



# MEH ALS IISSPORT

FACING THE FUTURE TOGETHER

## OUR VALUES

We live by our core values in our daily cooperation and support of each other, both on and off the ice.

**HIGH-PERFORMING**

We deliver and enable top performances in all our areas of activity.

**PASSIONATE**

Long-lasting success takes more than performance and organization – it also requires identification and passion.

**RESPONSIBLE**

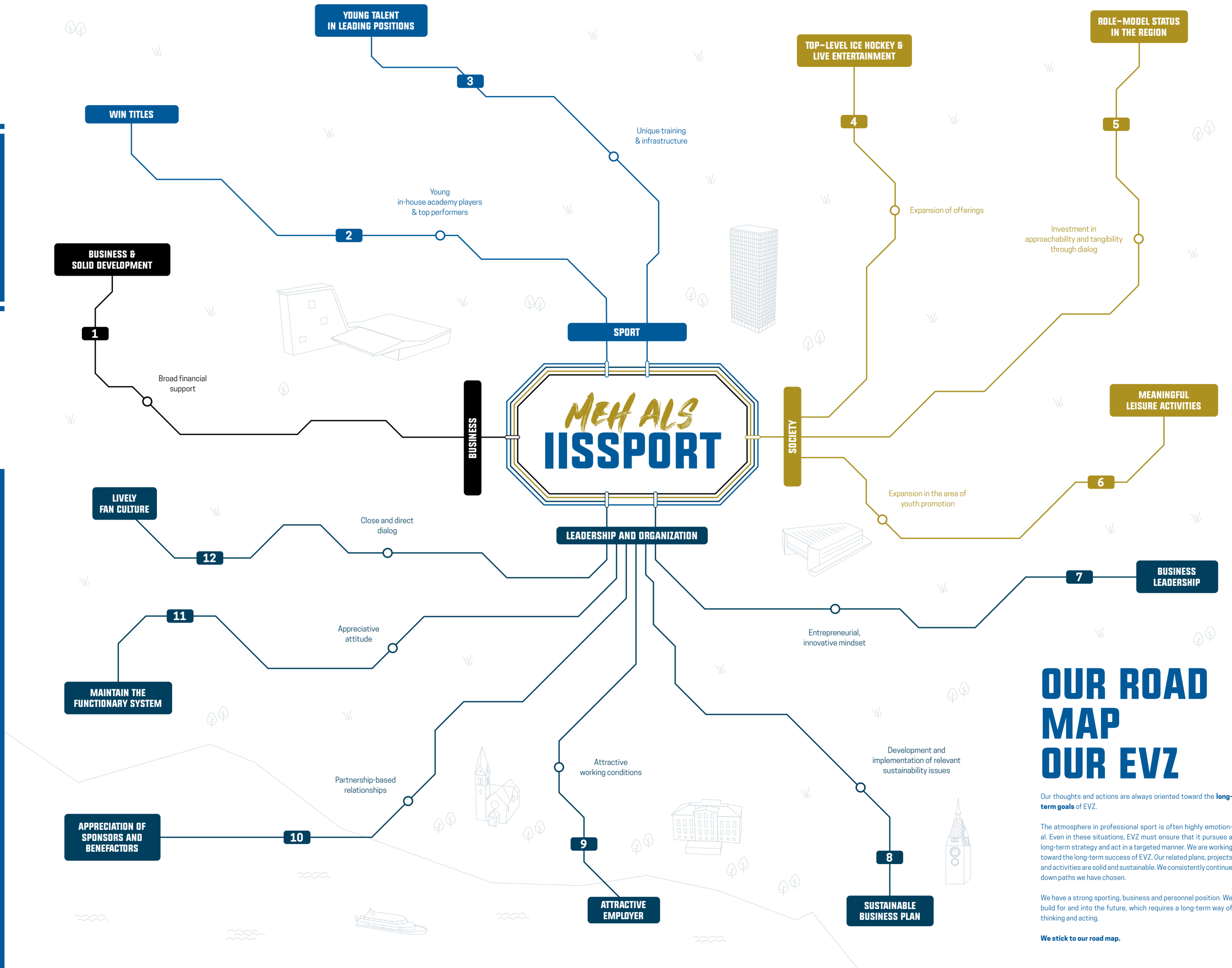
EVZ moves people. This leads to social responsibility, which we are aware of.

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## OUR ROAD MAP OUR EVZ

Our thoughts and actions are always oriented toward the **long-term goals** of EVZ.

The atmosphere in professional sport is often highly emotional. Even in these situations, EVZ must ensure that it pursues a long-term strategy and act in a targeted manner. We are working toward the long-term success of EVZ. Our related plans, projects and activities are solid and sustainable. We consistently continue down paths we have chosen.

We have a strong sporting, business and personnel position. We build for and into the future, which requires a long-term way of thinking and acting.

