



## Our Ecosystem

**Doing good business is not just about having a good product at a good price.**

It's also about paying attention to stakeholders and our relationship to the larger ecosystem of which we are a part. While it may not always be possible to reconcile many diverse interests, all are worthy of our attention.

For the ECT team as well as for our shareholders, who have invested significant capital in our company, we pay strict attention to cost leadership, operational profitability and positive cash flow. All the members of our team directly participate in our financial success via our annual bonus scheme, commissions, profit sharing and/or stock options.

Continuous year-for-year profitability and the building of cash reserves make us a long-term partner. Furthermore, the costs leadership of our company is a prerequisite for the cost-effectiveness of our products and services, while the opening of **ECTXML®** to third parties and its popularization as an industry standard contribute to the sustainability of our technology.

We also have the responsibility to build the long-term value of our company. Here we have a transparent focused strategy centered on our core intellectual property, the programming language **ECTXML®**.

It is important to us that these corporate goals harmonize well with the interests of our customers as well as with those of our sales and development partner Ericsson.

In the greater ecosystem, we also invest continuously in the personal development of members of our team as well as in our community.

