

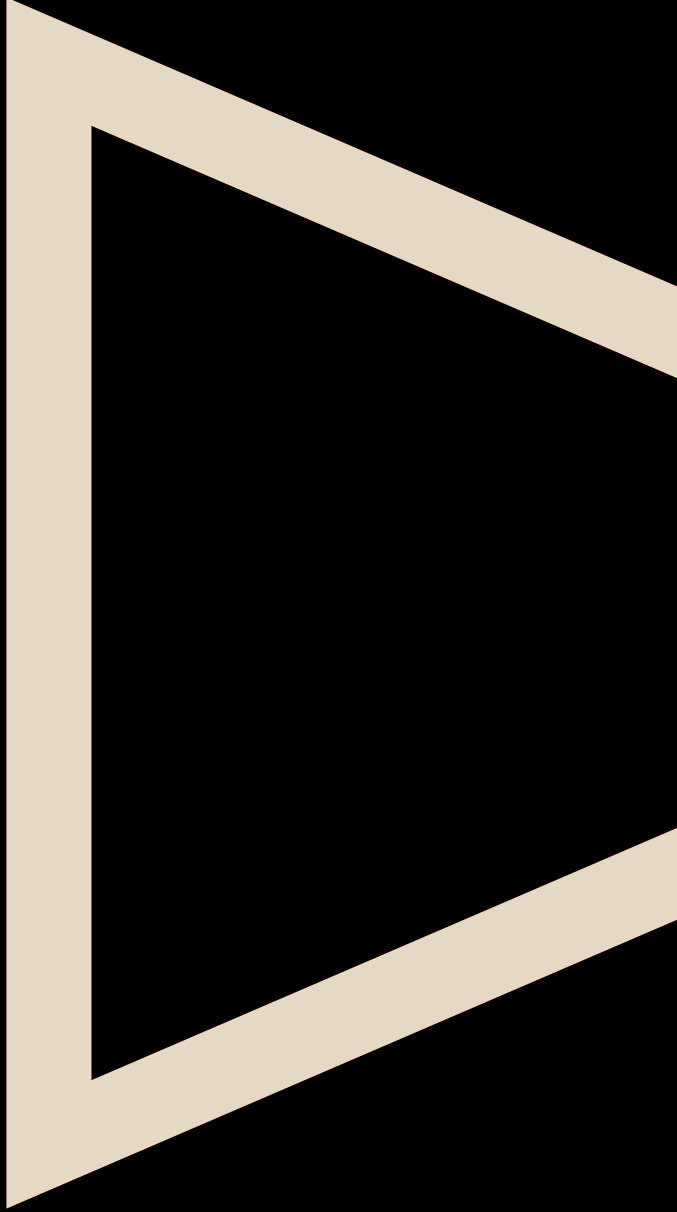
**THE PURSUIT OF**

**HAPPINESS &  
EXCELLENCE**



**@ DAVIES MEYER**









**AT  
DAVIES  
MEYER,**

**we believe in the power of creative engineering and the profound connection between doing what you love and what you're good at. If everything is in balance, it will help you find fulfillment and deep joy in your daily challenges. It's the spark that ignites your creativity and fuels your journey towards your goals.**

**Here at DM, we thrive on shaping a digital future and crafting strong brands for our clients. We revel in expressing our artistic talents, tackling complex challenges, and making our mark on the world, because we always deliver top-notch solutions.**

**Our mission is to lead clients through the digital landscape, creating exceptional sustainable user experiences that captivate diverse audiences all over the globe. We achieve this by harnessing our passion, best ideas, deep tech and data knowledge, and the boundless creativity of all our specialized team members from all our departments.**

**We firmly believe that nothing is impossible when a group of talented and compassionate individuals comes together to build something remarkable. Being surrounded by great people, you feel connected and share stories and fun and advice and dreams. This belief drives us to live our values daily, promote inclusivity, and relentlessly pursue improvement to better serve our clients and fulfill our purpose, which keeps us also happy personally because we feel so connected and appreciated.**

**This unique employee culture at DM sets us apart. Our cultural pillars influence how we work, how we treat each other, what we prioritize, and how we live our shared values.**



