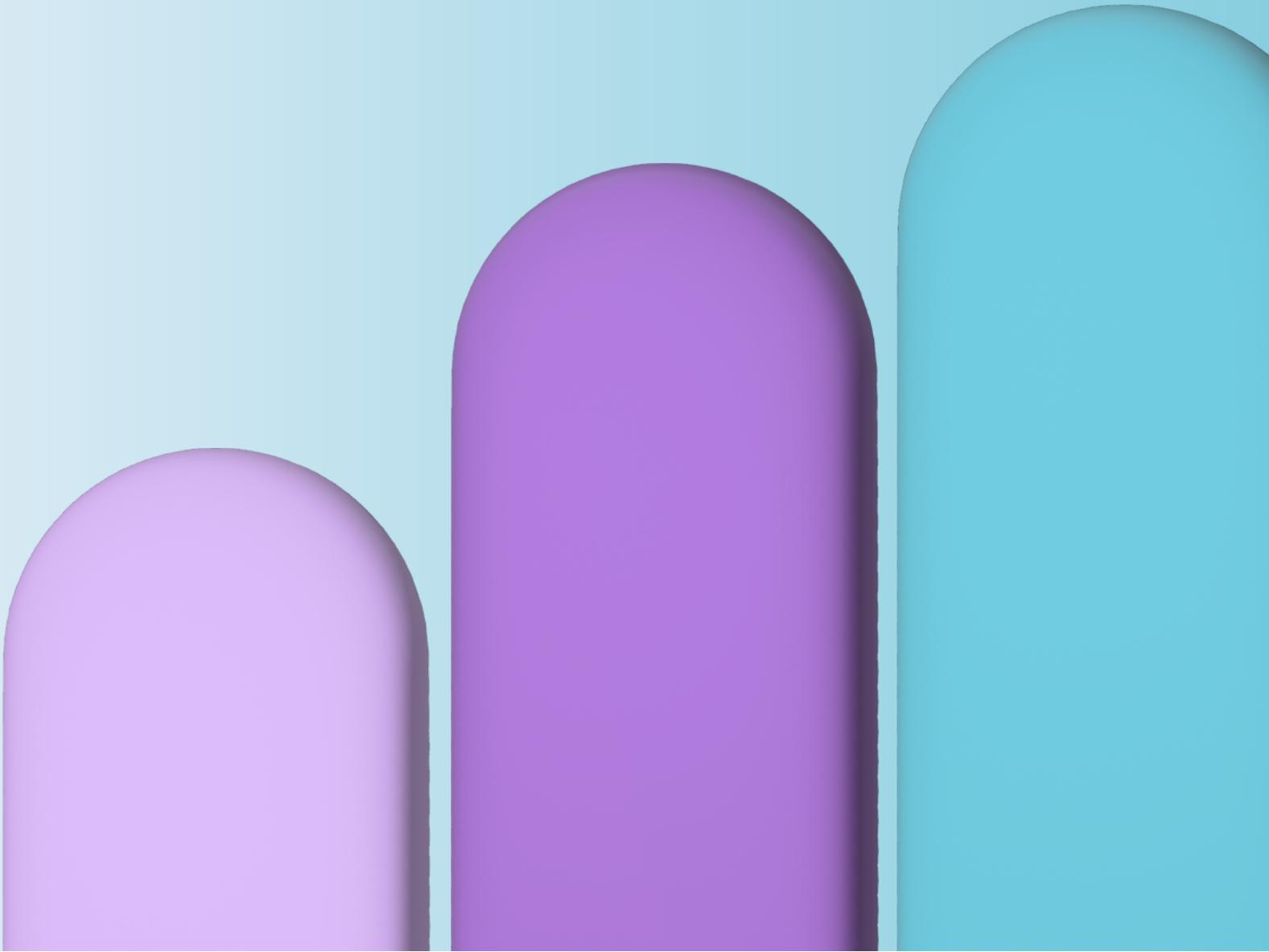


Culture handbook



Our values, purpose, and mission give us something more significant to work towards, helping us understand our contribution to our industry. They also help set and drive the culture of Mobal.

