

## OUR PURPOSE

**PROTECT PEOPLE AT THEIR POINT OF NEED AND PROVIDE A SCALABLE SOLUTION TO PREDICT RISKS.**

## OUR VALUES

These are a collective set of beliefs which we build towards together, everyday at Coya. The values are not meant to be a checklist but rather a belief system which we all can subscribe to and be proud to be part of. Be a role model and always set up others for success.



### **Passion for our customers**

Our purpose of being is to deliver clear and unique value to our customers. Always start with the customer in mind and work backwards - we do not compromise on making our customer happy with everything we do.



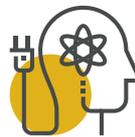
### **Always aim higher!**

Avoid busy work, focus on impact work! We are a high-performance company, built to serve our customers for the ages; we need to move fast but not sacrifice long term value for short term results.



### **Be bold and manage risk**

Drive decisions based on opportunities, not fears. Allow our customers and team members to do the same and know that a brave and curious mindset will pay off at Coya, but always know the downside of the risk.



### **Listen, think, then act...**

We are human and susceptible to cognitive biases. Do not listen to respond, but listen to understand; only then can we truly communicate and be transparent with each other.



### **Learning at our core**

We should always be willing to learn from our customers, team members and the world around us. Be humble, you never know where genius hides.



### **The united people of Coya**

Diversity is a fundamental part of inspiration and results - what we deliver to customers is merely a reflection of us. We embrace our diverse skillsets and backgrounds to thrive both individually and together towards the common goal of building the best version of Coya.



### **Pay trust forward**

We always pay trust forward to our customers and partners. We have the integrity to resolve issues fairly while respecting privacy of customers and team members.



### **Be a data hero**

We always try to drive decisions based on data. Learn to always treat data with respect and think deeply about its significance. We should constantly be seeking new opportunities to use data to achieve our purpose.