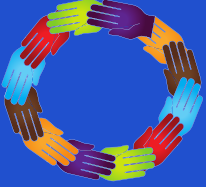


WHAT MATTERS

# CLUBFORCE TEAM VALUES

## A GUIDE TO WORKING WITH US



### PARTICIPATION FOR ALL

#### BOTH ON AND OFF THE PITCH WE WANT EVERYONE TO TAKE PART

We value diversity and appreciate the difference that inclusivity and teamwork make to our community both in sport and in business. We achieve more using the whole team.

### SPORT FOR GOOD

#### WE DO WHAT WE DO FOR THE JOY, HEALTH & WELLBEING OF OUR COMMUNITY & CUSTOMERS

We are proud that Clubforce was started to champion volunteers and that technology could amplify the benefits of sport. These benefits include friendship, support, enjoyment, mental health, physical wellbeing, competition and community spirit.



### RESPECT

#### FOR THE BRAND, FOR EACH OTHER, FOR CUSTOMERS & FOR PARTNERS

We behave in a way that is respectful, humble and empathetic towards others so they enjoy working with us. Customers and partners enjoy doing business with Clubforce.

### INNOVATION

#### BOLDLY LEADING THE SPORTS PARTICIPATION CATEGORY

Constantly anticipating the needs of our customers, analysing the market and community feedback - we creatively forge the way to maximise sports participation through the newest technologies and methods.



### TRANSPARENCY

#### THE ESSENCE OF TRUST & TEAMWORK

We are open in our communication with colleagues so we can be agile in our customer offerings. We build trust by being completely transparent with partners and customers from the very first encounter. We always take the higher ground in business.

### COMMITMENT

#### TO OUR CUSTOMERS & TO OURSELVES TO BE THE VERY BEST WE CAN BE

We commit to developing the best products for our clubs and NGBs and to providing the best service to our volunteers. Professionally we strive to be the very best leaders, teams and people we can be and to continuously improve our culture and processes.

