THE

LIFELINE IT

BRAND PROPOSITION

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LIFELINE^{IT} BRAND PROPOSITION

WHY

Because technology is our way of life, for us its personal, we care, we deliver an exceptional client experience and with that, we improve your business and your future.

OUR VISION

"To provide unmatched tailored IT support through technical expertise, genuine relationships, and unwavering commitment, regardless of system or infrastructure."

Lifeline IT, the difference, it is in 'How we do it'.

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WE BELIEVE

Our knowledge and unlimited passion for technology, service and support, with our face-to-face relationships, our genuine interest and in-depth understanding of our clients business and their ambitions, along with our consistent and relentless strive for excellence in everything we do, all combine to make us the premium place to go for tailored IT support, where clients really matter.

We have no boundaries, no matter what system or infrastructure. If you take your IT seriously, we will fix it, maintain it, and keep it running safely and in collaboration with our global partners we will proactively work with you to develop the very best efficient and effective IT systems to support your future.

OUR MISSION

We are a premium Technology Services Company. We are and always will be a versatile, diverse and a different kind of Technology Services Company. We love technology; it's our way of life, it's in our DNA and we seek and focus on being at the forefront of innovation and all that it offers.

OUR MISSION continued

Finding the best possible pragmatic solutions for our clients is what really drives us. For us, it's personal. We make it our business to develop an in-depth understanding of our client's business by listening carefully and building strong relationships and deep collaboration on an individual and business level.

Established in 2002, our clients have come to trust us as valued partners. While we are experts in systems and processes and a full-service provider at the forefront of technology, as business owners, we relate closely to the opportunities and challenges our clients face. We never forget that people come first, and we prefer it that way.

Our client relationships are underpinned by mutual trust and proven results rather than contracts; they choose us and stay with us because we deliver; we have never felt the need for the onerous contracts so common in our sector.

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SUSTAINABILITY

> **We are acutely aware that our business and every person alive is connected to the Earth and the health of our planet.**

Many companies say that sustainability is good for their business (which it certainly is for ours), but this pales into insignificance because unless far greater consideration is given to the good of our planet there will not be much left to worry about!

An overarching part of Our Mission is to reduce our environmental impact, to do our bit (and more) – to be part of a future that is regenerative and distributive. It sounds grandiose, but it's essential if humanity and the rest of life on Earth are to survive, let alone thrive.

Our hope is for a sustainable future for all. We are committed to reducing our carbon/environmental footprint, conserving natural resources and promoting social responsibility. We also encourage and help clients achieve their own sustainability aims. For example, Lifeline IT offers clients secure disposal of tech items. This is carried out to WEEE standards and covers everything from old laptops, desktops and computers, through to mobile devices, printers and servers. We believe that we can and must make a positive impact on the world – lots of small steps to make a big difference.

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WHO ARE WE?

We are a diverse team of highly skilled, tenacious, and results-oriented individuals, united by shared values, complementary skills and experience. Providing great service is in our DNA.

Adam Woolf and Daniel Mitchell formed Lifeline IT in 2002, a combination of complementary skills and strengths. Just as important, was their personal affinity that has served the business well – it's as strong now, some twenty years later, as ever.

Adam has an extensive background in service businesses, including ten years in the hospitality sector before joining the IT Industry in 1998.

Daniel worked initially in accountancy practices and then implemented IT systems for fashion manufacturers; he started an IT support business in 1996 before merging with Adam to form Lifeline IT in 2002.

OUR PEOPLE

We recruit people for their innate strengths, passion for IT and appetite to continue to learn and their ability to communicate.

We value a friendly, open style, good listening skills, and IT expertise. We encourage a relaxed, informal environment where individuality and flexibility can thrive. At the same time, there is a pace, energy and excitement in working together to find great solutions for our clients. We look out for people who bring new skills, share our values and care as deeply as we do. In turn, we care about them; their personal and professional development really matters to us.

We are and always have been a diverse group in terms of skills, background, personality, and gender, and we value the vibrant environment we create together. Given the fast pace of change, new technology and cyber security, we are committed to ongoing training and knowledge sharing and immersing ourselves in all things technical in our daily lives. Consequently, we have a diverse team equipped to deal with all our clients' IT challenges. Their proficiency is reflected in the quality of service our clients receive.

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OUR CLIENTS

Our valued clients cover a diverse range of sectors, from Café's to Accounting, Retail to Property; we have no boundaries.

