

# Our Values



## **Excellence**

We always strive to be at our best. Just being good is never enough.



## **Teamwork**

We believe in teamwork. We work collaboratively and cooperatively at every level of the company.



## **Service**

We are a service-focused business committed to providing great Member experiences and helping our Members achieve results. We consistently deliver 5-star Member Service, by adhering to our 12 Service Standards and creating Moments of Truth every hour of every day.



## **Talent**

We are committed to hiring the best talent, rewarding and recognizing outstanding performance, providing career development opportunities, and promotion from within whenever possible.



## **Courage**

We never let the fear of failure prevent us from taking calculated risks. We may at times fail at something we try, but we will never fail for fear of trying.



## **Integrity**

Integrity is the foundation for all we do. Our actions will always consider the best interests of the company and our stakeholders.



## **Flexibility**

We embrace change. We constantly seek to improve everything we do. We adapt to changes in our environment and the evolving needs of our Members and employees.



## **Accountability**

We always take responsibility for everything we do both individually and collectively as a company.



## **Respect**

We treat everyone, Members, employees, and ourselves, with respect.



## **Performance**

We are an organization that is committed to producing results for all of our stakeholders, our Members, employees, investors, and community.



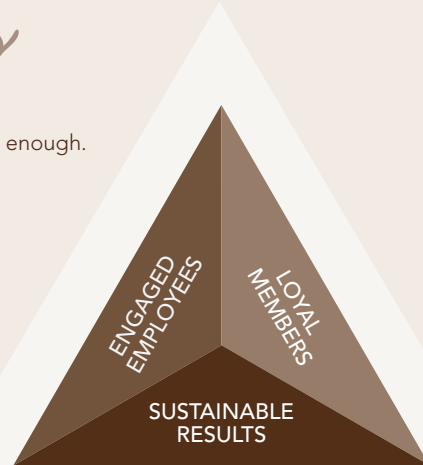
## **Community**

We are committed to contributing to our communities and our industry. We support selected charitable efforts, always operate in an environmentally responsible fashion and contribute to the betterment of our industry.



## **Fun**

We work in a fun business. We make a difference in our Members' lives and have fun being a part of this organization.



Engaged Employees help our Members achieve their goals which in turn guarantees sustainable financial results.

### KEY



Loyal Members



Engaged Employees



Sustainable Results