

Actual **company principles** are **behaviors** and **skills** valued in our fellow colleagues:



Customer Obsession

- You start with the customer and work backwards.
- You extensively research and strive to understand our customers better.
- You work with great effort to earn and keep customer trust.



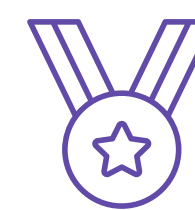
Ownership

- You care deeply about our customers and Hostinger's success.
- You are passionate: committed in heart and mind.
- You make decisions based on the long term.
- You act on behalf of the entire company, beyond just your own team. You never say "that's not my job".



Learn and Be Curious

- You constantly learn and always seek to improve yourself.
- You are curious about new possibilities and act to explore them. It is in your nature to innovate.



Hire and Develop the Best

- You help people to scale within the organization. Leaders develop leaders and take their role in coaching others seriously.
- You keep only highly effective people.



Highest Standards

- You strive for the highest standards, and many may think these standards are excessively high.
- You are continually raising the bar and drive your team to deliver high quality services.
- You inspire others with your thirst for excellence.



Freedom & Responsibility

- You are self-motivated, self-aware, self-disciplined, and self-improving.
- You don't wait or want to be told what to do. You love freedom and you definitely deserve it.



Focus

- You constantly ask yourself what is the best thing I can do today that will contribute to a long term success.
- You think strategically, and can articulate what you are, and are not, trying to do.
- You are good at using data to support your intuition and make decisions.



Bias Toward Action

- Speed matters in business. Many decisions and actions are reversible and do not need extensive study.
- You promote action-oriented behavior, rather than discussion based work.



Courage & Candidness

- You say what you think even if it is uncomfortable.
- You give each other radically candid feedback and never wait to do so.
- You make tough decisions without agonizing. You question actions inconsistent with our principles.



Deliver Results

- You deliver results with the highest quality and in a timely fashion.
- You recognize and celebrate achievements.