

VROON

VISION AND MISSION STATEMENT



OUR CORE VALUES

VISION

To be recognised as a premier shipping company active in a number of specialised and commodity-type shipping segments.

MISSION

To provide seagoing transportation services and engineering & support solutions that are reliable, sustainable, cost effective and enable our customers to be successful.

SAFETY AND HEALTH

We commit to safe practices in all our operations and in everyday actions. We have a duty of care for the safety and health of our employees and for those we serve. We believe safety is a "mindset" and an integral part of our decision making.

CUSTOMERS AND BUSINESS PARTNERS

We realise that we depend on our customers, whose trust we have to earn and retain at all times. We will work closely with our business partners in order to enhance our capabilities to provide high-quality services and solutions to our customers and to maintain a flexible and professional organisation.

EMPLOYEES

Our success depends on the abilities and dedication of all employees. We value loyalty, honesty and integrity and we treat each other with respect. We share information and promote teamwork throughout the organisation. We seek to be an employer of choice and promote training and personal development.

SHAREHOLDERS AND FINANCIAL INSTITUTIONS

We strive for continuity and aim to make a satisfactory return on capital and to enhance shareholders' equity by concentrating on long-term growth in value.

SUPPLIERS

We recognise the importance of our suppliers in successfully carrying out our business activities. Therefore, we aim for long-term, mutually rewarding relationships with suppliers.

SOCIETY IN GENERAL

We actively support developments that improve the safety and sustainability of shipping operations and enhance protection of the environment. We adhere to all applicable laws, rules and regulations.



VROON CULTURE



SAFETY CULTURE

We believe safety is a “way of being” and a mindset. We commit to safe practices in everyday actions, more than compliance to form-filling. The Vroon way is to show our duty of care for the wellbeing and safety of our colleagues and those we serve.

TEAM CULTURE

We believe we are stronger together. The Vroon way is to involve others – as equals – in working through challenges and projects. We will work together to find the best solutions for the company and get them implemented. We role-model the Vroon culture and will keep each other accountable for this.

TRUST AND COMMUNICATION CULTURE

We believe everyone has a right to be treated with respect. It is NOT the Vroon way to bad-mouth or embarrass colleagues intentionally or unintentionally. We will each do our best, give our best and expect the best from each other.

PERFORMANCE CULTURE

We believe in operational excellence, whilst keeping things simple and sober. The Vroon way is to recognise, encourage and celebrate each other’s small daily wins – so together we achieve more.

CULTURE OF DISCIPLINE

We believe each one of us is accountable for delivering what we say we will. No excuses! The Vroon way is to know our business and numbers inside out. We get and provide accurate information. We set clear goals, learn from our mistakes and continuously improve the way we work.

CUSTOMER-PARTNERSHIP CULTURE

We believe in caring about our customers and business partners. In a world of “sameness” and uniformity this gives us an edge. The Vroon way is to build lasting relationships. We demonstrate this in our day-to-day contacts.