

Our charter of
VALUES
and
BEHAVIOURS



Our shared identity

To empower our Customers to achieve better results in their digital life through our day by day trustable and performing work

To empower our people to fulfil their potential through our meritocratic and passionate working environment

These clear and fundamental concepts summarize the "purpose" of the largest internet company in the country Italiaonline, digital leader for private customers and businesses with its services and its iconic brands.

From here we started to write a Charter of Values and Behaviours that reflects us and gives us strength compared to our competitors. A compass to guide us every day in our relationships inside and outside the company. A journey conducted with all the Group's realities, to trace a common identity by combining the richness of our differences.

The Charter has in fact been drawn up by several hands, involving Italiaonline people both in the identification of values and in their analysis in order to obtain behaviours, with the objective of a fresh document that can be read by any stakeholder, useful and applicable in all our work activities.

For each value, we have developed a series of behaviours with respect to three categories of interlocutors:

Italiaonline people (employees and sales force)

Customers

Partners and suppliers

In addition to the behaviours, there are also some food for thought, useful to ask ourselves how we are acting in our work and what the interlocutor expects from us and a representation of the main keywords associated with each value. Finally, a summary scheme that we have called the "starting grid", in order to always have at hand the essentials of our Charter. To live it to the fullest and apply it with the strength and energy of each of us.



Values



VALUE FOR THE CUSTOMER



INVENTIVENESS



MERITOCRACY



RELIABILITY



QUALITY



LISTENING



Value for the Customer

Value for the Customer in relation to Italiaonline people

I face my work with professionalism and passion, actively collaborating for the common goal of making our customers happy

I improve and simplify the internal work to be clear and transparent in the offers of products and services to the Customer, sharing the progress and results obtained

I feel part of a single, great team to be able to play a leading role in supporting the digitization of Italian companies

Value for the Customer in relation to Customers

Every day I create value for the customer with our products and services: the customer is at the heart of all activities that generate profitability for the company and we care about the growth of its business

I know how to go beyond the expectations of the customer, anticipating his needs with innovative solutions and quality

I pass on our closeness to the customer every day and win his trust with our competence and reliability

I pay the utmost attention to every detail of the entire sales process, from acquisition to caring

Value for the Customer in relation to partners and suppliers

I work with partners and suppliers to form a contamination that leads to being a single team that plays for the customer

I pass on to partners and suppliers the will to satisfy the customer as much as possible



Food for thought: let us ask ourselves if...

I'm playing as a team for the common goal of satisfying the client

I'm sharing my information with people in need

I am creating value for the client in my work

I'm putting all my professionalism into what I do

I'm doing my homework, but I could do more

Value for the Customer | Key cloud

Innovation

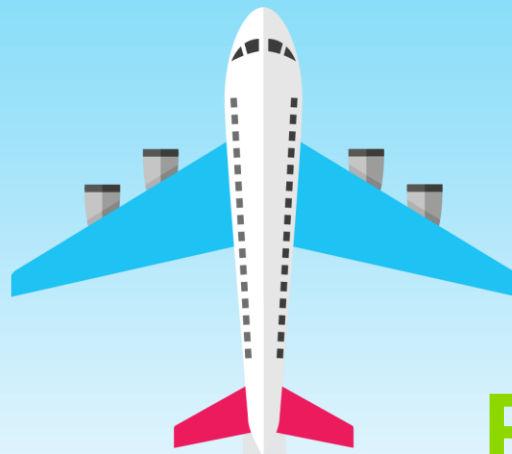
Attention

Trust

Reliability

Common goal

Competence



One identity

Nearness

Redditivity

Listening

Transparency

Passion

Professionalism

Inventiveness

Inventiveness in relation to Italiaonline people

I find alternative solutions in our work, proposing new ideas with courage and at the same time paying attention to the ideas proposed by others

I act creatively in dealing with everyday obstacles, both as individuals and as a team, to transform them with foresight into opportunities for improvement and growth

I know how to get out of the schemes without the fear of being wrong and trying to put aside what has always been done in a single and usual way

Inventiveness in relation to customers

I can surprise the customer with new ideas and solutions that have not yet been implemented and that anticipate his needs

I am able to transform a problem posed by the customer into an opportunity to improve his business

I help to be innovative and original to stand out on the market, with our unique identity and strong digital company and constantly evolving

Inventiveness in relation to partners and suppliers

I go beyond the routine of the relationship with partners and suppliers to find new solutions that improve on those provided for in existing agreements, with the ultimate goal of contributing together to the goal of customer satisfaction



Food for thought: let us ask ourselves if...

