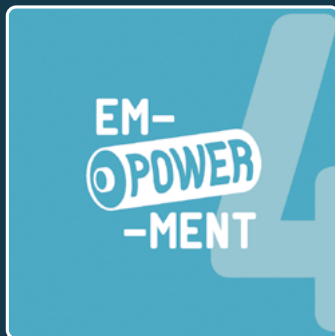


# CULTURE CODE

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We grow passionate communities



Olivier Simonis, the co-founder of Qualifio, always said: *“The most important thing here is that you fit in with, live and support our values and our culture”*.

At the time, we didn’t fully realise just **how important a strong sense of culture is at work**. Today, the values and culture presented in this document are the foundation of our organisation. It is because we are all aligned with them that our project continues to live and grow.

Our values are about being together, learning, laughing, being challenged, staying humble and working hard.

Now that we are **part of the QNTM group**, the leading European MarTech group offering a portfolio of best-in-class solutions, the importance of a strong company culture has never been more evident. Our integration

into this larger network emphasises the need for a reliable, value-based culture that we all respect and adhere to. This cultural cohesion not only helps us maintain our identity within a broader framework but also strengthens our ability to collaborate effectively with new partners.

This culture code is a reminder that we can all flourish and grow in **an environment that is safe, healthy, and respectful**. It’s about creating a space where **commitment, creativity, and collaboration thrive** and where everyone feels empowered to contribute. Upholding this atmosphere is not just important — it’s our mission. We believe that living by these values is key to our collective success, and we encourage us all to stay committed to making this goal a reality.

Laurent - General Director & CTO  
Quentin - CEO



Quentin is appointed CEO of Qualifio and Actito, and Laurent takes on the role of Director at Qualifio.

2023



Hello QNTM Group!  
We’re now part of an ecosystem of best-in-class companies in MarTech.

2021



Olivier and Serge decide to pass the torch on to Quentin, CEO, and Laurent, CTO.

2011 - 2016



The Big Qualifio Bang (or the creation of Qualifio).

2025

Qualifio moves into the QNTM houses in LLN, Paris and Barcelona, now sharing space with Actito!



2023

Launch of a new feature, the reward programs, designed to boost customer engagement and data enrichment.



2020

Qualifio goes abroad, opening offices in Paris and Barcelona after Louvain-la-Neuve.



2011

## Our mission

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From the beginning, we have wanted to enable brands to build relationships that go beyond mere connections. We wanted every brand to connect with its community.

And that's what we do: we help brands engage, get to know and reward their audiences.

We enable them to build meaningful relationships by making data collection and customer engagement easy, thanks to powerful features and committed people.

# We grow passionate communities







# COMMIT -MENT

WE STRIVE FOR  
CUSTOMER SUCCESS.



1 | COMMITMENT

At Qualifio, **commitment** means giving yourself the means to achieve your goals and seeing every task through to the end. We are **results-driven, product-focused, and customer-obsessed**. Each of us is expected to give our best, ensuring the highest level of service for our customers!

For example, our Helpdesk responds to customers within 10 minutes and resolves issues in under 10 hours. Our sales team replies to prospects within 30 minutes. When a technical incident arises, we act fast — even if it means interrupting a seminar to fix the problem before returning to the fun! **That's the level of commitment we value.**

Commitment also means **going the extra mile** and never settling for half-measures. **But it doesn't mean working overtime every day.** It means delivering quality results while maintaining a healthy balance. We believe in flexibility — you can adapt your working hours to fit your life.

Are you an early bird who likes to start at 7 a.m.? Do you work better later in the day? Do you prefer an extended lunch break for a workout or run? Do you have a dentist appointment or need to pick up the kids? No problem! As long as your manager and team are in the loop and it fits business needs, you have the freedom to work the hours that suit you best.

Of course, we love to spend time together in person, so we ask that **everyone come to the office at least twice a week**. After that, if you'd rather work from home, that's fine!

At Qualifio, **we're committed to results, not rigid schedules**. It's up to each of us to manage our time and energy to achieve our goals while maintaining balance.

