

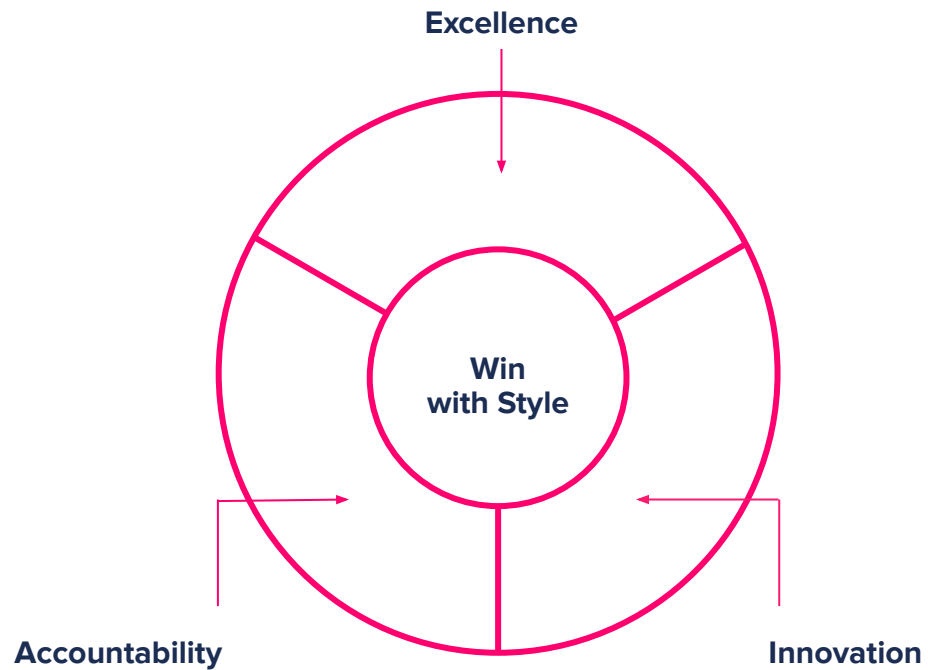


APP ANNIE

Culture Playbook



High Performance Culture





EXCELLENCE

- We are ambitious, motivated by achieving excellence and consistently deliver great work.
- True engagement is a result of being given the opportunity to do great work and work with great colleagues.
- Despite setbacks, we rise to the occasion and never settle.
- People with low performance bring the performance of the rest of the team down. Our leaders' main responsibility is to drive excellence and create great teams with high performance.
- We will be able to reach excellence when we make giving and receiving feedback a continuous part of how we collaborate. With candor, high performers become outstanding performers.



- We follow through with what we say we're going to do, and if the outcome isn't as planned, we find a solution. We do not find excuses or blame others.
- We are all on the same team and act on behalf of the entire company.
- We embrace debates and speak up when we disagree. Once a decision is determined, we commit wholly.
- Leaders put aside their ego, take full accountability for the outcome, and evaluate what they must do differently to create success.

ACCOUNTABILITY





- To continue our success and expansion, we keep pushing innovation. We believe this is how good companies become great companies.
- We are technology driven, harnessing the power of AI, building for scale, continuously aiming to delight our customers.
- We value and push for both Little I and Big I, innovation. Everyone owns innovation.
- If you have a better idea or you see something that's not working, say so! Propose solutions, not just issues.
- Innovation will come with many iterations and failures before success. We are comfortable with these failures and encourage people to push the boundaries with optimism.
- We think differently, but all within the lanes of compliance and doing things right.



INNOVATION



WIN WITH STYLE

- We believe a team is more than the sum of the individual players.
- We are all about pushing ourselves and the people around us to excellence. But we do not use that as an excuse to be a jerk. Brilliant jerks are high performers with a bad attitude, they are the *me first* players on the team.
- Winners work with optimism and belief. They elevate the team's performance, create a culture of candor and sense of belonging.
- And don't forget, there is no downside to having fun.



We operate like a high performing team.

- To ignite a high performance culture, we operate like a team.
- Teams are built to achieve a desired outcome and set up to win. To be and to remain on the team, expectations will need to be fulfilled by every team member. Team spots need to be earned by either scoring points and/or making assists.
- Teams compete to win, egos are kept in check and we have fun along the way.
- We want everybody to achieve and to be set up for success. Loyalty is earned and we have got each other's back.

APP ANNIE

How we activate our values!

Business Unit Operating Principles



Operating Principles

People

EXCELLENCE

- Be a strong advocate of our company and culture.
- Share the pride internally and externally.

ACCOUNTABILITY

- Find solutions to enable your business partners.
- Focus on results. Say “Yes” more than saying “No”.

INNOVATION

- Always be curious about what is happening in the outside marketplace.
- Create new ideas or leverage solutions from other functions.

**WIN WITH
STYLE**

- Bring positive energy and attitude.
- Make your colleagues better.



Operating Principles

Data Science

EXCELLENCE

- Build AI/ ML solutions that our customers trust and value.
- Continually strive for outstanding quality before, during and after deployment.

ACCOUNTABILITY

- Actively seek feedback from customers and colleagues for continuous improvement.
- Fail openly, never permanently.

INNOVATION

- Never be constrained by past failures or status quo - be open to trying new ways of doing things.
- Stay curious, bring imagination to all opportunities and break barriers passionately.

**WIN WITH
STYLE**

- Collaborate cross-functionally and connect teams.
- Elevate your peers.



Operating Principles

Finance

EXCELLENCE

- Proactively share data driven insights.
- Respond briskly with well crafted solutions.

ACCOUNTABILITY

- Hold self and stakeholders to their metrics.
- Be compliance focused.

INNOVATION

- Approach business challenges and opportunities creatively.
- Apply a global business mindset.

**WIN WITH
STYLE**

- Align priorities to the company's growth trajectory.
- Obsess over the success of business partners.



Operating Principles

Business Technology

EXCELLENCE

- Continually strive for outstanding quality before, during and after deployment.
- Provide a 'Ritz Carlton' level premium customer service.

ACCOUNTABILITY

- Find solutions to enable your business partner.
- Collaborate cross-functionally and connect teams.

INNOVATION

- Always be curious about what is happening in the outside marketplace.
- Try new ways of doing things and bring imagination to all opportunities.

**WIN WITH
STYLE**

- Bring positive energy and attitude.
- Make your colleagues better.



Operating Principles

Product

EXCELLENCE

- Learn and do what's best for the customer.
- Do what it takes to drive team success, beyond your direct responsibilities.
- Deliver premium experiences to customers, stakeholders and partners
- Challenge oneself and peers to perform their best

ACCOUNTABILITY

- Deliver on time.
- Deliver with quality.
- Acknowledge and respond to every message in a timely manner.
- Proactively keep your customers and stakeholders informed.

INNOVATION

- Uncover faster and deeper ways to activate the company vision.
- Challenge status quo.
- Deliver revolutionary features, content, method and process.

**WIN WITH
STYLE**

- Treat everyone with respect regardless of role and title.
- Celebrate accomplishments as a team.
- Evangelize our products, internally and externally.



Thank You

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