**1.**

**WE CREATE AND ENGINEER GREAT THINGS FOR OUR CLIENTS.**



**2.**

**WE EMBRACE TRANSPARENCY AND HONESTY IN EVERYTHING THAT WE DO.**



**3.**

**WE FAVOR AUTONOMY & ACCOUNTABILITY.**



**4.**

**WE BELIEVE OUR BEST PERK IS AMAZING PEERS.**



**5.**

**WE CONSTANTLY EVOLVE AND IMPROVE THROUGH DAILY FEEDBACK AND LEARNING FROM LEARNINGS.**

As a culture-adding organization, we understand that each new team member contributes to our ever-evolving culture. So as you become a part of the DM team, you help turn our vision into reality: We aim to create a work environment that empowers you, values your ideas, and appreciates your contributions.

We always have the best interest of our clients at heart and grow as individuals and as a community.

We value open, candid, and direct communication, sharing information widely. We encourage every team member to have a voice in decision-making.

Every team member takes responsibility for the team and the client work, while we keep rules to a minimum, prioritizing self-reflection, flexibility, and self-improvement.

We handpick our talents and focus on working with exceptional like-minded individuals: active, intelligent, creative, and generous souls that are an inspiration for everyone.

We engage in continuous self-reflection and relentless optimization to adapt to our dynamic environment and maintain excellence.

Together, we embrace the pursuit of happiness and excellence, infusing passion, purpose, and boundless energy into everything we do and so that we do to remain flexible, innovative, and successful in all our endeavors.



**VALUED  
BEHAVIORS  
AT DM**



**We believe that true company values are demonstrated through our hiring choices, recognitions, feedback, and actions.**

**The following behaviors we care about the most and if these values describe you and the kind of people you want to work with alongside, you're likely to thrive at DM.**



# THOUGHTFULNESS

You use resources and money thoughtfully.  
You prevent waste in any aspect – not letting others wait for you, not fulfilling mandatory requirements or specifications, etc.

Data informs your intuition and choices, and you look beyond surface issues to identify root causes.

You make wise, considerate decisions even in uncertain situations.

You treat others with respect, empathy, kindness, and attentive listening.



# **SELFLESSNESS**

You're humble and open to others' ideas.

You actively support colleagues across the company.

You engage in constructive debates and backing decisions, even when you disagree.

You prioritize DM's interests over personal or department gains.



# COURAGE & SELF-REFLECTION

You actively engage in profound self-reflection for personal growth.

You assess past actions, decisions, and experiences to extract valuable lessons, prioritizing learning over blame or regret.

You don't play the blame game but promote a responsible, proactive, and solution-oriented approach.

You consistently keep your goals, values, and priorities in mind, assessing whether your actions align with them.

You happily give and receive feedback from team members at all levels, fostering a culture of constructive, honest communication.



You listen actively and seek to understand before responding. If context is missing, you seek to get what's needed in a timely manner.

You use open communication to unite people and maintain composure in high-pressure or stressful situations.

Your written and verbal communication is clear and concise, adaptable to diverse audiences.

You always provide relevant context to ensure everyone has all the information they need.

Treat others with kindness, refraining from sarcasm, rudeness, or offensive behavior. You always bring a positive vibe trying to put a smile on everyone's face.

# INCLUSION

Treat others with respect, value diversity, and create an inclusive and harassment-free environment.

Promptly report any violations and be accountable for your actions. Consequences for violations will be enforced.

You actively contribute to creating a diverse and welcoming team where everyone feels respected.

You acknowledge and work to address biases, standing up against marginalization.





# INTEGRITY

Treat others as you would like to be treated. Listen actively and speak honestly.

You only say things about colleagues that you'd say to their face.

You act with good intent and trust that your colleagues do the same.

You are known for your candor and transparency.

You openly admit mistakes, sharing learnings with the team.

# PASSION

Find your balance where passion, excellence, and value converge in every task, bringing joy to yourself and clients alike. For you, it's not just a job – it's a passion.

Let your dedication to DM's vision be the inspiration that fuels your peers, sparking a collective ambition for excellence.

You infuse excitement into your work by weaving innovation and craftsmanship into impactful contributions for our clients.

You continuously strive for excellence, honing your skills and adding layers to your mastery with each passing day.

You radiate tenacity, transforming challenges into stepping stones, guided by your unwavering optimism to navigate the team through complexity.





