

# More Electronics Company

## Content.

### 1 Introduction

- History
- Corporate Governance
- Organization

### 2 Our Values and purpose

- Our Values
- Our Purpose, Mission and Vision

### 3 More Electronics Policies and Code of Conduct

- Applicability and Responsibilities
- Good management with reference to values
- Code of Conduct for management, employees and partners
- Policies for Environment and CSR

### 4 Quality Management System (QMS)

- Quality Policy
- Risk Management
- Workflow, Processes, Procedures and Instructions
- Yearly Actions
  - Annual Report
  - Budget
  - SWOT Reassessment
  - Continuous Quality Improvement
  - Action Plans

## 1 Introduction

More Electronics ApS is a Scandinavia based company in the business-to-business segment for electronic components that are used by electronic Original Equipment Manufacturers (OEMs) for manufacturing of their products.

- **History**

More Electronics (MoreE) was founded in Roskilde, Denmark in 1995 with the purpose of being a manufacturer's sales representative and supply specialist providing quality electronic components from their manufacturers to leading customers in the electronics industry. Initial supplier was Motorola passive components. Since 2004 MoreE has had the Nordic and Baltic regions as their territory.

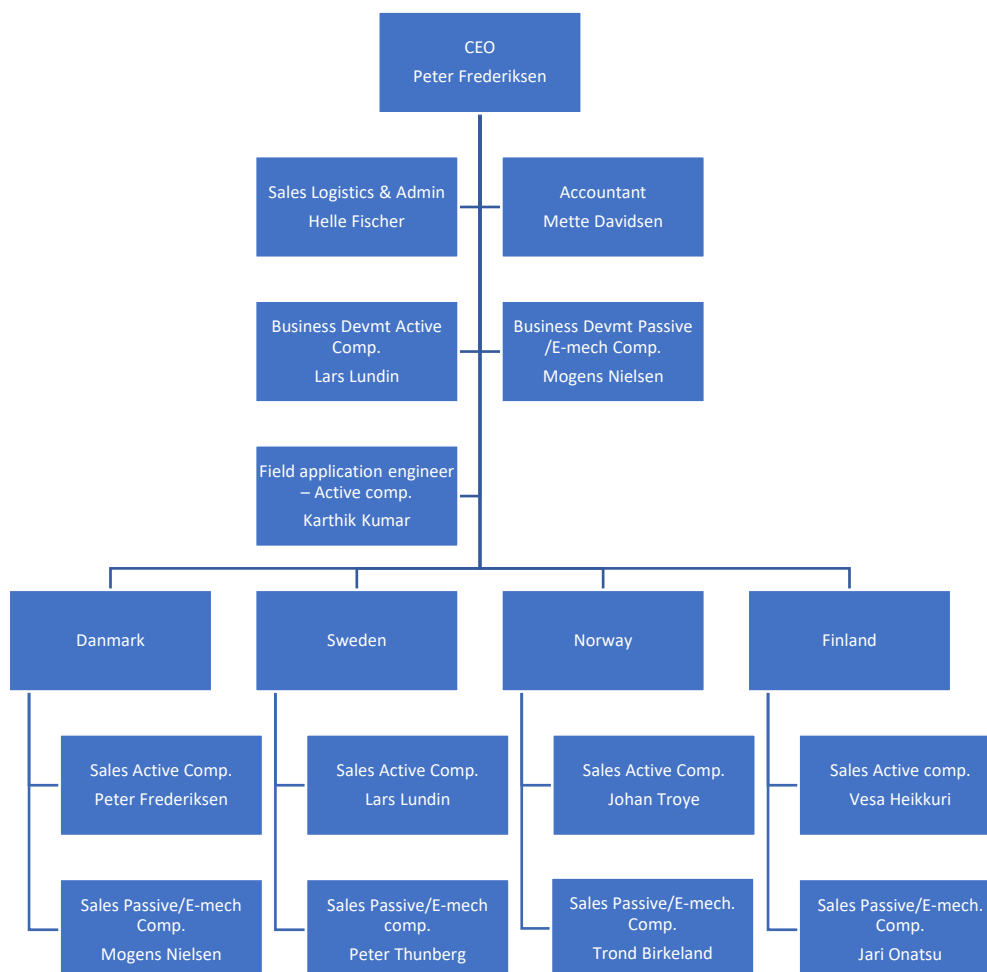
- **Corporate Governance**

MoreE is a Danish Ltd. ("ApS"). This type of company is not enforced having a board.

