



Mission, Vision, and Values

Vision

We are the leading Mexican company in improving the quality of life of people through the change in their habits. Recognized worldwide and positioned among the best technology companies in Mexico and the world.

Mission

Create a community of users who can interconnect new habits and improve their quality of life, regardless of their knowledge in innovative technologies such as the cryptographic world and NFTs. Encouraging the use of digital assets that gives users the possibility of improving their economy along with human development. As well as the expansion of our company through the development of the most extensive and disruptive cryptoactive ecosystem focused on the transformation of activities, behaviors, and positive thoughts.

Values

a. **Loyalty.**

Loyalty among Vrakka employees strengthens work teams. It fosters an environment of support, collaboration and ensures that the company's objectives are met. It improves the satisfaction of our community and the productivity of our team.

b. **Responsibility.**

Promotes trust among employees, leaders, and customers. It improves productivity and efficiency at work, allowing objectives to be achieved more quickly and effectively. This improves the motivation and engagement of Vrakka members. It contributes to customer satisfaction by ensuring that the company keeps its promises.

c. **Family.**

The transcendental value for the community of Vrakka, as we believe that by recognizing the importance of family, we are not only promoting a more positive work environment, but we are striving to have a work-life balance. We believe that the family is the basis of society, and we implement this value throughout our ecosystem in order to contribute to the improvement of society.

d. Passion.

Passion for excellent work is the key to a company's success. When people have passion for their work, the result of the tasks generated will be high quality, as this contributes to creativity and innovation and is highly reflected in the financial growth of the company.

e. Integrity.

Integrity fosters a culture of honesty, trust and respect, which translates into a safe, productive and enjoyable work environment. This allows our employees, shareholders and customers to perform in an environment essential to the achievement of the objectives set.

