



**Do  
Great.**



Peak.ai

Close your eyes and think of greatness,

What do you see?

Do you see a scientist making a breakthrough?

Do you see a leader inspiring a generation?

An athlete capturing the imagination of the world?

A superhero, perhaps?

Do you see yourself?

Why not?

Who says greatness is for the few?

Equipped with the right tools, you're limitless.

So don't just raise your game, change it altogether.

On this journey, great awaits us all.

**Peak. Do Great.**



# Welcome to the world of Peak

Born in Manchester, England, now all over the world, the original idea for Peak was drawn on a pub napkin by our founders back in 2015.

We've come a long way since then, yet our search for original perspectives, innate curiosity and our ability to reimagine the world, remain at the heart of who we are today.

Our mission is to change the way the world works, while building an amazing company that everyone loves being part of.

# Changing the way the world works

Decision Intelligence in the  
hands of every business

The world of business is changing. Our customers are excited by the possibilities of the future. Like us, they're not satisfied with the status quo and are always striving for more.

Despite wanting to embrace the Intelligence Era, at times they've felt overwhelmed by its complexity.

They're bombarded with data, noise and information overload more than ever before.

They also know that the 'how to win' rulebook has been torn up. Gone are the days of growth for growth's sake. Today, winning means making decisions that make a positive impact - on the bottom line, and importantly on the people and the world around you.

They know that there's a new way, a better way. **That's where we come in.**



## Decision Intelligence is the new superpower.

There's data. There's artificial intelligence.  
And then there's Decision Intelligence.

*Decision Intelligence makes  
data meaningful and  
actionable for everyone.*

It puts the predictive power of machine  
learning and AI into our everyday work.

It has the ability to guide decision making  
across every team, department and level.

It has the ability to connect business  
decision making and optimise everything  
we do at incredible speed. It is how every  
business will adopt Artificial Intelligence.

This makes Decision Intelligence is the most  
important business movement of a generation.

Decision Intelligence will change how  
individuals, companies and industries work.

**It will change the way the world works.**



## Peak empowers people to reach new heights



We champion the human side of data and AI – focussing on the real-world applications of our technology and how it can make a tangible impact on people in business every day.

We always strive to help everyone experience the Peak feeling - the high when you reach new heights.

It's the feeling of playing in another league altogether. It's that high of going beyond your professional best, pushing the limits of your own potential. So however your world touches Peak - be it through our software platform, our team or seeing our wider work - we hope you'll always experience that high. It's a high you never grow tired of chasing.



## Creating an amazing company and culture

### We're different by design

You'll notice something different about how we work. That's because what we're doing hasn't been done before.

Our culture is one of innovation and entrepreneurial spirit, where our teams drive the business to succeed and feel empowered to make a direct and meaningful contribution to our success on a daily basis. One where, most importantly, we enjoy the work we do.

We always aim for great, not just good. That's why we're called Peak.

We commit to sustainable high performance. Because great isn't burning ourselves out.

We always start with the end in mind. We have clarity on where we're going.

We are friendly and approachable. Trusting, respecting, and liking the people we work with, matters.

We believe in shared achievement, equality and shared ownership - we only win when we all win.

Creating an amazing company means we will always strive to build a company everyone loves being part of; from team members, to customers, partners and members of our community.



## A journey shaped by strong values

Our values are lived by every team member and shown by everyone who excels at Peak. They are how we measure ourselves and our work.



