



THE COMPANY YOU KEEP

# Strategic Plan



## VISION WHERE ARE WE GOING?

To be a leading partner with both current and new specialty retailers across North America in their pursuit of strengthening the communities they serve.

## PURPOSE WHY DO WE EXIST?

Fostering lasting relationships with our customers and our people is at the heart of our community purpose. We strive to be **The Company You Keep** by providing product, service, and employment with integrity.

## MISSION WHAT DO WE DO?

To bring everyday joy to your kitchen and dining table through curated colors, patterns, and seasonal design.

### The Internal Road Map

To ensure long term success through accountability and financial sustainability. We prioritize strong customer relationships, operational excellence, and products with thoughtful design. Joy to our people during this journey is paramount.

## OUR VALUES

### Integrity

We believe fostering a culture of integrity, fairness, accountability, and respect is the foundation for conducting ourselves ethically in everyday business.

### Creativity

We challenge our team to bring imagination and take innovative approaches for unique solutions.

### Inclusiveness

We believe we are at our best when we foster inclusion, listen, learn, and grow as a team.

### Sustainability

We strive to be responsible corporate citizens and operate in a way that has a positive impact on the environment and the communities we serve.

### Continuous Improvement

We challenge ourselves to grow and change as a business by being open to new ways of thinking, listening, and fostering curiosity.



## TARGET CUSTOMERS

Housewares, gift, and lifestyle retailers who appreciate design and craft.

## ANNUAL OBJECTIVES

1. Improve financial discipline for sustainable growth.
2. Improve operational efficiency to reduce costs.
3. Improve the customer experience to reduce churn.