

THE CADOOZ

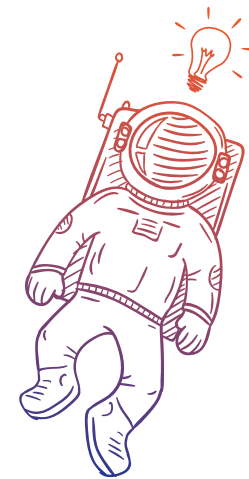
UNIVERSE

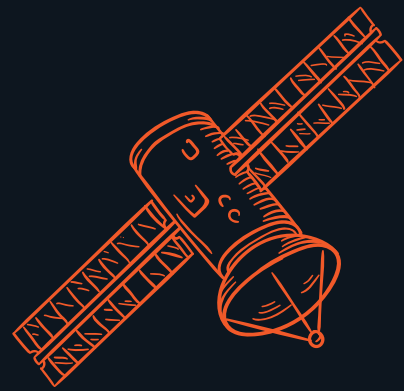


HOUSTON,

WE DON'T HAVE A PROBLEM!

After all, we're a solutions provider.





For us, everything revolves around incentive solutions.



# OUR MISSION: TO CONNECT WORLDS

We strive every day to complete this mission. This is the driving force behind our solutions and products, all of which aim to improve employee motivation, customer retention, and new customer acquisition. We help our customers to

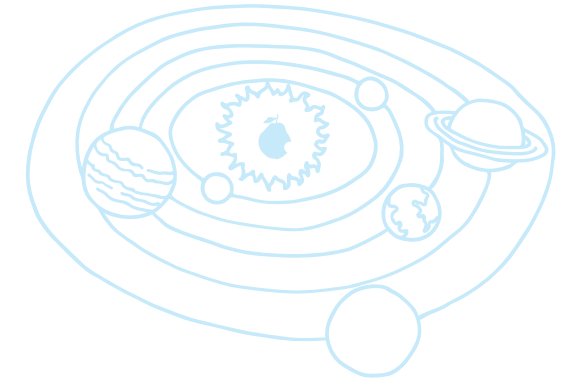
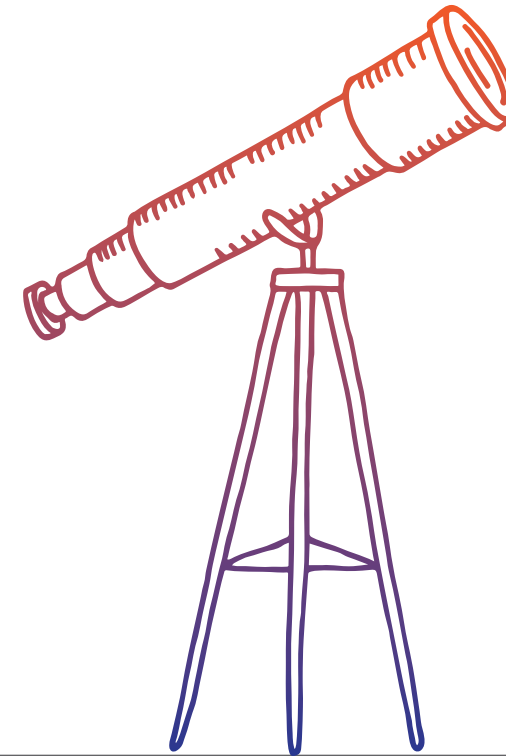
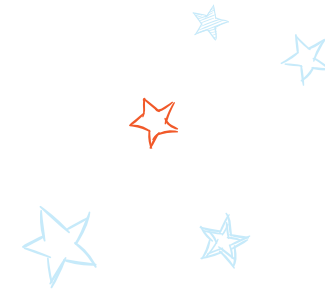
motivate their employees, strengthen customer relationships in the long term, and make the right impression on potential new customers. And we have been doing this for many years now.



# MISSION STATEMENT

Our vision is to expand our market position beyond the borders of Germany in the next 5 years and to become the international leader in our industry. We will only be able to achieve this by developing innovative, quickly implementable, high-performance and therefore easily scalable digital incentive solutions that are unique on the market. For our users, this includes not only attractive bonus content but also an outstanding, captivating user experience

that integrates smoothly into the trend towards a technically supported lifestyle. Within our organization, our growth must be supported by efficiently designed processes and a high degree of automation. We believe that together with all cadoozies we will be able to achieve this goal and thus enjoy the appreciation and trust of our shareholders, customers, partners, users and employees.





