

Structure of Management

In a family company such as the *KEMPER* Group, social responsibility has been ranked at the highest level since the formation of the company.

It arises primarily as a direct consequence of economic globalisation and the fears of the effects of globalisation. Whoever perceives his social responsibility can integrate better into different cultures and is more open for the changing challenges of multicultural markets.

The management, especially the company founder Gerd Kemper, have built a company philosophy from global demand. Employees are for him the most important assets.

Observing this aspect Gerd Kemper is today leading the areas of development, production and purchase. The goal of bringing environmental protection of the highest standard into all countries of the world is consistently followed by him in this position.

His son, Björn Kemper, leads the areas of marketing and sales as General Manager. His goal is to optimise internal and external communication in the company, since correct information constitutes the basis for absolute competitive advantages over contenders. Today *KEMPER* already communicates in 15 languages to its customers

The areas of controlling, accounting and EDV are managed by Karl Segbert in the *KEMPER* Group.

