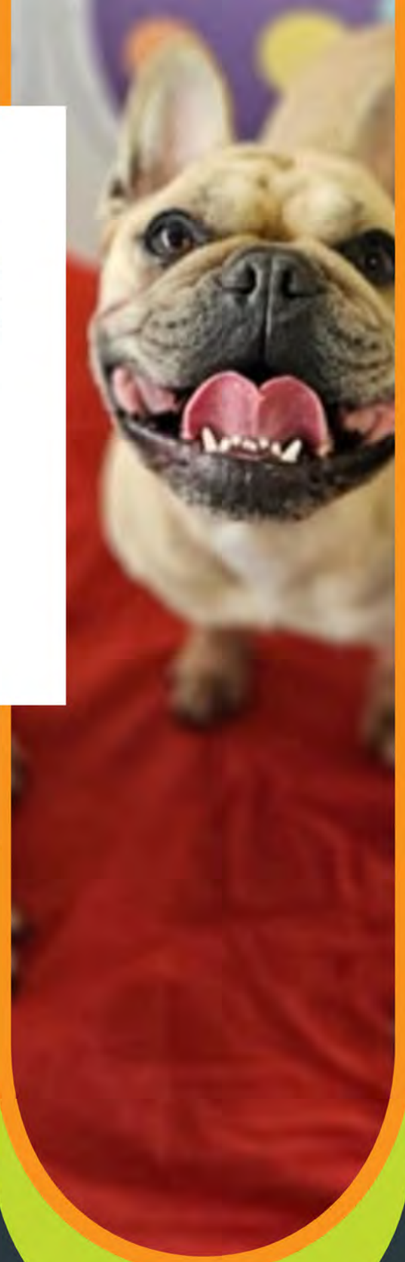
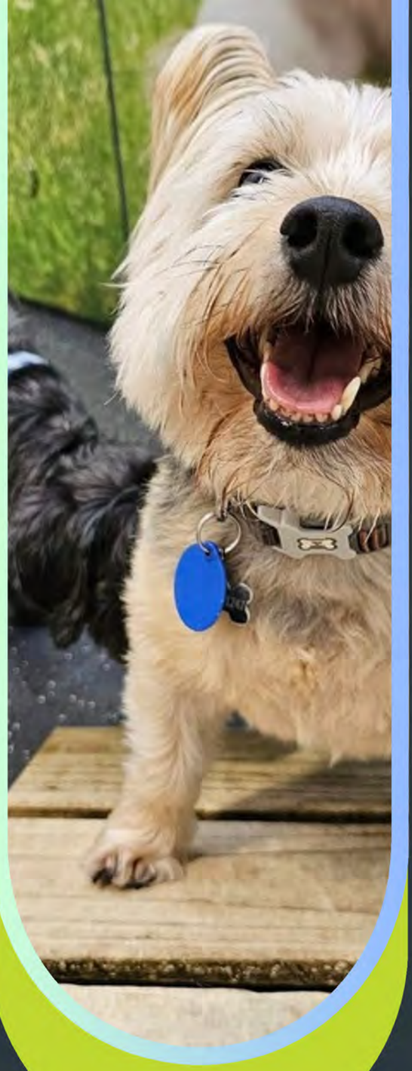
Pets in the City
DOGGIE DAYCARE & PET HOTEL

Culture Code

Creating a Company We Love





Part who we are, and part who we aspire to be

Layamon Bakewell

Pets in the City
DOGGIE DAYCARE & PET HOTEL

PITC's CULTURE CODE

Is the kibble that feeds us and keeps us fit and healthy

THE Pets in the City DOGGIE DAYCARE WAY: KEY THEMES

1. Our Values Define who we are and steer all our descision making.
2. We commit manically to both our mission and metrics.
3. We strongly believe we really do have the best job in the world.
4. We share openly and are remarkedly transparent.
5. We believe our key to success is having the best pet resort systems on the planet.
6. We dare to be differrent and challenge the status quo.
7. We maintain a relentless committment to safety.
8. We strive to lead the industry in sustainability and community enagagement and contribution.

