

Personal year end video message from Renato



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<https://www.youtube.com/watch?v=oZ8pFOabg0I>



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kidéal: Tagesstern – Chinderstern – ylaa

Dear employees of kidéal and our kidéal child care centres

With this video message I want to personally address you to thank and inform you.

Flashback

I am very proud of how we mastered challenges in 2022, namely together, objectively considered and solution oriented.

I was particularly impressed by the open and respectful interaction among each other.

The kidéal family has grown again: Zurzach has been added as a new location and at a few other locations we have increased the number of childcare places due to high demand. It shows once again that you are all doing an extraordinary and valuable job. We have become a very important partner for many communities and parents. A great performance also makes it possible to **pay out the full bonus** this year, which always makes me particularly happy. That's super cool!

Outlook

In 2023, we want to focus as follows:

1. Along the path we have chosen to follow to be a social and attractive employer.
2. We want to retain good staff and further upgrade the child care profession.
 - *That's why we invest a large part of the income in you in the form of wage increases. The Executive Board is also working on further measures.*
3. Harmony and Joy should also not be forgotten.
 - *I feel a lot of positive energy with you. If we manage to laugh, even if things go haywire, children, colleagues and parents will also be happy.*
4. Safety and health come first - with the children - but also with you! So let's take care of each other, then it will make everything even better!

Fortunately, I don't have to achieve these goals alone. I steer and am superbly supported by a strong management team. But I need you too! Each individual is an important wheel in the kidéal gearbox in order to keep the kidéal train rolling. I'm counting on you! And even if something goes wrong, please always remember: We never lose! Either we win or we learn! With this in mind, I want to express once again my heartfelt thanks to all of you. I wish you wonderful holidays and look forward to being able to make a difference with you again next year.

Keep on rocking!