

# flock safety

Below are Flock's four core values that we expect all employees to embody. Below each value is a list of principles that show how we live the value daily.

## **Optimism with a plan**

- Dream Big: We set lofty goals, and are confident in our ability to succeed because of a detailed plan of action.
- Play your Position: We know that when each of us works on what we are best at, we can do something exceptional. We each play a part in the overall goal and respect each other's place in that.
- Assume the best in people: We assume the best in people, our co-workers, partners, customers, and the world at large.

## **Do the work**

- Do the right thing when no one is looking: We excel with the highest level of integrity and craftsmanship, knowing that while no one may be looking, our work directly impacts millions of people.
- Bias for Action: We think in terms of hours and days, not weeks and months. We all share a strong commitment to meeting our commitments. We believe everyone is in a position to solve problems quickly.
- No task too small: No task is beneath anyone, including our CEO. We applaud one another for going above and beyond to serve our customers, our communities, and our business.

## **Embrace Change to Grow**

- Disrupt the status quo: The only "status quo" at Flock Safety is the outdated system we plan to disrupt. Our employees know the importance of scaling a business that can continue to serve our growing number of customers and communities. We make a plan, but pivot for the greater good.
- Constant learning: We strive to be in the top 1% of our respective crafts, and understand that to do so requires constantly learning and rethinking the best way to operate.
- Strong opinions, loosely held: We don't hold tightly to anything except the mission at Flock.

## **Protect the whole Community**

- Build lifelong relationships. We expect customers to stick with Flock for a lifetime. We make decisions with that timeframe in mind.

# f<sup>Y</sup>ock safety

- Take Responsibility. Our job at Flock is to positively impact all citizens of a community. Our technology impacts millions of lives of people we will never meet, and that is a serious responsibility.
- Be a partner. We want to be a valuable partner, not just a technology vendor. This means we often go above and beyond for our customers to establish a deeper relationship.