



CULTURE PLAYBOOK

Powered by Teamwork, Driven by Culture

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WELCOME

Welcome to the GEOTEK Culture Playbook. Inside, you'll find an Introduction to who we are as a company, a clear look at Our Mission & Vision, and Why Culture is such an important part of how we work and succeed together. Most importantly, this playbook is here to show you What Our Culture Means for You—how it guides the way we collaborate, innovate, and grow at GEOTEK.

INTRODUCTION

At GEOTEK, culture is more than words—it's our mindset, our actions, and how we show up for one another every day. It guides our decisions, our teamwork, and the high standards we set for ourselves and each other. It honors our legacy, powers us through today's challenges, and prepares us for tomorrow's opportunities.

This playbook is here to support you—whether you're just starting your GEOTEK journey or continuing to grow your career with us. Inside, you'll find clarity on how we work together, what we expect from each other, and how we deliver results as a unified team.

Our culture comes to life through our mission, our **TRUE values**, and our commitment to solving real-world problems through innovation and service. It's what makes GEOTEK a trusted partner to our customers, a reliable ally to our suppliers, and a place where great people build meaningful, lasting careers.

Let's keep building that future—together.



OUR MISSION & VISION

Mission:

Enhance global infrastructure through engineered composite products.

Vision:

Develop, acquire, and grow trusted composite brands that deliver reliable, high-performing, and valuable solutions worldwide.



WHY CULTURE MATTERS AT GEOTEK

Culture drives everything we do, our performance, our innovation, and our collaboration.

- It gives us our competitive edge, fueled by values, not perks.
- It helps us attract and retain great people.
- It creates a place where careers thrive and people grow.



WHAT THIS PLAYBOOK MEANS FOR YOU

Everyone plays a part in shaping culture. Here's how you can make it yours:



CURRENT EMPLOYEES



Re-engage with our values. Lead by example. Continue to grow your impact.



NEW HIRES



Think of this as your roadmap. Be curious. Ask questions. Jump in.



ACQUIRED EMPLOYEES



Bring your strengths. Learn our rhythm. Help shape what's next.



LEADERS



You set the tone. Model clarity, urgency, empathy, and a growth mindset.

OUR STRATEGIC FOUNDATION

With purpose and culture as our base, our Strategic Foundation explains how we succeed. It covers How We Win through Technology, Engineering, and Service; our Focused, Specialized, Value-driven Market Approach; and the values that guide How We Make It Happen.

HOW WE WIN: TECHNOLOGY, ENGINEERING & SERVICE

At GEOTEK, we don't aim to be everything to everyone—we focus on what we do best and deliver it with purpose, precision, and pride. Our strength lies in solving real-world challenges through a powerful combination of:

Technology

Purpose-built products engineered for long-term reliability, high performance, and lasting value in the field.

Engineering

Data-driven insight applied with precision—ensuring we solve the right problems in the right way, every time.

Service

Support that shows up when it matters most—whether it's on-time delivery, rapid storm response, short lead times, or consistently high-quality products backed by a skilled, committed team.



**We don't compete on price—we win by
delivering true value that our customers
can count on.**

OUR MARKET APPROACH: FOCUSED, SPECIALIZED, VALUE-DRIVEN

We focus on what we do best—bringing specialized expertise to the markets where we create the most impact. We win where we play by aligning our strengths to the right opportunities and walking away from what doesn't fit.

- Every product feature is intentional—engineered for performance, durability, and long-term value
- We stay disciplined—pursuing work that fits our capabilities and delivers real customer impact
- We build loyalty by delivering what matters: consistent results, trusted follow-through, and strong partnerships

**That's how we compete—with clarity,
discipline, and a relentless focus on value.**

HOW WE MAKE IT HAPPEN

We empower every employee to thrive, collaborate, and make a meaningful impact. Our **TRUE values, Teamwork, Reliability, Urgency, and Entrepreneurial spirit**, guide us in everything we do.