The company is managed by one Director (owner). A management group is formed by the Director, Sales Administrator and Business Development Managers for Passive & Emech and same for Semiconductors & Subsystems.

An advisory board of three people is established in 2018.

- **Organization**



## 2 Our Values and Purpose, Vision & Mission

- **Our Company Values:**

- Customers first
- Integrity
- professionalism
- Humility and flexibility

- **Our Purpose, Vision and Mission are as follows:**

- Our purpose is to support our customers with the optimal component selection for their projects and ensure stable supply of these components as a manufacturer's sales representative and distributor.
- Our vision is to be a leading specialized sales representative/distributor for the Nordic/Baltic region, preferred by customers and suppliers for best-in-class support and advice to our business partners. Our specialty is passive, electromechanical and system components including semiconductors.
- Our Mission is to support our customers with the optimal component selection for their projects and products and ensure stable supply of these components as a manufacturer's sales representative and distributor, supporting long term relationships through providing relevant information and strong technical support. Furthermore, we foster long term relationships with our suppliers by utilizing our local market knowledge and experience to actively find new opportunities and thereby helping our suppliers grow their business.

## 3 More Electronics Policies and Code of Conduct

- **Applicability and Responsibilities**

Our policies and code of conduct establishes a set of general guidelines for the way we undertake our business at More Electronics. The code of conduct applies to management and everyone employee and is defined within the framework of our values.

We are dedicated to being not only a responsible employer but also being a responsible and good business partner and being responsible to our environment in general. We are aware that our responsibility goes beyond our own activities, and we take a responsible approach throughout our supply chain.

We therefore have a set of code of conduct not only for employees but also for business partners.

- **Good management with reference to values**

With our company values as the compass good management is taking responsibility for the employees, the company, our partners and the environment in general. This means management with respect for:

- Employee's safety, wellbeing and rights
- Company level Information Security Policy
- Supplier & Partner Compliance
- Environments & Sustainability Policy
- International- and local laws
- GDPR
- Social Responsibility (CSR)

- **Code of Conduct for management, employees and partners**

At More Electronics we have defined a set of CoC for Management, Employees and Suppliers.

- **Policies for Environment and CSR**

More Electronics is an electronic components distributor and manufacturers Sales Representative (MSR). We have no manufacturing, and our activities limits to a) Communication via email, phone and physical meetings & b) Receiving goods to warehouse and shipping to customers.

We are only using chemicals for normal household cleaning, and we use common sense in minimizing energy consumption.

More Electronics do have a documented policy for environmental and CSR.

## 4 Quality Management System -QMS

More Electronics QMS is an internal system not aiming for ISO9K certification.

But we have defined a quality policy and risk management, and we have Process Descriptions, Procedures and Instructions documented plus we also have yearly actions for monitoring and quality improvements.

- **Quality Policy**

The foundation for our business is delivering quality. Through supplying quality information and -products, and making precise and timely deliveries, we secure satisfaction at our customers and suppliers and thereby paving the road for profit and growth for the benefit of customers, suppliers, employees and owners.

- **Risk Management**

- Link to More Electronics Risk Analysis (Not publicly available)

- **Workflow, Processes, Procedures and Instructions**

More Electronics have two main purposes: a) providing information to partners (Technical and Commercial) and b) providing goods to our distribution accounts.

Requests for information are coming from all partners: Authorities, customers, distributors and suppliers, while orders and request for quotes are coming from distribution accounts.

We have procedures and instructions covering this.

