

# OUR CULTURE IS OUR PASSION

## Our Core Values

Alivio Product's culture is driven by respect, transparency, integrity, collaboration and direct feedback. We have no room on our team for disrespect, office politics or discrimination of any kind. We're obsessed with communicating with our customers as well as within the team. We listen to all ideas. We hate bureaucracy, naysayers and slow-moving organizations - but we're suckers for well-defined processes and flawless execution. We plan the work and then we work the plan, step back to assess and make iterative improvements as needed. At every level of the organization, we are able to laugh at ourselves, act with courage, think long-term, strive to be remarkable and we challenge the norms. We believe in work-life balance and always put family first. We are committed to doing our part to protect the planet. Our success is measured by the health improvements in our end users and the value we bring to our customers, partners and internal team.

## Our Magnificent Mantras

1. We must be good citizens. We are responsible to the communities in which we live and work, and to the global community.
2. We treat our customers the way we'd want to be treated.
3. We recognize that we're only as good as our last success.
4. We are willing to be wrong because wrong isn't fatal. It's a chance to learn.
5. We don't think like employees. We think like business owners because someday, we all will be.
6. Our suppliers and distributors deserve to make a fair profit.
7. We remain uncomfortable.
8. We build loyal tribes by investing in one customer at a time.
9. No fine print: We are completely transparent and honest - with our customers and with each other.
10. We do more with less.
11. Be nice and make friends. It's a small world after all.
12. Make time to reflect.
13. This is not work. It's our calling - our passion.
14. We are responsible to our investors. Our business must make a solid profit. By experimenting with new ideas, conducting ongoing research and innovating how we reach and interact with our customers, we will develop and maintain industry leadership. We must have reserves for adverse times and, when we operate according to these principals, our shareholders should realize a fair return.
15. Have fun! Everything is more enjoyable when we're trying to do more than just make money.

