

Achieving Wonder Together

sumo
G R O U P

WOW! SUMO GOT BIG!

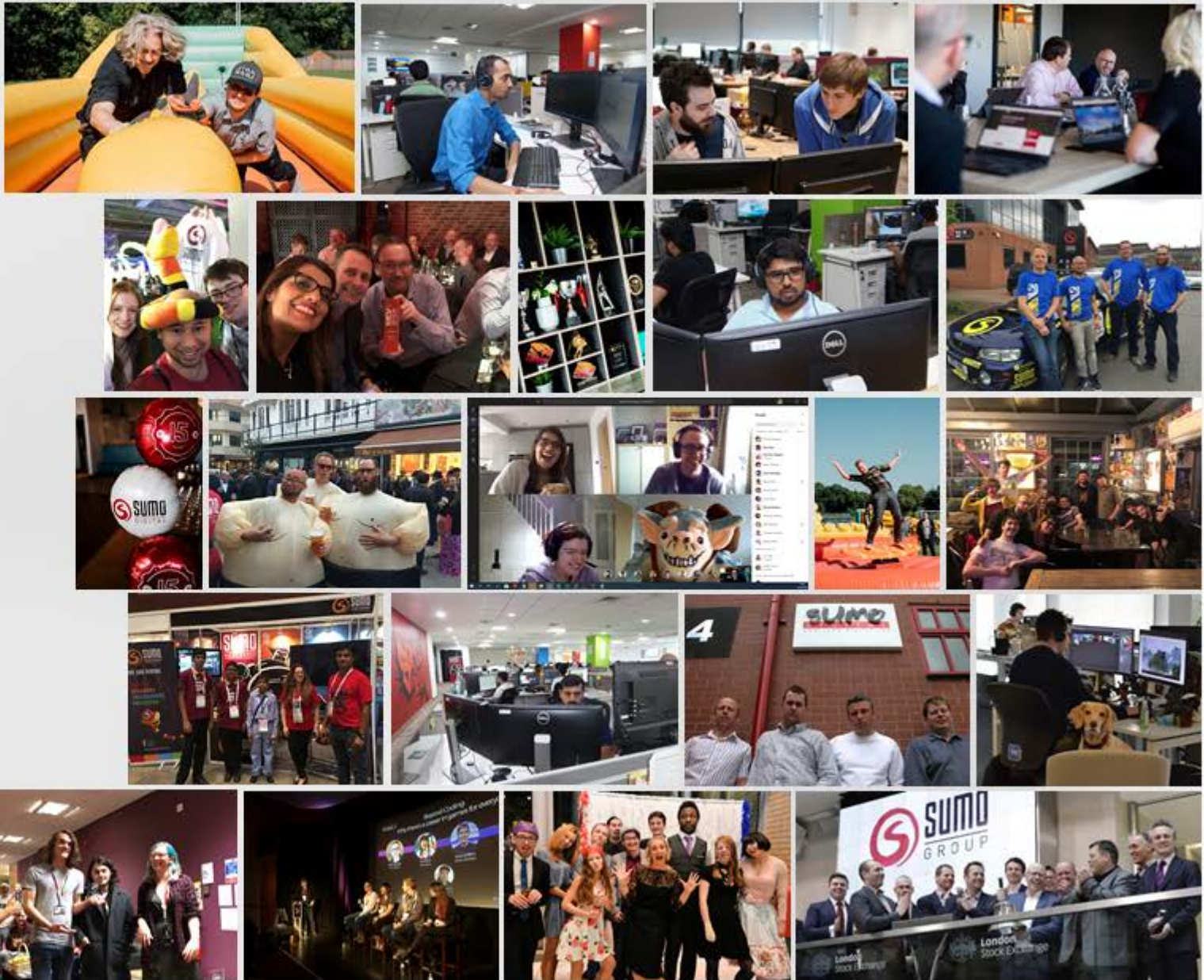
Sumo has grown incredibly, and that growth is set to continue into the future.

