



# Culture Code

---

What we're about as a company and how our employees make it happen.

There are many places  
you can choose to **work**.



But at Pixability, we're building something **exceptional.**

We're leading a revolution in video that is changing TV **forever.**



Pixability and its employees

**bring out the best**

in each other—

for the good of our  
customers and the world.



Pixability has  
high expectations  
**of you**

You have  
high expectations  
**of Pixability**



Combined,  
these form our

**core values**



What does  
Pixability expect  
**of you?**

The image shows a close-up of a notepad page with a checklist. On the left side, there are five square checkboxes, each with a horizontal line extending to the right. The second checkbox from the top is checked with a black checkmark. In the center of the page, there is a large red circle with a white dashed border. The circle is split vertically into two halves: the left half is a bright red, and the right half is a lighter, semi-transparent red. Inside the circle, the text "What does Pixability expect of you?" is written in white. The words "What does" and "of you?" are in a standard sans-serif font, while "Pixability expect" is in a larger, bold sans-serif font. There are short horizontal dashed lines above and below the text.

-----  
Be **You.**  
-----

-----  
Master  
Your  
**Field.**  
-----

-----  
Do As You **Say,**  
& Think Before  
You **Do.**  
-----

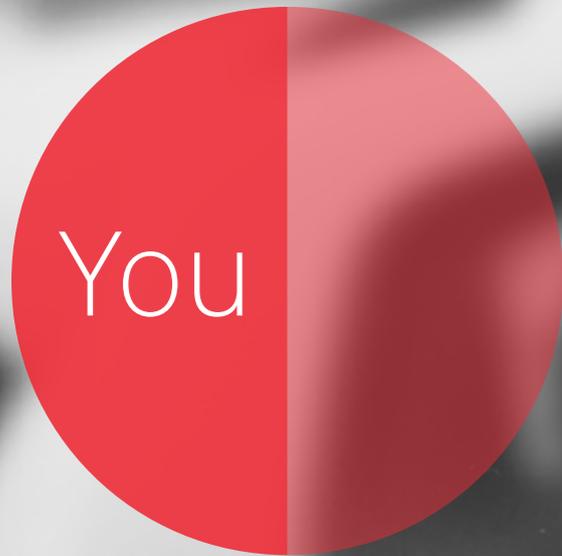
-----  
Have **Grit**  
**(and Zest).**  
-----

-----  
Be  
**Curious.**  
-----

-----  
Don't Let It  
**Fester.**  
-----

-----  
Work  
**Sustainably.**  
-----

-----  
Obsess Over  
**Customers.**  
-----



Be You.

We want diversity and global citizens, introverts and extroverts, surfers and audiophiles alike. Bring all that is uniquely awesome about YOU to the table.



You

# Master Your Field.

Be your most effective and productive self. We expect you to put significant effort into mastering your field of expertise and your tools. Get certified, contribute to open source, give talks, write a book. Share your knowledge with others inside the company and with the outside world.



You

# Do As You Say, and Think Before You Do.

We collaborate like a finely-oiled machine. Commitments to customers and colleagues are sacred. If you promise something, deliver on time. Be structured and deliberate. Spend 10 minutes planning a meeting ahead of time. Create a project plan with a deadline, rather than "just running with it."



You

Have **Grit** and **Zest**.

Nothing worthwhile comes easy, but enthusiasm certainly makes things easier. We expect you to tackle hard tasks with zest, energy, and a smile and have the grit to stick with it when the going gets tough.



You



Be Curious.

You can only be a cutting-edge innovator and trusted advisor to our customers if you're constantly curious about our industry, the verticals we serve, and the world in general. Ask relevant questions, conduct research on your own, and always keep digging.



You



Don't Let It **Fester.**

Not every project runs smoothly, not every collaboration works, and not every customer is happy right off the bat. Don't let problems fester: raise a flag early if something is amiss, and don't blindsides your colleagues. It's your responsibility to resolve issues directly and swiftly in a professional manner.

