

M-Files[®]
The Smarter Way to Work.



WINNING

TOGETHER



M-FILES CULTURE

Dear M-Filter

M-Files is a global community of professionals and a visionary in the document management industry. This is a team sport. We learn and grow together every day through interactions with others, the decisions we make, the experiences we have, and the ideas we share.

This booklet will give you a quick overview of the important perspectives and concepts that make up the M-Files culture. These include the concept of “humbition”, transparency, and trust, as well as our mission and Guiding Principles. You’ll also get a glimpse of our operating system, our commitment to diversity and inclusion, and career development opportunities.

Nurturing a shared understanding of our culture helps each of us collaborate better with people from different countries and with different personalities. We share common ground and are empowered to work toward our shared goals.

Find out more about these concepts in the next pages, and don’t hesitate to ask your manager, peers, or People & Culture for more information.

Welcome to the Team!

Petra Rosvall

Petra Rosvall
Chief People Officer



1 PART 1 - WHO WE ARE _____ 4

Our Mission _____ 5

We Are “Humbitious” _____ 6

Transparency & Trust _____ 7

2 PART 2 - OUR ROADMAP TO SUCCESS _____ 8

The Big Picture _____ 9

Helping You Make an Impact _____ 10

Our Growth & Development _____ 11

3 PART 3 - WHAT WE VALUE _____ 12

Our Guiding Principles _____ 13

Quotes from Our Team _____ 15

Diversity, Equity, & Inclusion _____ 16

Environmental, Social, & Corporate Governance _____ 18

At M-Files, We Are... _____ 19

PART 1

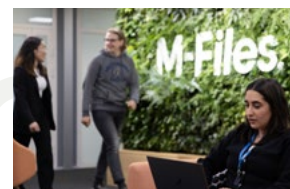
WHO WE ARE

M-Files is an innovative, metadata-driven document management platform that gives midsize and enterprise businesses a leading edge by automating processes, enforcing information control, and enabling superior customer experiences. In short, we create the Smarter Way to Work.



2002-2009:

The M-Files journey started in 2002, led by current CEO Antti Nivala, and a small team in Tampere, Finland. M-Files first version was launched in 2005. In 2009 M-Files entered the North American market, opening its first office in Dallas, Texas.



2022 AND BEYOND:

Today, more than 500 people ("M-Filers") work for M-Files. Looking ahead, we're positioned for resilient growth with further expansion in all of our regions—growth that can only succeed with your contribution!



2017-2020:

M-Files expanded its North American footprint by acquiring a Canadian subsidiary in 2017 and initiated a transition to the SaaS business model.



2011-2016:

M-Files revenue grew by 750%-plus and the company opened global offices in the UK, France, Germany, and Australia.



2021:

M-Files acquired French company Hubshare in 2021 to bolster external content sharing and collaboration.

BY THE NUMBERS

500+

EMPLOYEES
WORLDWIDE

5000+

CUSTOMERS

350+

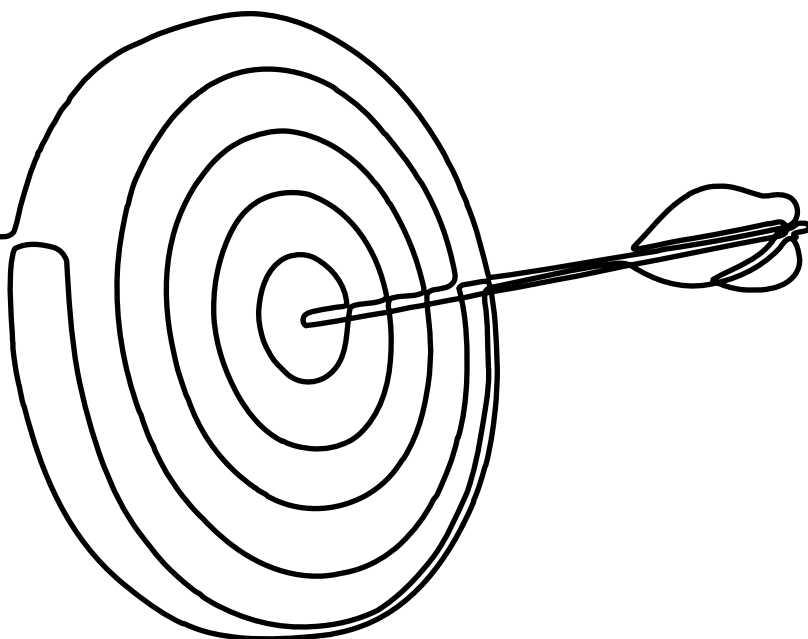
PARTNERS ACROSS
90+ COUNTRIES

100+

COUNTRIES

Our Mission

Our mission is to improve how our customers do business in the digital, work-from-anywhere world.



