

MISSION - VISION - VALUES

Mission

A mission statement is a unifying statement of what an organisation is in business to do. It is a key reference point in the planning and implementation of change.

A mission statement is a description of the organisation's key purposes.

Vision

A vision helps unite people towards a purpose. Creating and living a vision is the role of leaders in organisations. They have to espouse it and help others to believe it.

Visions are aesthetic and moral, they come from within as well as outside.

A successful vision accomplishes six goals:

- gives a sense of the future
- guides decision making and strategy
- creates a shared purpose
- provides guidelines that determine behaviour
- inspires emotion
- connects to values

Values

Values are the beliefs of an organisation, the expression of what it stands for and how it will conduct itself. Values are the core of an organisation's being. They underpin policies, objectives, procedures and strategies because they provide an anchor and a reference point for all things that happen.



Our Mission is:

To serve location globally: To be the world's preferred location based services company.

Vision

To achieve our mission, we have developed a set of goals:

- To be recognised and respected by mobile network operators worldwide, as a specialist supplier of LBS infrastructure & applications
- Winning customers' recurring business through a combination of world-class end-to-end solutions, competitive prices, and most agile response to their needs

Values

Our shared values, which guide our business activities, are that we are:

- **Innovative:** Ours is a business founded on intellectual property. We foster a creative environment in order to develop meaningful, highly relevant products and deliver them to the market via the most effective channels.
- **Agile:** We are fleet-of-foot - from the way that we develop new products, to the way that we enter new markets - because we are able to translate theory to action rapidly. We are a flexible company, able to grow, develop and adapt both in the long / medium term (strategically) and in the short term (at a moment's notice).
- **Open & Honest:** Professionalism and high standards in both quality and integrity are embedded at the heart of individuals and the company. We are ethical and responsible in everything that we do - from the working practices we develop, to the way we treat our employees and in our dealings with all of our stakeholders. We are open-minded, endeavour to welcome constructive criticism and embrace all cultures. We welcome new ideas that enhance the probability of our success.
- **Accountable:** The company is independent and our employees are encouraged to be independently minded. We are not encumbered by bureaucracy. We take responsibility for our own destiny & actions – individually, as team members and as a company. This empowers us to produce products and deliver service of the highest quality, to our colleagues, our customers and our suppliers.