# BUSINESS UNITS



INCENTIVES (GIFT CARDS  
AND REWARDS)



TWO-STEP  
GIFT CARDS



DIGITAL  
INCENTIVE SOLUTIONS



## **INCENTIVES (GIFT CARDS AND REWARDS)**

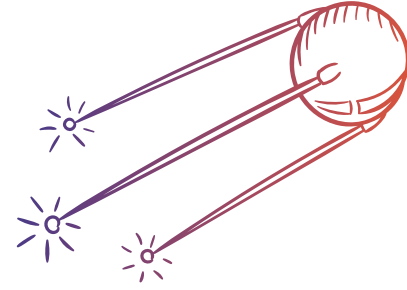
cadooz helps business customers achieve their goals with suitable incentives. Moreover: We want to become No. 1 in Europe when it comes to selling high-quality B2B gift cards and rewards. A state-of-the-art API interface and web-based B2B ordering portals give us the warp speed we need to provide our business customers with gift cards and non-cash rewards in the most secure, user-friendly and efficient way.

## **TWO-STEP GIFT CARDS**

A wide range of application and adaptation options with a broad target group appeal make our two-step gift cards particularly attractive for our business customers—even beyond European borders. Our command center always has all key figures and reports on its radar—the basis for evaluating the return on investment of our brands.

## **DIGITAL INCENTIVE SOLUTIONS**

As a full-service provider, we combine rewards with innovative and scalable digital incentive solutions. In addition, we inspire our customers with setup, operation, maintenance, and a range of additional services available to obtain. All is founded on easy-to-implement, customizable digital platforms with a unique user experience, high potential for inspiration and a “mobile first” approach.



ALL

SYSTEMS GO

At the speed of light.



2000

**cadooz is founded in Hamburg.** Three students have the idea of working with magazine publishers to reward subscribers. BestChoice saw the light of day shortly afterwards, at that time by the name of “SuperCadooz Gift Card.”



After **merging with cadooz rewards** in Munich, we become Germany’s first full-service provider for gift cards, physical rewards, events and incentive solutions.

2011

2011

We shoot for the stars with **Euronet Worldwide.** Merging with an international group provides new opportunities and challenges every day.

Time for reconfiguration: **Agile work processes, digital tools, and new business activities** demand a lot from our crew.

2018

20XX

Where will our journey lead next? **With trust** in ourselves and in our capabilities, we will conquer new worlds.



Jump on board  
and join our crew!

# PEOPLE WHO ARE OUT OF THIS WORLD

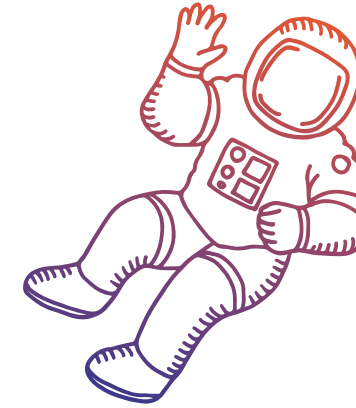
Our crew is a diverse group of people whose individual skills and exceptional team spirit are essential for making our

spaceship fly. The trust placed in this brilliant team and our state-of-the-art setup help to keep us on course.



# OUR COOPERATION

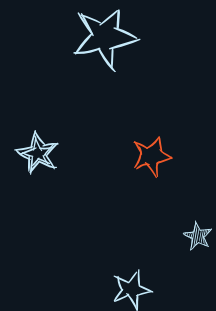
Together we create  
a positive atmosphere.



The ability to work in a team and take individual responsibility, customer focus and the desire for change: These are the ideal attributes for finding success on our spaceship. We work in a goal-oriented way, share our knowledge, and always help one another. We are always curious and open to change, and every day we have the courage to make mistakes. As a result, we guarantee maximum flexibility,

performance and customer focus without ever losing sight of the big picture. We make our work and workplaces flexible, and digitalize our processes and tools. The success of our missions is ensured thanks to our company-wide policy of transparency and the simplification of our collaborative work and communication processes.





