



# Company Summary

Our mission:

**“We make high quality, professional photography affordable for everyone”**

Everything we do is about optimizing the photography experience, for our customers, business partners and photographers. We are leveraging technology to disrupt the photography industry, bring efficiencies and ultimately make professional photography affordable for all



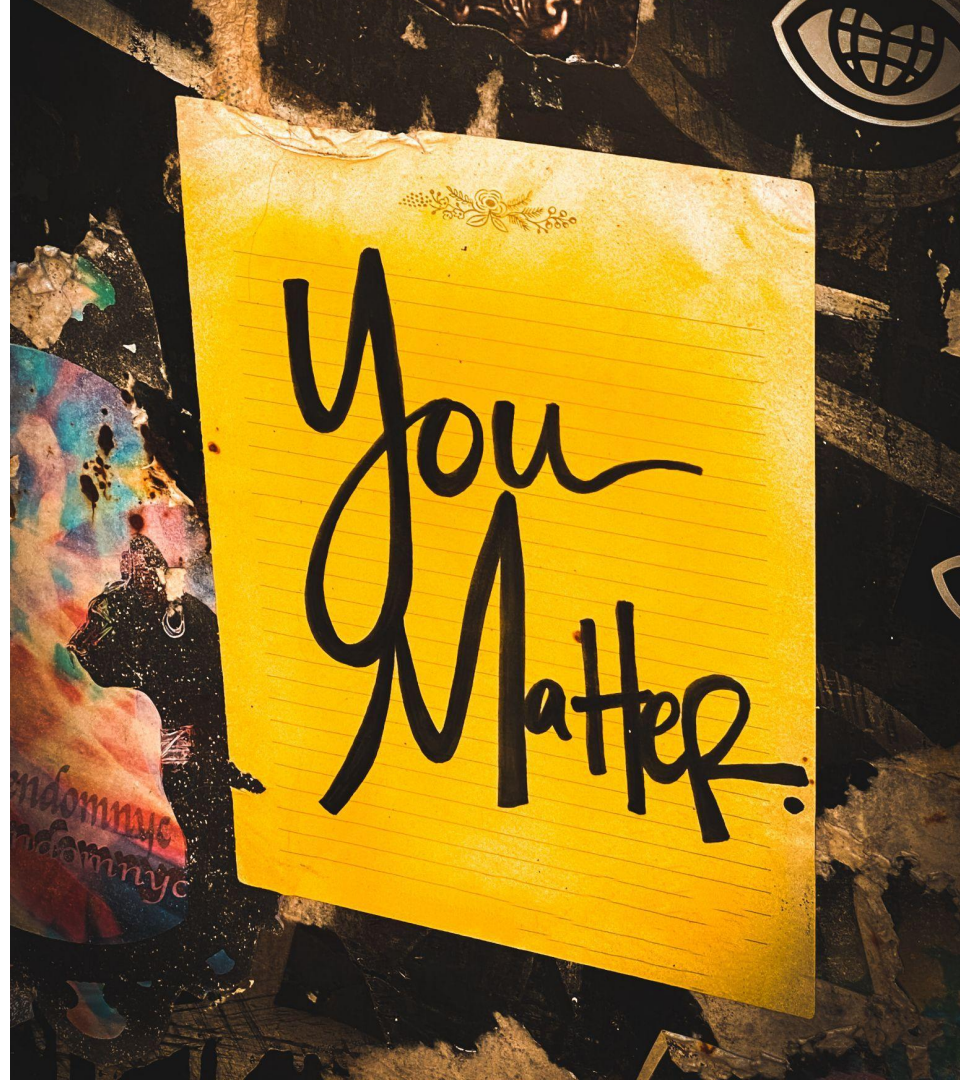
# Mission, Vision & Values

**Mission:** We make high quality, professional photography affordable for everyone

**Vision:** We serve as the world's largest and most comprehensive provider of visual assets

## Values:

- Focus on the customer
- Innovate at all times
- Respect and honesty to all
- Own your actions
- Deliver



# What makes Pyx different

## Our competitors:

Focus is on profitability

Grow aggressively

Photographers are expendable

People and process driven

## Pyx:

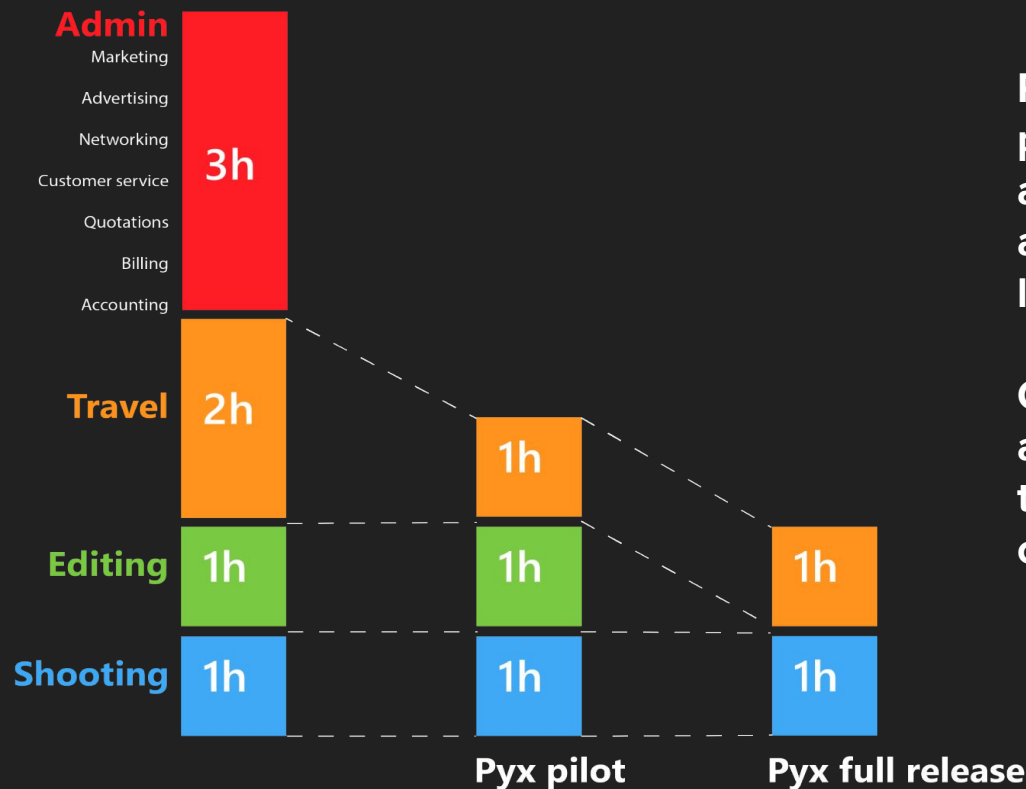
Focus is on customer experience

Grow sustainably taking our photographers and partners along

Photographers are our most treasured asset. We invest in them through trainings and community action

Technology driven

# How Pyx manages to reduce cost (yet increase our photographer earnings)



Pyx eliminates the time photographers spend on admin and editing, allowing them to shoot and earn more whilst offering lower prices to our partners.

Our per product charges are approximately 30-50% cheaper than our competitors, whilst offering higher output quality.

## What our Customers are Saying

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**“We are so thoroughly impressed by the partnership Pyx has demonstrated to us. They have delivered much higher quality shoots at our partner restaurants, despite less than ideal conditions at times.**

**Pyx has shown that they have our core interests at heart and will go over and beyond to meet our business objectives.”**

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