

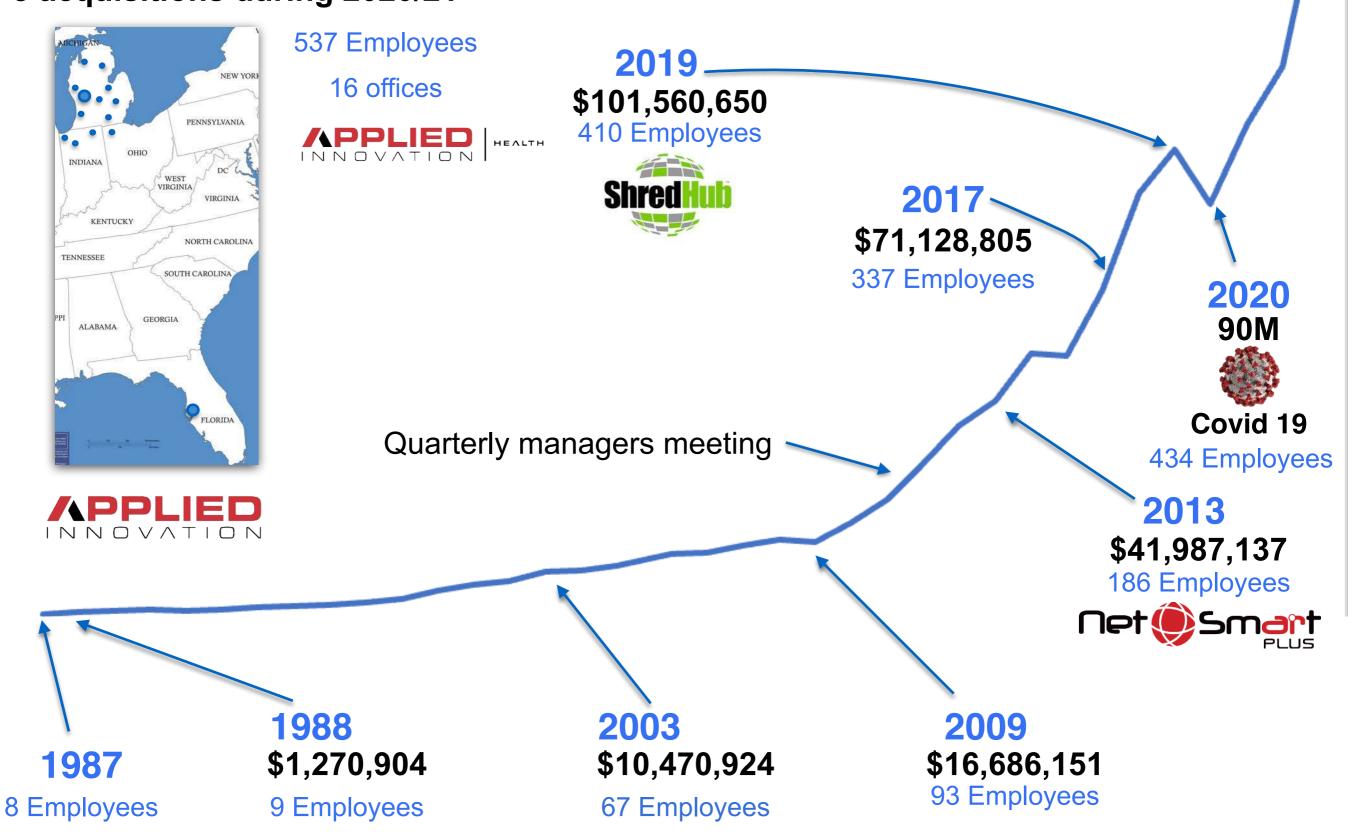
Purpose and Culture

Tuesday August 30th, 2023



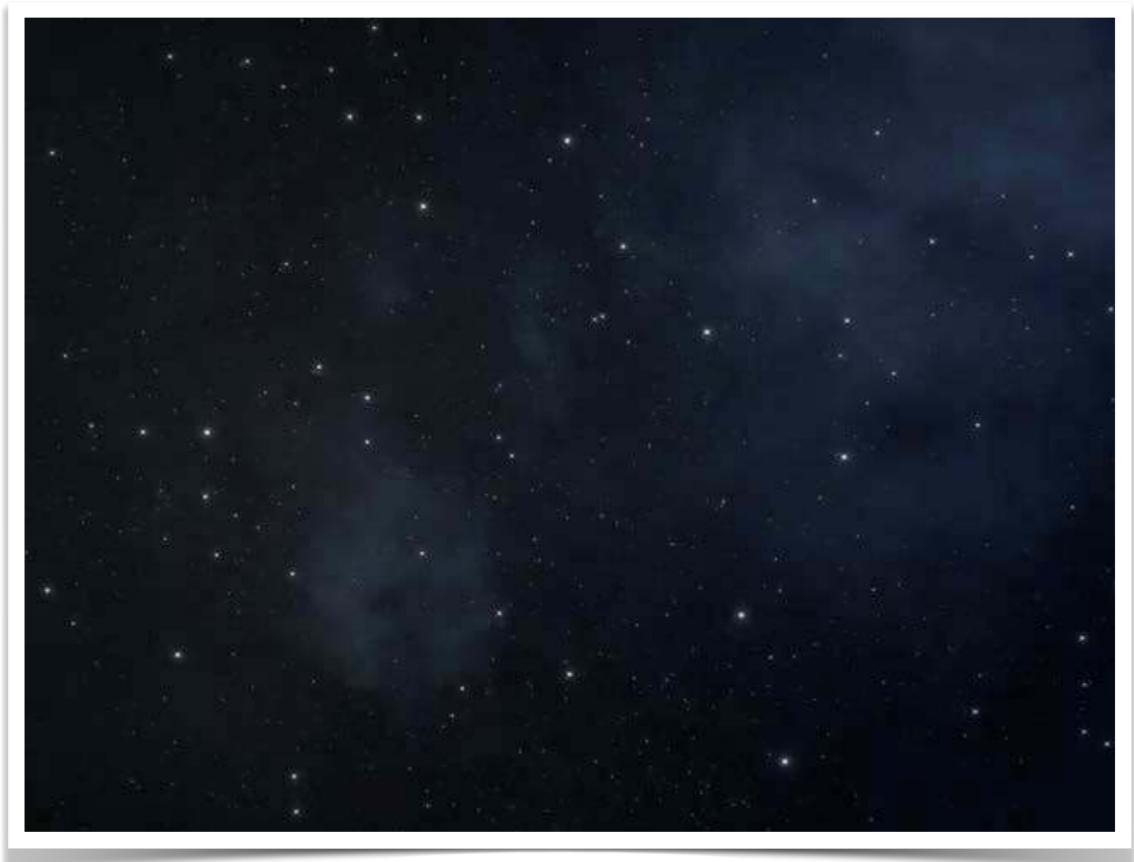
2023

\$154,795,000 8 acquisitions during 2020/21



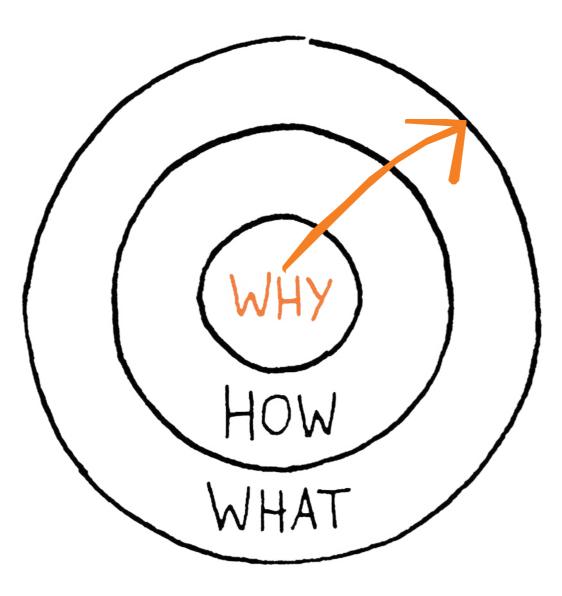


What is our purpose? Define our culture



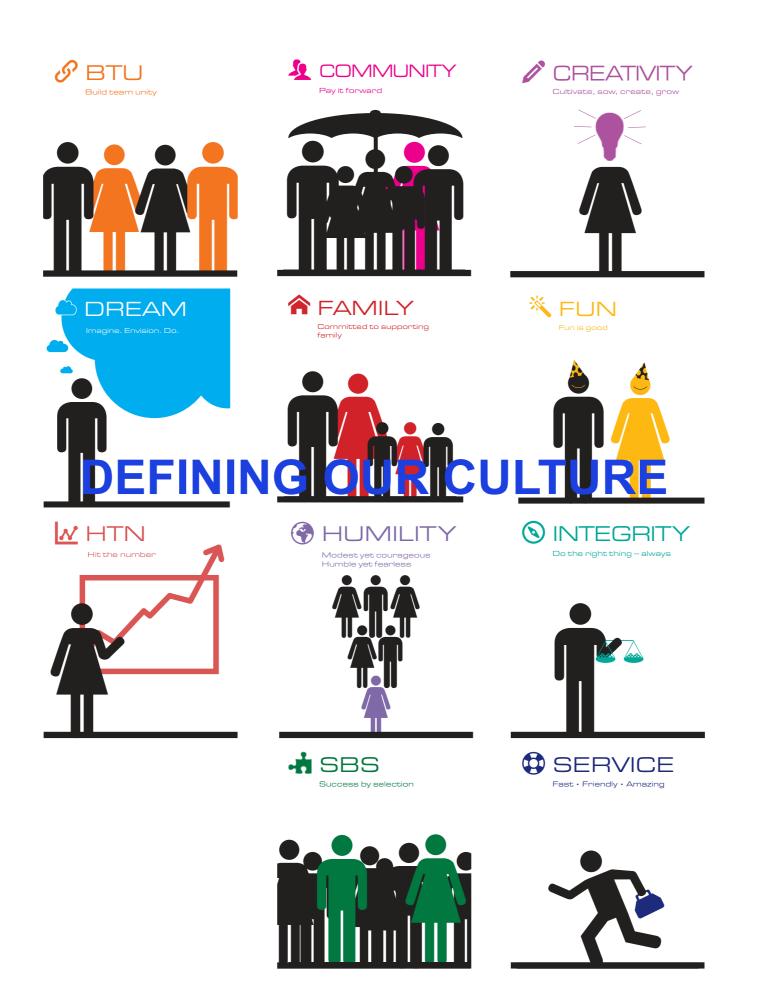


The Golden Circle



Our Why/Our Purpose





Creativity C

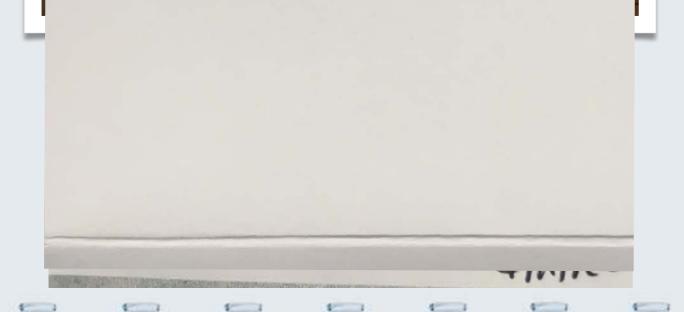
13 We webcoming					chemistry												BR BR FS fairnes
¹⁴ Hd	20 Mt	Mt Our "Elements of Success" are centered around our employees and the values we align our business with. By focusing on decisions that benefit our clients												73 Sp	78 Su	En ⁸³	89 Tr
huddles 15 Ev events	metrics and employees, our commitment to the community, and having fun, we've created a culture we are proud to encourage across our many locations. e Bm benchmarks imagine													summer picnic 74 Cpp christmas party	supportive 79 Bf benefits	encouragement 84 Hee help	truth 90 FO follow up