You embrace new ideas, technologies, and opportunities with openness and curiosity.

You generate impactful, innovative ideas, concepts, and solutions. You make it happen.

You can be creative even though you might not work in a design department because it is your way of addressing challenges, tasks, and goals in your realm.

You simplify complexity whenever possible.

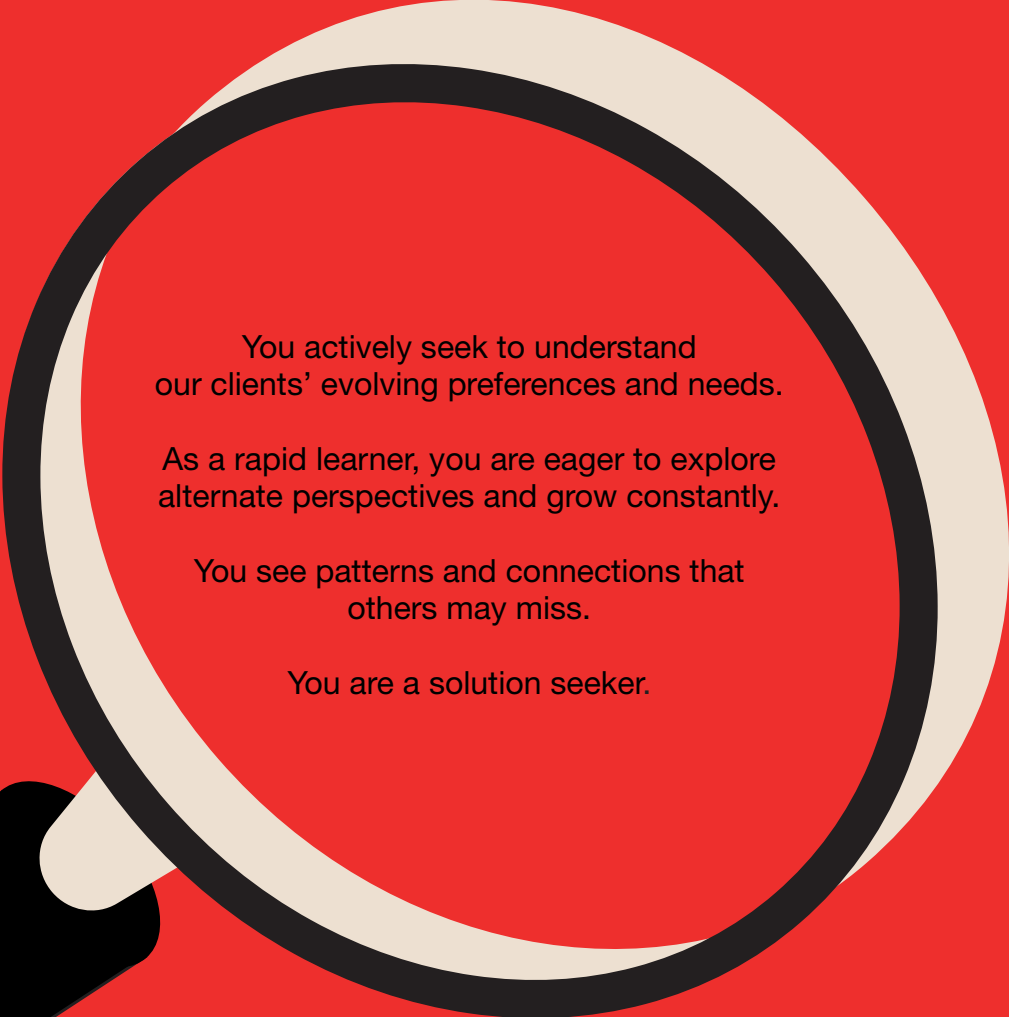
You challenge conventional wisdom, striving for better approaches.

You are flexible in our constantly evolving company.

You think outside the box, push boundaries, and produce work that not only captures attention but also delivers results in the digital landscape.

You challenge yourself daily by asking: what small step can I take today to improve the situation?

# CURIOSITY




You actively seek to understand our clients' evolving preferences and needs.

As a rapid learner, you are eager to explore alternate perspectives and grow constantly.

You see patterns and connections that others may miss.

You are a solution seeker.

# CLIENT CENTRICITY



You dedicate yourself to putting clients at the forefront of everything, making their success your unwavering commitment.

