



factsheet

Refining Diebold's Brand

Diebold has gone through a number of significant changes since it was founded 150 years ago as a company that made safes and vaults for the financial industry. Its product base has expanded to include ATMs, electronics, security components and global technology that deliver an innovative and complex level of value-added services. To better reflect the company's advancements in technology and services, Diebold has revamped its brand to capture its innovative spirit that helps drive progress.

How is Diebold's Brand Changing?

Diebold is reinvigorating its brand to better position itself in the marketplace, to better reflect who we are today; create a unified global message for customers, partners, suppliers and investors; and prioritize strategic focus and direction. As part of this commitment, Diebold updated its vision, mission and brand values:

Vision Statement

To be recognized as the essential partner in creating and implementing ideas that optimize convenience, efficiency and security.

Mission Statement

We deliver innovative technology and services that make businesses better through a powerful combination of:

- Customer knowledge
- Inspired thinking
- Attentive associates

Brand Values

Diebold's values reflect its core ideologies and drive the decisions it makes. Diebold's values are:

- INTEGRITY. We are open, honest and responsible for following through on our commitments.
- COLLABORATION. We seek opportunities to partner with customers, fellow associates and suppliers.
- INNOVATION. We nurture creative thinking that adds value.
- KNOWLEDGE. We encourage continuous development of our skills and expertise to better serve our customers.

Diebold's New Tagline

Diebold wanted to capture more readily the vigor of today's marketplace and its position within it. Its new tagline, Diebold *Innovation Delivered™*, is not just about delivering innovative products. It's also about processes, services, interactions and thinking of new and better ways to deliver on the company's promises. It is Diebold's new vision, mission and values summarized in two words.

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Innovation (Insightful): By understanding and anticipating market trends, Diebold meets its customers' technology challenges by offering the right mix of products, services and expert technical support.

Delivered (Attentive): Attentive is a customer-centric quality that is associated with the Diebold brand. Diebold is a company that understands the marketplace, adapts accordingly and is in tune with the personal and career aspirations of its associates.

Why Did Diebold Revisit Its Brand?

It is a natural progression for company's to revisit their corporate brand strategies every five to seven years. Diebold recognizes that today's market is looking for innovative ideas, new services or solutions that will make life better. Diebold's brand communicates its commitment to "finding a better way," to serve its customers. The new corporate brand is a natural extension of Diebold's operational priorities:

- Increase customer loyalty
- Improve product and service quality
- Strengthen the supply chain
- Enhance communications
- Rebuild profitability

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