

## **BROADSOURCE CORE VALUES**

### **We Will:**

#### **Grow Shareholder Value**

We understand the connection between customers, investors and employees. We do what makes sense to provide a positive return for our shareholders.

#### **Impact Customer Success**

Our customers are our most important asset. We seek a collaborative and open relationship with all customers and strive to contribute to the success of their business.

#### **Act with Integrity and Respect**

We do what we say we will do. We listen, understand and respond with sincerity and professionalism.

#### **Promote Healthy Lifestyles**

We believe that mental, physical and spiritual health is the foundation of a productive life. We encourage all employees to foster a work/life balance, which is essential to sustain optimum performance.

#### **Work Hard, Celebrate Success and Have Fun!**