You put yourself in the shoes of our clients and their users, balancing their needs with DM's goals to create win-win solutions.

You seek opportunities to simplify clients' lives with creative leaps, going beyond expectations.

Each client interaction is a chance to shine, turning the ordinary into the extraordinary.

You build professional and personal relationships with respect, openness, and integrity.

You always strive to be wowed by clients.

# AGILITY

You adapt swiftly to new challenges and changes in a fast-paced digital landscape.

You embrace uncertainty as an opportunity for innovation and breaking new ground.



# COLLABORATIVE SYNERGY



You recognize the potency of diverse skills, perspectives, and departments in achieving optimal solutions.

You actively participate in cross-functional collaborations, understanding that the collective is greater than the sum of its parts.


You ensure inclusive communication by involving all colleagues, eliminating language barriers, and fostering collaboration to maximize team value.

# DATA-DRIVEN STORYTELLING

You value the role of data not just in decision-making but in crafting compelling narratives that drive action.

You know how to weave data and storytelling together to create holistic marketing solutions that resonate with both clients and their customers.

# EMOTIONAL INTELLIGENCE



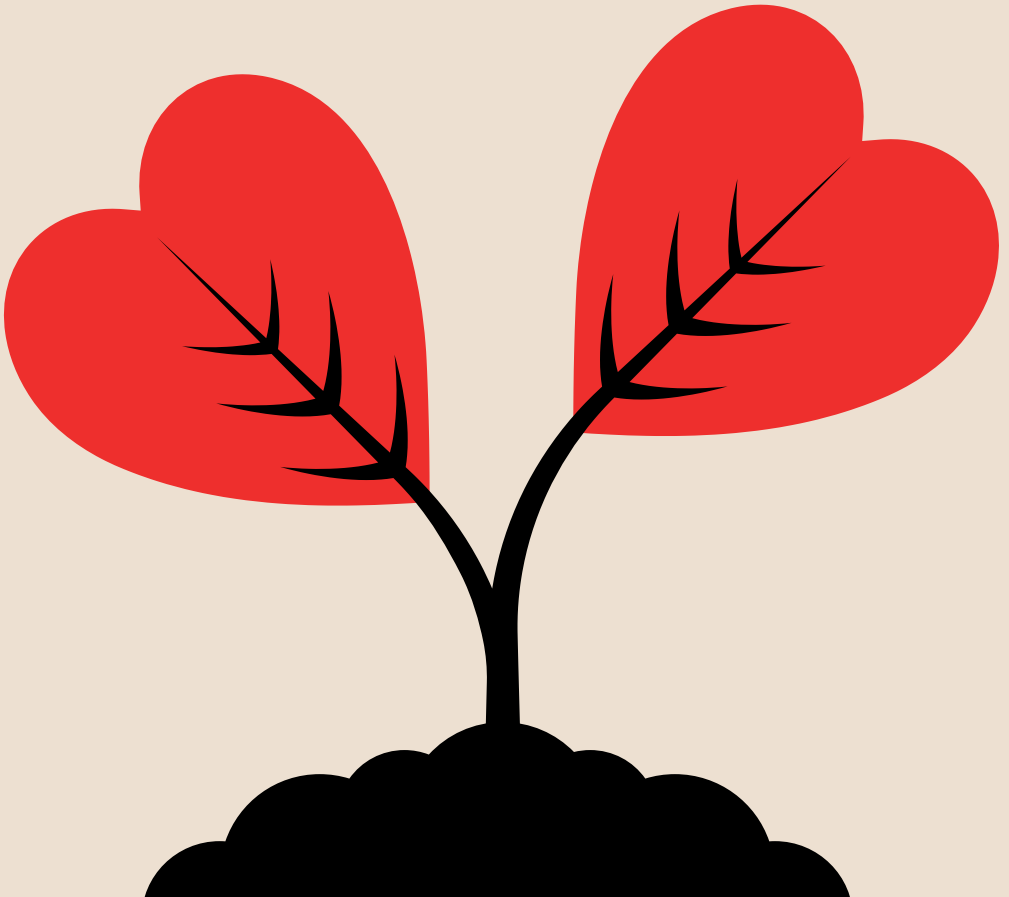
You navigate emotional currents  
within the team and in client interactions  
with adept recognition.