I want to come up with an idea, but I don't dare do it out of fear of criticism

I'm trying to do my job differently than usual

I'm working to find new solutions

I'm trying to change my attitude at work with all my interlocutors

I'm really putting myself out there

Inventiveness | Key cloud

Courage

One identity

Vision

Solutions

Creativity

Getting out of the box

Anticipating needs

Meritocracy

Meritocracy in relation to Italiaonline people

I impartially recognize the value and skills of each person, valuing their talent and evaluating fairly their own contribution and those of others in respect of the roles

I define clearly and in collaboration with people the objectives to be achieved

Every day I look for ideas for improvement in my work and effective ideas for new solutions

I confront myself with colleagues, sharing information and supporting the working group towards the common goal of customer satisfaction

Meritocracy in relation to Customers

Vehicle to customers the quality and effectiveness of our products and services, strengthening the image of the company and its brands

I recognize and reward the value and loyalty of customers and users by adopting targeted and diversified communication actions

I involve my customers in an active collaboration relationship in order to be more and more their only point of reference for their digital growth

Meritocracy in relation to partners and suppliers

I value virtuous partners and suppliers and select new ones according to principles of fairness and adherence to the company's objectives

I establish a relationship of mutual trust based on clear expectations and on providing timely feedback for each project and initiative



Food for thought: let us ask ourselves if...

I try to improve my work and bring new ideas

I confront myself with my colleagues and value their talents

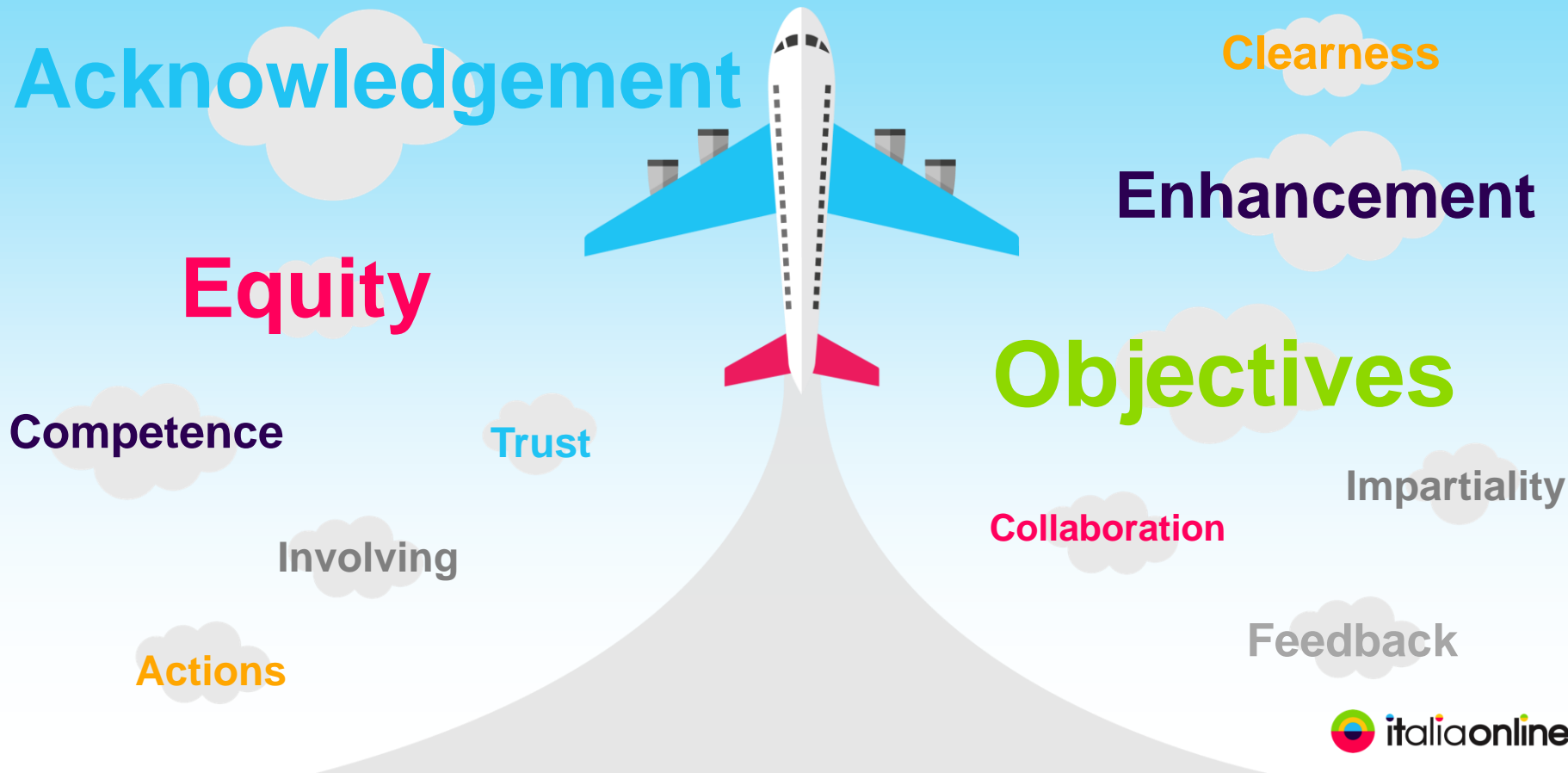
I know how to give credit to each person