**We stick to our road map.**

1 BUSINESS

# ECONOMIC & SOLID DEVELOPMENT

**OBJECTIVE**  
EVZ will continue to develop **economically and solidly**.

**MOTIVATION**  
We want to be a front runner and establish ourselves, in top-level sport, in the promotion of young talent and young people, but also as an employer. This means that after covering all costs, we need to generate funds from our own resources that can be reinvested and thus actually enable economic development in the first place.

**HOW TO ACHIEVE THIS OBJECTIVE**  
EVZ has a broad-based financing policy which focuses on the core areas of sport, catering and events. Income is primarily derived from:

- Tickets and hospitality
- Sponsorship and advertising
- Catering and events

However, business-driven economic growth also means opening up additional sources of income. This is why EVZ is persistently pushing ahead with its diversification as a specialized event platform organizer and operator and as a catering partner.

**REASONS**  
EVZ generates its own income. EVZ wants to be independent from and act independently of individuals and operate on a solid economic foundation. In order to keep up with the top teams, we must constantly invest. To that end, an inflow of funds from various sources is essential.

2 SPORT

# WIN TITLES

**OBJECTIVE**  
We will win **both national and international titles**.

**MOTIVATION**  
EVZ is engaged in attractive professional sport that should inspire others. We strive for success, and in sport this ultimately comes from winning titles.

**HOW TO ACHIEVE THIS OBJECTIVE**  
Young, top players from the in-house academy are continuously integrated into the first team at an early stage. This enables EVZ to engage external top performers who play a significant role in winning titles. They must match the philosophy and the specified playing system of EVZ and be able to be financed from our own funds.

**REASONS**  
It is in line with the ideology and the will of EVZ to work hard to achieve success and not to let it be bought by patrons. Long-lasting sporting success can only be achieved if it is based on a solid, economic foundation.

In addition, this is the only feasible way for EVZ to be consistently successful within the given framework conditions.

3 SPORT

# YOUNG TALENT IN LEADING POSITIONS

**OBJECTIVE**  
We will bring as much **young talent** as possible into **leading national and international teams**.

**MOTIVATION**  
EVZ sees itself as a training organization and has created excellent framework conditions for this. This is in line with our philosophy and positioning based on our infrastructural and economic requirements.

**HOW TO ACHIEVE THIS OBJECTIVE**  
The Academy's comprehensive training concept, as well as excellent infrastructure and services at the OYM, allow us to offer young talented players a unique training experience. Our goal is to ensure that as many athletes as possible move into professional sport and that everyone successfully completes a solid training program.

We – like the Hockey Academy Foundation – strive to provide even better financial support for athletes. For this purpose, EVZ must generate additional financial resources.

**REASONS**  
This path is in keeping with our understanding and interpretation of social responsibility and our current framework conditions. There is a price to be paid for the unique EVZ training program, which not all talented players can afford at present.

4 SOCIETY

# TOP-LEVEL ICE HOCKEY & LIVE ENTERTAINMENT

**OBJECTIVE**  
We can offer the residents of Zug and the region attractive, **exciting top-level ice hockey** and the best possible **live entertainment**.

**MOTIVATION**  
EVZ is more than a top ice hockey club: for very many people, it is a recurring social meeting place, an important cultural asset firmly rooted in the local community and an important economic player in the region.

**HOW TO ACHIEVE THIS OBJECTIVE**  
Our main task is the organization and operation of top-level ice hockey with suitable supporting programs in the areas of catering and hospitality. Based on our core competencies in this area, we are continuously expanding our offerings in both winter and summer.

**REASONS**  
This path is in line with our self-image and meets our framework conditions. It means that we can use our human resources and infrastructure in a meaningful way if we have the necessary know-how and experience.

5 SOCIETY

# ROLE-MODEL STATUS IN THE REGION

**OBJECTIVE**  
We **bring people together** and further expand our **role-model status for society** in both Zug and the region.

**MOTIVATION**  
We are aware of our status in this respect and the social responsibility that comes with it. In this area, we want to leave an even more targeted, new and lasting mark.

**HOW TO ACHIEVE THIS OBJECTIVE**  
We will continue to invest in our approachability and tangibility through dialog with the general public, in daily contact and by exchanging ideas, but also through the creation and operation of appropriate platforms, especially for children, adolescents and young adults. We will take a responsible approach to social issues and communicate our values in the process.

**REASONS**  
EVZ moves people. A large proportion of the population in Zug and the region comes into contact with EVZ. We are emotionally attached and connected to them through our offering, resulting in our role-model status, which we also want to live up to off the ice.

6 SOCIETY

# MEANINGFUL LEISURE ACTIVITIES

**OBJECTIVE**  
Through **grassroots sport** we provide children, young people and adults with meaningful, healthy and attractive **recreational opportunities** and expand them further.

