



movile

culture book

we are moved for a big dream
make life better for **1 billion people**
in the world through our Apps



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and we believe that there
is **a great secret in**
the universe
to achieve this dream...



the awesome collective of
Movilian@s

(the way how we call each other)

in order to truly understand
how we think and act,

we wanna share some important
things about us

who we are

think big & change the world

owners & leaders

people

we have fun

who we are

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our culture translates the way we pursue our dream

the JMS*

Jeito Moviliano de Ser

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Everything starts with
our values



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A photograph showing a diverse group of people's hands stacked together in a circular pattern on a light-colored surface. The hands belong to individuals of various skin tones and ages, wearing different clothing and accessories like watches and rings. The background is slightly blurred.

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People

We attract, develop and maintain the best people, who are pro-active, dedicated and passionate about what they do, always a sparkle in their eyes.

We value teamwork, maintaining transparent relations among us

Customer Focus

We want our clients to recommend us to their friends.

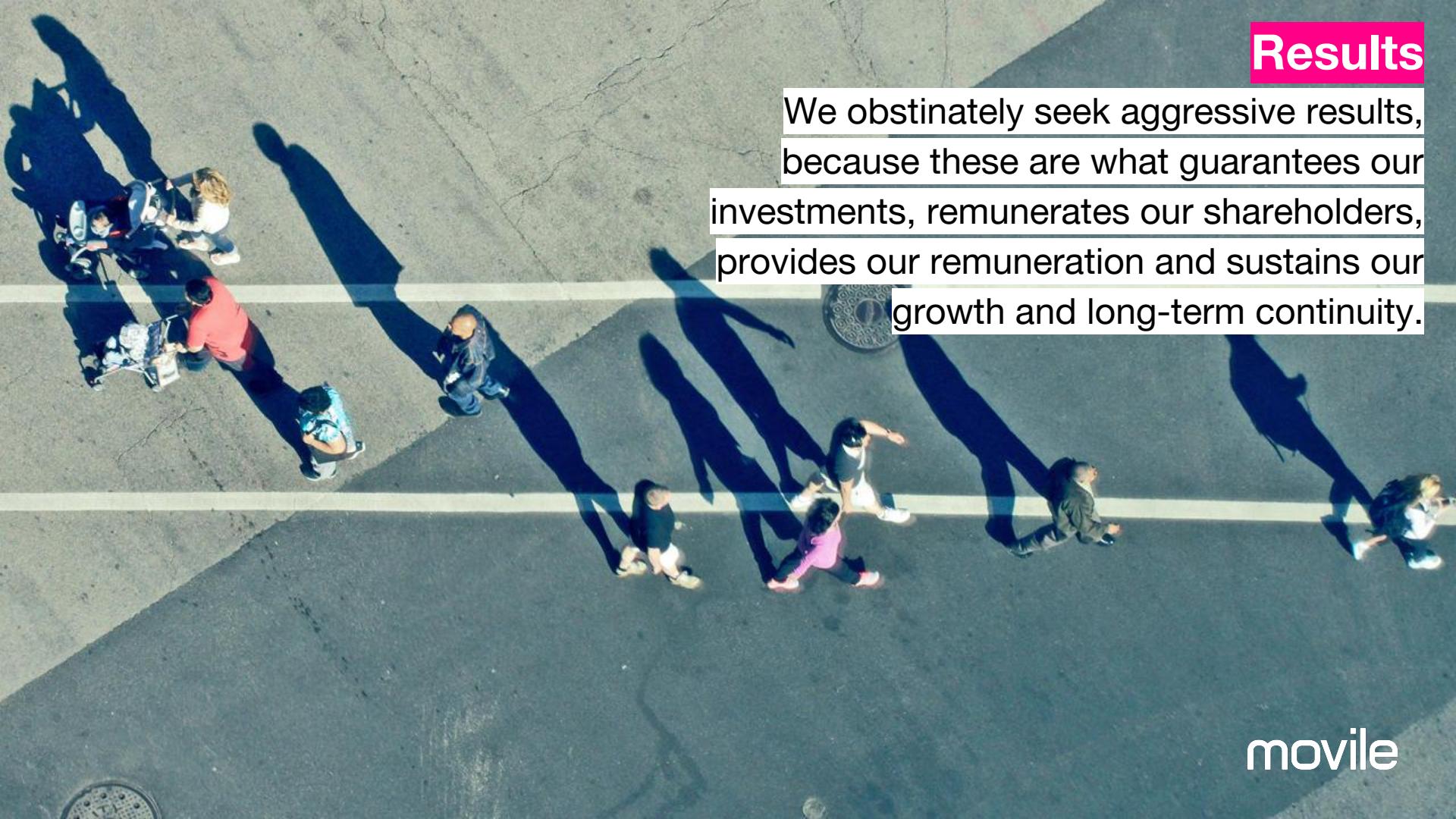


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Innovation

We have the necessary creativity and agility to innovate, having new products, services and processes come to light in order to positively surprise our clients. We encourage the taking of risks with responsibility and accept errors that produce learning, correcting their causes.

An aerial photograph of a city street during the day. Several people are walking across the crosswalk, casting long, sharp shadows onto the asphalt. The scene is captured from a high angle, looking down at the urban landscape.

Results

We obstinately seek aggressive results, because these are what guarantees our investments, remunerates our shareholders, provides our remuneration and sustains our growth and long-term continuity.

Meritocracy

We reward and provide opportunities for people to grow at a speed compatible with their results, clearly and fully assessed against previously negotiated targets, without any kind of restriction or favor.

Ethics