16 Ch team challenge	22 PI planning	26 Ba big applause	30 Gsu get smart university	34 Tn training	38 Py psy it forward	42 Vo volunteering	46 Sn sponsorships	50 Md ^{modesty}	54 Cy courtesy	57 Rs respect	60 Cc concern	65 Es envision	70 Sh sharing	75 Bwp breakfast with president	80 Li listening	85 LO Ioyalty	91 Di do it right
17 It intranet	23 Ex execution	27 Sc snack cart lady	31 Tg tailgate	35 Ln _{Iearning}	39 Or orientation	43 Jn jean days	47 Re recycling	51 Hb humble	55 Pt polite	58 Gr gracious	61 Un understanding	66 Be believe	71 Cr consultative	76 Op open forum	81	86 Ss scholarships	92 TS trust
18 Go group outings	24 Pr performance	28 Pe personality	32 QC quarterly challenge	36 Rt riordan training	40 Bk performance	44 Ph philanthropy	48 Mi michigan	52 Gb give back	56 Cn communications	59 Sy	62 Ki	67	72 Visualize	77 Sk spark	82 Eg energize	87 Bn brainstorming	93 Co courage
19 BC	25 Ru rosuits	29 Sm smile	33 Ce celebration	37 Wh wheel of excelence	41 PSS personal system of success	45 Kp key person key roson	49 Ge generosity	53 HS hospitality				eleme	Iccess				
	Bu Bu											^₅ build ™ fami	team u ly	nity	🔤 hit the number 🖬 humility		
94 Nr network recruiting	96 Dv development	98 Ci consultative interview	100 Rp right person	102 Rj _{right job}	104 Ma _{matching}	106 At attitude	108 Wi wil do	110 Ca can do	112 Tf team fit			knowledge creativity dream			 fun service integrity 		

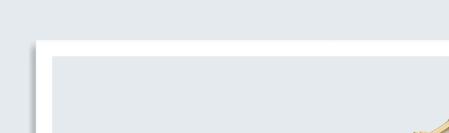






WAY MY SON'S MAME is NATHANitmean's "Gift of God"





3 Keys of Service Excellence



Service

Sv

Fast

I respond to people and situations accurately and quickly. I take action now. I use my time and resources wisely. I commit to being fast, yet safe.

