### Krafft Gruppe

#### Craft

The hotel and restaurant business is a "manufactory" for us. Quality, care and professionalism take pride of place.
With visionary ideas and innovations, we promote continuous development.
In doing so, we combine the beautiful and the practical with unconventional approaches.

#### Marketplace

As a Basel-based company, we make a cultural contribution to a vibrant city.

We create a lively environment for personal encounters with guests, employees and partners. Partnerships of integrity and longevity are important to us.

#### Mission Statement

The Krafft Group sees itself as a manufactory that combines tradition and innovation in hospitality products and services. It creates places and opportunities where guests, employees and the local population can get together simply and easily on an informal basis.

# Independent thinking and individuality

People are at the center of everything we do.

They make the Krafft Group what it is.

We are authentic, and we cultivate an approach in which we interact with each other on an attentive and appreciative basis.

We actively involve younger generations in the development of our company.

## Sustainable management

We are committed to the sustainable development of our company, based on the principles of environment, social responsibility and economic efficiency. We want to create value in these areas, while also assuming our responsibility for the next generation. The good profitability of all operations creates the basis for a long-term outlook.