Our actions are ruled by the highest ethical and professional standards.

We conduct our business with integrity. We value actions that would never make us feel ashamed in case they went public.



People

Work with awesome people & enjoy a really friendly atmosphere.

Customer Focus

Work on products that change millions of lives every day.

Innovation

Be a part of great stories and big dreams.

Results

Join a culture of results oriented by audacious goals.

Meritocracy

Grow fast. Personal and professional development are real in many ways.

Ethics

Own it. Ownership is part of us.

**Our values create an unique
value proposition**

A photograph of a woman from the waist down, wearing a dark tank top, grey leggings, and black sneakers with pink laces. She is crouching on a paved path, tying her shoelaces. A black smartwatch is visible on her left wrist. The background shows a blurred green landscape.

our manifesto translate us

We are always looking at the way things work,
because our unsettled spirit keeps us searching
for opportunities to make things better, faster,
simpler, easier, closer.

If something is broken, we fix it.

If it's hard to do, we simplify it.

If it lacks something, we improve it.

If it's not sustainable, we make it be.

And if it doesn't exist, we create it.

You could say we're problem-solvers.

But we like to see ourselves as the engineers of
the everyday.

Constantly reshaping, changing, adapting and evolving our interactions with the world.

And mobile is our workshop. It's where we make the magic happen.

But this is not an end on itself. Everything we do serves our greater purpose: people.

We value people over pixels. After all, if something doesn't matter for people, it's useless.

That's why we don't make things work better just for the sake of being better.

We make it because we want to change the way people do things.

For the better.

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**think big &
change the world**

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think & dream big

We truly care about our people by fostering
and supporting their dreams and great ideas



we change millions of lives every day

diversity and empathy matters



our business is dynamic

we're always changing

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forgot the obvious

keep thinking in a new way - always!

owners & leaders

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we don't believe in stellar wages
we believe in efforts recognition

