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Our Brand

Our Values

Introducing our Values

Welcome to the Camlin Values. These are the cultural anchors that ground us and guide us in how we live each and every day. They shape how we view the world, how we make decisions, how we interact with each other, with our customers, with our communities; in short, they define who we are as an organisation.

I want our Camlin team, our customers and partners, and all our stakeholders to be as excited as I am about these values. These are not simply 'words on a wall', but instead capture the core beliefs that our business and behaviours are built on, essentially 'how we do things around here'. They drive our business forward, they set us apart from our competitors, and they will impact peoples' experience of working here and of our customers' experience working alongside us.

Here at Camlin, we are taking time to get to know these values, reflect on them, think about what they mean to us and how they will guide us. Our leadership team regularly use them regularly to steer and measure our behaviours, decisions and actions. They will be integrated into every single thing we do here at Camlin, the strength of our culture relies on this. It can be said that living by core values is at times difficult, it may not always be a comfortable or easy journey, but ultimately these are the standards that we will hold ourselves accountable for across Camlin and they are there to inspire us all to be the best we can be.



Peter Cunningham CEO

We believe in people

Here at Camlin, our people are central to what we do and what we can achieve. And as we move towards becoming industry and customer 'partners' that's even more important. We trust our team members to do their best and be supportive. We strive to create an environment that maximises the skills, talent, and capabilities of people, both individually and collectively. We want a purpose driven culture that creates alignment, energises, inspires, and connects us all in an authentic way.

Behaviours

- We share and seek open and honest feedback, regularly
- We respect each other; so we turn up to meetings on time and give people a chance to give their opinions
- We don't want to micromanage - we trust people to do what they say they will and support them to do it
- We are proactive, not reactive
- We communicate transparently and regularly
- We provide opportunities and platforms for people to share and everyone should feel open to freely giving their ideas and suggestions

