

Company Values.

At SAFI we are committed to preserving and promoting our company values.

These are the shared values, principles and behavior that we follow in providing high quality technology based solutions to our clients.

1 We act with *integrity* and show *respect*

- Demonstrate a commitment to integrity and ethics
- Show respect for and value all individuals for their diverse backgrounds, experience, styles, approaches and ideas.
- Speak positively and supportively about team members when apart.
- Listen to others for understanding
- Assume positive intent

2 We consider others and the environment around us

- Commit to and be involved in our chosen and relevant charities
- Pursue appropriate avenues for the betterment of society and those around us
- Continue to evolve in our positive approach to sustainability of our environment

3 We are all *accountable*

- Accept personal responsibility for our own actions and results
- Focus on finding solutions and achieving results, rather than making excuses or placing blame
- Actively engage in discussions and support decisions once they are made, regardless.
- Personally commit to the success and well being of team-mates

4 We are *passionate* about our business

- Show pride in our company and what we produce
- Promote a positive, energizing, optimistic and fun environment
- Serve our customers and delight them with the quality of our products and services
- Aggressively promote and protect our reputation
- Protect and value our supply chain and partners

5 We have the *humility* and *hunger* to learn

- Display openness and curiosity to learn from anyone, anywhere
- Solicit and provide honest feedback without regard to position
- Personally commit to continuous improvement and are willing to change
- Admit our mistakes and learn from them

6 We love *success*

- Achieve results and celebrate when we do
- Work with others as a team to accomplish results and win
- Have a "can do" attitude and drive to get the job done
- Make people feel valued and appreciated
- Avoid customer pain by getting it right the first time

7 We strive for *simplicity*

- Stop processes, procedures and activities that slow us down or do not add value
- Work across organizational boundaries/levels and break down internal barriers
- Deal with people and issues directly and avoid hidden agendas
- Value results over form