

# ***GLOBAL TECHNOLOGY FINANCE, LLC***

## **VALUES & VIRTUES - What's important around here?**

- Put the Company first in your thoughts
  - Always do what is right for the Company
- Be honest
  - Be forthright and transparent in communications, actions and reporting
  - Be "intellectually honest" with yourself and the Company. Ask yourself, "Am I doing the best I can?", "Is this really how I feel?", "Is this really the best answer for the Company?", etc.
- Treat all Company constituents with respect and empathy
  - Customers, Colleagues, Vendors and Partners

## **VISION & MISSION - Where are we going?**

- To be the *Leading Finance Company for Technology Solution Providers*

## **GOAL & EXPECTATIONS - How will we know when we get there?**

- We will be the #1 choice of Solution Providers and Vendors for financing:
  - The Company that they call first when a need arises
  - The largest player in our industry based on originations

## **FEEDBACK & INFORMATION - How are we doing?**

- Customer Satisfaction
  - Measured by our customers' success
    - Revenue, profit growth and the successful operation of their business
  - Gauged by formal/informal polling of our account base, vendors and partners
- Company Growth
  - Adding new accounts (winning in the marketplace)
  - Keeping existing accounts satisfied
  - Developing new markets and relationships

## **REWARDS & RECOGNITION - What is in it for us?**

- High Fulfillment
  - Our work is "not just money" to our customers. It is really our financial expertise, support, ideas, talent and culture that drives Customer Satisfaction and our reputation in the marketplace. Every person at the Company is critical to creating and maintaining the customer "win-win".
- Fair and Reasonable Workplace, Compensation and Benefits
  - All employees share in the Company success through Bonus and other Compensation Plans. Benefits are the most comprehensive possible.
  - The Company believes that people need a balance between their work, home and outside lives to be most productive and seeks to support individual needs in a manner consistent with its Value, Vision and Goals.

