



The WEKA Values

P L A Y B O O K

Listing company values is pretty simple - most companies have them. The real question is, how are they lived? How do they shape decisions, actions, and interactions every day?

That question inspired the creation of this playbook. It's a collective effort shaped by employees, managers, and leaders, to capture who we are and what we stand for at WEKA.

This is not just a guide it's a reflection of the culture we're building together.

The WEKA way is shaped around four key values that drive our success and day to day-

Accountable, Brave, Collaborative, and Customer-Centric.

A ACCOUNTABLE

B BRAVE

C COLLABORATIVE

C CUSTOMER-CENTRIC





A B C²

These values guide how we work, interact, and make decisions every day. We have created and designed this playbook to help you understand what these values mean in practice and how they shape our company.

Think of it as a quick "cheat sheet" of how we expect to see our values come to life.

Whether you're new to WEKA or a long-time team member, this playbook is here to inspire, align, and empower you to embody the culture we're all building together.

Compiled from leadership and employee examples - It is here to showcase what Excellence means at WEKA.



Accountable

“Accountability is the glue that ties commitment to results.”

Bob Proctor

What

Accountable

Means at WEKA

- We get to the results in spite of any challenges
- We are proactive problem-solvers, act with urgency
- We don't come up with excuses or finger-pointing
- We ensure our peers are aligned with the results we require
- We are transparent about mistakes, and improve from them
- We don't accept mediocre performance
- Focus on impact and outcomes, not activity
- Push for continuous improvement

Why

Accountable

Drives Us Forward

IT IS HOW WE

IT LOOKS LIKE

Drive Impact

Support each other

Move the company forward



Being Dependable

Being Committed

Being Impactful

Accountable

In Action

Accountability at WEKA means we take full ownership of our work and outcomes, ensuring that we meet our commitments and drive results.

Proactive Responsibility

Step up without being asked. Own gaps, anticipate issues, and act fast.

Continuous Improvement

Refine, automate, and level up how we work. You find ways to make things better, faster, smarter.

Follow-Through

You see things through to the finish line, even when it's uncomfortable or not “your job.”

Radical Transparency

Share wins and mistakes honestly. Speak up, listen actively, and avoid spin.

Brave

“The best way to predict the future is to create it.”

Abraham Lincoln

What

Brave

Means at WEKA

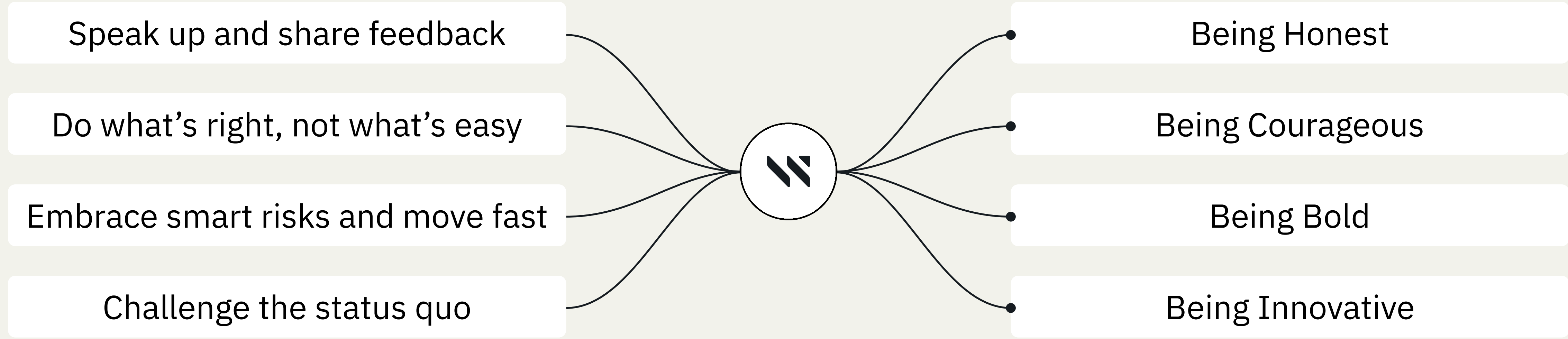
- Choosing courage over comfort; what is right over what is fun, fast, or easy
- Challenge directly, not behind our peer's backs
- We respectfully speak up and say what we think
- We move fast & take smart, calculated risks
- Optimize for innovation, creativity and excellence
- Opt for transparency even when not comfortable
- Challenge the status quo
- Keep asking for feedback
- Prefer audacious goals vs comfortable ones
- Willing to be vulnerable

Why Brave

Drives Us Forward

IT IS HOW WE

IT LOOKS LIKE



Brave

In Action

Speak Up with Courage

We voice our perspectives—even when it's tough. We ask hard questions, challenge respectfully, and advocate for what matters.

