

Level 42

Creating 360° Value - 365 Days of the Year



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Intention

Level 42 defines the core values of Velibre.

Level 42 is the corporate framework designed to ensure that any actions taken by anybody in the name of Velibre reflect the values of who we are.

Level 42 is the place where total customer, total employee, total shareholder and total supplier satisfaction meet.

Level 42 is all about the passion we have for our product, our customers, our employees, our suppliers, our investors and everything that is important to run Velibre.

Level 42 is all about doing things right and having a good time at the same time and that means a good time for absolutely anyone involved with Velibre.

1. Vision

To become the world's number one supplier of 100% biodegradable coffee capsules filled with the world's best organic and fair trade coffees.

2. Mission

We will establish an organization of highly motivated individuals that align 100% with our Vision to become the brand that people instantly recognize as being the leader in the biodegradable coffee capsule market.

We will achieve our Vision through building an organization where the relationships of all individuals will be based on care, understanding, openness, respect and fun throughout all stakeholder groups and hierarchies.

Values

We believe that our people are our most important resource and we will loyally care for our people whatever we do.

We will always be guided by humanity. It will be our actions that will show our morality and not words. We will create an emotional organization which has a heart.

Velibre is passionately driven to constantly work on creating the best value it is possible to do so in a given timeframe.

Our goal is to create value for every stakeholder as true relationships are based on a material or immaterial value.

As the rating of a created value is dependent on the chosen perspective the value creation is sorted into the following stakeholder groups, followed by the core values on a high level view:

- **Employees:** feeling adopted and appreciated, working with passion serving a Purpose and following a Vision, working in a environment that truly cares for their employees, earning money, getting support developing the own personality and career.
- **Customers:** feeling good enjoying great coffee, doing good supporting environmentally friendly solutions, feeling esteemed through relationship with Velibre, feeling even better through small attentions
- **Shareholders:** feeling proud of being part of a great project, supporting environmental friendly coffee capsule solution, supporting a company based on humanistic values, dividends.
- **Partners:** trustful long term relationship that is not primarily based on price, creating additional opportunity through deeply understanding each others business, supporting and encouraging innovation.

- **Society:** environmental friendly capsule, fair produced coffee, happy citizens (employees).

A more detailed view to understanding each of the mentioned stakeholder areas can be found below.

Stakeholders

3. Our Employees

Our employees are the heart of Velibre.

Everything we are and every value we create at Velibre is the sum of the actions performed through our employees.

We will truly care for our employees on not only a pure business, but even more on a personal level.

We will create an environment where this will work every new employee who wants to work for Velibre will align and sign up to the values of Velibre.

We will create a workspace where an employee is happy to start working in the morning and is proud of what they did in the evening.

We will aim to make sure that the work done by our employees provides the possibility to enhance the own personality or career in a trustful and fun atmosphere.

We will support career and personal development and Velibre will set up beneficial programmes to further enhance the lives of our employees.

4. Our Customers

As a business we generate the right to exist through the customers recognizing the value we deliver to them. To do so it is from high importance to build the true will to make the lives of our customers better through the value we generate.

It is critical that we care for our customers and build a trustful and understanding relationship to him. To do this we will always have an open communication to them about our values and our basic business strategies.

It is also important to understand, that we are trying to enriched the lives of our customers through delivering high quality premium coffee capsules. The story does not end with the high quality coffee capsule but it rather starts here as this will be taken for granted from our customers.

We need to show them through every little thing we can and will enhance around the product (e.g. capsule, packaging, delivery, and everything else) that we truly care about them and that we are constantly work on our goal to turn their 5 minute coffee time to a time where our customers feels good because they can feel that Velibre does everything to make this personal experience so enjoyable.

If a customer is not satisfied with our product we will carefully listen. This is the basis for the world class service system that has been established. No matter how the customer addresses the complaint we will guarantee that the complaint will be handled in a way where it is a positive experience for the customer.

It is a critical path goal of Velibre to deliver a product in a manner that our customer is not only willing to pay for, but in a way where the customer is also happy to pay because Velibre will deliver a higher use value than we get in cash value.

5. Our Shareholders

Our shareholders have given Velibre the opportunity to exist.

Their investment has allowed us to turn the Velibre dream of becoming the world's number one supplier of 100% biodegradable coffee capsules filled with the best organic and fair trade coffees an actual reality.

We have a special relationship with our investors. This relationship will be supported through an open line of communication in which they can communicate with us at anytime about anything that concerns or is of interest to them.

6. Our Partners

We know that our partners are a key factor for our success. We respect the high quality they deliver and the way they enable us to provide a really excellent product to our customer.

We will always try to generate win/win situations in our partnerships and will pay a fair price for the value our partner delivers to us. The contracts with our partners will always be designed with a long term approach where possible. We believe that this will eliminate commercial fear and it will leave more room for developing value.

If problems arise with a supplier in terms of quality or any other issue we will discuss these in a respectful manner. We believe that every problem solved this way will make both partners stronger and it will take the relationship to a higher level.

7. Our Society

We know that Velibre will have a big impact on coffee society.

This impact starts on an emotional level where our customers can enjoy their coffee knowing it is 100% organic, 100% fair trade and 100% biodegradable.

On a practical level our customers know that Velibre has the potential to have a big impact is on the environment.

This is because the Velibre capsule is the only capsule which offers a sustainable environmental solution.

This is because the Velibre capsule is made entirely of raw materials that biodegrade in soil or home compost.

In addition all the Velibre packaging/capsule components are 100% free of industrially compostable only plastics, they are 100% free of genetically modified raw materials and they are 100% not based on raw materials that are in competition with food such as with corn or maize.

We are 100% committed to sustainability and we will do everything to remain the world leader in sustainable capsules.

8. Our Product

Working for Velibre means holding a strong belief in the importance of our product and the use value it gives to our customer.

We see very clearly that the Velibre product is in multiple parts: the capsule, the coffee and the packaging. We will make sure that every improvement made to the product will be made with a clear focus on reaching the Velibre Vision.

The constant improvements will make sure that our product delivers a better experience for the customer who will realize that Velibre is making sure that our product has a positive impact on the environment.

Working Environment

To ensure that our employees feel important and valued we have defined the main points of the working environment as a core part of our Level 42 Philosophy.

Some of the key features of the Working Environment Policy are listed below:

There will be no specific clothing policy – although all employees will be expected to wear clothing that does not challenge the Velibre brand.

Every worker will be provided with 30 days holiday a year + 1 special day which is their birthday.

A sum of 500 Euros will be paid into the worker's account 2 days before the birthday and no worker will be allowed to come to work on their birthday. If the birthday falls on a non working day then the next working day will be taken off.

All employees will have a direct line of communication with the Managing Director to report any issues that they feel are important.

The CV will be banned in Velibre and all employees will be recruited through a letter that they have written and then an interview. This is true for all - including the executive levels.

Velibre will have a first name policy so that all people will call each other by the first name.

Velibre will support families through flexible working hours and beneficial programs such as with crèches.