Well executed, our values become a guiding force at Mobal, helping with strategy, decision-making.

OUR PURPOSE

Reshaping online presence



OUR VISION

Category-leader in business profile management software



OUR WAY

Exceptional people create exceptional products. Mobal is disrupting how businesses manage their online presence. Mobal is our way of expressing ourselves through being impactful, simple, and user-friendly.



Walk the talk

Our values tell us what kind of behavior we value at Mobal. Value-based behavior is expected from every team member.

Our values are made real in every decision we make and all the actions we take.

When new talent joins Mobal, leading by example is inevitable to make new talent understand the way we work and what the Mobal Culture is all about.

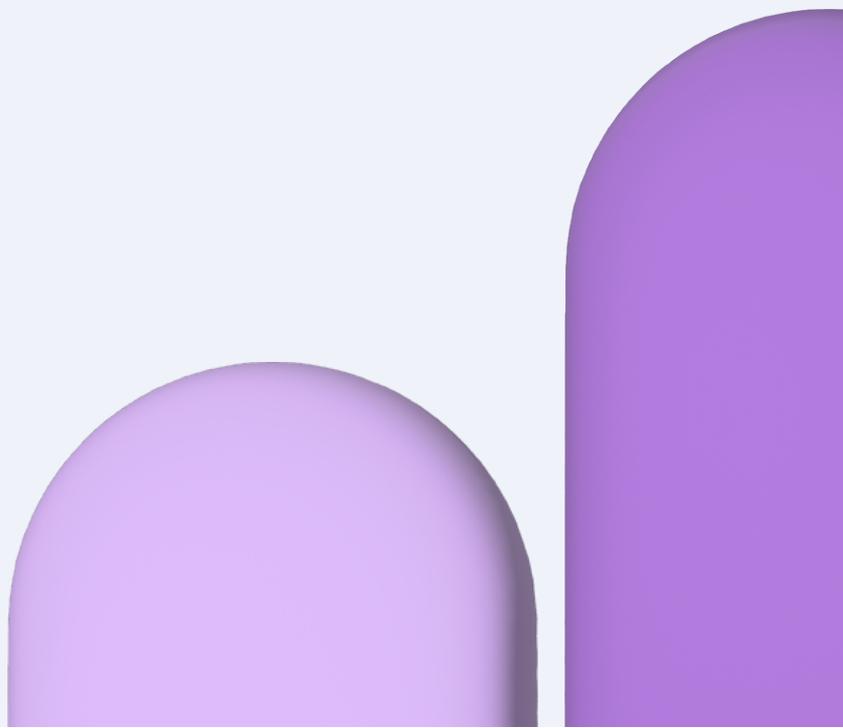
OUR LEADERSHIP PRINCIPLES

- 1.HELP EACH OTHER GROW
- 2.LEAD BY EXAMPLE
- 3.KEEP DECISION-MAKING
TRANSPARENT
- 4.WE ENCOURAGE ACTION

Give room to growth

The core of our leadership at Mobal is to give room for people to grow.

We expect our employees to cooperate, trust their instincts and find good solutions. We encourage our team to ask for help when needed, give feedback and listen to constructive feedback. We help each other to grow and learn from our failures.





Customer excellence

By focusing on our customers, all else will follow.