Our mission creates a shared direction and sense of purpose. It describes the reason for our existence and the value we bring to the world. Our mission helps us find focus in our work, connecting daily activities with a shared purpose.

But how do we bring value to the world?

We help organizations streamline and automate workflow processes. We help teams find the right information at the right time for the right project. We help improve productivity and reduce workplace frustrations.

The bottom line: Our customers have the freedom to focus on the important work instead of dealing with the drudgery—manual tasks and wasted time.

And **THAT** helps make the digital, work-from-anywhere world a better place.

In addition, M-Files maintains a sterling reputation as one of the top SaaS providers in the areas of implementation services and customer enablement. We truly love our customers, and it shows in our high rate of repeat business and low churn rate. Don't take our word for it—see what our customers say in M-Files case studies.



I love my job because I make a difference for my customers. Previously, as a business analyst and now as a customer success manager, I get to learn about my customers' business processes and can help design and streamline their processes using M-Files.

PATRICIA ALBRACHT
Customer Success Manager

If M-Files were a person, which word would best describe its personality?

There's no single, correct response, but many of us like the word: "Humbitious."

We Are HUMBITIONOUS = Humble + Ambitious



The global culture and environment we've managed to build is absolutely amazing—like the different talents, people and, opportunities present in the company globally. We have that Nordic humble attitude and, yet at the same time we set the ambition level into our future correctly.

MIKA TURUNEN
SVP Product & Engineering

We want to stay humble enough to ask for help and advice and to receive feedback in smart ways. We want to learn fast, and learning requires a level of humility.

Being ambitious means that we're confident in our abilities and aim high. We believe that we can do things better than anyone else and are on our way to becoming the leader in our market.



Transparency & Trust

M-Files' leadership is intentional about transparency. We systematically share information about company performance and future plans in an open and honest way in company-wide meetings.

In a fast-paced growth company, it can be difficult to keep up with everything. We do our best to regularly communicate about the big picture to ensure alignment across functions, countries, and teams. We believe that better understanding the full context in each situation will help M-Filers have more confidence in daily decision-making.

Transparency requires trust, and we often share confidential information with all M-Filers. Trust is an important underlying factor of our culture; we choose to trust and assume good intentions, as we'll see when we cover our Guiding Principles.



I like the transparency at M-Files. Our management organizes global info-sharing sessions to update us on our performance, goals, and overall progress. All communications are very honest and transparent.

