



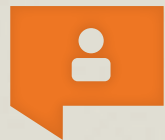
Culture

Only those who truly love our business and adopt our mission will have the energy to be the best.

Only those who believe that honesty is essential will elicit the trust necessary to be the best.

Only those who eschew drama and commotion will have the composure to be the best.

Only those with a sense of humor will have the perspective it takes to be the best.



OUR CREATORS ARE

Influential
Dynamic
Vibrant
Original
Imaginative

OUR COLLEAGUES ARE

Sharp
Dynamic
Passionate
Collaborative
Curious

People

OUR CLIENTS ARE

Innovative
Informed
Insightful
Brave
Results-driven

OUR INVESTORS ARE

Connected
Influential
Strategic
Knowledgeable
Visionary

OUR PEOPLE

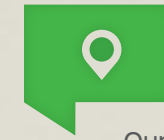
OUR CULTURE

OUR MISSION

To provide marketers with the most thoughtful and impactful solutions, leveraging the unique power of the world's most influential video creators with their audiences.

OUR MOTTO

**BE INNOVATIVE. BE IMPACTFUL.
BE INFLUENTIAL. BE THOUGHTFUL.**



Credo

Our roots are in Hollywood, but we are global in vision. International in reach, local of touch. We are here to create, not replicate. To act with fairness and honesty. To connect and make connections strong. To be curious and embrace the new. To inspire creative and engaging content.

**WE WILL BE THOUGHTFUL. EVERY DAY
IN OUR ACTIONS, IN OUR DEEDS, IN OUR
PRODUCT, IN OUR PERFORMANCE.**

OUR CREDO

OUR ACTION



Action

We will demonstrate every day our fundamental commitment to our mission. We will measure our achievements by two basic principles:

THE QUALITY OF OUR PRODUCT

THE QUALITY OF OUR PERFORMANCE