Everyone at the company is dedicated to making Qualifio the best platform it can be. So, if you know someone who could be a valuable addition to our team, recommend them to the HR team, **you could**

**even earn a €1,000 referral bonus if they're hired!** Together, we'll reach new heights while balancing work and life in the way that works best for each of us. ●

*"Our collaboration with Qualifio has been incredibly effective. Qualifio's team is very responsive and focused on delivering solutions. It is ideal for an organisation of Unilever's size to rely on a support team with the responsiveness and availability of Qualifio's Helpdesk."*



**Berenice Martell**  
IT Innovation Manager @ Unilever



**Braulio**  
Product Marketer @ Qualifio

*"When I joined Qualifio, it was just before the yearly seminar, and it was a fantastic opportunity to meet everyone in a different context. I was impressed by the level of commitment each person showed to their work and one another, all within a relaxed vibe. I found it truly reassuring."*



**Commit to authenticity,  
customer focus,  
and balance.**



**98%**

satisfaction rate from our clients, thanks in large part  
to our dedicated Helpdesk team





# TRAN- SPAR- -ENCY

WE COMMUNICATE HONESTLY  
WITHIN OUR TEAM AND BEYOND.





We strongly believe in **transparency, honesty and being open-minded**. And we want this mindset to apply to everything we do, **prioritising collaboration over hierarchy**. We rely on each other to solve problems and are convinced that anything is open for discussion.

**Communication flows both ways at Qualifio** — just be transparent and honest with your manager and colleagues, and they will do the same towards you. We are all adults responsible for managing our work relationships in a mature and professional manner.



Transparency is one of our values because we share pretty much all work-related information. Nothing is off the table — key figures, decisions, financial data and more. **If you're part of Qualifio, you're part of the information loop.**

- We kick off our weeks with a **Sales-CSM-Studio-Marketing meeting** to review last week's highlights, set the next goals, and stay informed about other teams' projects.

- **Our monthly all-hands and quarterly finance reviews** are not just about numbers. They are opportunities for everyone to stay informed about the company's financial performance, which is essential.
- Additionally, our **monthly newsletter** highlights colleagues' interests outside of work, ongoing projects, achievements, birthdays, events, and informal updates.
- Every two weeks on Fridays, **our R&D sprint reviews** invite everyone to engage in business-related discussions.
- Company **processes, policies and practical information** are always accessible in our Notion Playbook.



This overview illustrates how we ensure that everyone at Qualifio stays informed and has access to important information. Our commitment to transparency extends beyond internal practices; **we also build honest relationships with our customers**. They rely on us to manage their campaigns and data, and we take this responsibility seriously, continuously working to foster trust.

Trust is one of our pillars, and without it, we wouldn't be where we are today. Rest assured, we're planning to go much further! ●

*"I'll never forget the teambuilding trip when we were supposed to fly to go skiing. A week before, we learned that all the flights were cancelled, and we thought our plans were ruined. However, Qualifio communicated openly and stepped up, renting a bus for us at the last minute. We all got to depart together, and it was just incredible."*



**Nicolas**  
Product Designer @ Qualifio



If you're part of Qualifio, you're part of the information loop.

**We share everything, with everyone.**



*"Transparency isn't just a buzzword for us, it's how we operate every day. By sharing information, being open to all input, and having honest conversations, we empower each other to contribute fully. This trust not only strengthens our team but also deepens our relationships with our customers."*



**Aurélien Berhin**  
Head of HR





# FUN!

WE'RE SERIOUS  
ABOUT HAVING FUN.



**Having fun is definitely part of our DNA!** While hard work is important, we believe that having fun should be an integral part of the package.



We're committed to ensuring that fun is not just a phrase on paper. So here are a few ways we incorporate it into our daily lives:

- 1 Coffee breaks:** we love taking a moment to pause and enjoy a good laugh over coffee or a game of foosball. Let's be honest — you can't be productive for four hours straight without changing the energy!
- 2 The fun crew:** because, yes, we do have a team made of incredible colleagues who regularly organise activities outside of work to make sure you have an amazing time with us.
- 3 Annual seminars:** these are the highlights of our year! We gather for a couple of days in a different location, balancing serious moments with plenty of fun and laughter, creating lasting memories together.