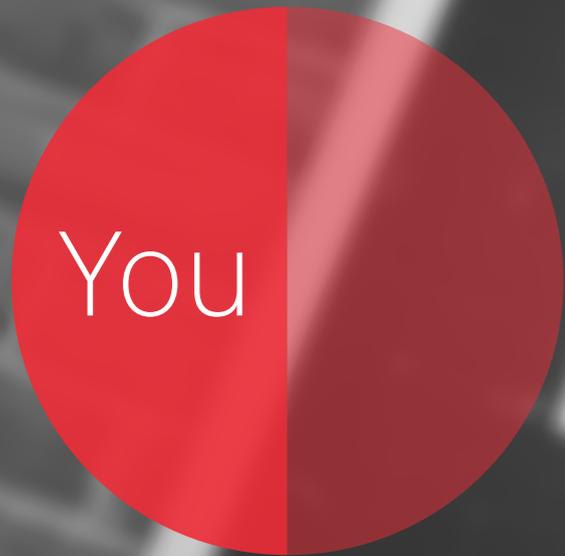


You



# Work **Sustainably.**

We expect you to work hard, but we also believe that people do their best work when they are well-rested and also able to attend to important things outside of work. We give you unlimited vacation and if you take 2 weeks at a stretch we will pay you \$500. We offer maternity and paternity leave. We are flexible with hours, because we trust you to do your work and do it well.



# Obsess Over Customers.

We start with the customer and work backwards. We work hard to earn our customers' trust and keep it. We expect you to be as obsessed as we are about helping our customers achieve incredible results.



What can  
you expect  
of Pixability?

**We:**

Give  
**Autonomy.**

**Grow**  
with you.

Care.

Measure It.

Change.

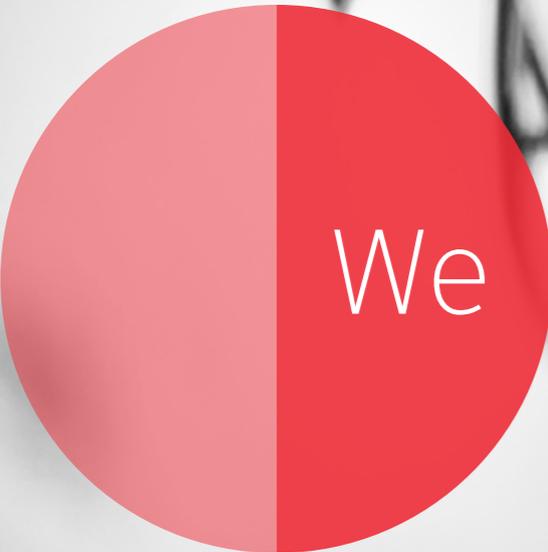
Are  
**Open.**



We

Give Autonomy.

We love self-starters. We give you the autonomy to figure things out and make decisions on your own. It's your job to ensure your team is kept in the loop at all time and is fully on board.



We

**Grow** With You.

Company growth and personal growth go hand-in-hand. If you don't feel that you are helping grow the company and growing your skills individually, then it is time for you to do something else—within Pixability, or somewhere else.