# OUR CULTURE

## CULTURE OF COMMUNICATION

Successful collaboration simply cannot happen without communication. It is the oil that lubricates our engine. We always communicate as equals and unhindered by hierarchical levels—politely, with trust, appreciatively and with respect. We make sure that everyone is always kept up to date with regular and consistent information on topics relevant to the company. Questions are always welcome, as we genuinely value a lively exchange of information with each other.

## FEEDBACK CULTURE

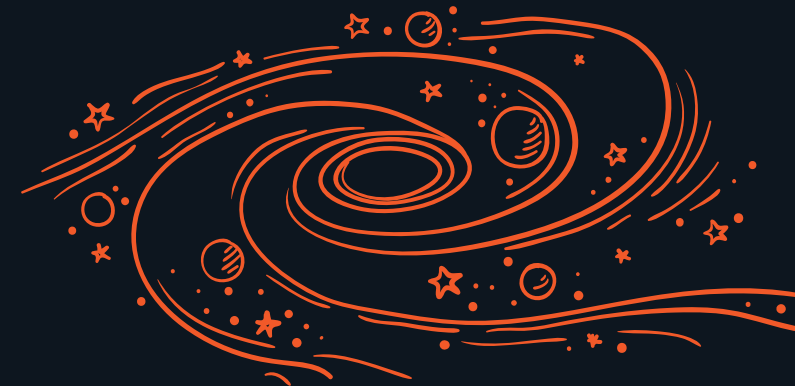
Feedback is essential for any successful mission. That's why cadooz has clear guidelines on this. We do not morally judge. Our feedback is always factual and neutral as well as understandable, precise, and comprehensible. It is based on observations, not interpretations. Ideally, we give feedback directly, face-to-face, and always as soon as possible. We encourage our employees to actively ask for feedback from peers. At the same time, we refrain from unsolicited feedback.

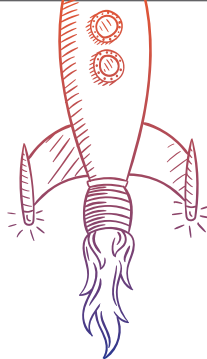
## CULTURE OF TOLERANCE FOR MISTAKES

Mistakes are as natural in life as stars in the night sky. That's why we don't make a fuss about them. Rather, we deal with them in a factual and solution-focused way. If a plan is not working, it gets changed. Mistakes should not adversely affect our relationships in any way. We take responsibility for putting them right. Instead of pointing fingers, we focus on helpfulness and empathy. Mistakes are opportunities for us to learn. We document every learning process to ensure transparency and make sure everyone takes away something from their lessons learned.

## LEADERSHIP CULTURE

Every crew member is an important part of the bigger cadooz picture. That is why we give each employee the greatest possible creative freedom. We don't do micro-management. Our managers trust the employees they work with implicitly, facilitate an open exchange, provide regular information, and give constructive feedback. They create opportunities for cross-functional working and communicate in an appreciative manner. In short: As far as we are concerned, everything revolves around people.



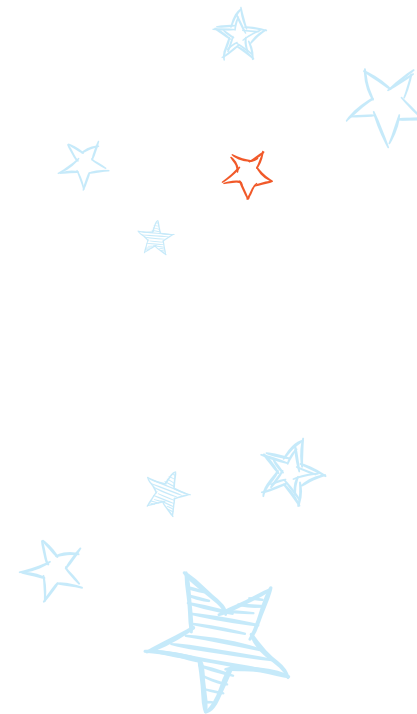


# MISSION COMPLETE?

Our journey is far from over.

We work together in our “New Work” hangar to make the future exciting and diverse, while always keeping our customers firmly on board. Our togetherness and culture is something out of this world, which shines out clearly at

our offbeat events, get-togethers, and community service activities. Come and join us on our mission and so that we can write our success story together. To infinity and beyond...





# PHONE HOME?



**Tune your channel to our mission base at +49 (0)40 271482-111  
Or visit [www.cadooz.com/en/career/your-contact](http://www.cadooz.com/en/career/your-contact)**