Customer excellence

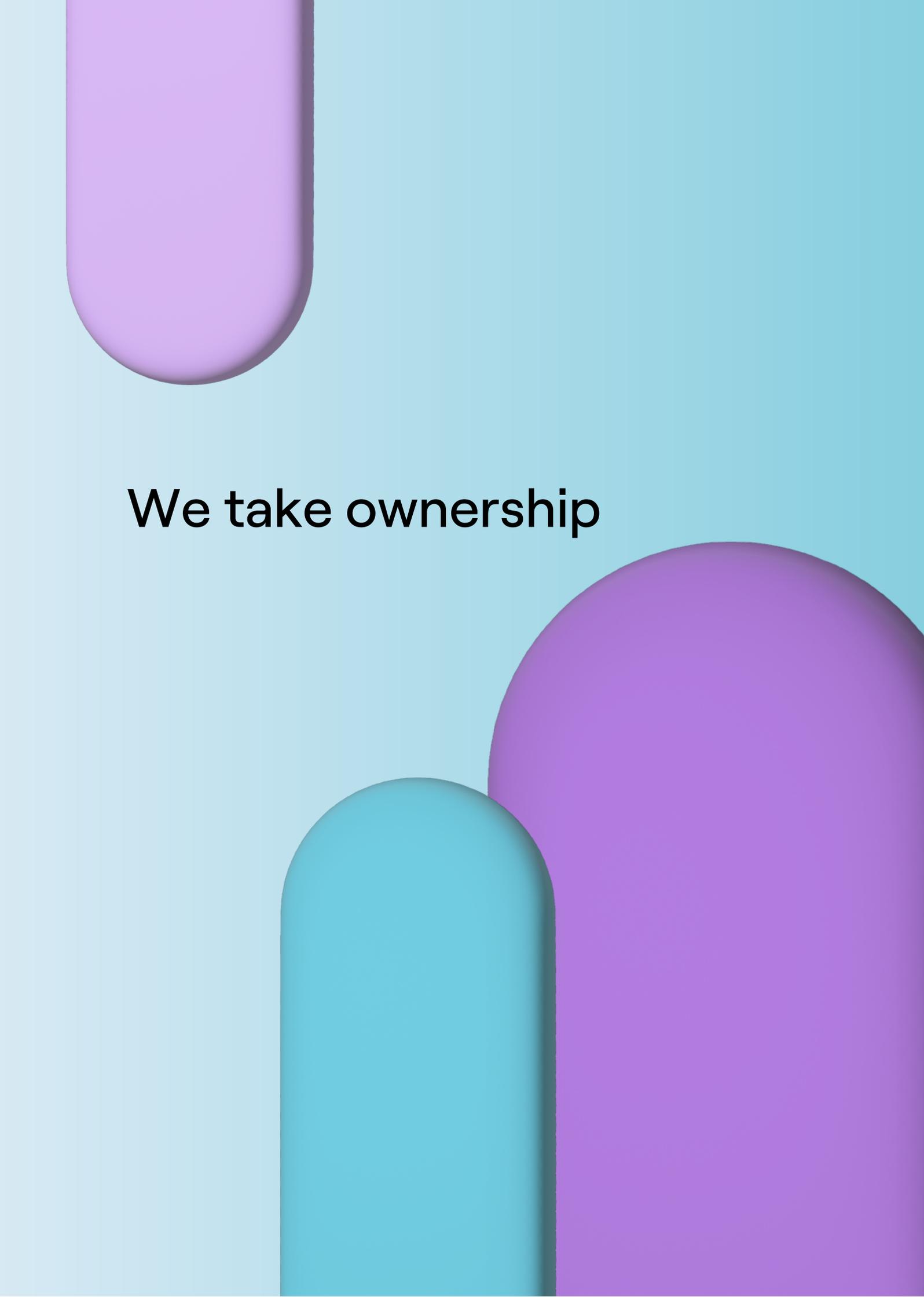
We serve our customers with innovative solutions, superior quality, value, and service. By collaborating across teams, we solve our customer's most challenging problems.

We make substantial efforts to understand our customers, their circumstances and preferences, what they want from us, and their service expectations.

True listeners

We always do our best to understand our customer's pain points and how we can maximize the value we create.





