



**WINNING
TOGETHER**
M-Files Culture

Dear M-Fileer

M-Files is a global community of professionals and a visionary in knowledge work automation. This is a team sport. We learn and grow together every day through interactions with others, the decisions we make, the experiences we have, and the ideas we share.



This booklet will give you a quick overview of the important perspectives and concepts that make up the M-Files culture. These include the concept of “humbition,” transparency, and trust, as well as our mission and Guiding Principles. You’ll also get a glimpse of our operating system, our commitment to diversity and inclusion, and career development opportunities.

Nurturing a shared understanding of our culture helps each of us collaborate better with people from different countries and with different personalities. We share common ground and are empowered to work toward our shared goals.

Find out more about these concepts in the following pages, and don’t hesitate to ask your manager, peers, or People & Culture for more information.

Welcome to the Team!

Petra Rosvall

Petra Rosvall
Chief People Officer

PART 1 - WHO WE ARE

Our Mission	4
We Are “Humbitious”	5
Transparency & Trust	6
	7

PART 2 - OUR ROADMAP TO SUCCESS

The Big Picture	8
Helping You Make an Impact	9
Our Growth & Development Programs	10
	11

PART 3 - WHAT WE VALUE

Our Guiding Principles	12
Quotes from Our Team	13
Diversity, Equity, & Inclusion	15
Environmental, Social, & Corporate Governance	16
At M-Files, We Are...	18
	19

PART 1

WHO WE ARE

M-Files is the leading platform for knowledge work automation. With the M-Files platform, knowledge workers can find information faster, work smarter, and achieve more. In short, we help knowledge workers to work smarter.



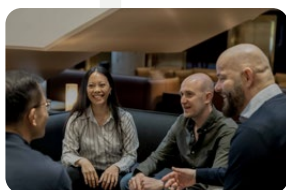
2002-2009:

The M-Files journey started in 2002, led by current CEO Antti Nivala, and a small team in Tampere, Finland. M-Files first version was launched in 2005. In 2009, M-Files entered the North American market, opening its first office in Dallas, Texas.



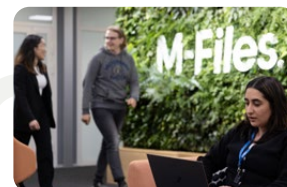
2017-2020:

M-Files expanded its North American footprint by acquiring a Canadian subsidiary in 2017 and initiated a transition to the SaaS business model.



2011-2016:

M-Files revenue grew by 750%-plus and the company opened global offices in the UK, France, Germany, and Australia.



2023 AND BEYOND:

In 2023, M-Files acquired Ment, a document automation solution to complete its platform offering and also reached the Centaur status milestone with more than \$100M recurring revenue.

Today, more than 500 people ("M-Filers") work for M-Files. Looking ahead, we're positioned for resilient growth with further expansion in all of our regions.



2021:

M-Files acquired French company Hubshare in 2021 to bolster external content sharing and collaboration.

BY THE NUMBERS

500+

EMPLOYEES
WORLDWIDE

5000+

CUSTOMERS

350+

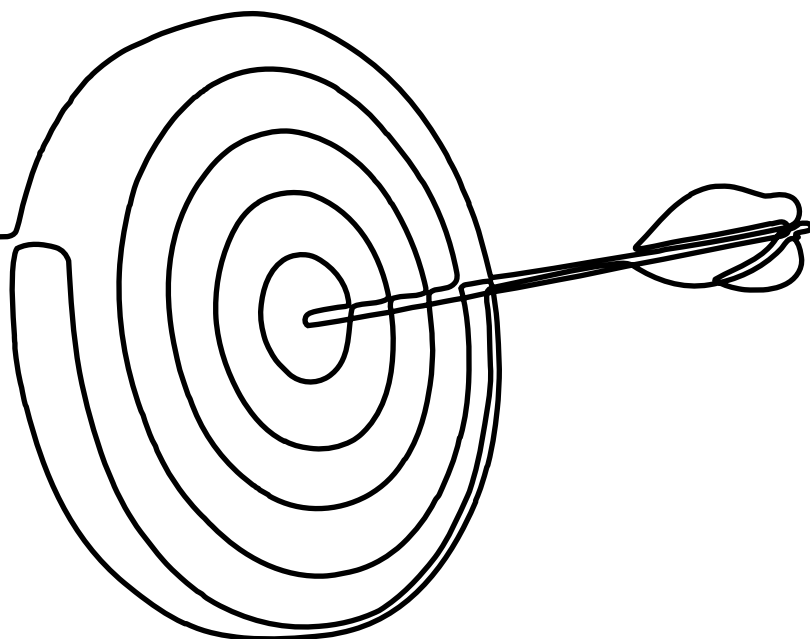
PARTNERS ACROSS
90+ COUNTRIES

100+

COUNTRIES

Our Mission

Our mission is to help knowledge workers to work smarter.