You employ emotional  
intelligence to address challenges,  
blending empathy with  
strategic thinking.

# SUSTAINABILITY


You understand the importance of sustainable business practices, both environmentally and socially.

You aim for solutions that not only benefit our clients and DM but also have a positive impact on the community and the planet.





# TECHNOLOGICAL FLUENCY



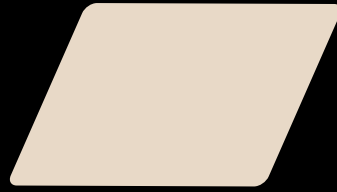
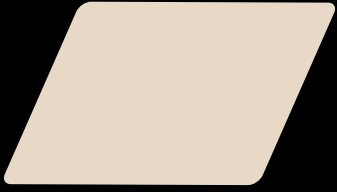
You keep abreast of emerging technologies that can better serve our clients and give us a competitive edge.

You are unafraid to integrate new technology into your workflow, understanding that technological fluency is a cornerstone of modern digital marketing.



HOW WE PUT IT IN


**ACT**



**ION**



**WHAT  
MATTERS MOST:  
HONEST,  
PRODUCTIVE  
FEEDBACK**



**Regular, candid feedback is a vital part of our daily routine at DM.**

**We recognize its challenges, but with practice, it becomes a natural habit.**

**Courage, selflessness, and trust are key to fostering strong professional relationships.**

**We actively coach and model valued behaviors, ensuring continuous improvement as individuals and as a company. For us, excellence is an attitude, not just a skill.**

# DREAM TEAM



## IF WE CAN DREAM IT, WE CAN DO IT.

We turn dreams into reality. Our dream team is more than just impressive resumes; it's a union of exceptionally talented individuals driven by shared ambitious goals. Here, it's not just about the job, it's about HOW you do it.

Our culture thrives on collaboration, transparency, and empathy. No room for politics or gossip. We demand excellence but appreciate hard work, fostering personal growth, delivering top-notch work, and having a lot of fun.

Inspired by professional sports teams, we focus on performance, talent development, and commitment to excellence. It's about being the best teammates, caring deeply about the team's success. Leaders ensure each member excels, collaborates, and grows, achieving championship-level results that make every one of us and our clients happy and proud.

Regular communication, coaching, and a culture of informed risk-taking set us apart. We prioritize teamwork, measuring success by effectiveness. Leaders build bridges between departments, encouraging knowledge sharing and proactive problem-solving. Mission-driven, customer-obsessed, and agile, we champion diversity, inclusion, and empowerment. We celebrate differences and share a passion for our community. Tackling complexity, pursuing the right solutions, and fostering a growth mindset define us.

At DM, growth is not just an objective; it's a mindset. We value humility, curiosity, and constructive feedback to unlock each team member's potential. Our relentless pursuit of excellence and transformative opportunities sets the tone.

Our performance-driven, growth-centric environment isn't for everyone, but if you seek a platform for international challenges, collaboration with extraordinary talents, and serving prestigious brands while discovering your purpose, DM is your place.

**A STRONG  
MATCH:  
FREEDOM AND  
RESPONSIBILITY**







At DM, we champion a culture of ownership and responsibility. From simple tasks like putting away your coffee cup to addressing big

issues, we embrace a „no one else’s job“ mindset.

Our goal is to inspire rather than to micromanage, cultivating a strong sense of responsibility, accountability, and self-discipline for exceptional work.

We aim to instill a deep commitment to DM, where individuals naturally act in the best interest of the company and the community.

To avoid the pitfalls of excessive processes, we prioritize employee excellence and simplicity in operations. We encourage self-discipline and accountability, granting significant freedom to our team members while maintaining transparency through shared documents and minimal policies.

Trust in our employees outweighs isolated instances of freedom misuse, which we address promptly. Freedom doesn’t mean detachment; input and feedback from leaders and peers are crucial for enhancing our work and staying at the forefront of our industry. In summary, our unique blend of freedom and responsibility is a cornerstone of our success, fostering innovation and creativity within our teams.

