

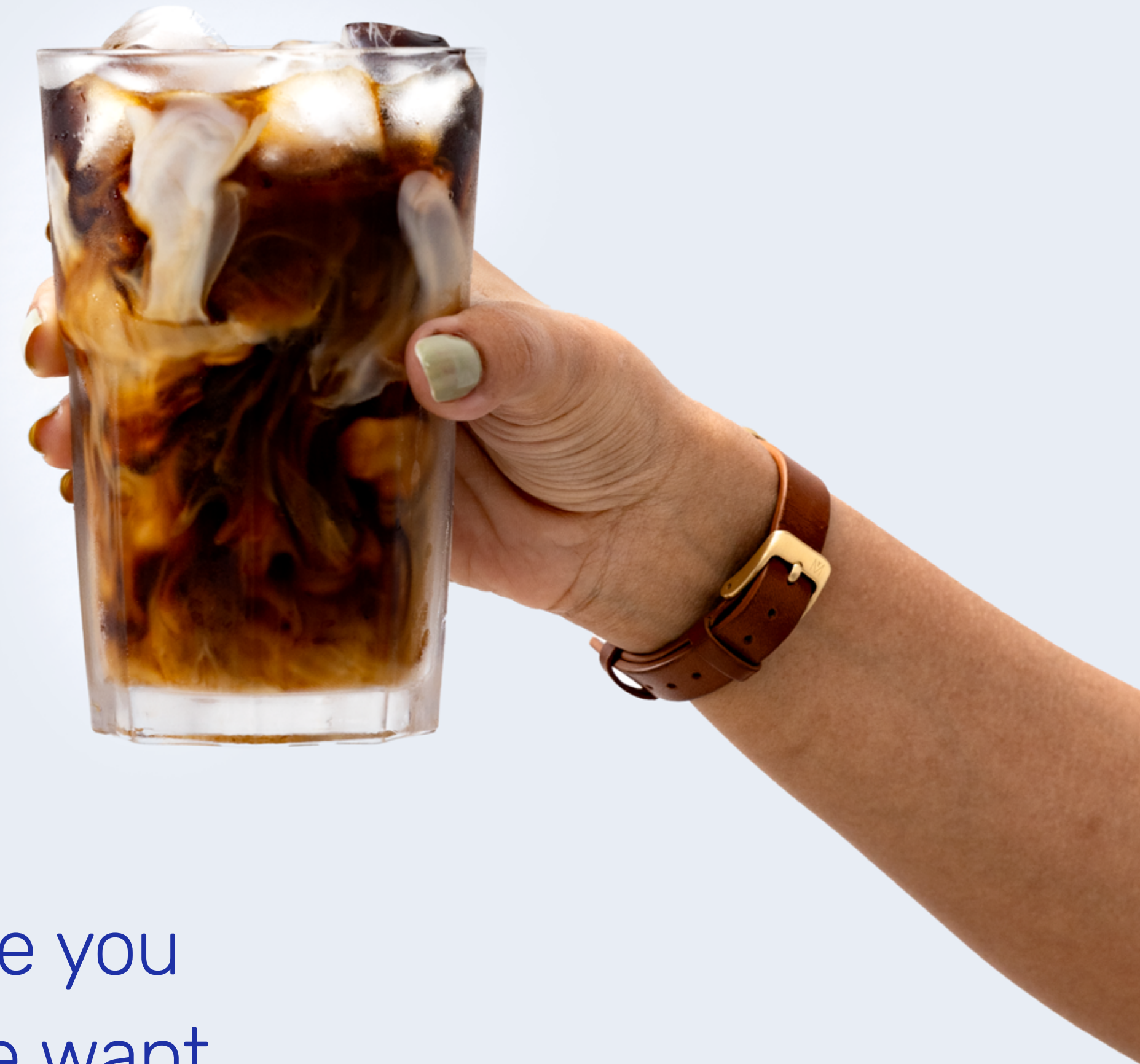


**SLEEPY**  
**OWL**  
COFFEE



We're here to **brighten up** lives

THAT IS OUR PURPOSE



## MISSION & VISION

We make unique products that enable you to live your best life. By doing this, we want to reinvent consumer interactions with F&B products in our own **EPIC** way.

What does being **EPIC**  
mean to us?

# Being **EPIC** means



You don't stop until you're satisfied



An attitude & a way of life



Being the best you can be with the resources, knowledge and experience available



So, who's **EPIC**?



You are...



...and so are we



# Entrepreneurial

P  
I  
C

We are owners—breaking conventions  
without being afraid to fail

E

P

I

## **BE ENTREPRENEURIAL**

Have the courage to take risks. It's okay to fail

Pursue growth with discipline

Be positive—think solutions, not problems

Celebrate others' success and learn from their mistakes

Have a sense of ownership

Minimise complexity and find time to simplify

Have fun & move fast

r

# E People-first I C

We look at employees beyond job titles, consumers  
beyond revenue & community beyond a set of resources

E  
P  
I  
C

**PUT PEOPLE FIRST**

Build a dream team of rockstars

Help them learn & grow while they work towards company goals

Ensure delightful, consumer-centric experiences

Cascade pride in being associated with Sleepy Owl

Be a responsible owner of the company's and community's resources

Give back to the world as much as you can

E  
P  
**Impact**  
C

We live to make make things better  
and make people take notice

E

P

I

C

## **MAKE AN IMPACT**

Be disciplined, be competitive and strive for excellence in your work

Focus on results

Pay attention to detail, see what others might miss

Display ingenuity in solving problems

Listen to feedback, make iterations and provide the best products and services to consumers

E  
P  
**Integrity**  
C

We believe it's always the right time  
to do the right thing

E

P

I

C

## **HAVE INTEGRITY**

Be honest. Work with a sense of authenticity and transparency

Admit mistakes freely & openly. We don't judge

Trust people to do the right thing, always

Be respectful to everyone, regardless of status or disagreement



I P E

# Communication

We listen, talk, read & write—  
silence is not golden at Sleepy Owl

**C**  
**I**  
**F**

## **COMMUNICATE FREELY**

Listen well & seek to understand before reacting

Maintain calm, poise & think clearly in stressful situations

Provide candid, helpful and timely feedback to teammates

I P E

# Collaboration

We swim together or  
we sink together



## **COLLABORATE WITH THE TEAM**

We are better together

We cherish each other and build a space that celebrates everyone's unique talents, skills, backgrounds and passion

We prioritize organizational and team goals above individual goals

**E**ntrepreneurial,  
**P**eople-first,  
**I**mpact, **I**ntegrity,  
**C**ommunication & **C**ollaboration



Let's be **EPIC**—together