

media**valet**

CULTURE CODE







WE  
ARE  
media**valet**





# OUR BRAND PROMISE

What matters most to our customers and sets us apart from all others...



to deliver the most **scalable, secure and user-friendly** digital asset management solution - on the planet!





# OUR CORE PURPOSE

Our fundamental reason for being.

Why we love getting out of bed every single day....



to solve  
fundamental challenges facing  
the digital world.

# { to solve }

David MacLaren, our founder and CEO, and Jean Lozano, our CTO, created MediaValet **to solve** a fundamental challenge being faced by another company David founded in 2000, VRX Studios.



VRX was the largest hospitality photography company in the world. In 2010, it was **struggling to manage over 40 terabytes of media assets** for fifteen thousand hotel customers in 122 countries around the world.

David and Jean spent a year searching and testing existing DAM solutions but to no avail.



Never shy to tackle a challenge, David and Jean decided to **build the very first** 100% cloud-based, enterprise class, digital asset management system (DAM) and they built it on Microsoft's cutting edge platform-as-a-service (PaaS) cloud offering, Azure.

This complete disregard for “can’t be done” or “it’ll be too difficult”, is **part of our DNA** - it’s a part of who we are and what we’ll achieve in the future. Each of us is not held back by general preconceptions or existing technology – we envision solutions and then we go forth and build.

On October 1st, 2014, MediaValet officially became a company after David spun it out and sold VRX Studios.

# { fundamental }

fuhn-duh-men-tal

adjective;

1. serving as, or being an essential part of, a foundation or basis;

How often have we come across someone and when asked why they did something a certain way, they say “because, that’s how it’s always been done”.

There are trends afoot that will make many, if not all, of our current processes, techniques, and “ways we do things” obsolete or completely irrelevant. **The cloud** is one of these, as too is the voracious appetite of consumers for content (videos, photos, graphics, audios files, etc.).

# { digital world }

Almost 4.5 billion people – **57% of the world's population** – are connected and using the internet today\*.

From 2018 to 2025, the digital universe is expected grow approx. 61%– from 33 million petabytes to 175 million petabytes\*\*.

\* DataReportal Global Digital Statshot Report  
<https://datareportal.com/reports/digital-2019-internet-trends-in-q3>

\*\*IDC Data Age 2025 Report  
<https://www.seagate.com/ca/en/our-story/data-age-2025/>

We live and work in a digital universe today and we can't ignore how this is affecting the ways we do things and what we demand – both as consumers and as businesses. Digital problems are now human problems and we want to **make this world a better place to live and work** – one solution at a time.



# OUR CORE VALUES

The guiding principles by which we navigate...



1. Always *explore new ways* of doing things.
2. Always *enjoy the journey*.
3. Always *be humble yet proud* of everything we do.
4. Always *strive to be better*.
5. Always *care about* the people around us.

# 1

Always

*explore new ways*

of doing things.



“We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.”

~ Walt Disney





A person in a pink shirt and black pants stands on a narrow, dark rock ledge that juts out over a deep, calm fjord. The water is a pale blue-green, reflecting the sky. The surrounding cliffs are steep and rugged, with patches of green vegetation and snow. The sun is low in the sky, creating a warm, golden glow over the entire scene.

Always be curious.  
Always explore.  
And never, never accept  
“can’t be done”.

We built MediaValet on  
these principles  
and they guide us in  
everything we do.



# 2

Always

*enjoy the journey.*



A group of hikers with large backpacks and trekking poles are ascending a steep, rocky mountain trail. The trail is covered with low-lying vegetation in shades of red, orange, and green. In the background, a range of snow-capped mountains is visible under a clear blue sky. The hikers are seen from behind, moving away from the viewer towards the mountains.

“It is good to have an end to  
journey toward; but it is the  
journey that matters, in the end.”

~ Ernest Hemingway



We love what we do - and it shows.



# 3

Always

*be humble yet proud*

of everything we do.



“Humility is not thinking less of yourself, it’s thinking of yourself less.”

~ C.S. Lewis





We strive to solve big problems, while staying humble, respectful and polite.

When we do great things, we share the credit; when we make mistakes (and we do), **we take responsibility** and make sure they don't happen again.





# 4

Always

*strive to be better.*





“Unless you try to do something beyond what you have mastered, you will never grow.”

~ C.R. Lawton



We strive individually and as a team to always do right, always do our best, and always treat others as we want to be treated.

We're always learning, listening, and challenging ourselves.



# 5

Always

*care about*

the people around us.



People don't care how much you know  
until they know how much you care.

~ Theodore Roosevelt





We care and we have big hearts. That's why we never limit support and consider each customer call a gift.

Our customers are our business and our business is our customers.





# #MediaValetLife is good.





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