

**SIMPLIHOME**<sup>®</sup>



**Culture Credo**

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Welcome to Simpli Home.



Brothers **Erez** and **Yoram Weinreich** founded Simpli Home in 2001—bringing together a network of global partners to create beautiful, high-quality home furnishings.

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Our vision.

Become the most  
recognized global brand in  
*affordable, high-quality* furniture.



We pursue this vision while actively working towards environmental sustainability, economic and social justice, and equal opportunity—with an uncompromising commitment to customer satisfaction.

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**Our mission.**

Simpli Home's mission is to make your house a home with beautiful, affordable, high-quality furniture.

How do we accomplish our mission?

We deliver “wow” through *affordability, quality and service.*



Quality

Affordability

Service

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## Common values we all share.

Like all great global brands, we strive to live by the values that define great business practices.

**Honesty,  
Integrity,  
Accountability,  
and Teamwork.**



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Core values that make us unique.

- #1. Bring the “wow”.
- #2. Stay hungry.
- #3. Do the right thing.



What makes us unique—and will guide us to achieve our vision—is our commitment to our three **core values**.

## Core Value #1.

### Bring the “wow”.

#### What does it mean to *bring the “wow”*?

In everything we do, we strive to make people say “wow!” This means finding creative ways to exceed expectations for our shoppers and colleagues.

#### How can you *bring the “wow”*?

*Just ask yourself:*

- ▶ How can I strive to go above and beyond for my customers, colleagues and community?
- ▶ How can I make my work or attitude better to “wow” more people?
- ▶ Have I “wowed” anyone today?
- ▶



#### Sample Behaviors

- ▶ Setting a higher standard than what’s expected
- ▶ Showcasing passion and pride
- ▶ Approaching tasks creatively
- ▶ Helping others
- ▶ Making people say “wow”

## Core Value #2.

### Stay hungry.

#### What does it mean to *stay hungry*?

Staying hungry relates to our drive for continuous improvement. Never be satisfied. Drive ahead of the competition. Innovate, create, and stay focused.

#### How can you *stay hungry*?

*Just ask yourself:*

- ▶ What can I do to grow personally and professionally?
- ▶ How can I help my department and the company grow?
- ▶ Am I learning every day?
- ▶



#### Sample Behaviors

- ▶ Relentlessly pursuing growth and improvement
- ▶ Being curious about how things work
- ▶ Continuously looking to innovate and raise the bar

## Core Value #3.

### Do the right thing.

#### What does it mean to *do the right thing*?

Although notoriously hard to define, you know it when you see it. At Simpli Home, doing the right thing means to think with your heart.

#### How can you *do the right thing*?

*Just ask yourself:*

- ▶ Am I exercising good judgement and accountability?
- ▶ Am I working hard to understand the impact of my decisions and actions?
- ▶ Am I taking all stakeholders into account?
- ▶ Am I doing all I can to support my colleagues succeed as professionals and people?



#### Sample Behaviors

- ▶ Taking an active interest in learning about other offices, cultures and communities
- ▶ Making decisions with a sound morale and professional compass
- ▶ Exercising good judgement with company resources
- ▶ Acting in the best interest of the community and Simpli Home
- ▶ Leading by example

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Help protect our core values.

**A core value is something we are all  
willing to be accountable for.**

The values described in this document are only effective if we actually live them. Therefore, we are all empowered to speak up and protect this communal agreement.