## Smart

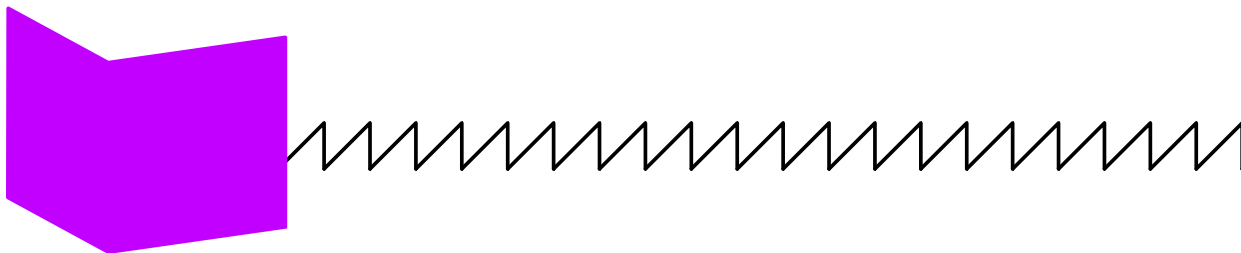
We know our stuff and can apply this knowledge to make a meaningful difference.

We're decisive.

We're not afraid to be wrong and change our minds.

We're confident in our ability and expertise, yet we always remain humble.

We're proud of the results we achieve, which are always of the utmost quality.



## Open

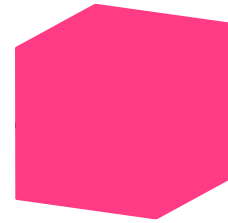
We're inclusive, approachable and friendly.

We're open-minded and non-prescriptive.

We're positive and want to help.

We're open to new ideas, feedback and change.

We're authentic, straightforward, communicate clearly and concisely.



## Responsible

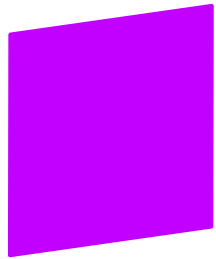
We are trusted to deliver and go the extra mile.

We're always looking to improve things and don't wait to be told what to do.

We take responsibility for Peak.

We are resilient, picking ourselves up, learning, and going again.

We look after well-being, ours and those around us.



## Curious

We're first principle thinkers.

We're interested and ask questions.

We're innovative problem-solvers.

We're curious about our customers and love helping them improve.

We love new ideas and promoting change.

## Driven

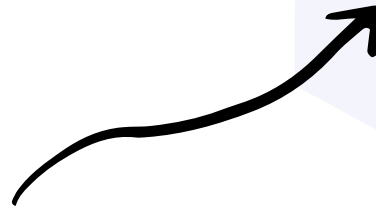
We deliver with speed and quality.

We're hardworking and self-motivating.

We know where we're going and how we'll get there.

We care for personal development and developing others.

We aim high and achieve what we say we will, and more.





## Positive change, for all.

We're changing the way the world works.

For us, that's more than the work we do for customers. It's more than our platform. It's more than our people.

It means doing things that have a positive impact, not just on Peak but for the wider world too.

It means giving back through volunteering work within our communities. It means sharing our knowledge and expertise openly and using our platform and technology to benefit society and the world in which we live.

It means championing social justice and equality of opportunity. We're strong advocates for inclusion and diversity everywhere, and we won't stop increasing the diversity of our teams worldwide.

It means not destroying our planet- instead, we work towards a better world for future generations. This means tackling climate change head-on and maximising our positive impact on the environment.



## Success is a journey, not a destination

What we're aiming to do has not been done before. This is daunting, yet exciting.

We're creating our own destiny and that of our customers and the wider community.

This places emphasis on clear strategic thought, curiosity, creativity, resilience and excellence in operation. As we grow and the world around us evolves, we'll need to adapt – to change and manoeuvre our thinking and our business.

Building an enduring company that we all share will take time.

*Our success is being able to enjoy the unique journey we're all on, together.*

With clarity of thought, an amazing team and a culture that enables the mission and vision of Peak, we're able to achieve anything.

We will always strive to do things differently and break away from the status quo. It's what led us to create a new category, Decision Intelligence. But we never rest on our laurels.

For ourselves and our customers, we're always progressing towards the peak, without ever believing we've reached it.

Still think greatness is for the few?  
On this journey, great awaits us all.

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