

## *Our Credo*

We are in the business of creating ideas.  
As long as we continue to create ideas,  
possibilities of our business remains infinite.

We cannot remain passive in our business.  
We will continue on our path, selling our ideas. Until we find a buyer.

Idea is borne from an unrestrained vibrant environment.  
Therefore, we must do our utmost to keep our workplace  
positive, fun, clean, and healthy.  
Such workplace is what allows for free exchange of ideas and opinions.

Never say, the company is boring or the work is boring.  
It is up to you to make something interesting.

Don't be tempted by the easy way out.  
Easy jobs are nothing more than a wasted time.  
Only by challenging the difficult work will you achieve growth.

Our job is not a labor.  
Labor is something you do by following instructions.  
A job is something you create yourself.  
A job is fun. Labor is boring.

Be respectful of insatiable drive for insight, finely sophisticated sensibilities,  
and eccentric imagination.

There is no 'can't do.'  
Say 'can't do,' only after you thought about every possible scenario.  
Know that these words are only acceptable after you have exhausted all options.

No short-term success is possible without a mid-/long-term vision.  
Aspirations and dreams is what drives us to overcome the immediate difficulties  
with wisdom and creativity.

Run the simulation a million times.  
Only then will you improve precision,  
breed the confidence, the drive, and the tenacity in the business.

Start from zero.  
A truly great and unique idea has competitive advantage.  
It gives the client the reason to buy. It comes with a lucrative profit.

Success wins accolades. Failure demands atonement.

Evaluation of a job is done by its quality and quantity.  
Fair and square.

Have civility and decency.  
Be true to yourself and others. Respect people's individualities.

Have a style.  
Behave in that style. Dress in that style.  
Being out of style is out of the question!

Don't engage in a shameful act.  
Such action will only lead to self-disgust and self-demise.

Work hard. Be accountable.

Do your part to create the free and lively corporate spirit that defines ENJIN.

ENJIN

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