Committing our core beliefs and values to paper is important for the benefit of everyone in the Sumo family.

This document has been created to help everyone in the group understand where we came from, where we are now, and where we're going.

It reinforces the values behind Sumo, some we began with, and the ones we've picked up along the way.

Let's make this journey a special one.





o
Culture

“IT STARTS WITH WHAT YOU SAY AND IS PROVEN BY WHAT YOU DO”

A large organisation, with multiple locations around the world, will have different cultures at each location, underpinned by a set of global values and an overall vision for the company.

We value variety and inclusivity within the Sumo family. Our studio cultures should compliment each other while building upon our core values as an organisation.

We are stronger together.

The core of our Sumo Group culture is defined on the following pages.

FOUNDATIONS | VISION | MISSION
PILLARS | VALUES | MEASURES





Foundations

FOUNDATIONS: A FRESH START

Sumo was founded in 2003, by Carl Cavers, Paul Porter, Darren Mills and James North-Hearn with two very clear core values, 'Family' and 'Security'.

The objective was always to create a place of work that would be a rock in the raging river of the changeable games industry.

Joined on that first day by Ash Bennett, Dom Hood, John Hackleton, Andy Ritson, Chris Rea, Phil Rankin, Mark Sweeney and Sean Davies, eight brave souls willing to take a leap and see what we could achieve together.

The family has grown, the values have evolved, but the core of Sumo, 'Family' and 'Security' remains solid.

FAMILY

A group to belong to, free of ego, prejudice or politics, glued together by a relentless passion to make games we are all proud of.

SECURITY

A risk-managed, profitable and cash generative business that provides a secure working future for all team members.





o
Vision



“ACHIEVING WONDER TOGETHER”



○
Mission



“GROW A SUSTAINABLE BUSINESS, PROVIDING SECURITY TO OUR PEOPLE AND SHAREHOLDERS, WHILST DELIVERING A FIRST CLASS EXPERIENCE TO OUR PARTNERS AND PLAYERS”




Pillars

FAMILY, SECURITY, TRUST, COLLABORATION

Sumo was founded on Family and Security. Trust and Collaboration complete the pillars that make the company a whole.

FAMILY

A group to belong to, free of ego, prejudice or politics, glued together by a relentless passion to make games we are all proud of.

SECURITY

A risk-averse, profitable and cash generative business that provides a secure working future for all team members.

TRUST

Always assume good intent. Have trust in each other, trust in the company and trust in our partners and our shareholders.

Create studios as individual business units, holding honesty and respect above all else.

COLLABORATION

Working together, leveraging each others' strengths, to win or lose together. We are stronger as a whole. We learn together and grow together.





o
Values

"ALWAYS ASSUME GOOD INTENT"



RESPECT

Our values have grown up with us. Along with the attributes built into our pillars, they are the behaviours and attitudes that guide our decisions and interactions on a daily basis.

They underpin everything we do.

Everyone has a voice. Listen.

INNOVATION

Be passionate and committed to quality.

DETERMINATION

Play your part. Take ownership and learn from failures.

ACCOUNTABILITY

Grow. Be adventurous, creative and open-minded.

RECOGNITION

Celebrate the little wins as well as the big ones.

FUN

Above all, enjoy what you do and how you do it.



Measures

Heritage Wan
no Ding

IS IT WORKING?

Our Mission, supported by our Vision, Pillars and Values, guides our approach, but without Measures to determine our successes or failures, we can't be sure we're truly heading in the direction we want to go. Course correction based on 'feelings' and 'hunches' will ultimately end in failure, so what are our Key Performance Indicators?

PROFIT

Measuring profit proves the sustainability of our commercial model. Without it, we will not survive in the market.

IMPACT

Are we providing value to our people, our customers and our shareholders?

GROWTH

Measuring growth indicates a healthy, stable and secure business, if we don't grow we go backwards.

ATTRACTION & ATTRITION

Can we attract the best people and the best projects? Do we have a business that people want to be a part of for the long term?

