

Our Values



DIRAC

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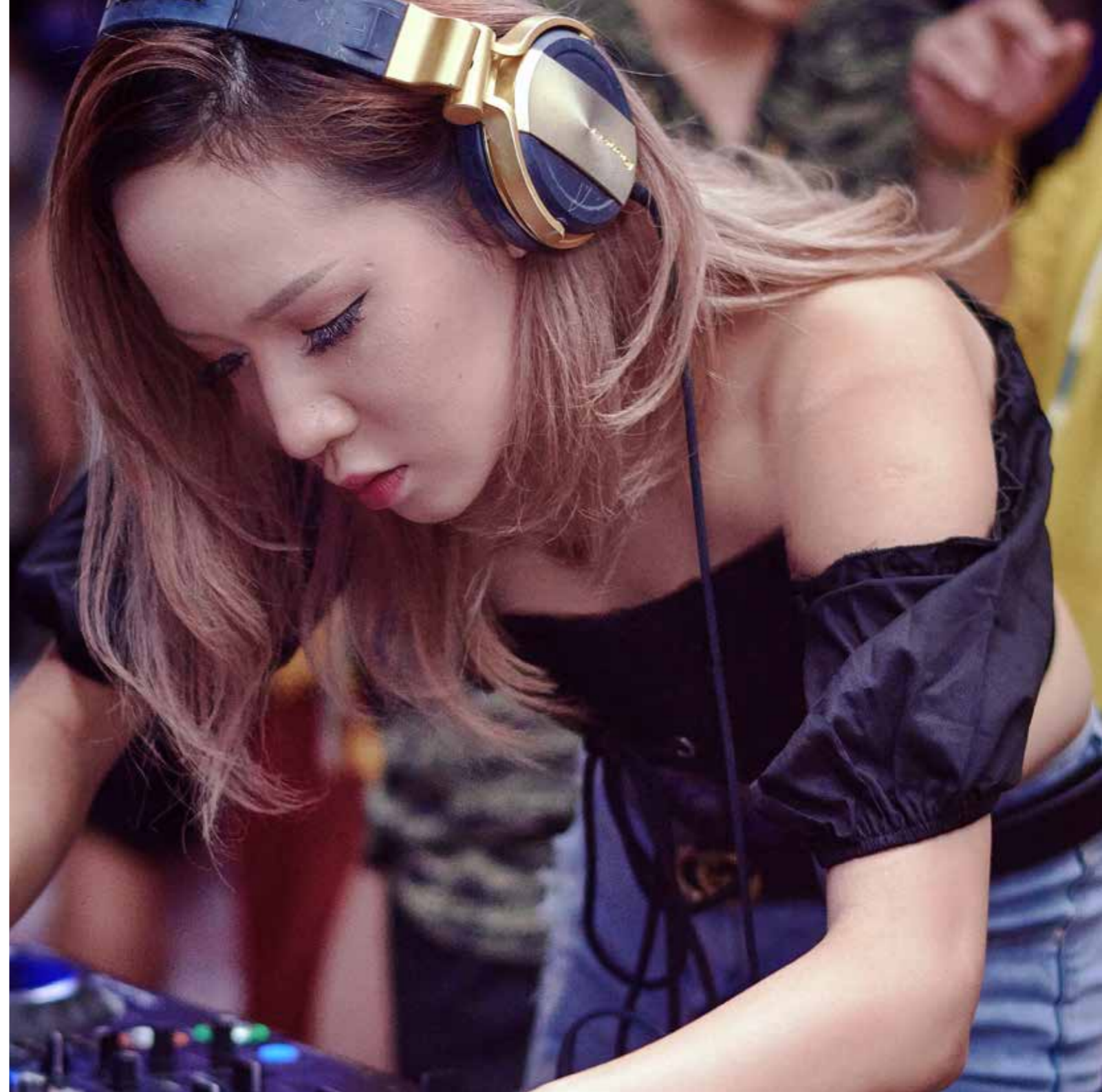
This booklet aims to capture the values to which we, as members of Dirac, stick. We have tried to articulate them as clearly and shortly as possible.

The values that are captured here are based on interviews with employees.

These values are representative of Dirac's culture historically but are also aspirational. Our ambition has been to capture not only who we are today or were yesterday, but also who we want to be tomorrow. The company culture at Dirac has been one of our real strengths. This document aims to capture that unique culture of passion, engagement, entrepreneurship, teamwork and drive to excel.

Purpose

Our true culture is not manifested in a document; It is displayed in our behavior. Culture evolves and should never remain static. Our culture has been a competitive advantage and expressing it in words helps us make sure we continue to live by it and refine it as we grow. We ask everyone in the company to represent the values embodied here. These values are not clichés or words on a paper that mean nothing. Cultures change slower than strategies, and our values should lead and guide us when we evolve our strategies and in our daily work. We ask everyone in Dirac to act in accordance with this culture. We invite everyone to uphold the culture and remind their teammates to do so as well. By truly representing these values, Dirac will be a highly successful enterprise and one of the greatest places on earth to work.