**But, of course, no pressure!** You're free to join in on any activities outside of working hours as much or as little as you like.

We want you to have a great time, both at work and beyond. We're here to support you and keep you smiling, so feel free to reach out and let us know how we can help! •

*"The moments I love at Qualifio are the times we get to spend together, for example, the lunches. I remember having funny conversations about teenage crushes or our passion for the "True Crimes" podcast. I really think this is what Qualifio is about, moments we spend together that don't have to be related to work."*



**Alexia**  
Business Project Manager @ Qualifio





**A third of our lives is spent at work, so let's make it as fun and enjoyable as possible.**

Let's continue communicating through memes, engaging in endless lunch debates, placing bets on the next teambuilding destination, sharing the cutest pet photos on Slack, ensuring each team member's birthday is celebrated with a cake and more!







# EM- POWER -MENT

WE HELP YOU CRUSH IT.



**Your growth and success matter.** If you feel like trying something new, go for it! We're open to your ideas for projects and improvements, and we'll support you every step of the way.

**You have plenty of opportunities to speak up and challenge yourself.** Regular one-on-one meetings with your manager and bi-annual assessments are great moments for open conversations about your progress and new ideas. **This is where empowerment and transparency come together!**



We believe in being "next-step-minded". Every meeting ends with a focus on what comes next, especially when starting a project. Progress is key. And if things don't go as planned, that's okay — we'll work together to identify what went wrong. Growth comes from trying new things and learning from them. After all, if you don't try, you'll never know, and you won't grow!



*"What makes Qualifio unique is the exciting atmosphere that makes work enjoyable every day. I've learned from experts across various fields, which has contributed to my professional growth. The flexibility of remote work allows me to balance my personal life and motivates me to excel. From day one, Qualifio prioritises my career development with regular reviews and clear career paths."*



**Erika**  
Sales Development Representative  
@ Qualifio

Many team members have experienced significant internal growth at Qualifio. Here are some examples:



**Olivier** started as an Account Manager and is now Head of Product.



**Louise** began her journey as an intern on the Marketing team and is now a Studio Project Manager.



**Constance** joined as a Customer Success Manager and now leads the team as Head of Success.



**Justine** transitioned from Project Manager to Customer Success Team Lead.



**Gonzalo** moved from Sales Development Representative to Head of Sales.



**Quentin** started on the Sales team and is now our CEO.

Your potential is limitless here; you'll never hear, "That's not what we hired you for!" Dream big — this is your playground!

**Empowerment also extends beyond our offices.** We continuously challenge our customers to optimise their use of our platform.

Our ultimate goal is to give our customers the best service possible, ensuring they enjoy working with us as we grow our platform and company. Everyone plays a role in achieving this by working hard, pushing themselves, and trying new things. **This is how we keep moving to the next level! ●**

*"I have a great memory of my onboarding experience at Qualifio. I felt both challenged and empowered, supported by my manager and colleagues. They gave me valuable tips and feedback that I still use today."*



**Maxime**  
Customer Success Manager @ Qualifio



We're proud not just of our company's success but also of **the growth of the incredible individuals who make it happen.**

## L'Oréal's success story

They began with just a few brands and now have an EMEA agreement with Qualifio, covering 28 brands across 13 countries.



# L'ORÉAL







CHALLENGES INSPIRE US  
TO KEEP INNOVATING.

# CREATIVITY





We constantly encourage our clients to be creative and to innovate, helping them explore all possibilities to make the most of our platform. So, it's only natural that we bring the same creative approach to our own work.

*"After working in various industries over the years, I find it refreshing to be part of a company that tries new things and consistently keeps an eye on cutting-edge technologies. Technology-wise, Qualifio is a very challenging yet welcoming place, ideal for tech enthusiasts! I appreciate the space given to developers to freely share and discuss ideas."*



**Dos**  
Software Engineer @ Qualifio

Creativity and innovation are part of everything we do at Qualifio. It started with Olivier Simonis and Serge Rapaille brainstorming ideas in their basement over a beer, and it's continued ever since.