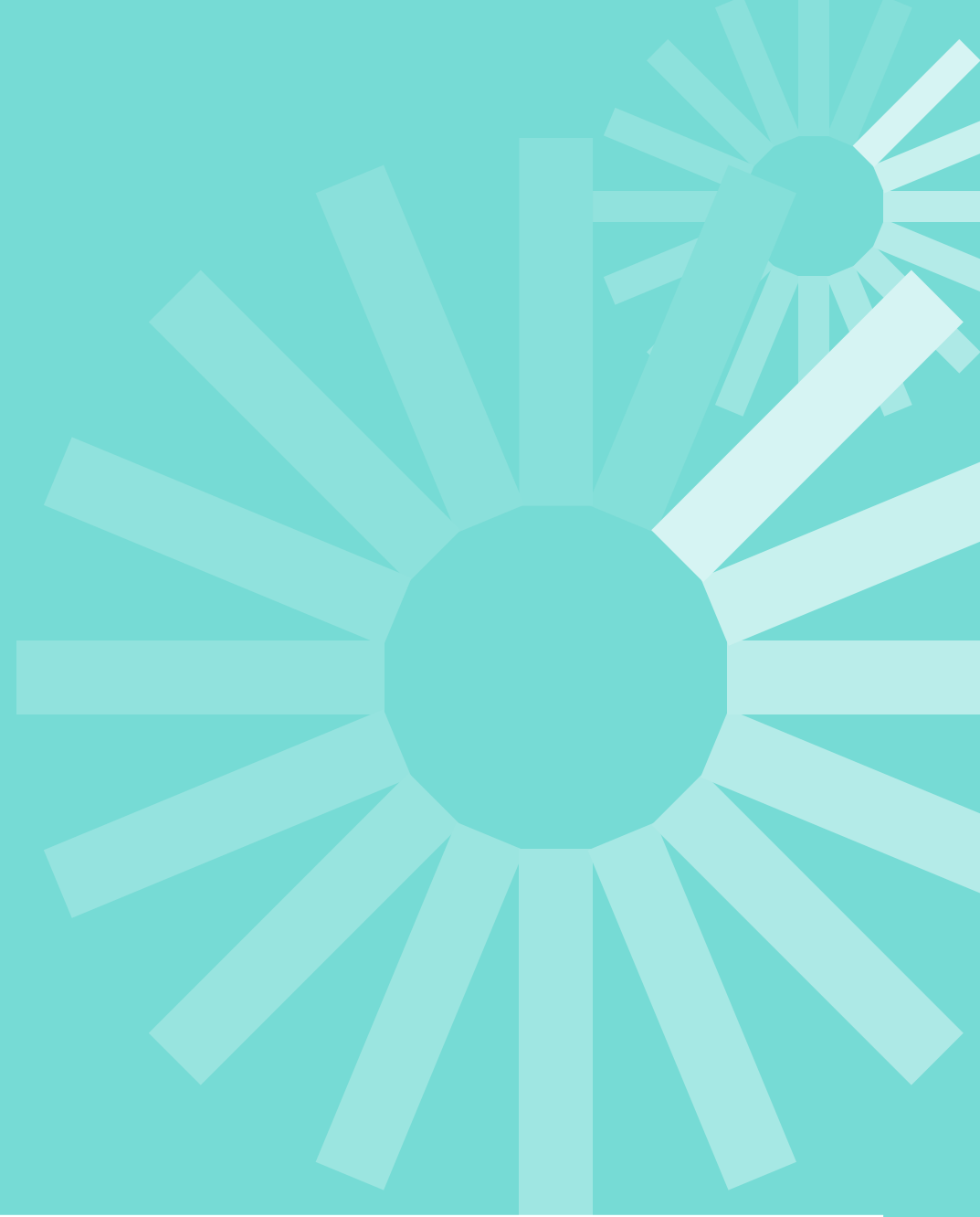


We work together

We know that working collaboratively will help us reach our shared goals faster, so we always look for ways to help each other. We understand that every single person plays an important role in making Camlin a success and we work with an open approach that values everybody's contribution.

Behaviours

- People take personal responsibility for making things happen
- We make everyone feel welcome
- We understand that diversity makes us stronger
- We help others achieve success, without being asked
- We try to see things from the other's perspective, we put ourselves in their shoes
- We try and find ways to introduce more collaboration – both within our own small teams and across the whole of the Camlin business

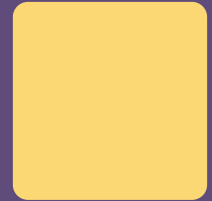


We won't accept the 'way it's always been done'

Since Camlin's inception, we've been curious, inquisitive and always want to improve. Thinking differently is in our DNA and we love solving tough challenges.

Behaviours

- We always look for and strive towards new ways to improve or look at things differently
- We look for new ways to break old routines
- We are not afraid to fail
- We think differently by asking smart questions and constructively challenging the answers
- We are tenacious and don't give up easily
- We provide suggestions for constructive change
- We are creative in our problem solving