Pets in the City
DOGGIE DAYCARE & PET HOTEL

1

Our Values define who we are and steer all our decision-making.

PROFESSIONALISM | INTEGRITY | TEAMISHNESS | CONTINUOUS IMPROVEMENT

So, what makes someone a great fit for PITC?

What makes this the place they belong?

What does it mean to be part of the PITC PACK?

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There are four attributes that WE VALUE in people.

PROFESSIONALISM | INTEGRITY | TEAMISHNESS | CONTINUOUS IMPROVEMENT

PROFESSIONALISM

Are you the type of person who is **always** striving to be the best at everything you do?

We can probably find a place for you.

Happy with just being mediocre?

We wish you all the best – but mediocre is just **not how we roll...**

Part of being PROFESSIONAL means...

You inspire others with your thirst for excellence.

You always display a "Yes We Can' attitude and go the extra mile with passion and enthusiasm.

You remain cool, calm, and collected at all times, no matter how stressful things get.

You care intensely about PITC's success.

P also stands for Play! Everyday at PITC Should be Fun. Fun for the Dogs, Fun for their Owners, and Fun for our Team

INTEGRITY

We believe that, above all else, it is always more important to do the right thing. By our dogs, our clients, and by the other members of our pack.

There is no exception.

Its just how we do things around here.

INTEGRITY means…

You say what you think, even if it is controversial.

You demonstrate the courage to do the right thing when faced with tough decisions.

You question actions inconsistent with our values

You only say things about a fellow employee you would say to their face.

TEAMISHNESS

To keep it super simple…

team > individual

Don't solve for personal interest to the detriment of the team

To be a good TEAM PLAYER, you need to…

Act with compassion and respect for dogs. customers, and colleagues.

Make time to help your colleagues.

Share information openly and proactively.

Treat people with respect, independent of their status.

ALWAYS BE THE FIRST TO JUMP IN AND PICK UP THE POO…

NO MATTER WHAT JOB THE POO MIGHT BE.

We loathe selfishness and love teamishness

Being team players also means we **HAVE EACH OTHERS'BACKS.**

This means we encourage each other to be the best teammember they can be.

It also means that if a team member stumbles, we all rush to give them a helping hand.

We stick by each other for the good of the team.

If a Team members Dog goes missing,
we all go help find it.

CONTINUOUS IMPROVEMENT

There is always a better way to do something.

If we don't find it, someone else will. Its our job to find it first.

Always seeking to be better means that…

You make an effort to understand others and always maintain an open mind.

You think outside the box to deliver practical solutions to hard problems.

You keep us nimble by minimizing complexity and finding time to simplify.

You share new ideas that prove useful.

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DOGGIE DAYCARE & PET HOTEL

- **P**rofessionalism
- **I**ntegrity
- **T**eamishness
- **C**ontinuous Improvement

Yes, the "PITC" acronym is a bit cheesy, but we also like to keep things simple and easy to remember J

Pets in the City
DOGGIE DAYCARE & PET HOTEL

2

We commit manically to both our mission and metrics.

We LOVE dogs...

And believe (almost) everyone should experience the joy of having a dog in their life.

But it's getting harder and harder to own a dog in the 2020's.

Many people are now living in apartments, or in houses on smaller sections, and working longer hours than ever before.

How does a furry best friend fit into our modern lifestyles?

Pets in the City
DOGGIE DAYCARE & PET HOTEL

Our MISSION is to help DOGS, their OWNERS, and OUR PEOPLE live their BEST LIFE.

And because of that we are committed to providing a clean, safe, caring and enriching environment that is conveniently located, well-staffed and offers fun, exercise and learning for your pet.

Our goal is to build a lifelong relationship with both the pup and fur parent.

We get to see the dogs grow and develop over time, and it is a great feeling when we can see the positive impact that we have had on their lives.

