

Global values

Our principles will guide every individual, regardless of position, role or title, in their attitudes, initiatives and choices:

We Connect – We Care – We Play – We Can – We Do.

We connect!

With the world around us. By building partnership with our customers, suppliers, consumers and employees. Open-hearted, regardless of our differences.
As One Group, One Team.



<https://www.youtube.com/embed/OhPV7iyDOGI>

We take care of everything!

As a family-owned company, we care for all our employees. We care about current and future generations. For our planet and all its creatures. We care by including everyone in the game. And by sharing our magic in everything we do.



https://www.youtube.com/embed/ju_2hJsMjQ0

We play!

We create. And have fun doing so. Our games bring people together. And create magical moment. We play, so you can play.



<https://www.youtube.com/embed/T6rYR3EXqB0>

We can!

We are entrepreneurs at the heart. Proud of our craftsmanship, creativity and expertise. We are also industry leaders, looking for cutting-edge innovation. And together, we can.



<https://www.youtube.com/embed/w9KnRCSAbal>

We get things done!

With energy and enthusiasm. We find creative solutions for any challenge. Big or small. Our approach is fair and transparent and delivering on our promise, that's what we do. That's what we do.



<https://www.youtube.com/embed/pQt3MixpgF0>