I always think from a customer's point of view

I always give the right feedback to those who need me

I act impartially for the good of the company

Meritocracy | Key cloud



Reliability

Reliability in relation to Italiaonline people

I provide answers to colleagues within the agreed time frame, with consistency and seriousness to what has been stated

I can organise activities independently and proactively, without waiting for reminders from others

I can solve problems quickly and consistently compared to expectations

Reliability in relation to customers

Adopt a consistent and uniform line of conduct: it is essential for the customer to give a clear and competent response to anyone who is the person who provides it to him

Respect the commitments agreed with the customer, assuming responsibility for what has been promised, both in terms of quality of service and time frame

I can solve problems quickly and consistently compared to expectations

Reliability in relation to partners and suppliers

I act responsibly with respect to what we say and do in the relationship with partners and suppliers, to always try to find together the best solution without downloading the problem on others

I can solve problems quickly and consistently with respect to expectations and I can obtain speed and completeness from the interlocutors in the same way



Food for thought: let us ask ourselves if...

I can be trusted

I promised things that I can keep

I can organize my activities without weighing on others

I know how to keep to the schedule

I take responsibility for my work

I am consistent between what I declare and what I do

Reliability | Key cloud

Accuracy

Coherence

Responsibility

Quickness



Giving answers

**Meeting the
deadline**

**Keeping
promises**

Autonomy

Quality

Quality in relation to Italiaonline people

I encourage the sharing of information in transparency, making my knowledge available to each colleague and simplifying the activities to work better all within the timeframe and customers

I work with responsibility and discipline, carrying out projects that involve me with professionalism and critical sense

I provide added value to the tools and materials that we produce and share to improve the work of all, keeping me constantly updated and trying to do better every day than the previous day

Quality in relation to customers

I contribute to being the ideal partner for every customer by establishing a relationship of mutual cooperation, trust and satisfaction, putting all my professionalism at his disposal without neglecting any detail and listening to his requests to arrive together at the optimal solution

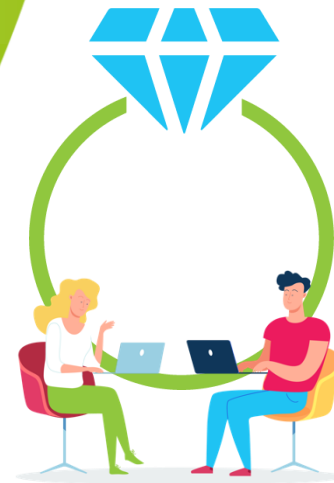
I actively contribute to the continuous improvement of products and services, asking myself every day if the solutions offered to customers are the best and using my skills to create new products or services even more competitive

With customers (and users) each of us is representing Italiaonline. It is therefore essential to act responsibly and clearly, to simplify what is complex, to communicate the business in a complete and accessible way

Quality in relation to partners and suppliers

I provide the best service to the customer through teamwork with partners and suppliers, making all the necessary information available and establishing a relationship of mutual honesty and honesty

I know how to take the ideas and suggestions of partners and suppliers with a constructive spirit and continuous improvement of products and services on the market or under construction



Food for thought: let us ask ourselves if...

I always have in mind what is best for the customer

I'm helping my interlocutor or wasting his time

I am looking at the usefulness and substance of what I do or just at the form

I'm creating the right climate for collaboration

I'm taking my responsibilities seriously

The documents and materials I produce are clear

I'm doing better than I did yesterday

Service

Knowledge

Simplification

Transparency



Teamworking

Responsibility

Professionalism

Communication

Listening

Listening in relation to Italiaonline people

I know how to listen to each person paying attention to what is said, regardless of who says it, to build a dialogue of exchange on an equal footing, without distinction of roles or hierarchies, aimed at encouraging the circulation of ideas and working all for the same goal.

