

# An introduction to the Outfit7 PRINCIPLES

## What Are The Principles?

The principles are the basic building blocks of working in Outfit7 Group and related companies. We believe they set the tone of how to do things and represent Outfit7's core. They help us navigate through everyday work, develop ourselves, support our colleagues, and become better. We stand behind them all the way.

## Why Do We Need The Principles?

The principles help us make sure that the kind of work behaviors we support are unified, transparent, and straightforward. We need principles to keep ourselves accountable and honest. Also, we want to be more concrete in how we answer questions such as these: What is Outfit7's signature way of making games? Who are the people we hire? In What ways do we help build and develop Outfit7? How can we all work together well? In the end, these 7 (but really 8) principles tell us HOW we get closer to the purpose: "To create memorable experiences that look, play & feel good."

- 1. Do the right things, and do things right
  - 2. Take responsibility and act
  - 3. Hire better people than we are
  - 4. Act as one team
  - 5. Ask and understand why
  - 6. Be bold
  - 7. We can do this
- PRINCIPLE ZERO: This is Us**

## This is Us

Here is the thing. You could work anywhere in the world, because you are great. But let us tell you why is great to work at Outfit7 - there are few things that we take very seriously. The most important thing for us is culture - we call it "This is Us". We are a diverse and passionate group and we know that it's our differences that makes us unique, but it's our mindset that makes us, us.

It is defined with 4 behaviors:

1. **I say what needs to be said.** I am honest in a constructive way, challenging and demanding to myself and others with the intention to improve each other and to grow together.
2. **I am human** and so are you. I will make mistakes and so will you and our job is to learn and grow from them.
3. **I am curious.** I constantly want to grow, learn, explore, and have a desire to initiate change, adapt, and improve.
4. **I am passionate** about finding ways to get things done. When someone says "this is impossible", I say well... "watch me".

## Do the Right Things & Do Things Right

We choose appropriate and responsible steps to reach goals, and we take those steps in the right way. That means that we do our best to take the right route, not just the shortest or longest one. When necessary, we will challenge the usual ways of doing things.

## Take Responsibility and ACT!

We are responsible for our work, so we do whatever is necessary to make sure it's done properly. We don't just talk about what to do - we make a conscious decision to take responsibility and act. We are accountable for our work, projects, and actions, and understand that we are also responsible for the outcomes and consequences.

## Hire Better People Than We Are

People matter to us. The implementation of culture, how we do things, and the results all depend on the mindset and knowledge of the people working in Outfit7. Our goal is to hire people who further positively improve, contribute to, and add value to the team.

## Act as ONE Team

We act as ONE team. A single employee is not only part of their immediate team, sub-department, or even department. Every person is an important part of a larger whole. We all know that we are all in this together and that we can only reach goals when we all work together.

## Ask and Understand Why

We understand the rationale behind the decisions that are made. And if there are some we don't understand, we ask purposeful questions. We're not only allowed to ask questions - we're encouraged and expected to ask them. As independent thinkers, we can all ask why, and we know that others will also want to know the "why" of it all - first to understand, then to help each other and Outfit7 to succeed.

## Be Bold

We're daring and we think boldly. We're not afraid to start somewhere and then learn and improve by doing. We want to continually try out new approaches and explore ideas that bring additional value - no matter how crazy they might seem at first. Part of being bold and innovative is learning from failure. And so we always try to remember that if we're trying new things in new ways, and asking ourselves and others why, then we should say "yes" to bold ideas and go for them.

## We Can Do This

We honestly believe that we can do anything together. We've proved that in the past, we're doing it right now, and we will continue to do it in the future. Part of the reason for Outfit7's success is that we fully believe in our ability to get things done and do them right. We're optimistic but not delusional, but most importantly, we don't get in our own way and stop ourselves from even trying.