Our mission creates a shared direction and sense of purpose. It describes the reason for our existence and the value we bring to the world. Our mission helps us find focus in our work, connecting daily activities with a shared purpose.

But how do we bring value to the world?

With the M-Files platform, knowledge workers can find information faster, work smarter, and achieve more. How do we do all this? With an innovative metadata-driven architecture, embedded workflow engine, and advanced artificial intelligence. This enables customers to eliminate information chaos, improve process efficiency, and automate security and compliance.

And **THAT** helps knowledge workers to work smarter.

In addition, M-Files maintains a sterling reputation as one of the top SaaS providers in the areas of implementation services and customer enablement. We truly love our customers, and it shows in our high rate of repeat business and low churn rate. Don't take our word for it—see what our customers say in M-Files case studies.



M-Files offers a lot of great opportunities to grow with being in the forefront of technology.

M-Files solutions are state of the art, we have amazing opportunities to collaborate with others and most importantly, we continue to learn more every day on how to build our brand and business.

MARY KAUFMAN
Partner Manager

If M-Files were a person, which word would best describe its personality?

There's no single, correct response, but many of us like the word: "Humbitious."

We Are HUMBITIONOUS

= Humble + Ambitious



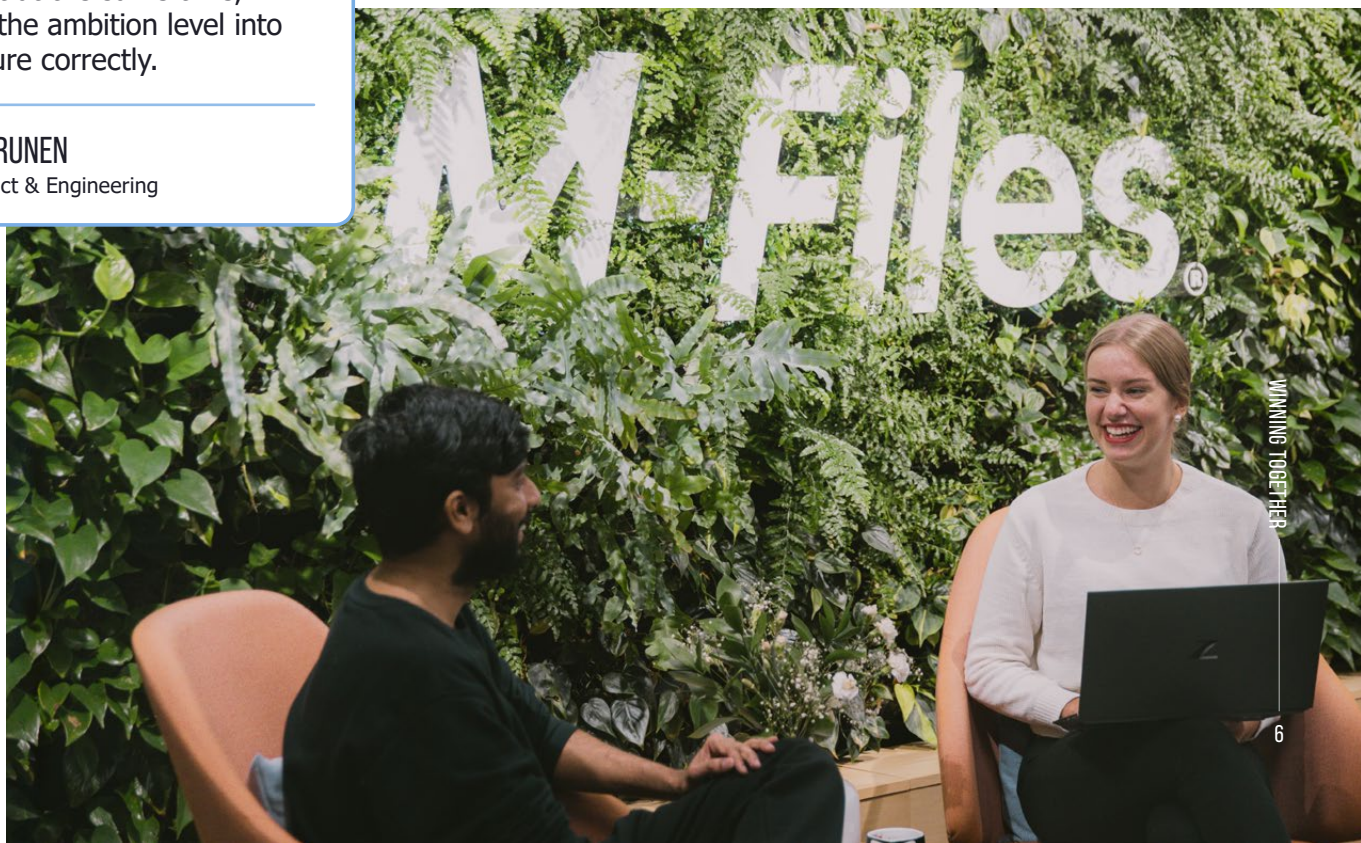
The global culture and environment we've managed to build is absolutely amazing; like the different talents, people and, opportunities present in the company globally. We have that Nordic humble attitude and, yet at the same time, we set the ambition level into our future correctly.