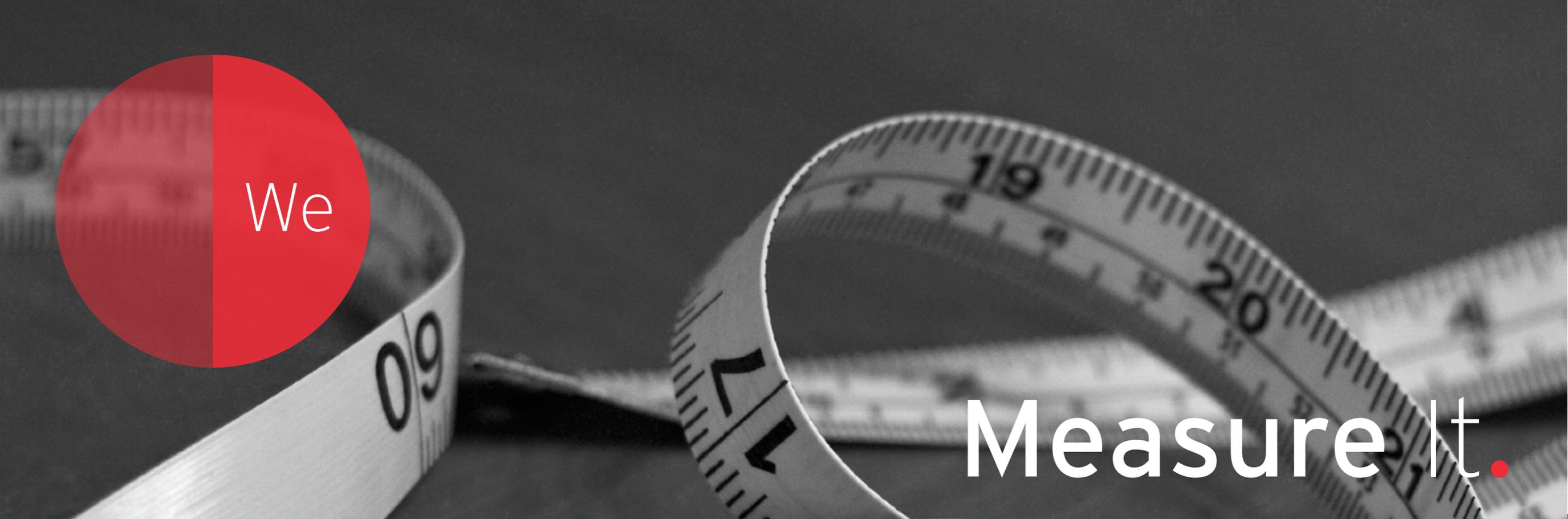
We

Care.

Pixability cares about the wellbeing of each of its employees, and Pixability cares about the larger community around us. We encourage employees to volunteer every year to make our world a better place—and Pixability provides time away from the office to make this possible.



We



Measure It.

We don't measure your success solely by the hours you sit in your seat, but by the results you produce. We use objective metrics to measure success. Before you do anything, ask yourself: What metric would an outside observer use to determine if I succeeded at this task? Write that down and measure your success against it.



We

Change.

We've changed our company massively since it was founded, and we'll continue to change in order to develop a product that makes our customers happy and successful. If you're all about stability and the status quo, it might not work out between us.



We



Are **Open.**

We are a very transparent company. You get to see lots of data about our company, its financials, the way it is run, and more. We are open and transparent with our customers. We hold our company and each other to the highest ethical standards. Compromising on ethics is never an option.

These are high expectations.

It is a lot to ask, **we know.**

**But we ask it**

and we hold each other accountable.

Because we are  
revolutionizing our industry.



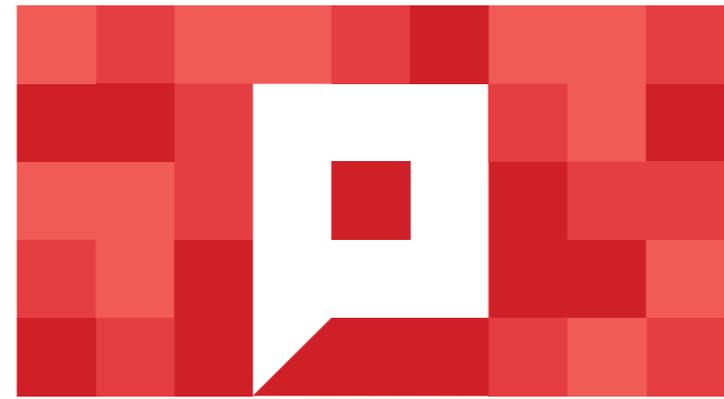
**BIG DATA**  
***SOFTWARE***



It's hard  
work.

But the view from the top is  
**worth it.**

And we want you to be there  
with **us.**



**PIXABILITY**

---

Premium video advertising performance.  
**Powered by great people.**