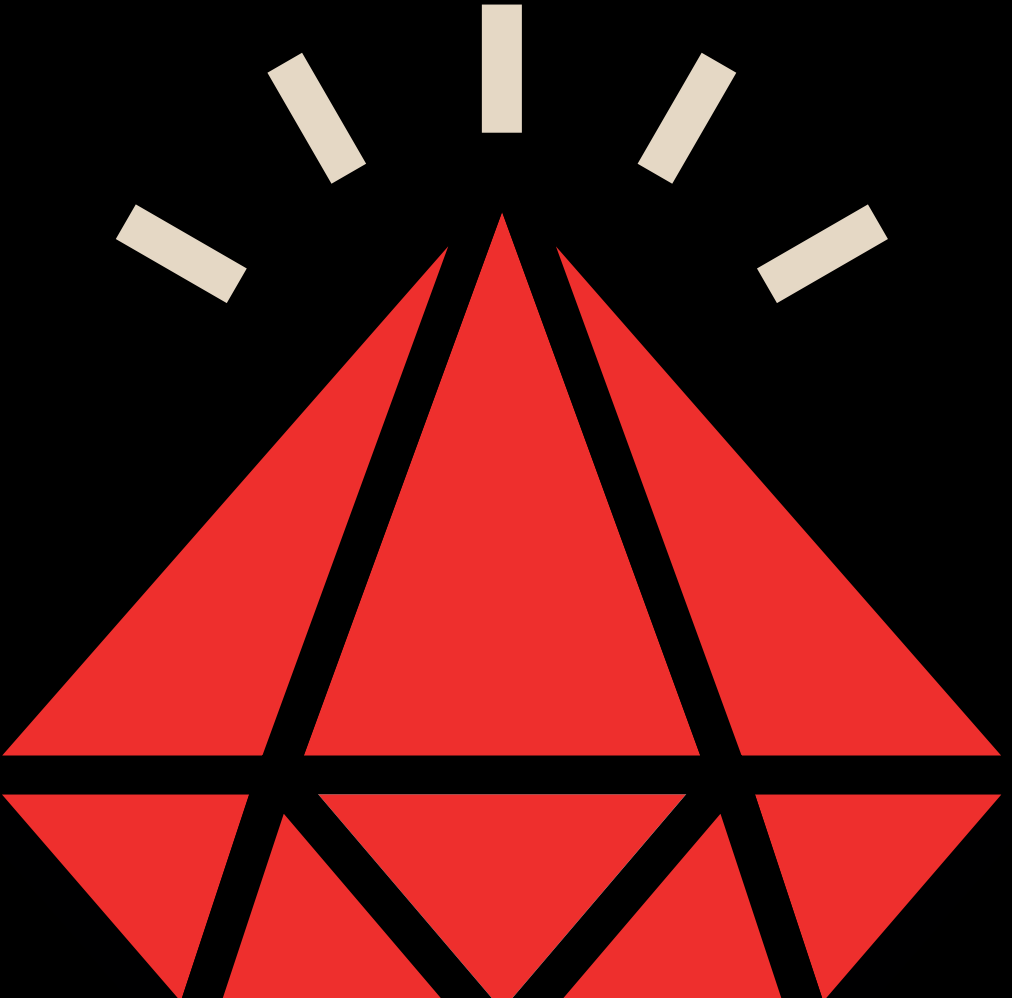


## **THEN COMMIT**


Expressing dissent is crucial. Team members should articulate their reasons, both verbally and in writing, for critical issues. This fosters discussion, clarifies viewpoints, and encourages open sharing of opinions. Decision-makers must embrace diverse perspectives. Once a decision is made, everyone is expected to commit and contribute to its success.

# REPRESENTATION MATTERS

We strive for DM's employee and leadership demographics to mirror the diversity of our clients and international environment. Celebrating unique perspectives, we foster an inclusive environment where everyone feels welcome and belongs. Upholding high standards in behavior, communication, and appearance is our commitment.



