



"Play to Win" and our Leadership Principles.

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We are Curious



### KNOWING IS HALF THE BATTLE

- > Use data and insights
- > Customer is front and center
- > We win when our fans have fun



### BREAK THE MOLD

- > Innovation is in our lifeblood
- > Be open to ideas from anywhere
- > Stay curious

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We are Committed



### TAKE CHARGE

- > Operate like an owner
- > Take smart risks
- > Enroll others



### BE LEGENDARY

- > Dream big
- > Stay hungry
- > Inspire our fans and each other

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we build  
**Community**



### **MATRIX OF LEADERSHIP**

- > Be a role model
- > Be accountable
- > Be values-based



### **FRIENDSHIP IS MAGIC**

- > Enable others to thrive
- > Don't split the party
- > Help each other level up