- Our CSM team organises **inspirational webinars and personalised training**, showing customers how to create impactful campaigns with our platform;
- IT & Product teams continually improve the platform, **adding new games and features and finding solutions** to meet customer needs;
- Our Marketing and Studio teams collaborate to **offer fresh campaign ideas and templates** for key events like Halloween, Christmas, Valentine's Day, etc.
- We regularly **update our website and platform content and design** to stay on trend while staying true to our brand.
- We host **friendly competitions internally**, like **"best sales pitch"**, pushing our teams to innovate and sharpen their skills;



For us, **creativity is about solving problems in new ways**, trying fresh approaches, and thinking outside the box. It's not just about design — we apply it to how we sell, organise meetings, and develop our products. We're always challenging ourselves to be better and do more, never taking anything for granted. And when it comes to challenges, we're always up for the next one — any ideas? ●

*"We used the creative services of the Qualifio Studio, and I must say that the result was better than I expected! The working process was super smooth and fast, and the team was fantastic, being supportive every step of the way."*

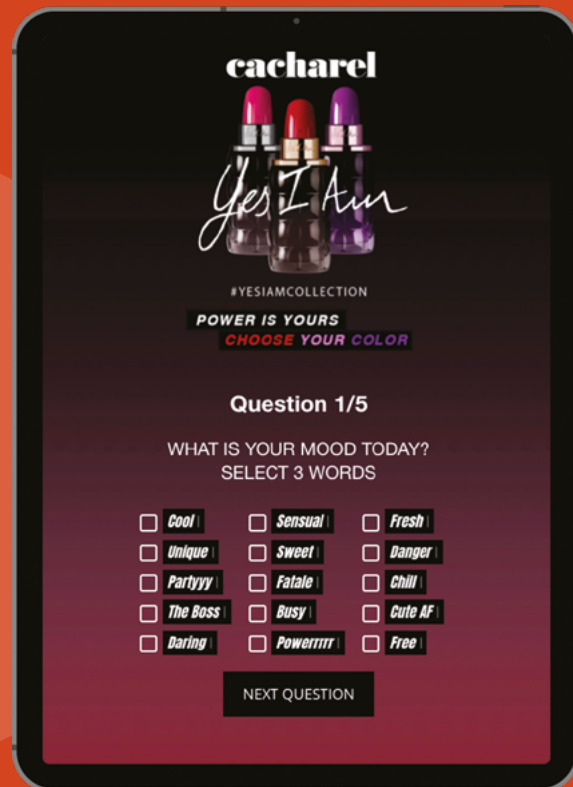


**Nicol Flores**  
Global Field Marketing Director  
@ Seedtag

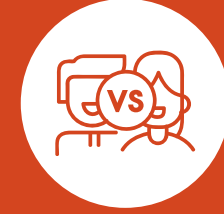
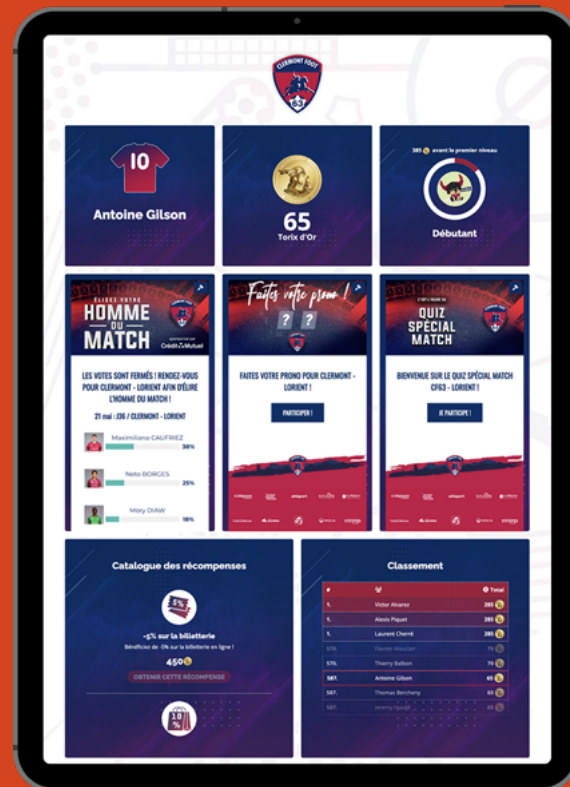




## PERSONALITY TEST



## REWARD PROGRAM



## BATTLE







# TOGETHER -NESS

WE CONNECT  
BECAUSE WE CARE.



