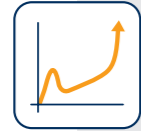
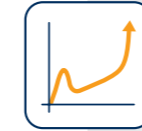




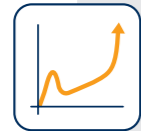
OUR VALUES



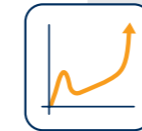
Our perfect Company is only perfect because we know we are not perfect.



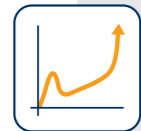
We think about our customer, then we think about ourselves & never forget our morals.



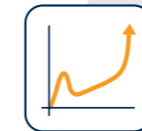
What everyone gets out of the business is directly proportional to what they bring/put into the business.



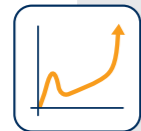
We know that helping others to love their job will do the same in parallel to us (but the journey can be more challenging than the destination).



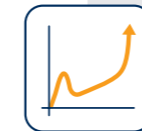
We are a team of winners. Our confidence comes from knowing what we bring to the business. We help everyone we meet, both inside & outside the business to find & maximise their own potential.



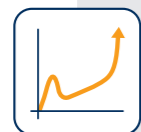
We understand, accept & cherish the fact that a team of winners will not wear a uniform and all are free to share their own personal message (purpose) – as long as it is in line with these rules.



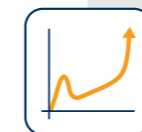
Anyone who sees us as competition has not understood these principles and we welcome followers, copiers, shadders and aggressors as self-financed stress testers of point 2 & 3.



We recognise that some really great people will not excel in our environment and it would be reckless to even try.



When things get stale, we re-invent.



We add genuine sustainable value and our prime sales lever is unbeatable ROI.