- **Yearly Actions**

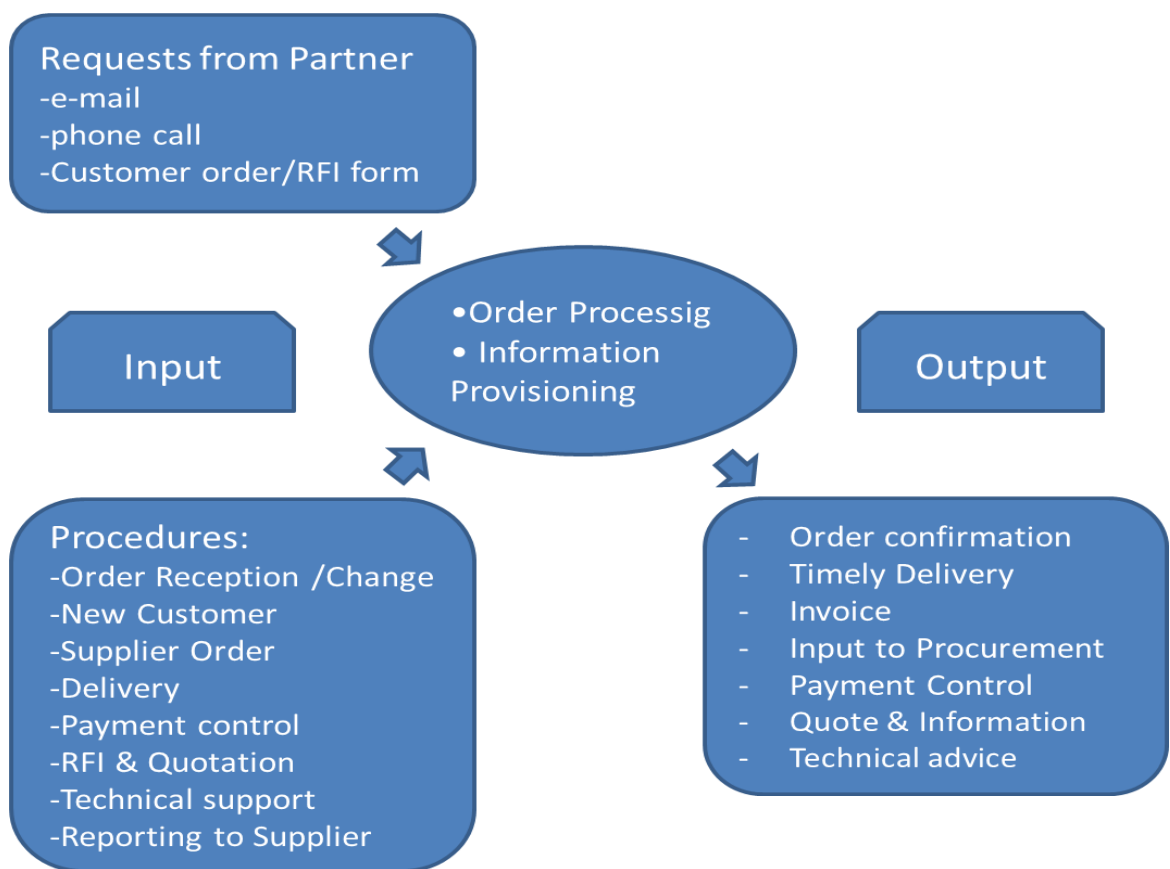
- Annual Report

More Electronics has a simple and easy to understand owner structure, and all companies are audited by an accredited Auditor. The audit reports are always submitted timely to relevant authorities. At sales meeting twice a year the whole organization are updated on the financial status of the company, and current sales- and market situation is discussed.

- Budget

Twice a year a bottom-up budget exercise is performed and a rolling budget for the company is updated.

- SWOT Reassessment  
Once a year a reassessment of the SWOT and Risk analysis is completed.
- Continuous Quality Improvement  
Besides a continuous monitoring of delivery performance is a yearly evaluation of the quality and a discussion of possible measures for improvements taken.
- Action Plans and individual Goals and Targets  
Action plans for the company are discussed at the half-yearly sales meetings, and individual goals and targets are discussed on yearly basis with the employees.



**Workflow for More Electronics**

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