TEAMWORK



RELIABILITY



URGENCY



**ENTREPRENEURIAL
SPIRIT**

OUR CULTURE IN ACTION

Our strategy only works when it's lived out day to day. Our Culture in Action shows how we bring the foundation to life—through our TRUE Values, the way We Work to Win, the Core Business Practices that guide us, and the habits that help us Live the Culture Every Day.

OUR TRUE VALUES: HOW WE SHOW UP



We before Me

- Uplift and respect one another
- Prioritize collaboration and safety
- Celebrate shared wins

In Action:

We support each other and succeed together, no silos.



Every Day, In Every Way

- Build trust through consistency
- Deliver dependable products
- Take ownership and follow through

In Action:

We do what we say. Every time.



The Need for Speed

- Act with purpose and agility
- Think fast, execute smart
- Anticipate needs

In Action:

We move quickly where it matters, especially for our customers.



Be Curious

- Take smart risks
- Embrace change and growth
- Speak up and share ideas

In Action:

We test, learn, and evolve, always focused on what's next.

HOW WE WORK TO WIN

At GEOTEK, success isn't left to chance. It comes from how we show up, how we communicate, and how we make decisions—across all five practices—for our customers, our teams, and the business. That means:

Clear, Transparent Communication

We build trust through open, honest, and timely communication, within teams, across departments, and with our customers and partners. Transparency is how we stay aligned, navigate challenges, and move fast with confidence.

In practice:

- We set clear expectations and follow through.
- We speak up early—whether it's about a risk, a delay, or a great idea.
- We communicate progress and outcomes, not just intentions.
- We share wins and lessons learned to help everyone grow.

In the workspace, this looks like:

- Daily or weekly team huddles or stand-ups to align on priorities and progress.
- Leaders sharing updates and learnings in real-time, including what's working—and what's not.
- Open-door policies and regular skip-level meetings to invite upward feedback.
- Sharing key metrics and scorecards to track progress, address barriers, and celebrate wins.



Cross-Functional Collaboration

We solve complex challenges by working together—blending perspectives, skillsets, and experiences. Collaboration between technology, engineering, service, and business teams is a hallmark of how we operate.

In practice:

- We work across departments to deliver integrated solutions.
- We remove silos and build bridges between functions.
- We show up with humility and curiosity to learn from others.
- We succeed by aligning around common goals—not by competing for credit.

In the workspace, this looks like:

- Project war rooms or collaborative workspaces for engineering, technology, and operations teams to solve issues side-by-side.
- We brainstorm together to arrive at the best customer solution. Feel free to voice ideas, make sure you hear input.
- Cross-functional participation in hiring interviews to ensure diverse perspectives in candidate selection and cultural fit.



Data-Driven Decision Making

Gut instincts matter—but data makes us better. We use data to validate direction, assess performance, and solve the right problems with the right solutions.

In practice:

- We leverage engineering insights to guide product improvements.
- We use customer feedback and operational data to adapt fast.
- We measure what matters, lead times, service performance, quality metrics and act on it.
- We make decisions based on evidence, not assumptions.

In the workspace, this looks like:

- Weekly meetings where teams review dashboards and KPIs together and adjust plans in real time.
- Root cause analysis to learn from issues and avoid repeat mistakes.
- Celebrating not just wins, but data-informed improvements—like reducing lead time or increasing storm-readiness response.



Accountability to Each Other and Our Goals

Accountability is more than ownership—it's a commitment to delivering what we promise, supporting one another, and holding ourselves to the highest standards.

In practice:

- We meet our deadlines and deliver what we say we will.
- We don't pass the buck—we lean in, ask for help, and take action.
- We take pride in doing things right, not just fast.
- We measure success by how we contribute to the team's goals.



In the workspace, this looks like:

- Shared team scoreboards where progress is visible and celebrated.
- One-on-one check-ins that focus not just on tasks, but on growth, blockers, and development.
- Encouraging team members to own and present their work in team meetings or executive reviews.
- Peer-to-peer shoutouts on wall boards or internal channels for those who go above and beyond.