“ We are
here to
change the
world of
sound

We'll change people's expectations of what sound should be, making good sound relevant in their lives. We'll perfect all aspects of your listening experience and constantly push ourselves to invent the future of sound. We will define what people will expect. We dare tell them, **“we can make sound better”**.

MISSION

Enable superior
SOUND experiences
across content and
devices, for the many,
not the few, through
pioneering digital
audio solutions.

SOUND

VALUES

THIS IS US.

You and me working at Dirac. Values that affect our everyday work, our behavior and attitude.

OUR CORE VALUES ARE
PASSION,
COURAGE,
COMMITMENT
AND **IMPACT.**

PASSION

Passion is in our roots and in our soul.
That's how it started.
With the passion for better sound.
Passion is our engine.



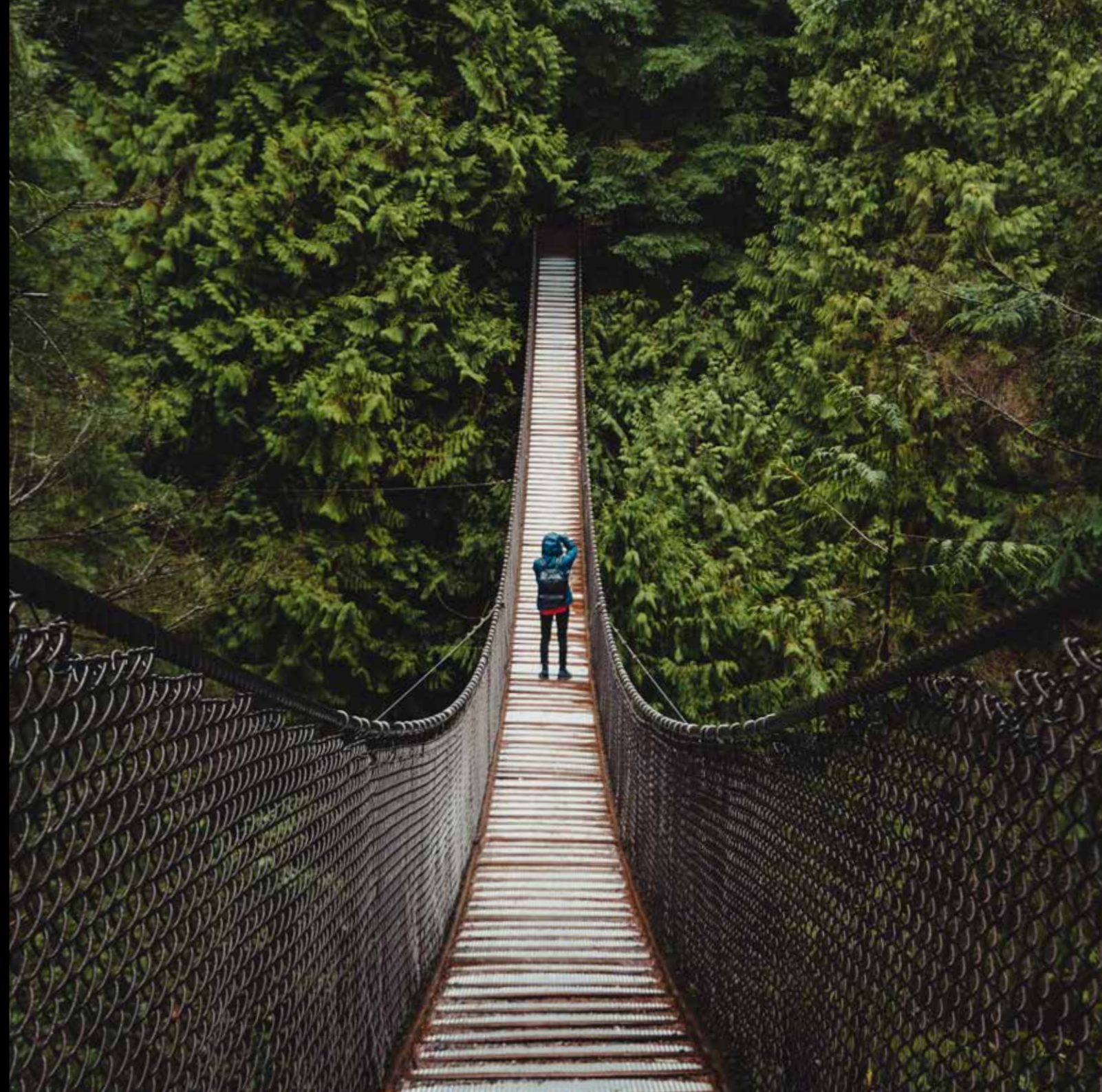


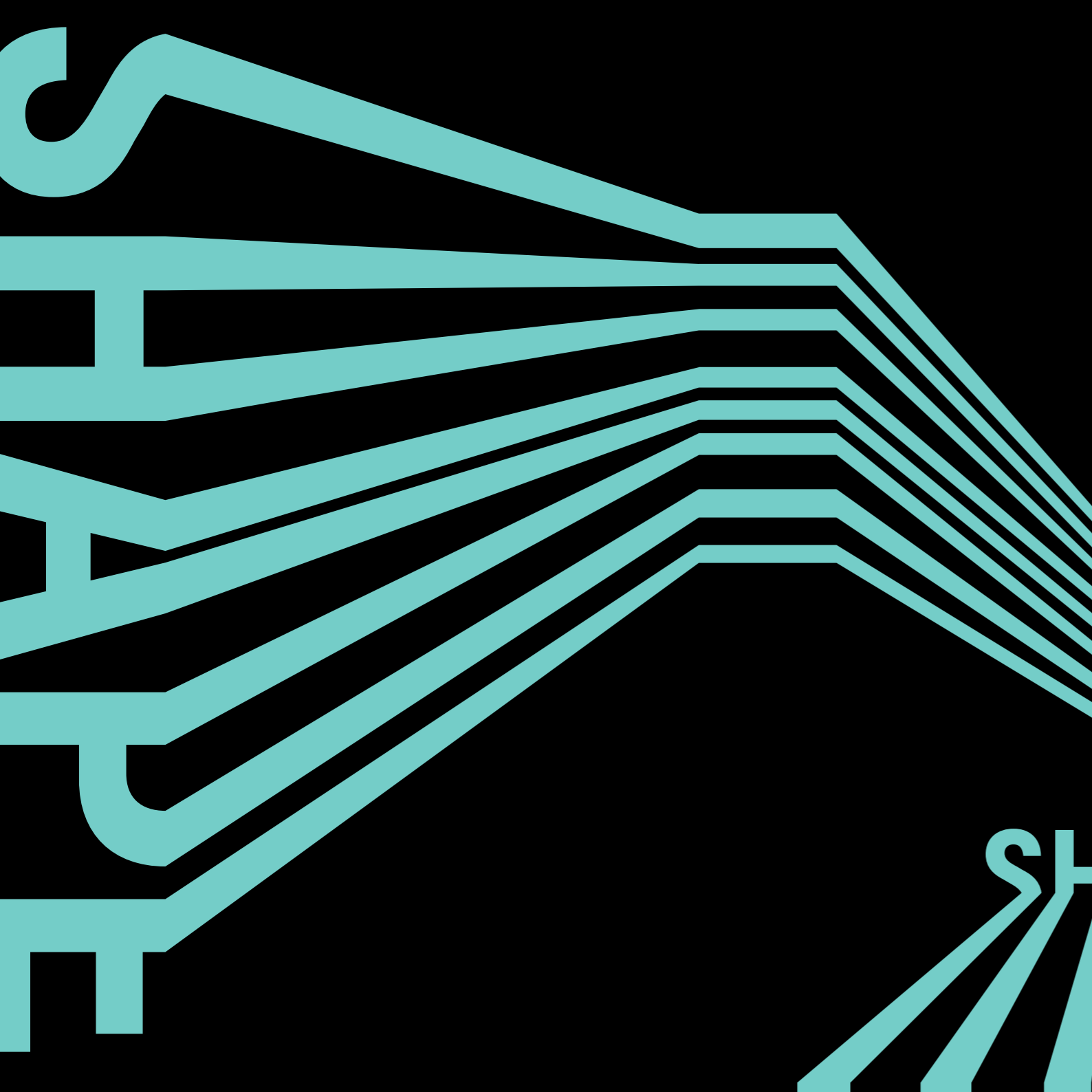
Passion

- We are a company of passionate people
- Driven by curiosity and a desire to learn more, to innovate
- Passionate about making sound better for the many, not only for the few
- Passionate about customer success and team success, and not least, about our products
- Passionate about our personal contributions

COURAGE

Courage to us is about integrity, focus, and trust. **WE** face challenges with curiosity and determination to solve them.





Courage

- We support each other in trying – this is how we grow
- We have the courage to speak out
- We have the courage to be wrong
- We have the courage to stand up for our culture – and make tough decisions when needed
- We have a humble attitude and the courage to be vulnerable

COMMITMENT

We are committed
to our colleagues,
customers, partners,
and Dirac as a company.

We CARE, and we show it.





Commitment

- Teamwork is vital for us – we win together, as a team
- We trust each other and live up to each other's trust
- We are open, honest, and respectful
- We give our teammates feedback right away and help them grow
- We seek to understand first, then be understood
- We are proud of what we do
- We have fun!

IMPACT

We are here to **CHANGE** the world of sound. Customer value is our focus. We are entrepreneurial and creative when delivering world-class sound to the many.





Impact

- We are pioneers and take the lead in first-class innovations of sound technology
- In all respects, we take responsibility for being a long-term, world-class sound supplier
- We engage with customers on all levels and gather insights
- We steer our offering long-term based on customer needs
- Simplicity guides us in our work and our value propositions
- We are highly productive and focus on sustainable, differentiated, and scalable customer value
- We make a difference through sound by expanding the way we sense and experience the world



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