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## **CAE Incorporated Mission Statement**

### **VISION**

CAE helps entertainers bring enjoyment to peoples' lives through the application of technology to entertainment lighting.

CAE helps people who must work in low light environments by supplying efficient, unobtrusive task lighting instruments.

### **MISSION**

We are building a company that will survive and thrive in the long term, as we continue to develop and maintain the capacity to enable the rapid development, marketing, manufacturing and service of leading edge entertainment and task lighting products, in accordance with our vision.

We do this by designing, building and marketing innovative, high quality, reasonably priced products.

To accomplish this we must set the **PACE!** We must be:

**PROFITABLE** so we can attract the capital needed to research and develop new products and technologies, operate properly, and share profits with employees.

**AGILE** so we can quickly capitalize on new technology, new needs and advanced concepts and **AWARE** of our market and of developing technologies, and of new opportunities.

**CONSIDERATE** of employee's needs so we can attract and retain the best, and maintain a pleasant, cooperative, and fulfilling work environment, and **CONSCIOUS** of our values and their application of all of our pursuits.

**EFFICIENT** so we can be both competitive and profitable.

### **VALUES**

We strive to satisfy our customers needs for excellent product and great service.

We work to maintain an organization that:

- is healthy and profitable
- treats its employees well and with respect, and its customers fairly
- rewards hard work and dedication to our mission
- provides opportunities for employees to grow for their own and the company's benefit
- contributes to our community
- is easy on the environment

***The Professional, Versatile, Flexible, Durable, Gooseneck Task Light System***