They are able to choose, depending on the case, the right channel to communicate between the various available in the company

I always give feedback on time

Listening in relation to Customers

I establish an effective channel of dialogue to build a relationship of mutual trust and collaboration, aimed at better supporting the business of customers

I know how to empathize with customers, carefully grasping their requests, also in relation to the area of reference, to deepen the needs and expectations of the various local stakeholders

I always give feedback on time

Listening to partners and suppliers

I establish an effective channel of dialogue to build a relationship with partners and suppliers that goes beyond contractual collaboration, in order to improve ongoing projects and devise new solutions for our customers

I always give feedback on time



Food for thought: let us ask ourselves if...

I have understood the needs of my interlocutor

I've grasped everything you wanted to tell me

I changed my point of view after we talked and listened

I used the right channel to communicate

I have made a contribution of quality

Listening | Key cloud

Active listening

Feedback

Refrain from
judgement

Empathy

Improvement

Listening to the districts

Understanding

Starting grid

Italianonline people

Value for the Customer

- To face our job with professionalism and passion, collaborating actively to make our Customers happy
- Simplify internal work for clear and transparent offers
- Feeling part of a single, great team, protagonist of the digitalization of Italian companies

Inventiveness

- Finding alternative solutions by proposing new ideas with courage and paying attention to the ideas of others
- Creatively transforming obstacles into opportunities for improvement and growth
- Knowing how to break out of the box without fear of error

Meritocracy

- Recognise with impartiality the value and skills of each person
- Define objectives clearly and in collaboration with people
- Seek daily improvement ideas and effective ideas
- Discuss with colleagues, share information and support the working group

Quality

- Sharing information and knowledge by simplifying activities
- Working with responsibility and discipline, professionalism and critical thinking
- Added value to tools and materials produced and shared to do better every day

Reliability

- Provide answers to colleagues on time with consistency and seriousness
- Being able to organise your activities autonomously and proactively
- Being able to solve problems quickly and consistently with respect to expectations

Listening

- Being able to listen to each person carefully, creating an equal dialogue for the circulation of ideas and working for the same goal
- Choose the right channel among the various companies to communicate
- On time feedback

Customers

- Create value for the customer with our products and services
- Knowing how to go beyond customer expectations with innovative and quality solutions
- Transmitting our proximity to the customer and winning his trust
- Take care of every detail of the entire sales process

- Being able to surprise the customer with new ideas and solutions that anticipate his/her needs
- Be able to transform a problem posed by the customer into an opportunity to improve his/her business
- Be innovative and original to distinguish ourselves on the market with our unique and strong identity

- To provide customers with quality and effectiveness of our products and services, strengthening the image of the company and brand
- Recognize and reward the value and loyalty of customers and users
- Involve customers in an active collaborative relationship

- Be the ideal partner for every customer with our professionalism
- Actively contribute to the improvement of products and services
- Representing the company with responsibility and clarity, simplifying what is complex

- Adopt a consistent and uniform behaviour, giving a unique and competent response
- To take responsibility for what has been promised, in terms of quality of service and time frame
- Being able to solve problems quickly and consistently with respect to expectations

- Establish an effective channel of dialogue to build a relationship of mutual trust and collaboration
- Empathy with customers, grasping their requests and deepening the needs of the area of reference
- On time feedback

Suppliers & partners

- Form a contamination that leads to being a single team that plays for the customer
- Transmitting the will to satisfy the customer as much as possible

- Overcoming the routine of the relationship with partners and suppliers to identify new, improved solutions, to contribute together to the goal of customer satisfaction

- Valuing virtuous partners and suppliers and selecting new ones according to principles of fairness and adherence to the company's objectives
- Establish a relationship of mutual trust based on clear expectations and timely feedback

- Teamwork for the best customer service by providing all the necessary information
- Take ideas and suggestions with a constructive spirit and continuous improvement of products and services

- Act responsibly with respect to what we say and do, always trying to find the best solution together
- Being able to solve problems quickly and consistently with respect to expectations and being able to obtain speed and completeness from their interlocutors

- Establish an effective dialogue channel to build a relationship beyond contract collaboration, to improve projects and devise new solutions for customers
- On time feedback