Our PURPOSE

At Pets In the City, **OUR PURPOSE** is to enrich the lives of pets and their owners through exceptional, holistic care and sustainable practices.

We are committed to providing luxury pet experiences, prioritising animal well-being and fostering a thriving, compassionate pet community in New Zealand.

Through our dedication to responsible pet care, community engagement, and a sustainable business ecosystem, we strive to create a harmonious environment where pets and people can thrive together, making a meaningful and lasting impact on the well-being of our furry companions and the communities we serve.

Pets in the City
DOGGIE DAYCARE & PET HOTEL

3

We strongly believe we really do have the best job in the world.

We approach every day with enthusiasm because we work in the best industry in the world.

We know that working in a dog daycare is not for everyone, but for us, it's the perfect job. We are passionate about dogs and believe this is the best way to spend our days. We are grateful for the opportunity to work with these fantastic animals; we wouldn't have it any other way.

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But, working in a dog daycare is more than just playing with dogs all day.

It's also about being responsible for their safety and well-being. It's about understanding their individual needs and personalities and ensuring they are happy and healthy. It's about giving them love and attention and ensuring they have a good time.

It's a challenging and rewarding job that allows us to spend our days surrounded by the animals we love, while making a positive impact on their lives.

To sum it all up though…

At PITC, we have endless love for them all. And we stop at nothing to make sure they're happy, safe and fulfilled even when you can't be there.

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4

We share openly and are remarkably transparent.

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OUR CUSTOMERS TRUST US WITH THEIR PETS.

To maintain that trust, we must always be completely open and transparent about everything that happens with their fur baby in our facilities.

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DOGGIE DAYCARE & PET HOTEL

5

We believe our key to success is having the best pet resort systems on the planet.

Disclaimer: We have a long way to go to be the best but are fanatical about achieving this.

Why are systems so important to us?

Systems provide consistency.

Change is easier to accomplish.

Training new employees becomes easier.

Systems allow staff to focus on what they do best.

Systems create value.

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6

We dare to be different and challenge the status quo.

We encourage
experimentation.

Better to try and
Sometimes fail
Than to sit
Tight and…
Fail for sure.

We don’t mind making mistakes,
We do mind repeating them.