We take ownership

We take ownership

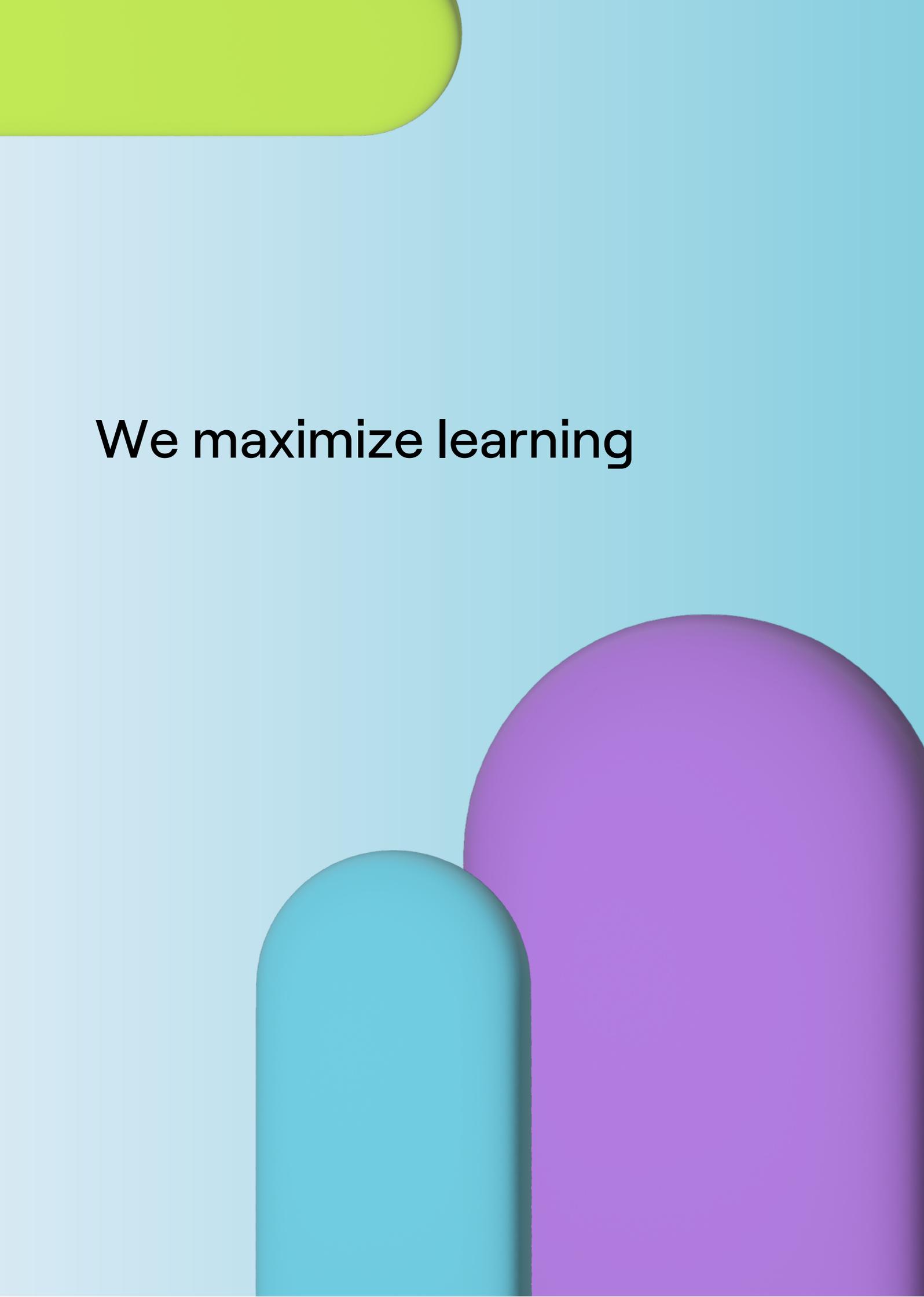
We work towards our common goals as a united team and care for the success of Mobal. We expect activity from the group, not waiting for others to act but taking ownership and caring about the outcome.

Taking ownership means we proactively taking responsibility for the success and growth of Mobal.

We believe in each other and trust that everyone can succeed in their role. At Mobal, everyone has the power and the obligation to make good and transparent decisions and foster growth. We also own our mistakes to learn from them and become better and more resilient.

We trust you to do the right thing.