**we want more and more owners
committed to our business**

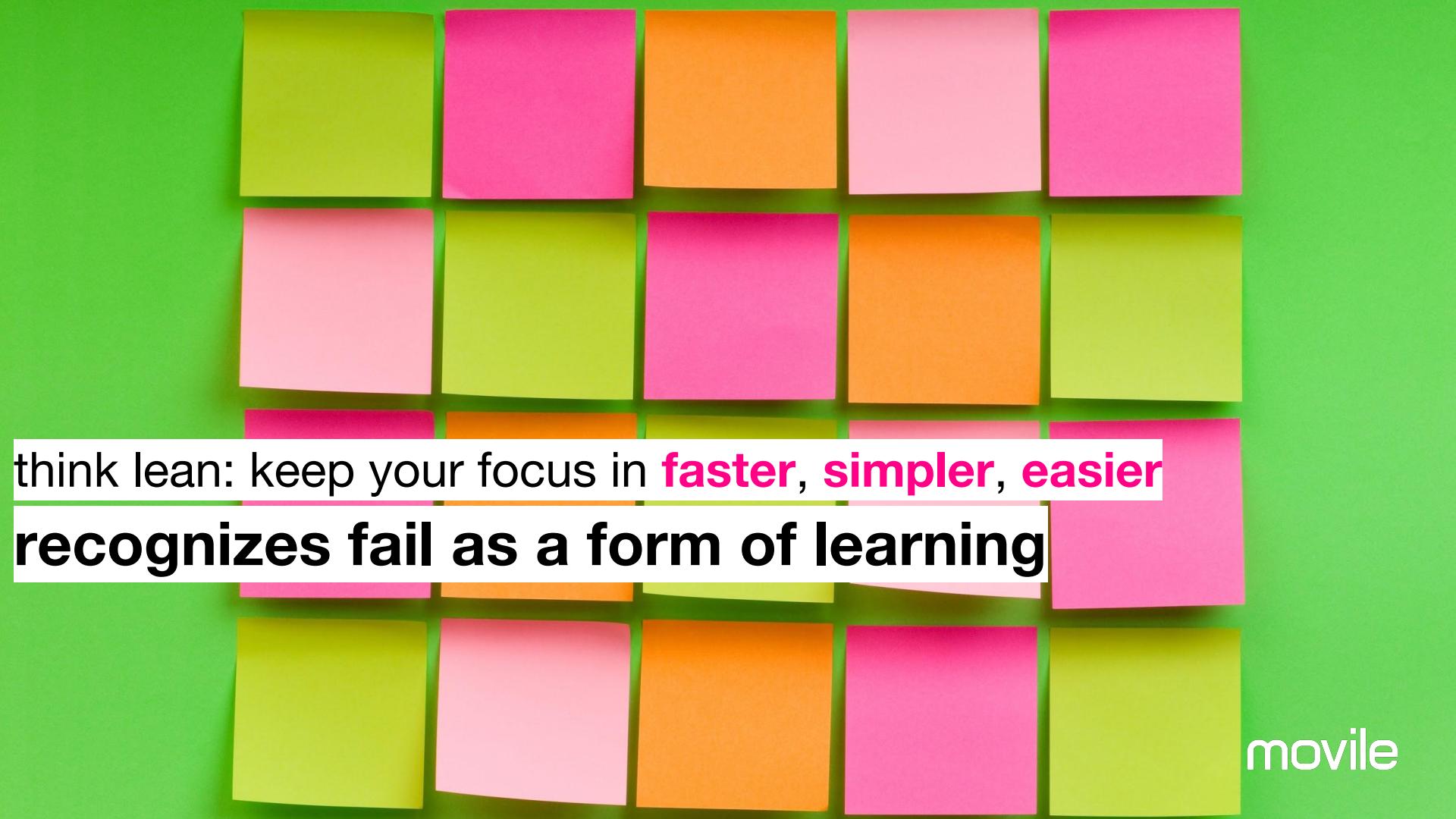
everybody here can do it!