OUR CORE BUSINESS PRACTICES

Our core business practices are where culture meets execution. They bring our mission to life, reinforce our market strategy, and define how we operate every day—in every function, on every team. These practices are the foundation of how we deliver excellence, build trust with our stakeholders, and create lasting value.

They guide our decisions, shape our interactions, and ensure that no matter the role or department, we're aligned in purpose and performance. When consistently applied, they enable us to solve real-world challenges with focus, speed, and impact.

Let's dive into each of them to understand how they help us win, together.



PEOPLE & WELLBEING CENTERED

We Put People First

We prioritize the safety, wellbeing, and growth of our people, because strong teams build strong solutions. Our culture is lived every day in how we care for one another, support personal development, and create a workplace where people thrive.

In practice:

- We collaborate with respect, empathy, and transparency.
- We recognize effort, celebrate success, and help each other grow.
- We hold ourselves and each other to high standards—with compassion and accountability.
- We make decisions with both performance and wellbeing in mind.

Culture isn't what we say—it's how we think, act, and work together." This is where it starts: with our people



TEAM-DRIVEN

We Show Up and Win Together

We're better together. We rally around shared goals, communicate openly, and lift each other up. There's no room for big egos, we prioritize progress over credit and hold collaboration above competition.

In practice:

- We solve challenges cross-functionally—Technology, Engineering, and Service work as one.
- We expect every team member to show up with commitment and humility.
- We honor past contributions, tackle today's challenges, and prepare for what's next—together.
- We support each other during high-stakes moments, like storm response and delivery crunches.

When we win, we win as a team. When we fail, we learn as a team. That's how we grow.



STRATEGIC, FORWARD-THINKING

We Play the Long Game

We're not here to chase quick wins. We invest in what lasts, building trust, capabilities, and solutions that will serve our customers and stakeholders long into the future.

In practice:

- We engineer for longevity, not short-term gain.
- We make decisions grounded in data, strategy, and long-term value.
- We acquire and grow trusted brands with purpose and vision.
- We improve infrastructure and lives—not just systems.

Our composite solutions stand the test of time—and so does our mindset



CUSTOMER-FOCUSED

We Create & Deliver Value

Our customers count on us to help solve complex problems. We meet that challenge with reliability, responsiveness, and engineered excellence—not just once, but consistently.

In practice:

- We deliver value beyond the product—through service, lead times, quality, and expertise.
- We respond when it matters most—especially in critical situations.
- We don't compete on price; we lead through performance and partnership.
- We listen actively and solve with intention.

Trusted partner. Reliable collaborator. That's what we aim to be—every day



GROWTH-ORIENTED

We Get Better Every Day

We pursue continuous improvement in everything we do, from product performance to team development. Curiosity, accountability, and adaptability fuel our growth.

In practice:

- We embrace feedback and use it to raise the bar.
- We invest in training, coaching, and skill-building for long-term impact.
- We challenge “the way it’s always been” when better ways exist.
- We reward learning, resilience, and a drive to improve.

Success today is just the foundation for what we’ll build tomorrow.



LIVING THE CULTURE EVERY DAY

Culture isn't a one-time initiative—it's a choice we make in every action, every conversation, and every decision. It's how we lead, how we support one another, and how we take ownership in the moments that matter most. Living our culture means showing up with intention and turning our values into tangible results.

What it looks like in action:

- **Lead by example** – Set the standard through your actions. Communicate clearly, keep your commitments, and model the behaviors you want to see in others.
- **Celebrate wins—big and small** – Acknowledge effort, progress, and success at every level. Whether it's a project milestone or a daily improvement, recognition fuels momentum.
- **Uplift your team** – Step in to help when needed, listen with empathy, and encourage others to bring their best selves to work.
- **Keep learning and growing** – Seek feedback, stay curious, and embrace opportunities that stretch your skills and perspectives.
- **Share what you know** – Pass along insights, mentor others, and make knowledge a shared resource that strengthens the whole team.
- **Focus on solutions** – When challenges arise, keep things moving by offering ideas, exploring options, and turning obstacles into opportunities.



