

**Guiding Principles**

ADVA's mission is to be the trusted partner for innovative connectivity solutions that ADVANCE next-generation networks for cloud and mobile services.

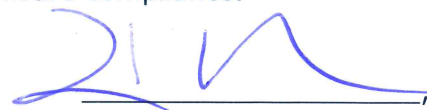
ADVA understands that quality is not only measured by our customers, it is defined by them. Therefore, we continually strive to understand and meet their needs and expectations.

We are committed to provide equipment that meets and even exceeds all relevant statutory, regulatory, environmental, and other third parties requirements. Our Quality Management System (QMS), Environmental Management System (EMS) and Corporate Social Responsibility (CSR) programs define the way to achieve this. We do so by focusing on risk based thinking aimed at preventing undesirable outcomes and so preventing pollution, eliminating waste and continually improving our products, processes and services. Regulations on environmental and climate protection and taking social responsibility are mandatory for each employee.

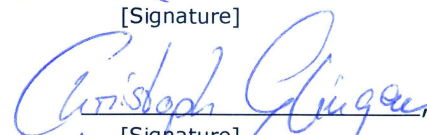
The corresponding QMS, EMS and CSR objectives are set by using the provided framework below:

- ▶ ISO9001/TL9000 and ISO14001 are the international standards, and these form the baselines for our certified Quality and Environmental Management System. ADVA will continuously strive towards excellence;
- ▶ The awareness and responsibility of quality, environmental and social responsibility is communicated to each ADVA employee through training and information sharing. Also our QMS, EMS, and CSR commitments are communicated to our customers, suppliers and partners;
- ▶ Customer Satisfaction and Continuous Improvement are the foundations of the Management System at ADVA. By using Lean Six Sigma methodology, an ADVA Efficiency Engine (AEE) drives improvement projects in support of our strategies;
- ▶ Implement data-driven business processes, well defined process ownership, controlled by 'critical-to-quality' parameters in all areas;
- ▶ Ensure highest product and service quality to our customers thus resulting in our business growth;
- ▶ Select external partners who share in our efforts to excel in quality, environmental, and CSR aspects; develop a supplier assessment system to evaluate suppliers and contractors and support them concurrently in their development;
- ▶ Implement appropriate reviews, measurements, and controls of any changes to our products, processes, activities or services that may impact quality, environment, and/or CSR;
- ▶ Develop products with a focus on sustainability, recognizing the environmental and social impacts to our products throughout product lifecycle;
- ▶ Requirements, objectives and these guiding principles are reviewed on a regular base and will be improved as needed to ensure compliance.


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<b>Bernhard Wiehler</b>	<b>VP QM</b>	<b>4.0</b>	<b>10.02.2015</b>	<b>&gt;Approved&lt;</b>	<b>1 / 1</b>