

Frankly, Inc.
Our Values Manifesto

1. **Users first!** We are fanatic about our users and we put their interests first and foremost. We believe that if we bring true value to our users, all other things will fall into place.
2. **Innovate!** We believe that new ideas and creativity change the world. We bring creative excitement to everything we do from the most menial to the most significant tasks.
3. **“We”** is better than **“I”**! While we celebrate individual contribution, we believe team performance is more important than individual performance.
4. Treat people with **respect!** We do not hire jerks and we treat everyone with respect, inside and outside of the company, regardless of their role, rank or title.
5. **Ownership!** We always ask ourselves, “If this were my company, what would I do?” We work with a strong sense of responsibility and accountability as owners of our collective goals and future.
6. Have **fun!** We choose to have fun and be positive in both our actions and thoughts.
7. **Be #1!** We will not be satisfied with any position less than #1 in our chosen market. We are here to win and we will carry ourselves with both ambition and pride befitting of a market leader.

I have chosen to commit to the above values and will strive to internalize each during my time at Frankly, Co.