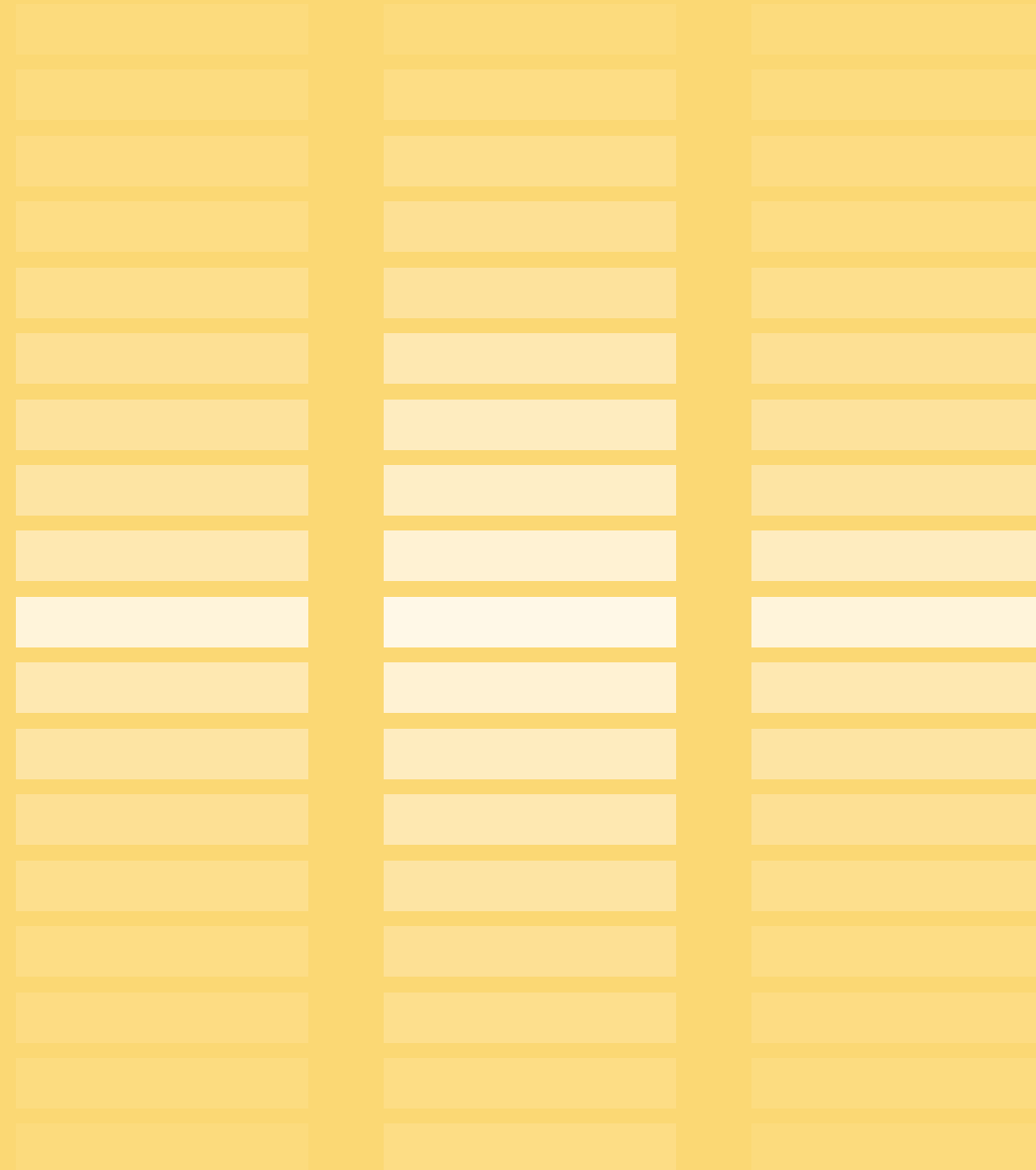


We listen to learn

Whether it's our customers, our markets, or each other, we ask questions and listen to the answers so we can learn and improve. We understand that it is through listening that we can better understand the needs of our multiple stakeholders. That is how we build trust and deliver great value.

Behaviours

- We ask questions to find new information with purpose
- We proactively offer solutions and support because we hear the stories and challenges of those around us
- We understand our customers' situations and their goals
- We have strong customer relationships because we hear what is important to them and why



We're trying to do the right thing

We take responsibility for our actions and take decisions based on what's right for people, profit and planet. We are striving to make more balanced decisions across our business and actively reflect on how outcomes may impact the people and world around us.

Behaviours

- Everyone has a responsibility to say what they're thinking
- We weigh the pros and cons, and then make a decision
- We take time to consider alternatives to get the best outcome, rather than going with the easiest option
- We actively engage with the impacts of our decisions and own them
- We are honest and acknowledge we don't always get it right