We maximize learning

We maximize learning

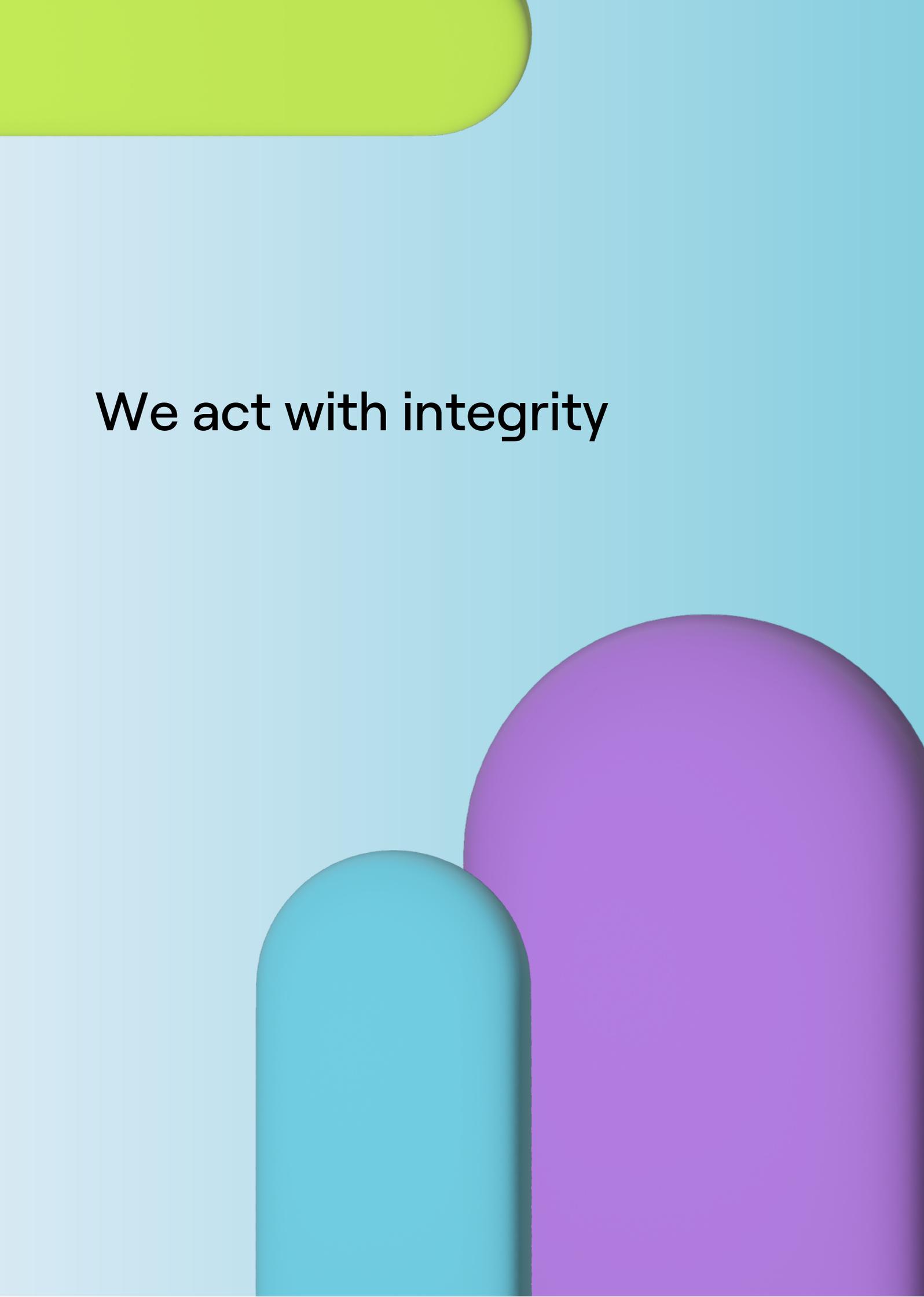
We learn by taking on new challenges, learning from failure, and teaching each other. We value truthful and straightforward feedback to support both the growth of the individual and the team. Learning is all about staying curious and having a willingness to improve ourselves continuously.

We don't settle for average

The desire to improve every day has been our driving force from the beginning. At Mobal, maximizing learning is all about a willingness to understand, learn and do better based on what has happened.

Maximizing learning is also about giving and getting feedback. When we give feedback, we do it with care. The feedback should always be constructive.





We act with integrity

We act with integrity

We build trust through our responsible actions and our honest relationships. Our relationships are built on trust and the highest standards at the center of all we do.

It's easy to be transparent when the news are good. By acting with integrity, we mean telling the truth even when telling bad news.

