



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 of 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 setup to win. To be and to remain on the team, expectations will need to be filled by every team member. Team spots need to be earned by either scoring points and/or make assists.
- Teams compete to win, egos are kept in check and they 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.



Thank You

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