# CONTEXT NOT CONTROL



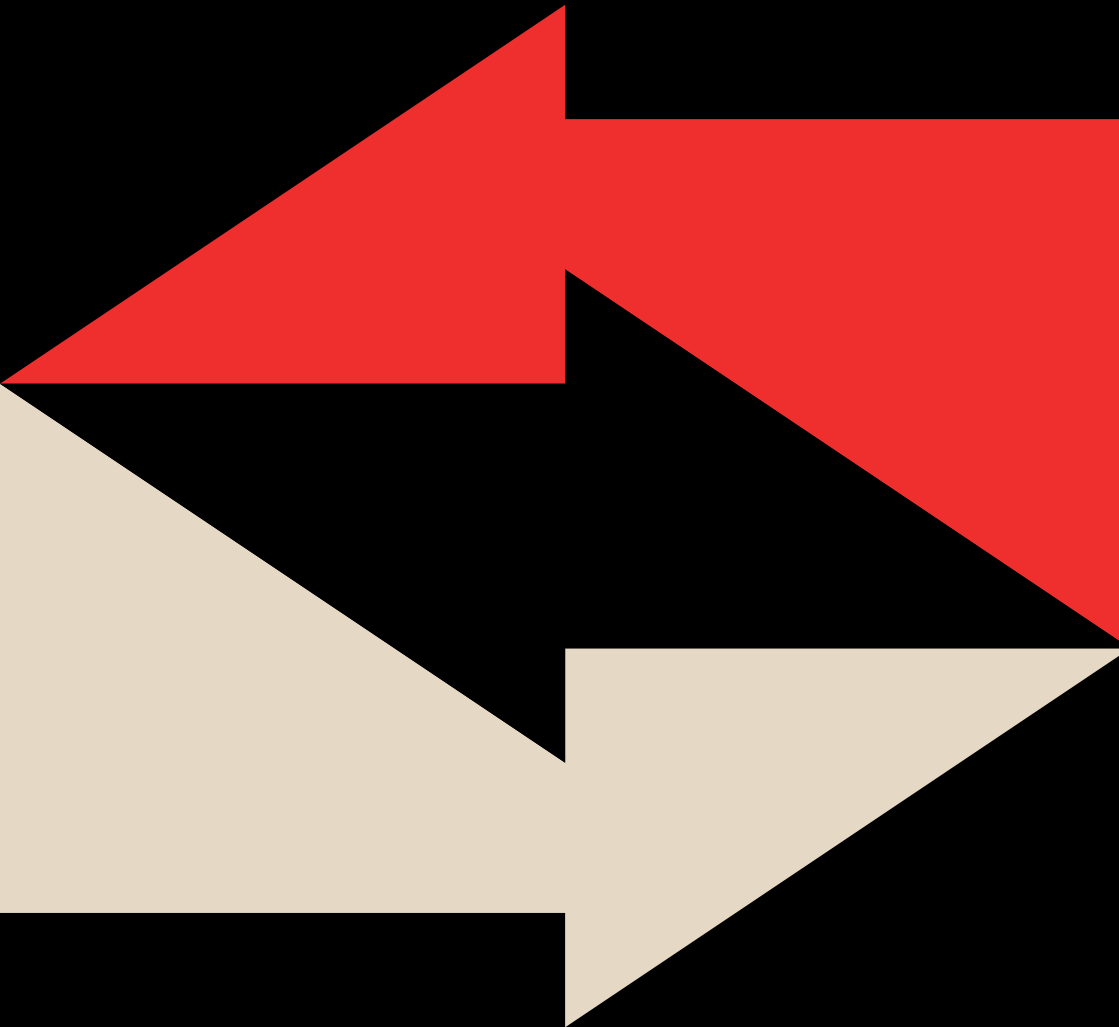
We aim to develop strong decision-making abilities across the company. We believe that fewer management layers make us more agile.

Our leaders actively coach, set context, provide guidance, and stay informed about their teams' work rather than micro-managing tasks.

This approach empowers employees to make decisions and own them.

# HIGHLY ALIGNED, LOOSELY COUPLED

Growing together, we prioritize alignment through thorough discussions on context, concepts, and strategies. Teams then have the freedom to execute tactics without prior approval, relying on trust, expertise, and effective context-setting. This ensures our agility, speed, and innovation.

