

# Our Vision

We are, and must remain, the world's premier innovator and supplier of custom thin film technology solutions.

## Our Mission

To accomplish our vision we must work together as a team to excel at the following business principles:

### TECHNOLOGY DEVELOPMENT

We must routinely and swiftly create new thin film technology solutions for our customers. In practice this means:

- Developing innovative thin film products and processes that solve our customer problems and challenges
- Leveraging our innovative technologies so that we have distinct competitive advantage
- Executing our product development processes to profitably grow new products from concept to production

### OPERATIONAL EXCELLENCE

We must provide our customers with the best delivery and highest quality in the industry. Every USI employee needs to know what to focus on so that every order ships on-time. In practice this means:

- Design every order so that each will ship on-time and be profitably manufactured
- Control the purchase costs of all procured materials and services
- Track and manage the use of all materials so that we continually reduce waste
- Manufacture all products once and only once, at extremely high quality levels, and ship every order to every customer on-time because our delivery performance is our customer's number one concern

### FINANCIAL STRENGTH

Profits are critical since they provide shared prosperity, increased employee opportunities, and investment in our future. The financial strength principles focus on systems that enhance or ensure profitability. In practice this means:

- Intelligently planning and managing our customer and product mix
- Generating accurate cost estimates based on historical actuals
- Systematically reporting financial and operational data so we have the right information to make intelligent business decisions
- Responsibly planning and managing revenue growth and new business opportunities

### POWERFULLY PARTNERED

Our culture and employee talent provides competitive advantages, as do our customer and supplier relationships. In practice this means:

- Fostering a culture that attracts and retains the people we need to succeed
- Providing a place where everyone feels enabled to make significant contributions and valued as part of the team
- Valuing our suppliers and customers as integral parts of our success
- Serving the communities in which we live through green initiatives and volunteer work