



[medical](#) [Awareness](#) [Alive](#) [beings beside us](#)

Our Promise, Our Purpose

Built with Vets. Powered by Innovation. What We Stand For

mAAbbu GmbH
Sparchner Straße 12
6330 Kufstein / Austria

Our Purpose is
our mission
and/or vision

mAbbu

medical Awareness Alive beings beside us

"Our Purpose is to create **medical Awareness** for all **Alive beings beside us** – by producing unique outstanding products & solutions which fulfill market needs with the outcome of a better world."

mAbbu

medical Awareness Alive beings beside us

Fun to work and act with

Straightforward

"Insane" Honesty

Customer/
Patient First

Just do, just f... do it mindset

Performance orientated, individual success is celebrated: monetary wise and person wise

Internally clear & simple*

Reliable & Fair

We listen to
everyone interacts
with us first

Passionate, ...
fun to work & act
with

Leadership not only
Management

Open &
Transparent

Our purpose drives our core and
values, and our values drive our
company culture

Friendly. Helpful. Ethical

Gentle as
organization

"Our Purpose is to create medical
awareness for all alive beings beside
us - by producing unique outstanding
products & solutions which fullfill
market needs with the outcome of a
better world."

"Customer partnership-based
development process"

Approachable.
Supportive.
Principled.

We go to
Gemba

No "internal political" decision
making and/or acting

H2H Human to
Human
principle

Our purpose is driving everything
we do

We decide by "customer & patient"
need not costs or profit first

Fast

We solve "customer"
problems - we don't
create problems

Consequences

The "how" and "why" equals the "what"

We listen - to
everyone interacts
with- us first

We always will try to hire the best of the best...

Just let's do it mindset

As consequence we take responsibility



Business Responsibility

In prioritising the needs of "customers and patients" over costs or profits, we must embody our principles and address "customer" challenges. All our business expertise, including service, will be fundamentally centred on the customer above all else.



Respect & Integrity Responsibility

As an organization and as individual beings, we uphold the Human-to-Human principle, ensuring that we communicate, work, and act with utmost respect and integrity. This commitment extends naturally to our patients as well.



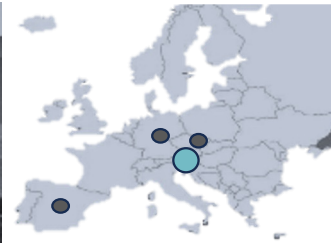
Social Responsibility

At mAAbbu, we are committed to making a positive impact in our community. As part of this commitment, we pledge to allocate up to 2% of our profits to support charitable initiatives and causes dedicated to animal welfare. We believe in transparency and will regularly share updates on our website about the progress we've made and the initiatives we've supported.



Technological Responsibility

At mAAbbu, we take our responsibilities regarding technology seriously. Each solution is important, every customer requirement is significant, and every patient's needs are valued.



What our purpose stands for

At mAAbbu, our mission goes far beyond delivering medical and VET specific products — we strive to create medical Awareness for all Alive beings beside us – by producing unique outstanding products & solutions which fulfill customer, patient and market needs with the outcome of a better world. Every solution we offer is crafted with purpose, driven by a deep commitment to meeting real needs and improving.

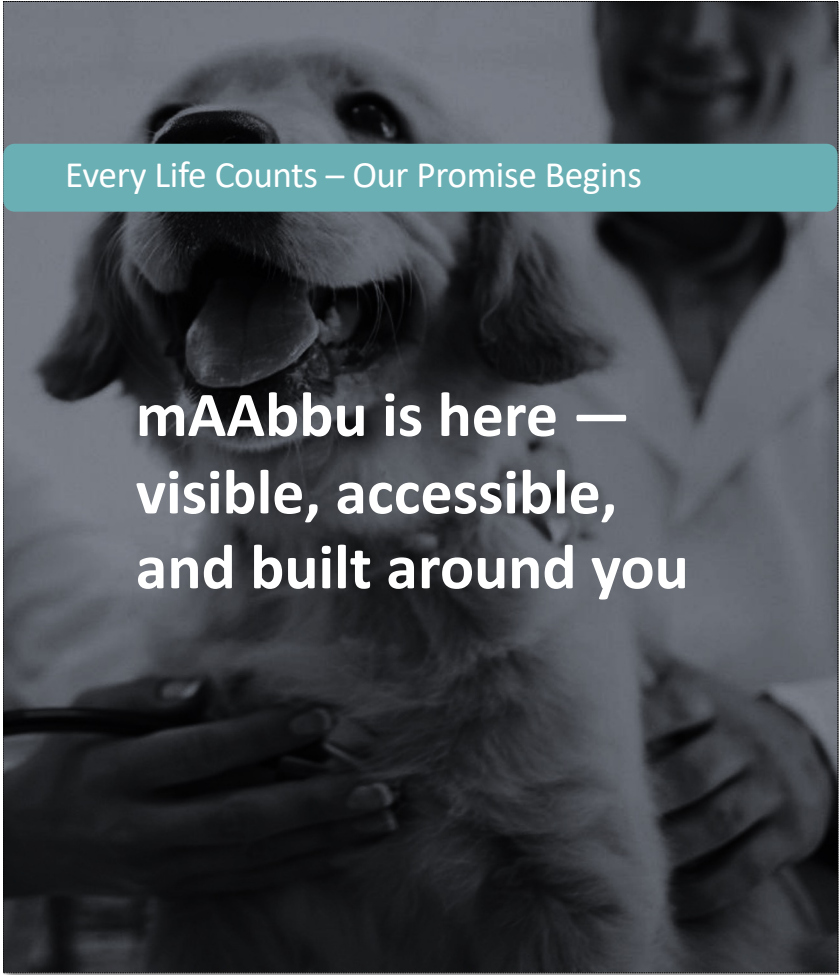
Our responsibility begins with our customers and patients – and even the patient owners. We believe that true value lies in understanding their challenges and placing their well-being above profit.

We invite every customer, partner, employee and/or anyone which interacts with us to explore us and discover how mAAbbu's solutions are designed not just to meet expectations, but to inspire trust, promote well-being, and shape a healthier future for all.

Your mAAbbu team



Made in Europe



Every Life Counts – Our Promise Begins

**mAAbbu is here —
visible, accessible,
and built around you**

mAAbbu™


medical Awareness *Alive* beings beside us

Veterinary-Exclusive. Personalized. Future-Ready.

Now we officially launch mAAbbu. Our promise begins — it's a commitment:

- ✓ mAAbbu = pure dedicated VET-TEC with MED-TEC knowledge and experience
- ✓ Customized VET Solutions & Disposables – designed for clinical & daily needs
- ✓ Game-Changing Models – warranty and service, subscriptions & more, designed around you
- ✓ Continuous Dialogue – your needs to our development team, co-innovating together
- ✓ Elite Innovation. Practically Priced. Built for Vets.
- ✓ One Contact. Real Answers. – human support, real-time, 8AM–10PM

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