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## Key Standards and Values

In this document, NCU's team have listed our standards and values to clarify our expectations from our stakeholders. The standards are what we look for in a stakeholder, and what behaviors and quality we base our work on. The below standards are meant to be quality traits that are used on each task, communication or project we work on. They complement each other to ensure our standards are met for everything we do. We work with people, who adapt these standards and values in their life.

### Professionalism

At NCU we believe in being on time, prepared, dressed for the occasion, treating people right and having good attitude no matter the situation and a person's mood. Our stakeholders' attitude should be good and positive, focused on the goals and executing what we want to achieve. Professionalism is key to us as we are building a long-lasting company with strong relationships with our stakeholders. We believe in having a professional attitude and behavior and that is makes you work focused without being distracted by emotions.

### Goals-focused

A goal focus means to have clear objectives that are followed by clear action. People can quickly be distracted by new ideas and opportunities that is outside their goals. Therefore focusing on goals is key to us. We work towards key goals through KPIs and tasks set for each stakeholder, so we all work towards a common goal.

### Detail-oriented

Being detail-oriented means, you ensure to make your work without dumb errors, create the best experiences for customers, colleagues and managers, and make your work focused. Being detail-oriented doesn't mean you have to look into every single area of a task like researching a full market, when we are only interested in the niche of that market. It means that you should go deep into the details of what matters, and make sure those are clear.

### Consistent and execution-focused

We know that when we consistently move forward and execute on our projects, ideas or investments then this will make a big difference in our growth in the long term. We know that focused execution i.e. doing the tasks that makes the difference, will help us grow faster and stronger. We expect our stakeholders to work with us doing consistent and focused execution, so we all move forward every day, and help each other move forward by doing the tough work together.

### Clear and direct communication

Clear communication means being short and concise in your sentence and knowing what you want to say before you say it. Direct communication starts with the conclusion and then move forward to why you came to this conclusion. This is why clear communication is key for us to understand and move forward together.

### Simplify

Following the communication standard, simplify your life and work in general. Don't make anything over complicated by collecting too many data and writing long emails. Too many data leads to over confidence in people's ability to make the right decision. We want to simplify to be able to make better and faster decisions to make forward.

### Endurance and perseverance

We don't give up when something is tough, or others move slowly. We focus on enduring the challenge, follow up, push forward and win. Endurance and pushing yourself towards the goals are key for your and our success.



## Growth

We believe that growth is living. We focus on moving forward and growing. That means to continue learning, improving and challenging the status quo. An example of growth is that people keep improving and raising their standards for every task they do. Time taken for a task should go down and the result should improve each time you do a repetitive task. Time should go from 2 hours to 10 min and errors should go from 10 to 1. Your growth will be seen based on the value you create for yourself and the company.

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