MIKA TURUNEN

SVP Product & Engineering

We want to stay humble enough to ask for help and advice and to receive feedback in smart ways. We want to learn fast, and learning requires a level of humility.

Being ambitious means that we're confident in our abilities and aim high. We believe that we can do things better than anyone else and are on our way to becoming the leader in our market.



Transparency & Trust

M-Files' leadership is intentional about transparency. We systematically share information about company performance and future plans in an open and honest way in company-wide meetings.

In a fast-paced growth company, it can be difficult to keep up with everything. We do our best to regularly communicate about the big picture to ensure alignment across functions, countries, and teams. We believe that better understanding the full context in each situation will help M-Filers have more confidence in daily decision-making.

Transparency requires trust, and we often share confidential information with all M-Filers. Trust is an important underlying factor of our culture; we choose to trust and assume good intentions, as we'll see when we cover our Guiding Principles.



“

I've been very **fortunate to have many opportunities to gain new skills** and develop my career at M-Files. I've taken full advantage of the many training opportunities that have been made available to us, the leadership coaching programs, and the chance to take on new and exciting roles to support the growth in my team.

SUZIE COLLIER

Vice President, Growth Marketing



PART 2

OUR ROADMAP TO SUCCESS



The Big Picture

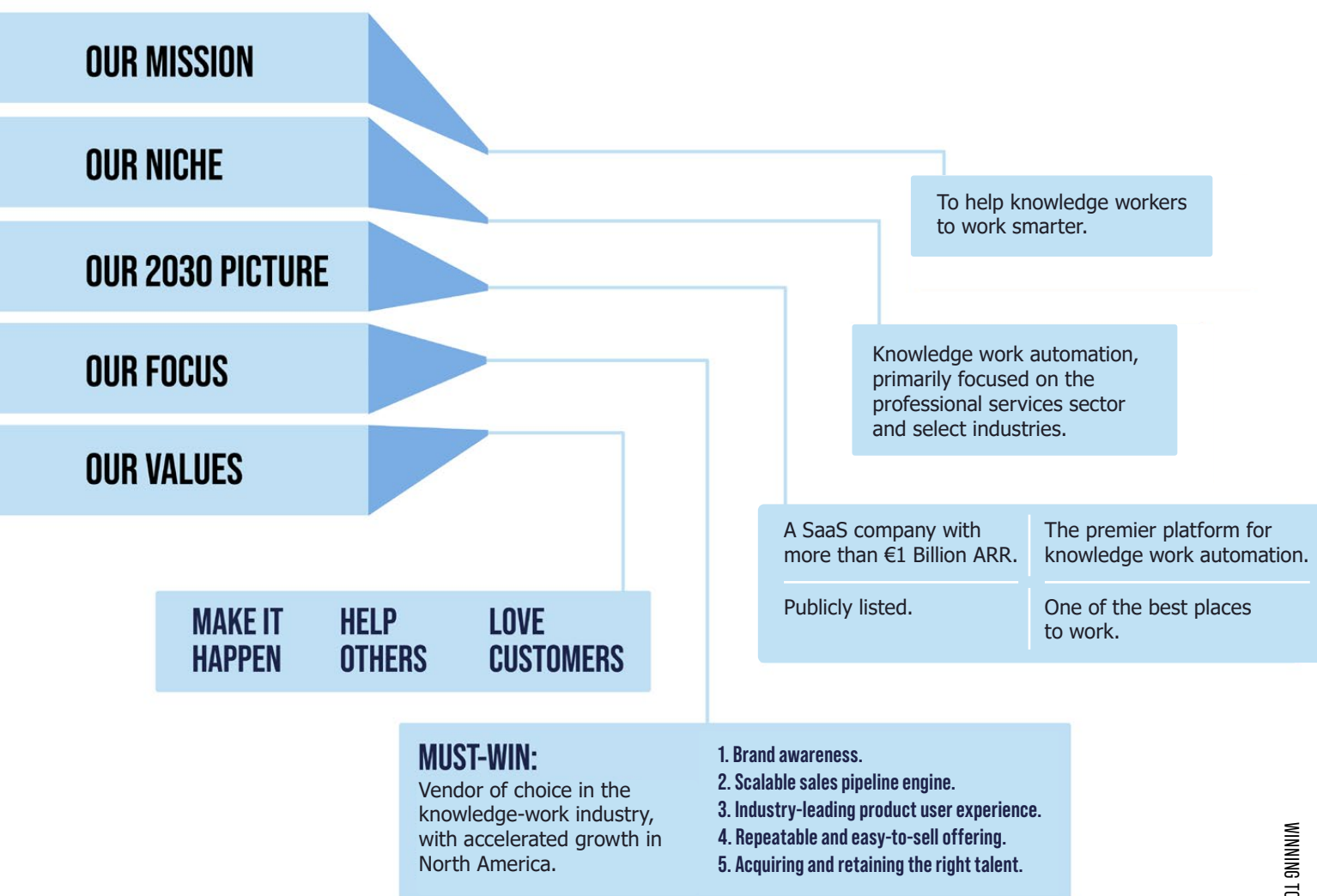
To stay aligned as a global team, we need a **Big Picture** to guide us.

ENTREPRENEURIAL OPERATING SYSTEM (EOS)

M-Files uses a framework called the Entrepreneurial Operating System (EOS) to equip M-Fileers to complete shared goals in a focused way. EOS helps us to set quarterly goals (known as “Rocks”) as well as own accountability and measure progress in a systematic way.