**MOTIVATION**  
We have the conditions and opportunities to encourage and support children and young people in sporting terms. We thus make a substantial contribution to their health and social development.

**HOW TO ACHIEVE THIS OBJECTIVE**  
We currently already offer a great deal in grassroots sport, especially in the field of promoting junior athletes, but we are also continuing to expand our related offerings in a targeted and consistent manner.

**REASONS**  
We want to live up to our role-model status in both sporting and social terms.



7 LEADERSHIP AND ORGANIZATION

# BUSINESS LEADERSHIP

**OBJECTIVE**  
We manage EVZ in an **entrepreneurial way**.

**MOTIVATION**  
This is the only feasible way forward for us to ensure that the structure of our offering and the financial opportunities remain in balance.

**HOW TO ACHIEVE THIS OBJECTIVE**  
We encourage and demand entrepreneurial, innovative thinking as well as creativity and passion at all levels. We delegate responsibility and not just assignments. In this respect, we also rely on sound financial management as an important management tool.

**REASONS**  
In our dynamic environment, we need to be able to respond flexibly, quickly and with agility to opportunities and developments. This requires a flat management and organizational hierarchy as well as independent employees who think and act responsibly. Aggregate figures and data on the earnings and expenses side are key for appropriate planning, decisions and controls.

8 LEADERSHIP AND ORGANIZATION

# SUSTAINABLE BUSINESS

**OBJECTIVE**  
We want to **do business sustainably** in all areas of the company.

**MOTIVATION**  
For us, sustainability is not just a fashionable trend. We live by it out of conviction and responsibility – vis-à-vis ourselves, our partners and future generations.

**HOW TO ACHIEVE THIS OBJECTIVE**  
We will work out the key sustainability issues for us and our environment and implement the resulting requirements.

**REASONS**  
Although sustainable business and actions are in line with our self-image, we have not yet actively faced up to and documented our most important challenges in this regard in every case. We will not just make good for this, but take a future-oriented approach.

9 LEADERSHIP AND ORGANIZATION

# ATTRACTIVE EMPLOYER

**OBJECTIVE**  
EVZ is an **attractive employer**.

**MOTIVATION**  
Employees are our most important asset. Healthy and satisfied employees are key for us. We live up to this slogan with great passion.

**HOW TO ACHIEVE THIS OBJECTIVE**  
We are fair and appreciative. We have an open feedback culture. We create space for personal development. We promote personal responsibility, fairness and transparent communication, both internally and externally. We offer attractive working conditions. We enable flexible working hours. We offer an exciting working environment and the best workplace infrastructure.

**REASONS**  
For us, this strategic direction is the result of our inner attitude and the conviction that the former can only be one like that, in order to attract and retain the best employees for many years to come.

10 LEADERSHIP AND ORGANIZATION

# APPRECIATION OF SPONSORS AND BENEFACTORS

**OBJECTIVE**  
We are aware of the **importance of the numerous sponsors and benefactors** for EVZ.

**MOTIVATION**  
We know that EVZ cannot fulfill its action plans without the financial services of loyal sponsors and benefactors, neither in sporting, business nor social terms. We want to and must live with these realities.

**HOW TO ACHIEVE THIS OBJECTIVE**  
We will design, foster and maintain relationships with our sponsors and benefactors in a way that is always respectful and fair given their importance. Our counter-performances are attractive.

**REASONS**  
Partnership-based relationships are at the core of our being and actions. We see our sponsors and benefactors as partners – they are a member of the EVZ family.

11 LEADERSHIP AND ORGANIZATION

# MAINTAIN THE FUNCTIONARY SYSTEM

**OBJECTIVE**  
We will cultivate and promote **voluntary work** for EVZ.

**MOTIVATION**  
Our functionaries, who are mostly volunteers, are absolutely essential for us – for economic, communal and social reasons. Satisfied functionaries are the best ambassadors for our cause.

**HOW TO ACHIEVE THIS OBJECTIVE**  
We will cultivate and promote active club life through a respectful attitude toward our helpers and volunteers and actively exchange ideas with them.

**REASONS**  
Active, harmonious and atmospheric cooperation is in any case an essential building block for the success of EVZ.

12 LEADERSHIP AND ORGANIZATION

# LIVELY FAN CULTURE

**OBJECTIVE**  
We want a **constructive, active and lively fan culture** and are aware of its importance for the atmosphere in the stadiums.

**MOTIVATION**  
The fans and their constructive activities are key elements of the live experience in Swiss and European stadiums. Our fans are important ambassadors for EVZ. Safe and fair games for everyone also correspond to our social conviction and responsibility.

**HOW TO ACHIEVE THIS OBJECTIVE**  
Cooperating with our fans works. We maintain a close and direct dialog with them and continue to expand it. We always listen to the concerns of our fans and support them as much as possible and provided they want our help.

**REASONS**  
We are aware of the great importance and significance of our fans and their activities.