Our clients see technology as an integral part of their business plan and recognise that change is a positive business feature in our fast-paced environment. We work with clients who take their IT and cyber security seriously, and in turn, we take their businesses as seriously as we take our own. Together we ensure that the commercial benefits of our client investments in IT are realised. We have worked with many of our clients over a number of years, and as they have grown, so have we.

OUR VALUES

- We believe we earn trust and loyalty and act with respect and integrity – we deliver what we promise

- We believe in face-to-face relationships - we are visible, we work at our client's site, and we don't hide

- We are flexible and responsive to the needs of the businesses we work with

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- We are experts in our field with in-depth knowledge of IT. With IT, there is always something new to learn – we are capable of pushing the boundaries

- We take our IT and cyber security seriously – we work with clients that support our values

- We are tenacious professional perfectionists – we constantly strive for excellence

- We are pragmatic straight talking, transparent, approachable, and available to our clients - we will tell it straight if we feel clients are taking the wrong route, even if they may not like what they hear

- We admit when we are wrong - we listen and have the courage to change

- We are in this for long-term - sustainable growth is key to our success.

- We believe in ownership - we don't let go; we take ownership right through to completion

- We believe the team and family matter - we endeavour to care for and support our team and meet their needs

- We really do care; for us, it is personal - we have empathy through the experience

- We are committed to our culture + beliefs and inclusivity in all aspects of our business

- We are passionate about, our clients and what we do - Information Technology is our way of life

OUR PROPOSITION

We work in partnership with our clients to understand their business vision and commercial goals.

We work face-to-face with our clients, in their business, with our team, and with their team. We think through the long-term requirements for the business carefully and in-depth. We develop a pragmatic and tailored IT strategy that reflects the needs of the business and the context.

Of the sector in which that business operates. Our recommendations are always based on advising the best possible solution for the individual business and at whatever growth stage the business has reached. We are not tied to any software or hardware suppliers; we work with numerous global suppliers; for us, it is about providing the very best solution for each client. We provide strategic advice and IT and cyber security expertise. We often act as the internal IT department, relocating if needed or maintaining the IT infrastructure, frequently fixing issues before our clients even know they exist. We work hard to keep it simple for our clients and contribute to achieving their aims and aspirations.

OUR SERVICE

> We actively listen; we want to understand our clients and how the business works at every level. We spend time with people throughout the business, from the CEO and the management team to the people using the technology.

Our clients can have confidence that the clock isn't ticking while they talk to us. Our partnerships are relationship-based, and we invest the time to ensure we truly understand their business. We are approachable to everyone; as a result, we learn what makes the business tick and can join all the parts together. IT touches so many parts of the organisation, and by engaging fully with the business as a whole, we can take a holistic approach and recommend the most robust business solutions.

We bring the best combination of individuals to create the team with the most appropriate skills to meet the needs of each client. We are non-hierarchical, and our charging structure reflects this. A fixed, all-inclusive fee covers regular ongoing support and maintenance. We are open and transparent about what we provide and what we charge. There are no hidden costs or nasty surprises. We underpin our client relationships with a Service Agreement that clearly details our commitments and obligations.

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We help clients through:

- Proactive maintenance frequently preventing problems or fixing issues before clients even know they exist

- Updating software and hardware – enabling clients to take advantage of the latest features and not leaving security vulnerabilities or points likely to fail

- Implementing Security Measures / Cyber Security techniques

- Helping with systems development / technology investments

- Fixing problems quickly

- Making them feel supported

> ### We Fix... We Maintain... We Secure... We specialise in System Development and Cyber Security

OUR PASSIONS

- We love technology - for the solutions it provides. It's in our DNA, our generation grew up with technology, and it's a key part of our future

- We love the pace, creativity, innovation and making a difference

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- We delight in delivering on the promises we make. We take pride in and thrive on contributing to our client's success

- We thrive on the diversity of the businesses with which we work

- We have a hunger for knowledge. We love to learn and encourage everyone to live, learn and improve

- We value people - family, friends, partners, suppliers, clients and technology partners

OUR GROWTH PLANS

We are in this for the long haul and relish the challenge to continue developing the business. We have no intention of selling up. What else would we do? We love what we do too much.

We have grown our business year on year since inception and intend to continue to grow at a noticeable pace, with no compromise to client service. We intend to continue to offer our core services and increase our clients whilst offering new relevant services to meet the needs of the fast-changing demanding world of IT support.