Every employee has access to all the data within the company. We are consistent in our decision-making and keep it extremely transparent, and always provide an explanation. Integrity is the cornerstone of our culture at Mobal.

We are transparent, honest and genuine





Curious and
courageous people

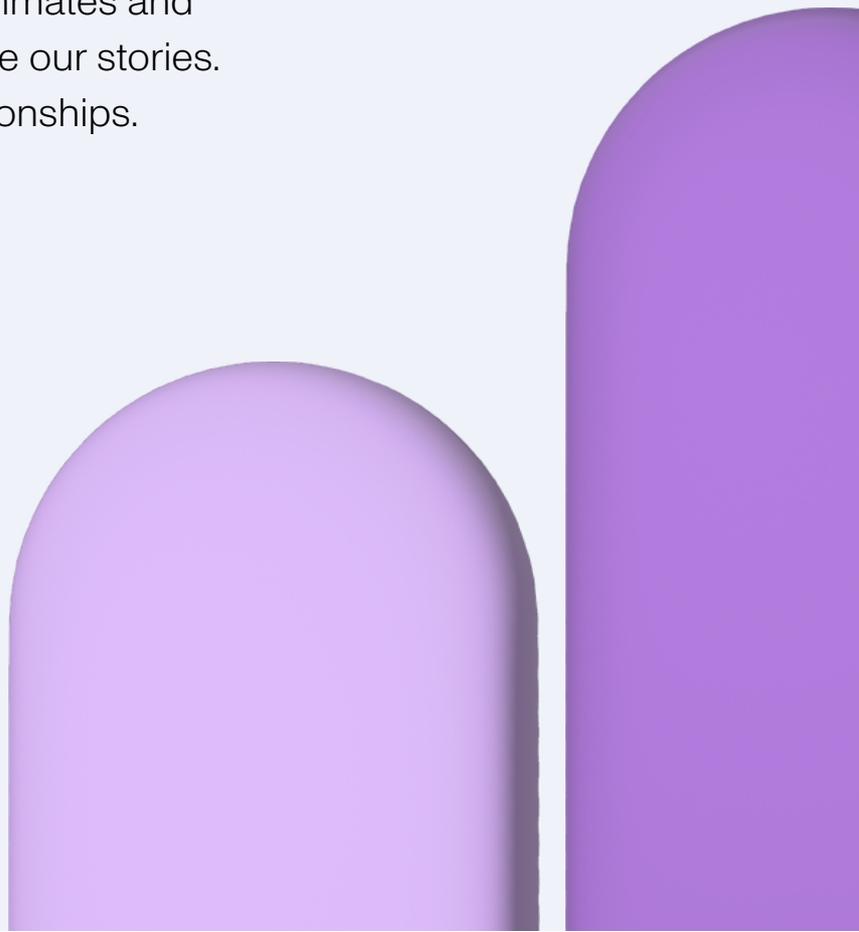
Curious and courageous people

We care deeply for our customers yet have the courage to challenge the status quo and become the best in what we do.

Our curiosity makes us stay ahead of the curve and take on new challenges to bring more value to our customers.

Listen, connect and share

It's about putting people before policies and procedures. We listen to our teammates and customers and connect and share our stories. We value solid and genuine relationships.



How we work

Passionate people

Our team is a truly driven and passionate team. We are all so excited to build up a new era of online front doors and smooth customer journeys on Maps and Search!

Responsibility

Everyone in the team is given responsibility from day 1. We trust that everyone does their best to work towards our goals

Flexibility

We have a hybrid working culture, everyone can combine working at the office and from home. Make your workday suit you. However, we do love to see your face at the office!

Inclusiveness

We want everyone to be understood and to thrive, Our company wide language is English.

Team of professionals

We are a team of highly skilled individuals working hard to find the right solutions and excel within our industry. We look at results and when we succeed, everyone gets to enjoy the reward.

Rapid growth

At Mobal, things move fast. If you enjoy working in an ever-changing and growing environment, Mobal is your place! As a result, we highly value that you take initiative and have a problem-solving mindset.

Open communication

We highly value direct and open communication. We expect you to give feedback. We expect everyone to cooperate and help each other grow.

