

The **GW** Gibson way

WE & I

**VALUES IN
ACTION**



WE ARE NOT DONE YET!



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WELCOME!



WHO ARE WE?

This is the foundational question we asked ourselves when, as a company, we decided to take a look at our culture and revisit our current values ... What defines our expected day-to-day actions and frankly, do our current values reflect our desired culture and represent 'us'?

At Gibson, we know we want to deliver on our business strategy safely, and with integrity. The business doesn't successfully operate without 'we' collectively working together and 'I' contributing individually to achieve our goals.

Now is our chance to reflect on where we began, where we are now and as we move forward, anchor our decisions to our redefined and actionable values.





OUR CULTURE OUR VALUES

WHAT DOES THIS MEAN TO US?

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“ Our business goals, strategies, and how we view our people, customers, investors, and the greater community encapsulate who we are as an organization and is the basis for our values. ”

PUTTING PEN TO PAPER AND **DEFINING OUR VALUES**
WAS ROOTED IN LISTENING, REFLECTING AND LEARNING

OUR BELIEFS



Safety is a foundational expectation.



We provide best-in-class market connectivity to our customers.



We are here to play! We are a key player in industry and we know how to succeed.



Increasing shareholder value and our commitment to ESG will propel us forward.



We are about adding value and creating solutions, internally and externally.



We are ready to step up and lead! We are creating a sustainable future for our business and communities.

IN THE FOLLOWING DEFINED VALUES EACH VALUE EXPECTS THAT ACTIONS MATTER.

WE & I ARE CONNECTED WE WILL SUCCEED TOGETHER THIS IS THE GIBSON WAY!

OUR CORE PURPOSE

WE **CONNECT** → **ENERGY** FOR



INVESTORS

Delivering strong & sustainable outcomes



EMPLOYEES

Enabling opportunity & pushing boundaries



COMMUNITIES

Giving back & supporting positive change



CUSTOMERS

Resilient relationships & secure commitments



The **GW** Gibson **w**ay



Transitioning from words on a wall to actionable values, provides a daily anchor for our colleagues and teammates to kick start their day with energy. By staying true to our values, we will continue to build a powerful presence in the industry, navigate change more successfully and dominate our competition!

‘WE’ & ‘I’ PLAY A VERY IMPORTANT ROLE IN OUR SUCCESS!

WE & I

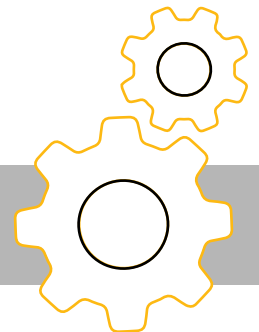


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C  **ONTRIBUTE**
& ADD VALUE EVERY DAY

- I do what I say I'm going to do, owning my results
- I proactively tackle problems
- I always do the right thing the right way



WE & I



KEEP
OUR **EDGE**
& BE RESILIENT

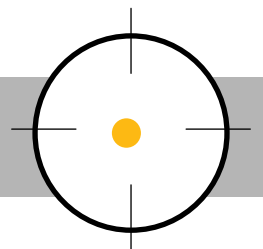
- I seek opportunities to develop my skills
- I work through challenges, using them to learn
- I lean in to change, never settling for status quo

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STAY **F**OCUSED
& OPEN-MINDED

- I know what I need to do and why I need to do it
- I get to the best answer, rather than being right
- I flex my thinking to understand different perspectives

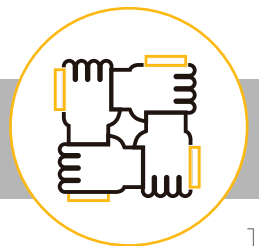


WE & I



WORK IT OUT & DO IT TOGETHER

- I share my knowledge generously, communicating with clarity
- I have tough conversations with care
- I reach out to help others, celebrating success along the way



OUR PURPOSE & OUR PEOPLE & OUR PLEDGE



WE CONNECT → ENERGY

WE ARE NOT DONE YET.

TOGETHER, we WILL stay true to our instincts, take the learnings from the past to drive forward and continue to safely push boundaries in ALL areas of the business.

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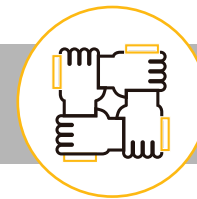
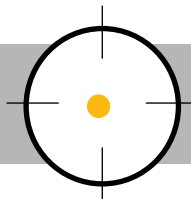
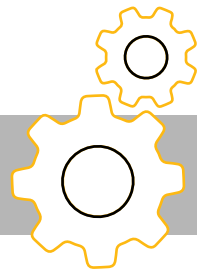
CONTRIBUTE
& ADD VALUE EVERY DAY

KEEP OUR **E**EDGE
& BE RESILIENT

STAY **F**OCUSED
& OPEN-MINDED

WE & I

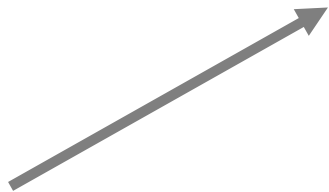
WORK IT OUT
& DO IT TOGETHER



ALWAYS FORWARD NEVER STRAIGHT

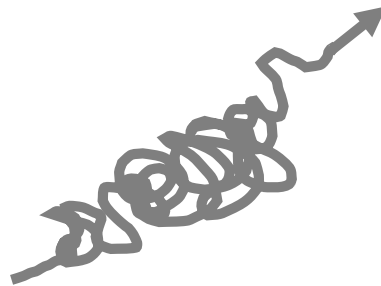
While we don't know what the future holds, we are committed to moving forward together.

SUCCESS



What people think it looks like

SUCCESS



What it really looks like

**WHAT ARE THE ACTIONS YOU
WILL TAKE TO HELP US TO DO?**