The goal is to provide simple concepts and practical tools so everyone can execute the same vision.

You are encouraged to discuss this Big Picture with your managers and peers to get a more in-depth understanding of how you can best contribute to our shared success.



Helping You Make an

IMPACT

A large, faint graphic of puzzle pieces is in the background. One piece is solid grey, while the others are outlined in grey.

We're committed to helping you make it happen as an M-Filer and to empower you to optimize your career growth and development. We're also committed to sharing vital information on the many ways you can explore career opportunities within the company. Your manager will make it a priority to identify your strengths, your levels of responsibility and ownership, as well as supporting your career development.

M-Files offers a comprehensive set of principles, tools, programs, processes, and people to support your success as a "humbitious" M-Filer. These include programs such as our Onboarding Program, Roihu Leadership Academy, Certified Change Leader Certification, and the Internal Mentoring Program.

“

We can make a real impact. We are helping pioneer a better way for knowledge workers to manage information. It is the way of the future, and we are leading it!

JUSTIN KIM

Chief Financial Officer &
Chief Operating Officer

Our Growth & Development Programs

ONBOARDING PROGRAM

Your onboarding journey will include global and regional activities, and you'll get a chance to meet other new M-Filers.

The purpose for these sessions is to get familiar with M-Files as a company, our culture, and your future colleagues. In addition, the Onboarding eLearning Course in M-Files Academy includes valuable information for all newcomers.

In order to learn more about how we work at M-Files, we recommend you explore the course during your first days.