Stay Resilient in Uncertainty

We stay focused and adaptable through change. We navigate challenges with clarity, strength, and trust in each other.

Brave at WEKA means taking smart risks, challenging norms, and making bold decisions.

Take Smart Risks

We take on big opportunities, even when the outcome isn't guaranteed. We move fast, experiment boldly, and embrace innovation.

Lead with Vulnerability and conviction

We show up authentically, ask for help, and admit mistakes. We lead by example—knowing bravery builds trust and drives progress.

Collaborative

“Talent wins games, but teamwork and intelligence win championships.”

Michael Jordan

What

Collaborative

Means at WEKA

- We communicate with empathy and respect
- We share information and context with others
- We challenge others and conduct positive conflict-resolution
- We are active listeners
- We are team-oriented
- Communicate “what good looks like” ahead
- Diagonal, cross-the-org open communication
- We always respond to colleagues’ questions in inquiries
- Transparent about goals & results across the orgs
- Easy to find information about processes & status

Why Collaborative

Drives Us Forward

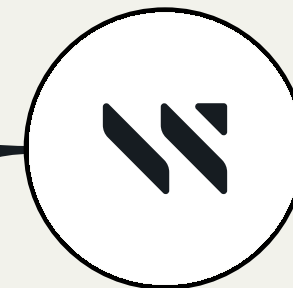
IT IS HOW WE

Work as one team across functions and time zones

Communicate with empathy, transparency, and respect

Actively listen and engage in solution-focused dialogue

Share knowledge, context, and what “good” looks like



IT LOOKS LIKE

Team-Oriented

Being Transparent

Being Engaged

Being Open

Collaborative

In Action

Collaboration at WEKA is about working together, listening actively, and communicating openly. It's the foundation of our success.

Unite for Shared Success

We align on common goals and actively support each other to achieve them. Cross-functional success is our collective success, and we rally together for key initiatives.

Communicate Openly and Adapt

We maintain transparent and respectful communication, utilizing shared tools and feedback loops. We adapt quickly to new information, keeping the team aligned and informed.

Build Bridges Across Teams

We proactively foster partnerships across all departments, valuing diverse expertise and shared ownership. We bring in the right voices to strengthen our outcomes.

Global and Inclusive Approach

We work effectively across borders and time zones with empathy and flexibility, ensuring everyone feels included and valued, recognizing the strength of external partnerships.

Customer-Centric

“Happy customers bring more happy customers.”

Liran Zvibel

What

Customer- Centric

Means at WEKA

- We prioritize the success of our customers in every decision
- We respectfully challenge their ideas to help them grow stronger
- We build trust with our customers through accountability
- We partner with customers to tackle their toughest data challenges
- We treat our customers with empathy, patience, and respect
- Always solve the customer problem regardless of root cause
- Only engage in a win-win scenarios when we're the best option
- Make our champions personally successful
- Never finger-point, always take responsibility
- Are their trusted advisors to architect their best solution

Why Customer-Centric

Drives Us Forward

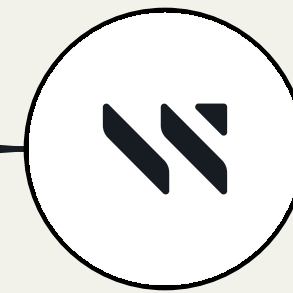
IT IS HOW WE

IT LOOKS LIKE

Put the Customer First

Support each other

Move the company forward



Being Dependable

Being Committed

Being Transparent

Customer-Centric

In Action

Customer Centric means our customers are at the heart of everything we do. We prioritize their needs, ensuring our work delivers maximum value.

Customer-First Focus

We prioritize customer needs in every decision, striving to exceed expectations and ensure their success.

Design with Customer Value

We build and refine offerings based on real feedback, focusing on usability, reliability, and delivering the best results.

Proactive Ownership & Empathy

We anticipate customer needs, take full ownership of their challenges, and deeply understand their context and goals.

Responsive & Aligned Advocacy

We act with urgency, build strong relationships through connection, and ensure every team champions customer success.