When we live the culture daily, it doesn't just define who we are—it defines what we achieve.

YOUR GEOTEK EXPERIENCE

Living our culture shapes the experience of every person at GEOTEK. Your GEOTEK Experience focuses on what this means for you—embracing the GEOTEK mindset, understanding What Success Looks Like, Growing in Your Career, and Being Recognized and Rewarded for your contributions.

THE GEOTEK MINDSET

BRING YOUR BEST

- **Own your work**—be accountable, drive results.
- **Act fast, think smart**—urgency with care.
- **Stay ahead**—anticipate, adapt, innovate.
- **Deliver excellence**—with pride, precision, and quality.
- **Succeed as one**—teamwork and mutual respect are non-negotiable.

At GEOTEK, success starts with how we show up, not just for our customers, but for each other. “Bring your best” is more than a motto, it’s a mindset that drives how we think, act, and lead every day. It’s about taking pride in your work, being accountable for outcomes, and pushing yourself and your team to rise to every challenge with purpose and passion.

WHAT SUCCESS LOOKS LIKE AT GEOTEK

A successful team member:

- Owns their work and delivers results
- Communicates with clarity and care
- Collaborates with urgency and respect
- Embraces change and continuous improvement
- Prioritizes safety, quality, and team success

“ At GEOTEK, teamwork and innovation fuel everything we do. I’ve taken on challenges I never imagined—and the support has been incredible.”

”

“ Leadership is action, not a title. At GEOTEK, we grow by stepping up, solving problems, and building what matters.”

”

YOUR GROWTH AT GEOTEK

At GEOTEK, we are deeply committed to your development, professionally and personally. Whether you're just getting started or preparing for your next big step, we believe growth is a shared journey. Your curiosity, ambition, and contributions fuel not only your career, but our company's future.

We offer the tools, resources, and support to help you succeed, at every stage:

- **Build new skills** through training, coaching, and stretch opportunities.
- **Grow your career** with clear paths and internal mobility.
- **Own your journey**, we support certifications and continuous learning.
- **Innovators thrive here**, those who speak up and step up are empowered to lead.

We believe in recognizing potential, promoting from within, and cultivating leadership at all levels. Growth at GEOTEK isn't a checkbox, it's a culture. And the more you invest in yourself, the more we'll invest in you.

***Career Growth in Action:** Austin Thompson's rise from IS intern to IS Supervisor shows what happens when curiosity meets opportunity.*



Starting at GEOTEK, I quickly realized that teamwork and innovation are at the heart of everything we do.

The culture here encourages problem-solving, collaboration, and continuous growth. I've had the opportunity to take on new challenges and develop skills that have propelled my career forward.

– Austin Thompson, IS Supervisor



HOW WE RECOGNIZE AND REWARD

At GEOTEK, recognition isn't reserved for the finish line, it happens at every meaningful step along the way. When we acknowledge effort, creativity, collaboration, and results, we reinforce what great looks like and build a culture where people feel seen, valued, and motivated to keep raising the bar.

We recognize both individual contributions and team wins, knowing that impact comes in many forms. Whether you're solving a customer challenge, innovating a new solution, mentoring a teammate, or simply showing up as a steady force—your efforts matter, and they don't go unnoticed.

Celebrating progress drives performance.

- We recognize effort, innovation, and results, big and small.
- Recognition can come from peers, leaders, and customers.
- Career advancement is based on impact, not tenure.
- Feedback and mentorship support continuous growth.



CLOSING MESSAGE

Every day is a chance to lead by example, build something that lasts, and move the business forward. What we build here together—through action, trust, and shared focus—defines who we are and where we're headed next.

Thank you for being a part of it.

At GEOTEK, culture isn't a poster—it's how we work, solve problems, and win together.



P.S. If you're ready to go further:

- Ask a question • Share feedback • Set a goal in your next 1:1
- Watch a message from our CEO • See how others are growing their careers and shaping the culture around them



GEOTEK

A Whole New World of Composites