CHANGE LEADER CERTIFICATION

Leadership is about making an impact. Making an impact always means changing something. In other words, the essence of leadership is change leadership. The Change Leader Certification course explores central theories and principles that allow leaders to make better decisions and keep different stakeholder groups engaged throughout the change journey. Upon completing the course requirements, participants have the opportunity to take a certification assessment and become an M-Files Certified Change Leader (Practitioner). To learn more about getting certified, contact the P&C team.

ROIHU LEADERSHIP ACADEMY

Roihu Leadership Academy is an annual leadership program for any M-Filer who has worked with the company for more than 12 months. The Executive Leadership Team chooses a group of 14-16 participants from different parts of the company.

This program focuses on strategic thinking, emotional intelligence, change leadership, and more. One of the key benefits is building a strong network across the organization and learning about company leadership.

MENTORING

The annual M-Files Internal Mentoring Program is coordinated by the People and Culture (P&C) team and is very popular across the globe.

Hundreds of M-Filers have already participated and report a dynamic and unforgettable learning experience—both mentors and mentees.

Please make sure you are aware of the program and reach out to P&C with any questions.



PART 3

WHAT WE VALUE

Our Guiding Principles

Our Guiding Principles drive how we're expected to work and interact with others. They are the "DNA" of M-Files. They provide us with a solid, shared foundation that supports and celebrates our diversity of different cultural backgrounds and unique personalities. By deploying these principles every day, we build trust and collaboration.



**MAKE IT
HAPPEN**



**HELP
OTHERS**



**LOVE
CUSTOMERS**

Our Guiding Principles represent the cornerstone of our culture. Living these principles is the most important part of your onboarding journey.

A Deeper Dive



Challenge yourself:

Be ambitious and persistent. We strive to be the best in the world at what we do.

Focus:

We can't be everything to everyone. Learn to say no and focus on what's important.

Win or fail fast:

Innovate. Take risks and learn from mistakes. Share your experiences—positive and negative.

If you see it, you own it:

Work to solve the problem quickly or get it to the right person.



Assume good intentions:

Everyone is doing their best for the company. Seek to understand their point of view.

Hold each other accountable:

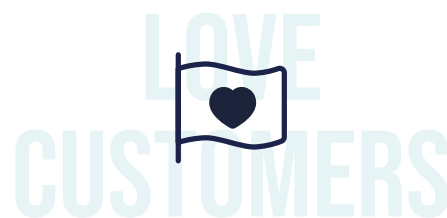
Help others to succeed. Have the strength and humility to ask for help. Keep your commitments and hold others accountable, too.

Be kind:

Be a good friend and colleague. Listen closely and speak up.

Celebrate success together, have fun:

Learn together. Work together. Embrace the "One Team, One Goal" mindset.



Focus on customer experience:

We exist to serve our customers and to deliver value to them. Be willing to go the extra mile to make it easy for the customer.

Accelerate time to value:

Find ways to deliver value quickly and incrementally to ensure positive momentum.

Fairness and respect:

Treat customers the way you would want to be treated. Always be respectful, but also hold the customer accountable with scope and agreements.

Partners are customers:

Members of our partner community are our customers too. Love customers & partners!



Quotes from Our Team

“

We are a global company, but the geographical boundaries do not interfere with working with one another to get the job done. M-Files is the only company I have worked for where **everyone is always willing to help others** without hesitation!

CRYSTAL WITTROCK

Customer Success Management, Team Lead

“

I feel at home at M-Files. The people make the company and the experience. I enjoy working with the colleagues I interact with daily as well as colleagues who I speak to for the first time. I genuinely believe that the company values are upheld by all, and that brings people together with a common passion and goal.

JOHN ROCKLIFFE

Mid-market Account Executive

“

There are many reasons I like M-Files. The people are the main reason. I have the privilege to work with an amazing team and collaborate with people across the organization who value helping others.

JAKE BABINEAUX

Enablement Manager, Global Sales

“

The best thing about M-Files is its culture of helping each other and working as a team to achieve wonders. I truly understood the meaning of **“the whole is greater than sum of its parts.”** Each individual adds his or her own unique quality to the team, and under no circumstance do you feel alone or stressed.

WAJEH AHMAD

Systems Specialist

“

I love my job because **we all have the opportunity to make a difference** every day. With our customers, with each other, and in the market.

