and tracking, but also mobile devices for drivers, and an ability to collect electronic signatures and provide log-ins to customers, so that they can monitor the delivery status. This is an important goal achieved by our team, which has required many changes to ensure that the quality of the service is not compromised.

## Joanna Gemza

MV GROUP Distribution Poland

In 2017, one major supplier, Artisan Spirits, was considering the possibility of ending its collaboration with us due to the low sales of its products. After a number of internal discussions, we decided not to give up, and we agreed to invite representatives of the company to talk. We prepared for the meeting very seriously and when the time came, we presented them with a comprehensive two-year plan setting out ambitious goals, as we wanted to prove the quality of our work. We managed to persuade the supplier, who gave us a chance to try. We got down to business immediately, by bringing in more experienced professionals to work in the sales field of Artisan Spirits, and we achieved impressive results. Sales increased hundreds of times, and the supplier, having seen the numbers, was happy to extend cooperation with us. Thus, this “wake-up call” and our stubbornness have benefitted everyone and allowed us to improve the quality of our work.



# MV Group

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