TUULA TOMMINEN

Director of Nordics Marketing



PART 2
**OUR ROADMAP
TO SUCCESS**



The Big Picture

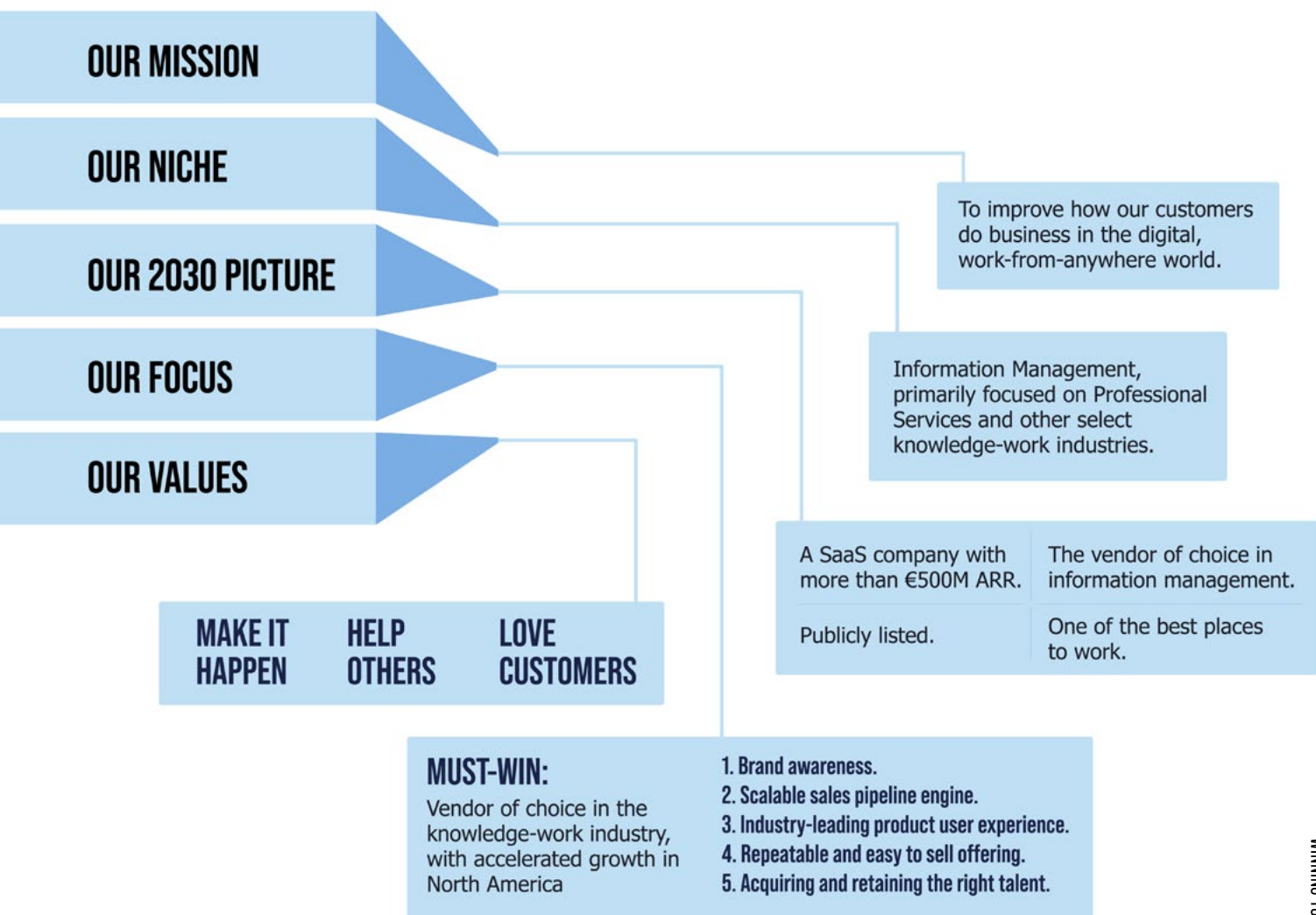
To stay aligned as a global team, we need a Big Picture to guide us.

ENTREPRENEURIAL OPERATING SYSTEM (EOS)

M-Files uses a framework called the Entrepreneurial Operating System (EOS) to equip M-Filers to complete shared goals in a focused way. EOS helps us to set quarterly goals (known as “Rocks”) as well as own accountability and measure progress in a systematic way.

The goal is to provide simple concepts and practical tools so everyone can execute the same vision.

You are encouraged to discuss this Big Picture with your managers and peers to get a more in-depth understanding of how you can best contribute to our shared success.



Helping You Make an

IMPACT

We're committed to helping you make it happen as an M-Filer and to empower you to optimize your career growth and development. We're also committed to sharing vital information on the many ways you can explore career opportunities within the company. Your manager will make it a priority to identify your strengths, your levels of responsibility and ownership, as well as supporting your career development.

M-Files offers a comprehensive set of principles, tools, programs, processes, and people to support your success as a "humbitious" M-Filer. These include programs such as our Onboarding Program, Roihu Leadership Academy, Certified Change Leader Certification, and the Internal Mentoring Program.



We can make a real impact. We are helping pioneer a better way for knowledge workers to manage information. It is the way of the future, and we are leading it!

JUSTIN KIM

Chief Financial Officer &
Chief Operating Officer

Our Growth & Development Programs

ONBOARDING PROGRAM

Your onboarding journey will include global and regional activities, and you'll get a chance to meet other new M-Filers.

The purpose for these sessions is to get familiar with M-Files as a company, our culture, and your future colleagues. In addition, the Onboarding eLearning Course in M-Files Academy includes valuable information for all newcomers.

In order to learn more about how we work at M-Files, we recommend you explore the course during your first days.

CHANGE LEADER CERTIFICATION

Leadership is about making an impact. Making an impact always means changing something. In other words, the essence of leadership is change leadership. The Change Leader Certification course explores central theories and principles that allow leaders to make better decisions and keep different stakeholder groups engaged throughout the change journey. Upon completing the course requirements, participants have the opportunity to take a certification assessment and become an M-Files Certified Change Leader (Practitioner). To learn more about getting certified, contact the P&C team.

