

## Company Code of Conduct

### **passionate – reputable – original – proactive - sustainable**

Our aim is to always develop lasting transparent relationships with our clients, employees, wider stakeholders and our community, by making what's important to them, important to us.

We are **passionate** about what we do, people are the heart of our business and we believe in relationships and human partnerships to create mutual success. Our staff will be well trained and motivated to go the extra mile, ensuring everyone is cared for and receives the very best service.

We are **reputable**. We operate with integrity and diligence. Our reputation for delivery is as important as our focus on sound business ethics and we take pride in delivering quality and value for money. Treating all people fairly, with respect and dignity. We will always be honest, accurate and transparent.

We are **original**. Our entrepreneurial foundation drives our spirit of innovation, creating custom, relevant solutions for complexed marketplaces and we recognise the importance of keeping our service delivery at the forefront of industry standards. We are focused on continual improvement, maximising efficiency and look for every opportunity to deliver both operational and commercial efficiency.

We are **proactive** and respond to our stakeholder's needs and in helping them to feel safe and protected. Service continuity, consistency and attention to detail are paramount and we encourage creative behaviour by our employees as this leads to effective service improvements. We work closely with all stakeholders and allow them to actively contribute to proposed solutions, thereby also encouraging a greater sense of ownership.

We are committed to making the communities in which we work safer. Supporting Corporate & Social Responsibility and **sustainable** initiatives within our own business and drive awareness amongst our employees in order to encourage positive behaviour both at home and at work.