Friendly

I project a positive attitude and energy. I smile...and it's contagious. I always follow our communication process. I treat people with care and consideration.

Amazing

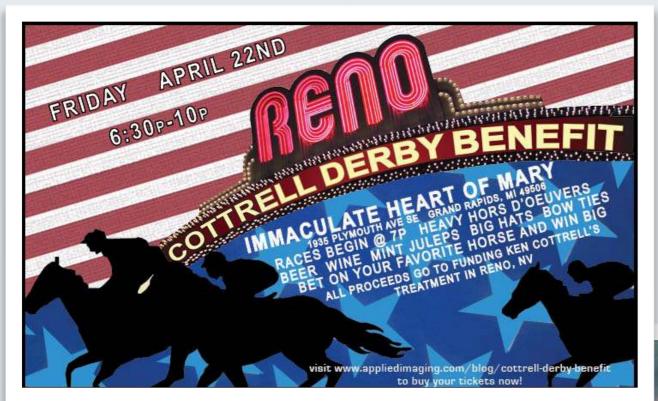
I commit to going above and beyond to exceed expectations. I am empowered to exceed expectations. I seek ways to improve everything. Yes It Can Be Done



















Family

Fm

Benefits of a strong Culture

- Increased ability to attract talent
- Sustainability and Perpetuation...storytelling
- Energized, Enabled, Engaged workforce
- It builds Team
- It's the magic behind Applied Imaging delivering Fast, Friendly, and Amazing service
- Employee Retention
- Motivated Employees
- High Morale
- Enhanced Financial performance

Passive Leaders : Undermange Values

Proactive Leaders : Overmanging Values



Thank You!