**At Qualifio, we love spending time together.** Whether in person or virtually, we seize every opportunity to connect. Supporting each other in good times and bad is our priority. Knowing your colleagues are there for you — whether it's a technical issue, a deadline, or something more serious — provides great comfort.

*"I worked on a major project for the Olympic Games, and I felt incredibly supported by my team as we mobilised a lot of internal resources. This experience showcased our mutual trust, complete commitment to our projects, and recognition of each other's efforts."*



**Eva**  
Studio Project Manager @ Qualifio

With offices across Europe and many of us working from home, keeping in touch and maintaining a supportive, fun work environment is even more essential. So, how do we do it?

- **Getting to know you:** when you join, you'll enjoy a three-day onboarding in our Belgium office, where you'll meet colleagues in a relaxed atmosphere.

- **Staying informed:** our monthly newsletters keep you updated on important information (numbers, achievements) and exciting news (colleagues, events, birthdays, etc.), ensuring you never miss a thing!
- **Enjoying time all together:** every year, the entire Qualifio team gathers for a few days of seminars filled with workshops, activities, fun, and laughs.
- **Giving back:** we prioritise charity work, like our annual walking challenge, reminding us that giving back is even more rewarding than receiving.
- **Spending time after work:** did anyone say afterwork? YES, WE DO (and regularly)! Join us for board-game nights, sports discovery afternoons, and drinks while watching football matches.



- **Being supportive:** at Qualifio, you'll experience a culture of availability. It's not just a small thing; people are eager to lend a hand when needed, and that truly matters.
- **Creating crews:** we encourage everyone to suggest concrete initiatives that make our company and society better. We have formed various crews (Green, Social, Fun, Diversity) made up of volunteers who brainstorm and implement actions for positive change. If you have an idea for a new crew or initiative, we'd love to hear it!
- Of course we're not perfect and there's still a lot more we can do, but it's important to recognise this and move forward together.

These examples highlight our commitment to togetherness, but there's so much more. We recognise how lucky we are to work in **an environment that values everyone's contributions**. At the end of the day, we're all in this together, making Qualifio a great place to be.

Together, we make Qualifio thrive! ●





**“Great things in business are never done by one person; they’re done by a team of people.”**

- Steve Jobs

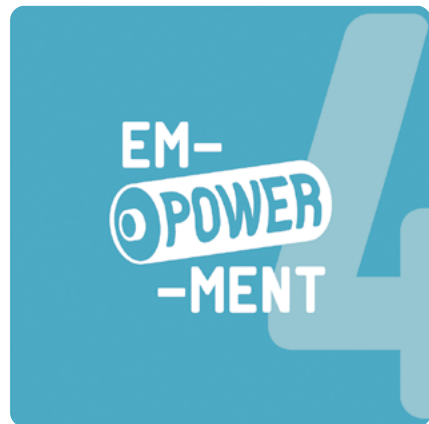






# READY FOR YOUR NEXT CHALLENGE?

We can't wait to meet you!



### **These values aren't just words for us, we bet on them.**

At Qualifio, we strongly believe in creating a work environment that puts people first, where human values guide important decisions. We empower our team to grow personally and professionally in a flexible and rewarding workplace. Our commitment is to align your work-life balance with your career goals and personal aspirations.

### **What's next?**

Looking ahead, we have an exciting journey to embark on together. As we continue to focus on diversity, inclusion, and sustainability, everyone's contributions will be vital in making Qualifio a better workplace every day.

Being part of a larger group presents many challenges, and addressing these will require the commitment and active participation of each team member. Your ideas and efforts are crucial to our collective success. Together, we will innovate and adapt, ensuring our vision of authenticity for the future becomes a reality.

The best is yet to come, and you will play a key role in shaping that future!







This is us. This is Qualifio.

**We grow passionate  
communities.**





[www.qualifio.com](http://www.qualifio.com)

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