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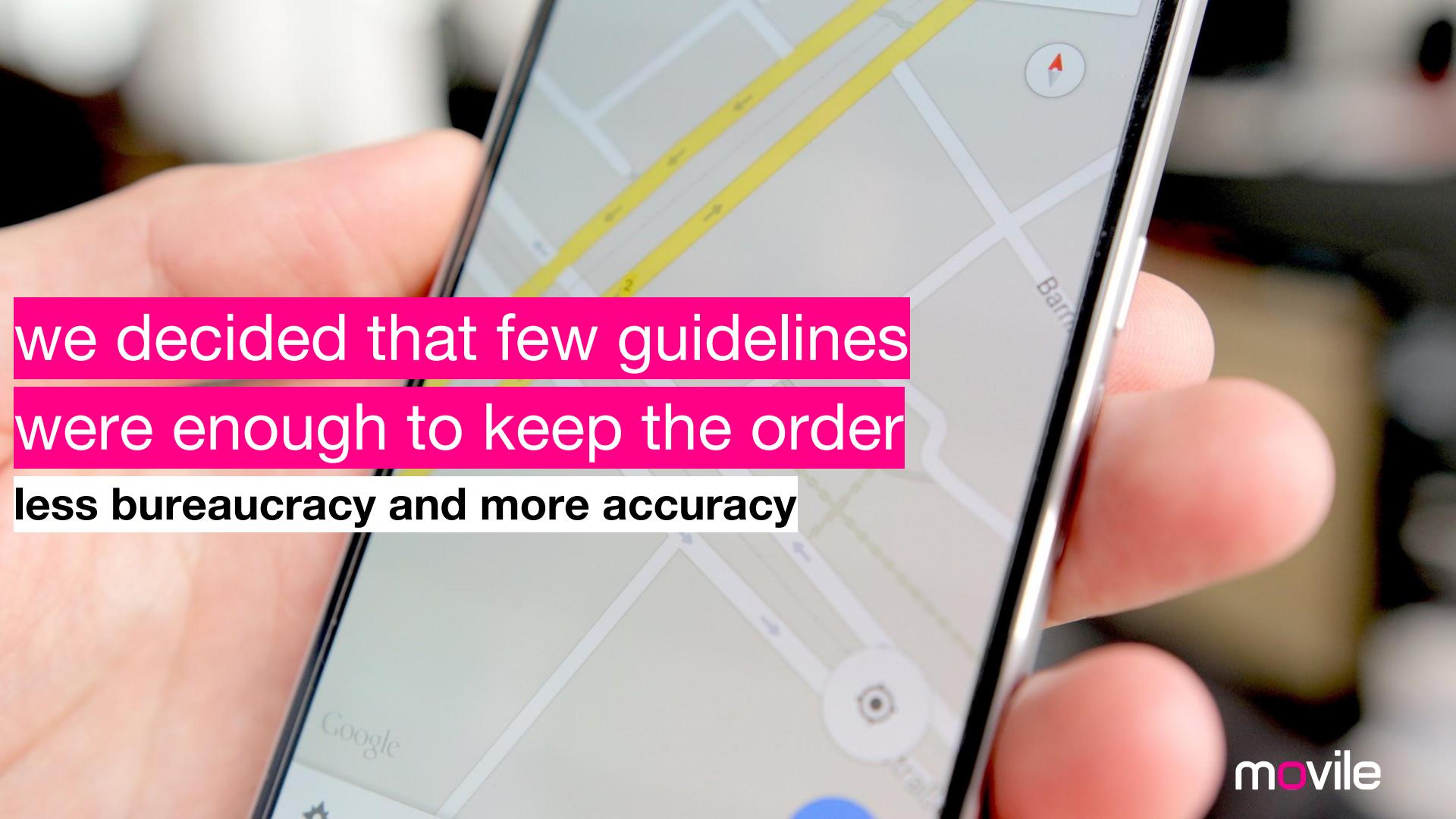
We really believe in autonomy
whenever, wherever – with self discipline

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think lean: keep your focus in **faster, simpler, easier**
recognizes fail as a form of learning

mobile



we decided that few guidelines
were enough to keep the order
less bureaucracy and more accuracy

people

mobile



we love open spaces – let's make the **innovation** flow
and easy access matters (with everyone!)

Hello.

Hi, I'm
Paulo
Curio

A close-up photograph of a woman's face and hands. She is wearing teal sunglasses and a pink phone case. Her hands, which have patterned nail polish, are holding the phone. The background is blurred.

**everyone can find extraordinary
opportunities here**

**just keep looking for
challenges for yourself**

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A photograph showing a row of several colorful globes displayed in a store window or exhibition. The globes are mounted on black stands and are illuminated from below, creating a warm glow. The globes show various map projections, with one clearly showing the African continent and another showing the Pacific Ocean. In the background, there are shelves with books and other items, and a sign that reads "NATIONAL GEOGRAPHIC".

we are a holding with other
great companies and challenges
**explore our world
of possibilities**

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we share our numbers, our strategy, our goals with everyone at company

