

## Mission and Values Statement

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### Our Mission

#### **“To provide an amazing customer experience”**

Thorn is passionate about providing an amazing experience to our customers. Our Mission describes why we are in business and it acts as a focus to shape our organisation, our processes, our policies, and our objectives, to ensure everything we work towards contributes to providing an amazing customer experience.

### Our Values

Our Values are at the heart of Thorn. They underpin everything we do and provide the guiding principles for all our decisions, activities, planning and behaviour. We achieve our mission through living our Values every day.

#### **We Look After Our Customers**

We seek and act on feedback  
We are proactive and responsive in our communication  
We deliver on our promises  
We create a safe and welcoming environment  
We comply with our legal and ethical obligations

#### **We are all one team**

We communicate openly and honestly  
We are trustworthy  
We own our decisions  
We share the load, collaborate and have fun  
We work together for the success of Thorn  
We prioritise the safety of self and others

#### **We Strive to Improve**

We challenge the status quo  
We share knowledge  
We are innovative  
We seek opportunities for growth  
We look to the future

### Our Compass for Success

Thorn’s behavioural framework, “Our Compass for Success” describes how each employee can live and breathe the Thorn Values in their daily work choices. It outlines our expectations of behaviour at each level of the organisation and describes the behaviours required to maintain the ethical, innovative, and customer focused business we are constantly striving to be.

Our Compass is used throughout the business to guide our decisions, interactions, leadership, and personal development. Our Values and the behaviours in Our Compass describe how we at Thorn work together to achieve our Mission and strategic objectives.

Employees and leaders are regularly reviewed against the behaviours outlined in Our Compass and these reviews inform our development, succession and leadership planning across the business.

Our Values are an important part of life at Thorn, they are incorporated into everything we do from recruitment to recognition and reward programs, performance and development, through to succession planning and leadership development.