

Raft Values

Core Mission:

At its core, the freight forwarding industry is about people. Every day, thousands of us communicate across borders and time zones, working together to facilitate the flow of goods around the globe. We saw an opportunity to transform the industry’s productivity and performance by using technology to make that communication dramatically easier, faster, and more accurate.

Mission: Create more efficient workers, stronger relationships, and happier customers.

Service Values:

Improve the human experience at work.

- Using technology, help people spend time on things that make a difference
- Improve the customer's experience at work resulting in real business results.

Changing the game with cutting-edge technology.

Use proprietary technology and continue to pursue ambitious digital solutions for pressing challenges.

Inspiring an entire industry to evolve.

Create a more collaborative industry in which established companies and start-ups speak the same digital language, allowing everyone to scale.

Our Engineering Values and Culture

Our values are the foundation of who we are - a team committed to growth, integrity, and exceptional performance. We believe in empowering individuals while celebrating collective achievement.

Our Commitment: To create a workplace where integrity, innovation, and human potential are our greatest assets.

Be Strong, Be Kind <i>Believe in your abilities but remain grounded, remaining humble, we are all learning.</i>	Unwavering Integrity <i>Trust is earned but so easily lost. Be honest, transparent and accountable and ensure its at the core of all we do.</i>	Customer-Centric Approach <i>We are obsessed with delivering only exceptional</i>
Relentless Quality and Innovation <i>We never settle and continuously push boundaries</i>	Innovation Mindset <i>We are proactive and decisive</i>	Compassion and Care <i>We care deeply about our teams and broader community</i>
	Growth Culture Promise <i>We are building a company but also an environment to thrive</i>	

Be Strong, Be Kind

Believe in your abilities but remain grounded, remaining humble, we are all learning.

Our confidence is rooted in:

- Continuous learning
- Open to feedback
- Celebrating team achievements
- Recognise that improvement is a continuous journey
- Embrace personal and professional development
- Believe in yourself and help those around you.
- Assume good intentions.
- Knowing is an opportunity to share. Not knowing is an opportunity to grow, not a weakness
- Remain humble, no acceptance of arrogance.

Unwavering Integrity

Trust is earned but so easily lost.

Be honest, transparent and accountable and ensure its at the core of all we do:

- We communicate openly and honestly
- We take responsibility for our actions
- We make ethical decisions, even when it's challenging, retaining a strong moral compass
- We hold ourselves to the highest standards of professional conduct

Customer-Centric Approach

We are obsessed with delivering only exceptional:

- We listen intently to our customers' needs
- We go beyond expectations
- We solve problems creatively
- We build long-lasting relationships based on trust and understanding

Relentless Quality and Innovation

We never settle and continuously push boundaries:

- We challenge the status quo
- We embrace continuous improvement
- We experiment and learn from both successes and failures
- We believe no process or individual is ever truly "finished"

Innovation Mindset

We are proactive and decisive:

- We make considered, swift decisions
- We take calculated risks
- We prioritise progress over perfection
- We turn ideas into tangible outcomes

- We take responsibility

Compassion and Care

We care deeply about our teams and broader community:

- We treat people with respect and dignity
- We foster an inclusive environment
- We invest in personal and professional growth
- We contribute positively to our community

Growth Culture Promise

We are building a company but also an environment where:

- Talent can thrive
- Diverse perspectives are celebrated
- Innovation is the norm
- Individual potential is unleashed