ROIHU LEADERSHIP ACADEMY

Roihu Leadership Academy is an annual leadership program for any M-Filer who has worked with the company for more than 12 months (applications to be submitted in Q1). The Executive Leadership Team chooses a group of 14-16 participants from different parts of the company.

This program focuses on strategic thinking, emotional intelligence, change leadership, and more. One of the key benefits is building a strong network across the organization and learning about company leadership.

MENTORING

The annual M-Files Internal Mentoring Program is coordinated by the People and Culture (P&C) team and is very popular across the globe.

Hundreds of M-Filers have already participated and report a dynamic and unforgettable learning experience--both mentors and mentees.

Please make sure you are aware of the program and reach out to P&C with any questions.



PART 3

WHAT WE VALUE

Our Guiding Principles

Our Guiding Principles drive how we're expected to work and interact with others. They are the "DNA" of M-Files. They provide us with a solid, shared foundation that supports and celebrates our diversity of different cultural backgrounds and unique personalities. By deploying these principles every day, we build trust and collaboration.



**MAKE IT
HAPPEN**



**HELP
OTHERS**



**LOVE
CUSTOMERS**

Our Guiding Principles represent the cornerstone of our culture. Living these principles is the most important part of your onboarding journey.

A Deeper Dive

MAKE IT
HAPPEN



Challenge yourself:

Be ambitious and persistent. We strive to be the best in the world at what we do.

Focus:

We can't be everything to everyone. Learn to say no and focus on what's important.

Win or fail fast:

Innovate. Take risks and learn from mistakes. Share your experiences—positive and negative.

If you see it, you own it:

Work to solve the problem quickly or get it to the right person.

HELP
OTHERS



Assume good intentions:

Everyone is doing their best for the company. Seek to understand their point of view.

Hold each other accountable:

Help others to succeed. Have the strength and humility to ask for help. Keep your commitments and hold others accountable, too.

Be kind:

Be a good friend and colleague. Listen closely and speak up.

Celebrate success together, have fun:

Learn together. Work together. Embrace the "One Team, One Goal" mindset.

LOVE
CUSTOMERS



Focus on customer experience:

We exist to serve our customers and to deliver value to them. Be willing to go the extra mile to make it easy for the customer.

Accelerate time to value:

Find ways to deliver value quickly and incrementally to ensure positive momentum.

Fairness and respect:

Treat customers the way you would want to be treated. Always be respectful, but also hold the customer accountable with scope and agreements.

Partners are customers:

Members of our partner community are our customers, too. Love customers & partners!



Quotes from Our Team



We are a global company, but the geographical boundaries do not interfere with working with one another to get the job done. M-Files is the only company I have worked for where **everyone is always willing to help others** without hesitation!

CRYSTAL WITTROCK
Customer Success Manager



I've been very **fortunate to have many opportunities to gain new skills** and develop my career at M-Files. I've taken full advantage of the many training opportunities that have been made available to us, the leadership coaching programs, and the chance to take on new and exciting roles to support the growth in my team.

SUZIE COLLIER
Senior Director, Global Field Marketing



I like working at M-Files because there is a real sense of team, from senior management down. People you can trust, the **wonderful, inclusive culture and an innovative product** that really changes our customers' worlds are what makes M-Files a great company to work for.

SHOBHA MAHTEY
Channel Customer Success Program Manager



The best thing about M-Files is its culture of helping each other & working as a team to achieve wonders. I truly understood the meaning of "**the whole is greater than sum of its parts**". Each individual adds his or her own unique quality to the team, and under no circumstance do you feel alone or stressed.

WAJEH AHMAD
System Specialist



I love my job because **we all have the opportunity to make a difference** every day. With our customers, with each other, and in the market.

BOB PRITCHARD
Chief Revenue Officer



I like working at M-Files because you get the impression that anything is possible, there are many opportunities for every employee, but above all because **we are trusted and given the means to succeed.**

MARWANE AFDILATE
Senior Sales Specialist



For me it's always first and foremost about people. At M-Files I love that our culture encourages helping others and taking initiative. When we set our minds on something as a collective, **we can achieve anything... and have fun together as we do.**

PETRA ROSVALL
Chief People Officer

Diversity, Equity, & Inclusion



Every team member should feel they belong and are empowered to contribute as their authentic selves. Competence, mindset, and the ability to make an impact is ultimately the key, regardless of who you are.

