

PRESS RELEASE
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one WORLD

PFISTERER combines social projects under one roof

Winterbach, Germany – Social commitment and sustainable conduct are integral parts of PFISTERER’s corporate guiding principles. In order to live up to its social responsibility even better, the PFISTERER Group, the international leader in quality for electrical connectivity technology for energy infrastructure, is now pooling all CSR activities under the name one WORLD. CSR stands for Corporate Social Responsibility and describes companies’ voluntary commitment towards the sustainable development of society and the environment. Under the slogan “Together for a better future: one WORLD”, PFISTERER is pursuing the goal of creating clear structures and standardized communication channels for CSR projects across locations and departments in order to use available resources in a more targeted manner.

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The first official one WORLD initiative by PFISTERER: Employees at the Changshu site in China launched an environmental campaign, cleaning a section of the Yangtze River. (Source: PFISTERER)

EFFICIENT CONTRIBUTION TO SUSTAINABLE DEVELOPMENT

“With one WORLD, we are sending out a clear signal of our responsibility as a company – both internally and externally,” says Johannes Linden, Spokesman for the PFISTERER Group Executive Board. “This program

unites us all and shows that we can achieve greater things together. one WORLD identifies needs, can channel necessary funds and make a more efficient contribution to a more sustainable development in our world. I am proud that at PFISTERER we stand together around the world to make a positive difference.”



Two helping hands forming a heart: the logo of PFISTERER's one WORLD initiative. (Source: PFISTERER)

A HEART MADE FROM HELPING HANDS

The logo of PFISTERER's CSR initiative is a heart made from helping hands. It is intended to show both internally and externally that PFISTERER lends a hand and also lives up to its responsibilities outside the company. “Our 17 locations worldwide are part of the respective regions, cities and communities. We want to actively contribute to positive change,” says Dr. Konstantin Kurfiss, member of the PFISTERER Group Executive Board. “We implement targeted social and community projects in the vicinity of our locations and beyond that have a long-

lasting impact. one WORLD is another example of how teamwork is part of PFISTERER's identity.”

LAUNCH ON THE YANGTZE IN CHINA

The first official one WORLD project had barely been launched by the time it was completed: the PFISTERER site in Changshu, China, launched an environmental campaign to clean up a section of the Yangtze River. Changshu is one of the most important industrial zones on the river. From there, the Yangtze flows through Shanghai and empties into the East China Sea. The approximately 30-kilometer-long shoreline near Changshu is not only home to the white dolphin, it is also a hub for garbage ships anchored there. At the same time, waste from the upper reaches of the river gathers on the banks. With this cleaning campaign, PFISTERER is making an important contribution to environmental protection.

ABOUT PFISTERER

PFISTERER is a globally leading and independent technology company with head offices in Winterbach near Stuttgart, Germany. The company develops, produces, and sells solutions for the insulation and connection of electrical conductors for interfaces in power networks – from the generation to the transmission to the distribution of electrical energy – on land, at sea, and in the air. With its powerful innovation, state-of-the-art production capabilities, and global sales network, PFISTERER offers advanced solutions for the challenges of electrification. Since its founding in 1921, PFISTERER has established itself internationally as a pioneer in modern energy infrastructure and is an attractive employer in a future-oriented industry with exciting development opportunities for more than 1200 employees at 17 sites and five production facilities around the world. Karl-Heinz Pfisterer, grandson of the company's founder, has made decisive contributions to this development since the 1970's and today is the Chair of the Supervisory Board.

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