we believe in **high alignment**
and **genuine interest**



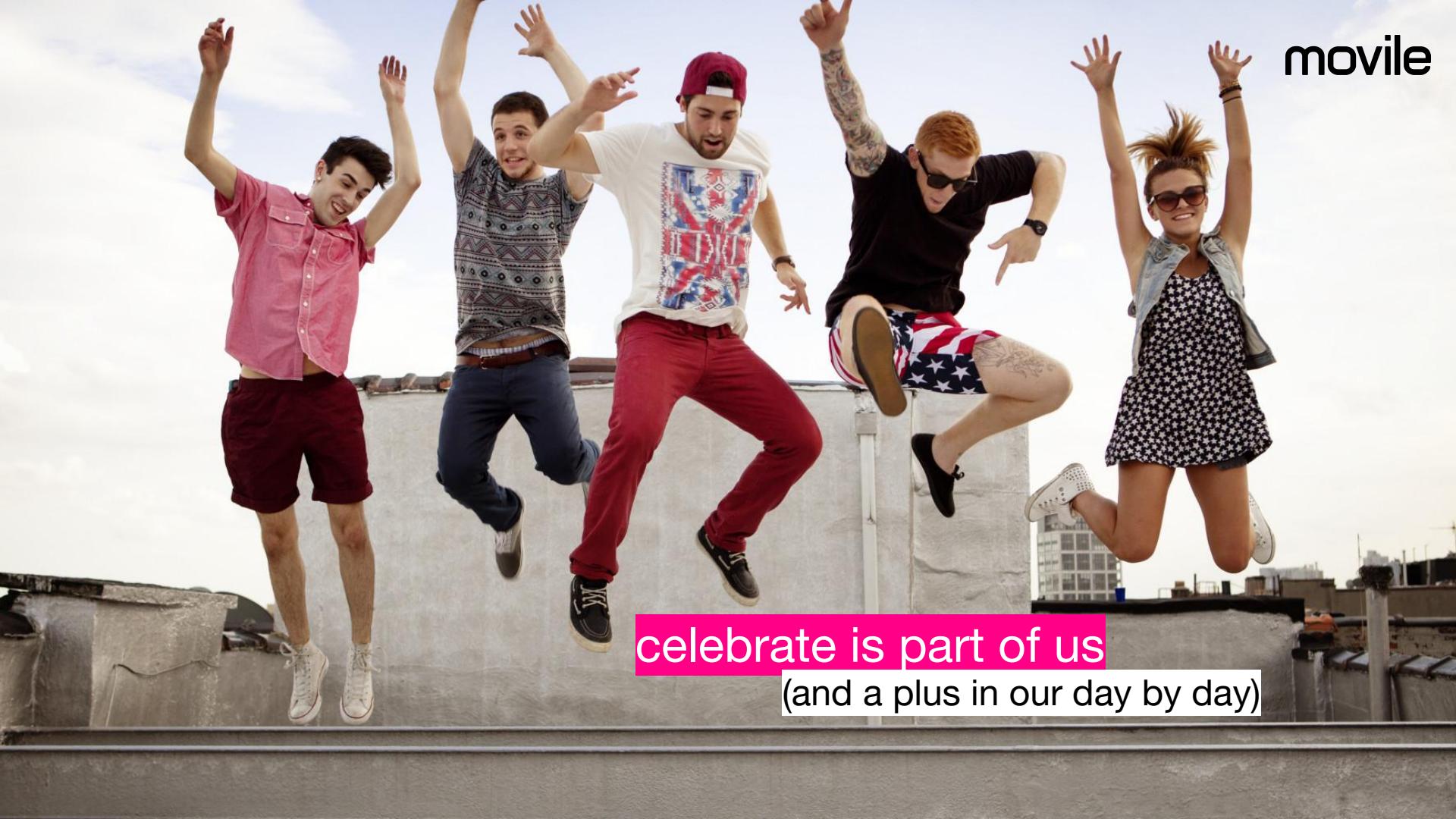
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If our actions to share what we do will make our world best, we do it
we provide **lectures, trainings** and
everything to share our skills

we have fun

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A group of five young adults are captured in mid-air on a rooftop, their arms raised in excitement. They are dressed in casual summer attire, including a red button-down shirt and maroon shorts, a grey patterned t-shirt, a white t-shirt with a colorful graphic, a black t-shirt and American flag shorts, and a denim vest over a black top with a star-print skirt. The background shows an urban skyline under a clear sky.

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celebrate is part of us
(and a plus in our day by day)

A photograph of two hands holding lit sparklers against a dark, cloudy sky at sunset. The hands are positioned in the lower half of the frame, with the sparklers pointing upwards. The sparks are bright and scattered, creating a festive atmosphere. In the upper right corner, there are four horizontal pink bars containing text.

we enjoy our offices

we have informal happy hours

we spread happiness

in our lives too

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**Finally,
one more thing...**

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**we work hard
to make lives better**

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