The topic of Diversity, Equity and Inclusion (DEI) encompasses many perspectives: human rights, unconscious biases, emotional responses, and business metrics.

The case for greater diversity is becoming increasingly compelling, as we live in a deeply connected and global world. It should come as no surprise that more diverse companies and institutions perform at a higher level.

However, the best reason to create an inclusive culture is so that everyone can thrive—it's simply the right thing to do!

Every M-Filer can make an impact regardless of gender, ethnicity, age, religion, family history, appearance, disabilities, or sexual orientation.

To promote diversity of thought and foster a sense of deeper belonging, we use DiSC[®], a personality tool that gives you insights about yourself and sheds light on the people around you, giving you a chance to connect and make the most of whatever you do. Through DiSC assessments, we learn to celebrate our differences and leverage our strengths.

A Thriving Community is Inclusive



AN INCLUSIVE WORK CULTURE SIMPLY WORKS

Inclusion refers to a culture where people feel they have a voice. If diversity is the mix, inclusion is about making the mix work. This embeds an inclusion mindset into the organizational culture: **“What can I do to help others feel they belong here?”**

If the work environment is not inclusive, team members from diverse backgrounds can quickly be isolated, their performance may decline, and they could leave the team in search of a more welcoming organization. At M-Files, we create a safe space for everyone to have an equal foundation to thrive and reach their full potential. This is powerful and essential for our success as a company.



LEADING FOR DIVERSITY

Leading for diversity is an intentional effort to hire, retain, and promote diverse people, based on competence, mindset, and the drive to make a positive difference.

Everyone should have the same opportunities to succeed at M-Files. This is something that the Executive Leadership Team is committed to driving and continuously improving.



BUILDING EQUITABLE WAYS OF WORKING

Equitable hiring and other company policies help create the infrastructure needed to support the creation of a diverse team and an inclusive culture.

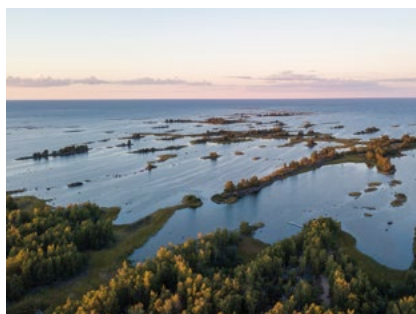
Equity ensures M-Files is hiring from a diverse pool of people with potential to contribute to our success and rewards people in a fair manner.

Let's make
A POSITIVE DIFFERENCE
together.



Environmental, Social, & Corporate Governance

M-Files cares about making a positive impact on our employees, customers, communities, and the world at large. We model this principle with the following commitments:



PROTECTING THE ENVIRONMENT

- Committed to place sustainable technologies at the heart of our innovation.
- Adapted to growing sustainably along with the planet, driving the lowest environmental impact.
- Proactive in calculating our carbon footprint annually (GHG Protocol).
- Dedicated to reducing our emissions on many levels (office heating and energy, product lifecycle, travel).



INVESTING IN PEOPLE AND COMMUNITIES

- Empowering our people with support, benefits, and resources.
- Putting our company culture first with communities that get people connected.
- Celebrating unique backgrounds and experiences.
- Promoting Diversity, Equity, and Inclusion through numerous initiatives like Women at M-Files, Mentoring programs, and the Roihu Leadership Academy.
- Investing in local communities and charities across the globe (UNICEF, Team Rynkeby, Breast Cancer Foundation).



ACTING WITH INTEGRITY

- Promoting trust and transparency in everything we do.
- Striving to always “help others.”
- Acting with integrity, making ethical decisions, and using good judgment.
- Committed to the highest standards of corporate governance, compliance, and ethics.

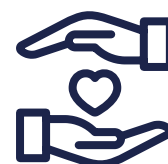
At M-Files, we are...



a human
company,



an international
company,



committed to
making an impact
in our own lives
and in the lives
of others,



proud of
our culture,



and finally...

**WE ARE VERY HAPPY
YOU'RE HERE!**

ANTTI NIVALA
Founder & CEO



M-Files[®]

KIITOS *Tack*
SHUKRAN **Thank you**
Gracias **DANKE** *Dank u*
Dziękuję *Takk* **Merci**
GRAZIE