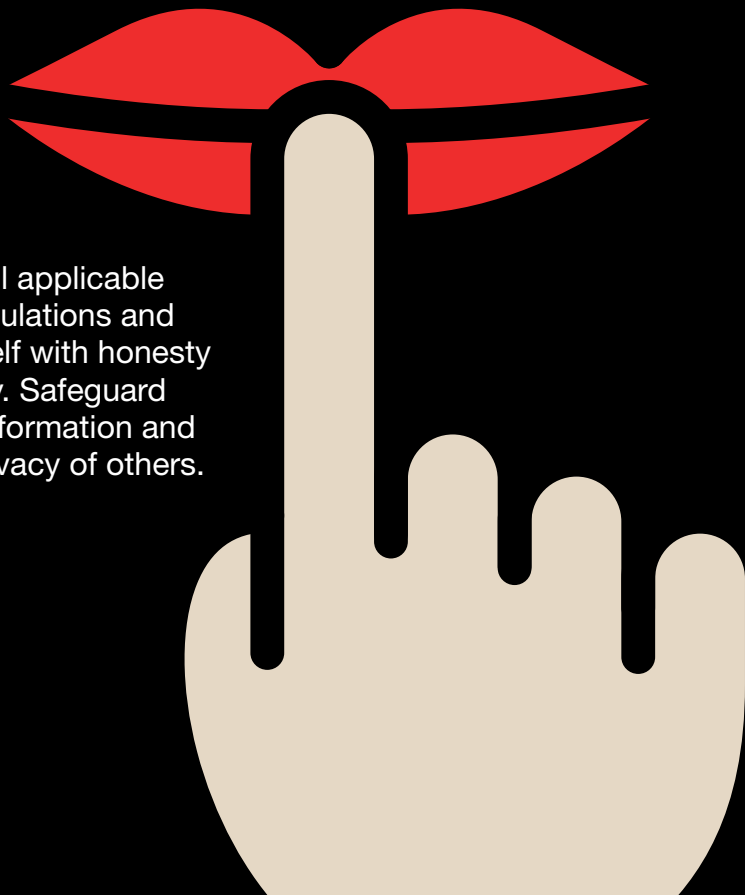


# ETHICAL EXPECTATIONS


We always uphold our integrity, even when no one is watching. Ask yourself: 'Would I be proud if this action were made public?' If the answer is no, reconsider your course. Make ethical decisions, avoid conflicts of interest, and act in the best interest of the organization.

Furthermore, given the sensitive nature of our work, confidentiality is non-negotiable. We deal with commercially delicate and client-specific data that demands the utmost respect and discretion. Regardless of whether it's explicitly marked as confidential, we hold every team member accountable for safeguarding the information entrusted to us. Safeguard confidential information and respect the privacy of others.

Adhere to all applicable laws and regulations and conduct yourself with honesty and integrity. Safeguard confidential information and respect the privacy of others.



# SEEKING EXCELLENCE TO DRIVE SUCCESS



Our culture is not static; we continually seek to improve it holistically. Each new team member helps shape and evolve our culture to achieve more together with more diverse perspectives working to excel as the DM dream team. Excellence is an ongoing process, not an accident. And if you pursue it with unrestrained passion, it can lead to accomplishments that bring you unlimited

# JOY

This cultural commitment to HAPPINESS & EXCELLENCE drives our business by increasing client satisfaction, long-term growth, and employee well-being.

# **IN SUMMARY, WHAT DEFINES DM IS OUR UNWAVERING COMMITMENT TO**

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**CLIENT  
CENTRICITY**

A large, red, multi-pointed starburst graphic with a jagged, irregular edge, similar to the one above. It is positioned in the lower right quadrant of the page and contains the text 'EFFECTIVE DREAM TEAMS AND HIGHLY EFFECTIVE TEAM MEMBERS'. The starburst is set against a light beige background.

**EFFECTIVE  
DREAM TEAMS  
AND HIGHLY  
EFFECTIVE TEAM  
MEMBERS**





**AUTONOMY &  
ACCOUNTABILITY**



**TRANSPARENCY**



**MINIMAL RULES AND  
BUREAUCRACY**

We deeply value each and everyone of you for the unique contributions you bring to our collective journey. Together, we're not just chasing goals; we're in pursuit of our happiness and growth.

**THA**

**YOU**

# NMK

for being an integral part of our DreaM Team — a place where we don't just imagine the digital future, we engineer it. Together, let's continue to craft innovative, sustainable solutions that not only impact our clients but also shape the digital landscape, while enjoying the thrilling ride.

To infinity and beyond,  
Nick Meyer



**DAVIESMEYER**  
FOR LEADING BRANDS

HAMBURG, BERLIN, LONDON, NOVI SAD, ZURICH