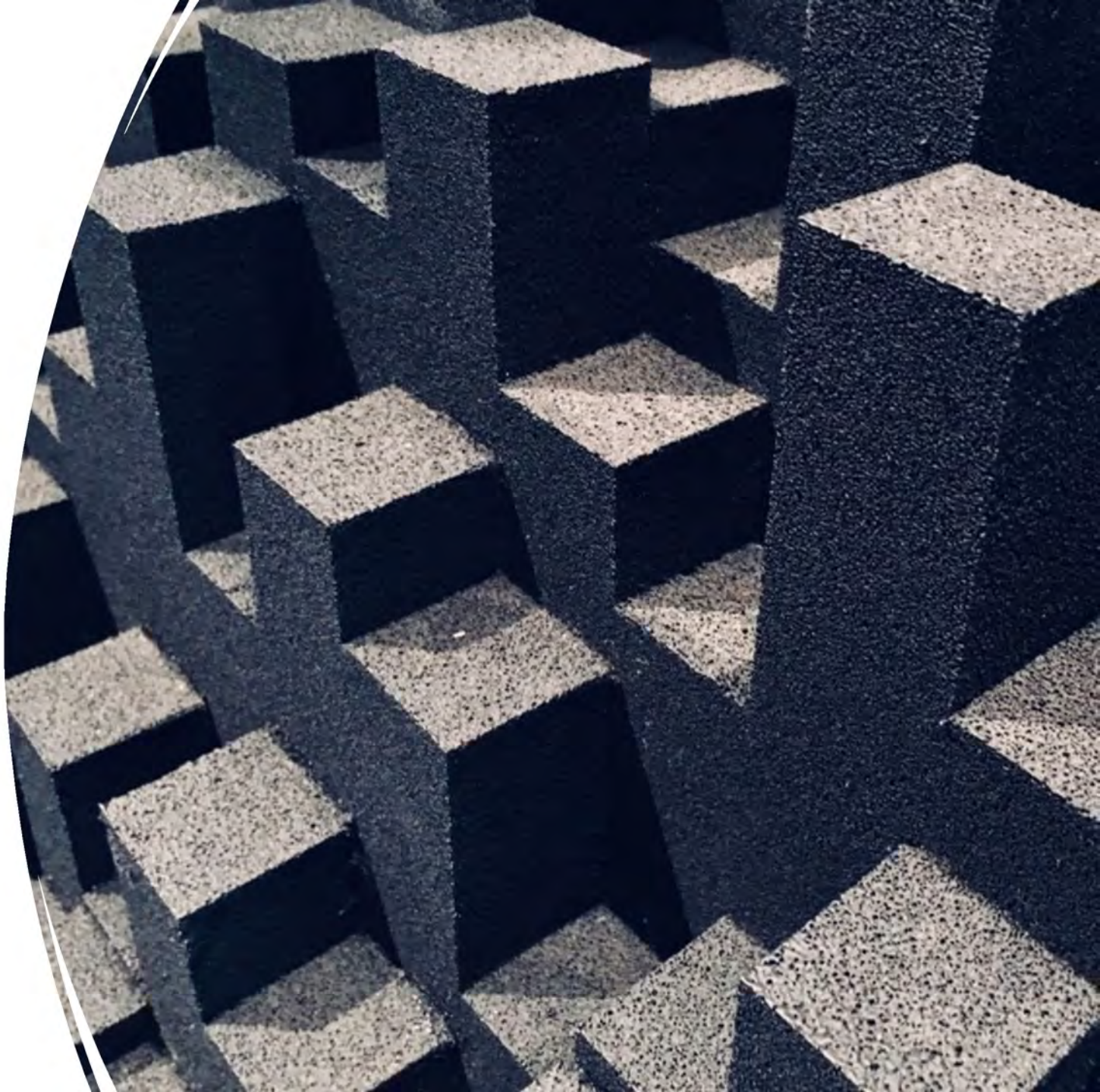
Each mistake carries a lesson,
We try and make sure we learn
it.

Fight for SIMPLICITY

- You cannot add simplicity **in**.
- You must take complexity **out**.

We want PITC to be:

- EASY FOR CUSTOMERS
- EASY FOR STAFF
- EASY TO LOVE



Pets in the City
DOGGIE DAYCARE & PET HOTEL

7

We maintain a relentless commitment to safety.

Pets in the City
DOGGIE DAYCARE & PET HOTEL

Our pledge to pet parents is that their pup will always be in great hands with us.

When they pick them up, their dog will be happy, healthy and excited to see them!

Our pledge to staff is that we will always put their safety above everything else.

SAFETY MUST BE AT THE FOREFRONT OF EVERYTHING WE DO.

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How do we know we have the RIGHT CULTURE?

- Stuff gets done
- It gets done well
- People are happy
- Leaders provide direction and guidance and GET OUT OF THE WAY
- Success is celebrated
- Failure is used as a learning opportunity

With great people comes great responsibility.

We want to be as proud

of the **people** we grow

as we are

Of the **company** we grow.

We believe in investing in individuals to help them be the best they can be.

No, they won't all stay forever, but our goal is to ensure they all leave us in a better position with more opportunities than when they joined us.

We want to be part of your journey to success.

Pets in the City
BOARDING & PET HOTEL

Being part of the PITC Pack means you can expect us to:

- Value your input and the skills you bring.
- Support your ambitions, whatever they may be and wherever they may lead you.
- Provide opportunities for advancement – for the right people.
- Train you appropriately for your role.

As a member of our pack, we will always HAVE YOUR BACK.

THANK YOU

Well done for making it this far.

Yes, we're hiring.
Click the logo.