BOB PRITCHARD

Chief Revenue Officer

“

I like working at M-Files because you get the impression that anything is possible, there are many opportunities for every employee, but above all because **we are trusted and given the means to succeed.**

MARWANE AFDILATE

Partner Manager

“

For me it's always first and foremost about people. At M-Files I love that our culture encourages helping others and taking initiative. When we set our minds on something as a collective, **we can achieve anything... and have fun as we do.**

PETRA ROSVALL

Chief People Officer

Diversity, Equity, & Inclusion



Every team member should feel they belong and are empowered to contribute as their authentic selves. Competence, mindset, and the ability to make an impact is ultimately the key, regardless of who you are.

The topic of Diversity, Equity, and Inclusion (DEI) encompasses many perspectives: human rights, unconscious biases, emotional responses, and business metrics.

The case for greater diversity is becoming increasingly compelling, as we live in a deeply connected and global world. It should come as no surprise that more diverse companies and institutions perform at a higher level.

However, the best reason to create an inclusive culture is so that everyone can thrive—it's simply the right thing to do!

Every M-Filer can make an impact regardless of gender, ethnicity, age, religion, family history, appearance, disabilities, or sexual orientation.

To promote diversity of thought and foster a sense of deeper belonging, we use DiSC[®], a personality tool that gives you insights about yourself and sheds light on the people around you, giving you a chance to connect and make the most of whatever you do. Through DiSC assessments, we learn to celebrate our differences and leverage our strengths.

A Thriving Community is Inclusive



AN INCLUSIVE WORK CULTURE SIMPLY WORKS

Inclusion refers to a culture where people feel they have a voice. If diversity is the mix, inclusion is about making the mix work. This embeds an inclusion mindset into the organizational culture: **"What can I do to help others feel they belong here?"**

If the work environment is not inclusive, team members from diverse backgrounds can quickly be isolated, their performance may decline, and they could leave the team in search of a more welcoming organization. At M-Files, we create a safe space for everyone to have an equal foundation to thrive and reach their full potential. This is powerful and essential for our success as a company.



LEADING FOR DIVERSITY

Leading for diversity is an intentional effort to hire, retain, and promote diverse people, based on competence, mindset, and the drive to make a positive difference.

Everyone should have the same opportunities to succeed at M-Files. This is something that the Executive Leadership Team is committed to driving and continuously improving.



BUILDING EQUITABLE WAYS OF WORKING

Equitable hiring and other company policies help create the infrastructure needed to support the creation of a diverse team and an inclusive culture.

Equity ensures M-Files is hiring from a diverse pool of people with potential to contribute to our success and rewards people in a fair manner.

Let's make
A POSITIVE DIFFERENCE
together.



Environmental, Social, & Corporate Governance

M-Files cares about making a positive impact on our employees, customers, communities, and the world at large. We model this principle with the following commitments:



PROTECTING THE ENVIRONMENT

- Committed to placing sustainable technologies at the heart of our innovation.
- Adapted to growing sustainably along with the planet, driving the lowest environmental impact.
- Proactive in calculating our carbon footprint annually (GHG Protocol).
- Dedicated to reducing our emissions on many levels (office heating and energy, product lifecycle, travel).



INVESTING IN PEOPLE AND COMMUNITIES

- Empowering our people with support, benefits, and resources.
- Putting our company culture first with communities that get people connected.
- Celebrating unique backgrounds and experiences.
- Promoting Diversity, Equity, and Inclusion through numerous initiatives like Women at M-Files, Mentoring programs, and the Roihu Leadership Academy.
- Investing in local communities and charities across the globe (UNICEF, Team Rynkeby, Breast Cancer Foundation).



ACTING WITH INTEGRITY

- Promoting trust and transparency in everything we do.
- Striving to always "help others."
- Acting with integrity, making ethical decisions, and using good judgment.
- Committed to the highest standards of corporate governance, compliance, and ethics.

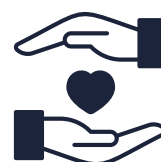
At M-Files, we are...



a human
company,



an international
company,



committed to
making an impact
in our own lives
and in the lives
of others,



proud of
our culture,



and finally...



**WE ARE
VERY HAPPY
YOU'RE HERE!**

ANTTI NIVALA
Founder & CEO

M-Files®

KIITOS *Tack*
SHUKRAN **Thank you**
Gracias **DANKE** *Dank u*
Dziękuję *Takk* **Merci**
GRAZIE