



VERITIX®

# TRANSFORMING THE INDUSTRY



VERITIX<sup>®</sup>

The business platform for  
**fan lifetime value  
maximization**

TRANSFORMATION

&

GROWTH

Tools



VERITIX<sup>®</sup>

---

CULTURE

CULTURE

# Our Values:

What We Believe



What's right is more  
important than who's right.





Everything starts with  
customers.



Do something.



We are  
always innovating.



Be champions.

# Our Behaviors:

How We Act

# Collaboration

We share knowledge and work together across all levels. We respect each other's ideas and believe that growth is a team sport.

# Accountability

We take ownership of our work  
and our actions.

# Openness

We are honest, timely and transparent in our communications.



# Our Environment:

The Ecosystem That Supports  
Our Culture

## **Connected**

|

## **Comfortable**

|


## **Visible**


We are connected  
and available.


We are comfortable in our  
space and in sharing our  
ideas.


Our values and  
work are visible to  
each other.


## Values: What We Believe

- 
**What's right is more important than who's right.**

We have integrity and always uphold doing the right thing. And, we don't take credit—we give it to others in order to elevate their efforts over our own.
- 
**Everything starts with customers.**

We know that we win when our customers win, so all of our solutions start with their needs and we continue to include them throughout our innovation process. And, we never let them fail. Our relentless dedication to service and supporting our customers' success always come first.
- 
**Do something.**

We are courageous in facing new challenges with urgency and a bias towards action. We feel empowered to take responsibility and make timely decisions that drive forward progress.
- 
**We are always innovating.**

We are subject matter experts with a passion for pursuing growth for ourselves and the greater team. We are constantly experimenting and introducing new ideas to discover opportunities. We lead with passion and purpose.
- 
**Be champions.**

We have a positive, winning attitude and triumph during challenges because we will always deliver on our commitments. We care about our impact on each other and on the communities we work and live. And, we celebrate our shared success.

## Behaviors: How We Act

<p><b><u>Collaboration</u></b></p> <p>We share knowledge and work together across all levels. We respect each other's ideas and believe that growth is a team sport.</p>	<p><b><u>Accountability</u></b></p> <p>We take ownership of our work and our actions.</p>	<p><b><u>Openness</u></b></p> <p>We are honest, timely and transparent in our communications.</p>
--	---	---

## Environment: The Ecosystem That Supports Our Culture

<p><b><u>Connected</u></b></p> <p>We are connected and available</p>	<p><b><u>Comfortable</u></b></p> <p>We are comfortable in our space and in sharing our ideas</p>	<p><b><u>Visible</u></b></p> <p>Our values and work are visible to each other</p>
--	--	---



VERITIX<sup>®</sup>

---

PRINCIPLES

# PRINCIPLES

# PRINCIPLES

“I would give others  
*totally free rein* as long  
as they ...”

# SALES PRINCIPLES

- Know the Prospect
- Sell the Platform Value
- Protect Pricing
- Always Be Closing

# CLIENT SERVICES PRINCIPLES

- Know Client Business Goals
- Help Clients Help Themselves Succeed
- Teach Best Business Practices
- Teach Best Operations Processes



# PRODUCT PRINCIPLES

- Know the Market
- Delight the User
- Innovate for Value Creation
- Relentlessly Interface with Users
- Package for Chargeability

# MARKETING PRINCIPLES

- Know the Audience
- Advance the Brand
- Message Authentically
- Communicate When Confident
- Measure Against a Business Objective

# LEADERSHIP PRINCIPLES

- Act with stewardship
- Act with integrity
- Act with intelligence
- Act with intensity
- Act!

# CEO Principles

- Know the *Business*
- Advance the Team
  - Knowledge
  - Competencies
- Maintain the Culture
- Create Lasting Value



VERITIX<sup>®</sup>

---

METRICS

# METRICS

COMPANY METRIC

Annual Revenue

---

Fans

# SALES METRIC

New Net Revenue (ARR)

---

Total Sales Cost



# PRODUCT METRIC

New+Renewal Net Revenue



Total Product Cost

# OPERATIONS METRIC

Received Net Revenue

---

Total Operations Cost



VERITIX<sup>®</sup>

---

DATA

DATA



VERITIX<sup>®</sup>

---

CULTURE  
PRINCIPLES  
METRICS  
DATA