

Angi

**Angi teammates from across
our organization came together to
create these shared values.**

**Our values express what we expect
of ourselves and of each other.**

**We are on a ground-breaking mission
to become the home for everything home.**

**To achieve this ambitious goal, each of us must
act as a leader. At Angi, a leader is someone
who lives our values every day.**

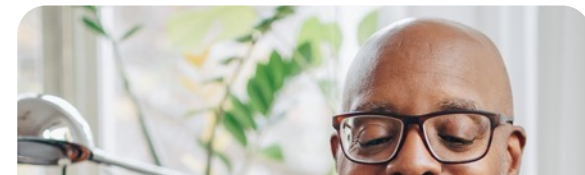
Our values

- 1 Start with the customer
- 2 All about talent
- 3 Strength in diversity
- 4 Create & build momentum
- 5 Be an owner
- 6 Disagree as individuals, deliver as a team
- 7 Drive growth
- 8 Better today, perfect tomorrow
- 9 Do more with less
- 10 Deliver results
- 11 Data beats opinion
- 12 Enjoy the journey

A photograph of a family gathering in a backyard. In the background, there is a green house with white trim and a large, leafy tree. A man is standing on the left, holding a young girl on his shoulders. In the foreground, a group of people is sitting around a table on a patio, engaged in conversation. The scene is set during the day with soft lighting.

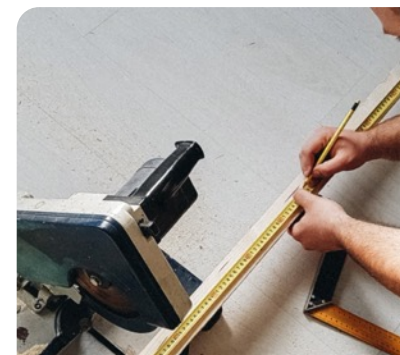
Start with the customer

**We help people
love where they live**

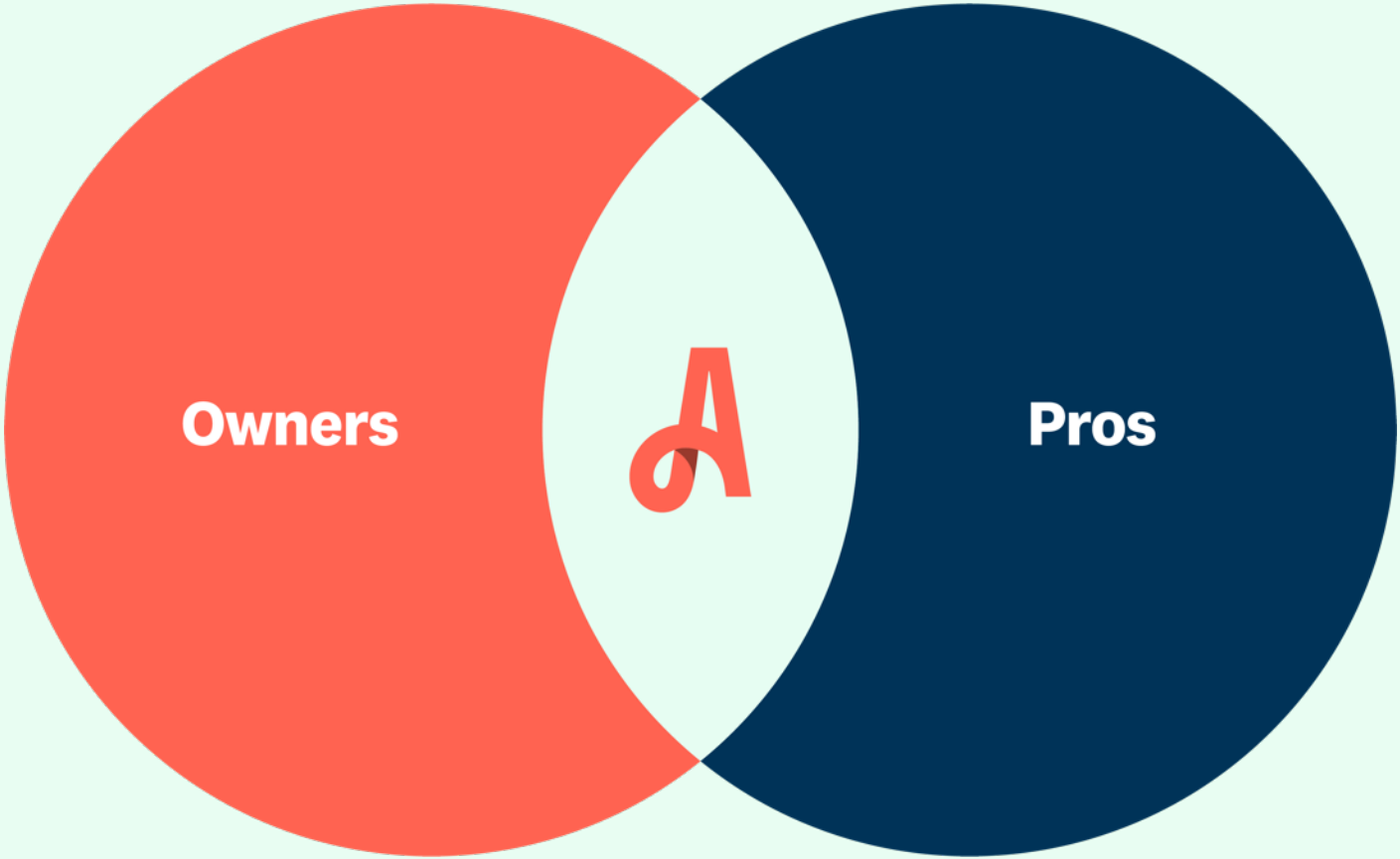


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We help pros grow their businesses



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**We are all united in
support of our customers**

Owners

Pros

Sales & Care

HQ Team

Leadership

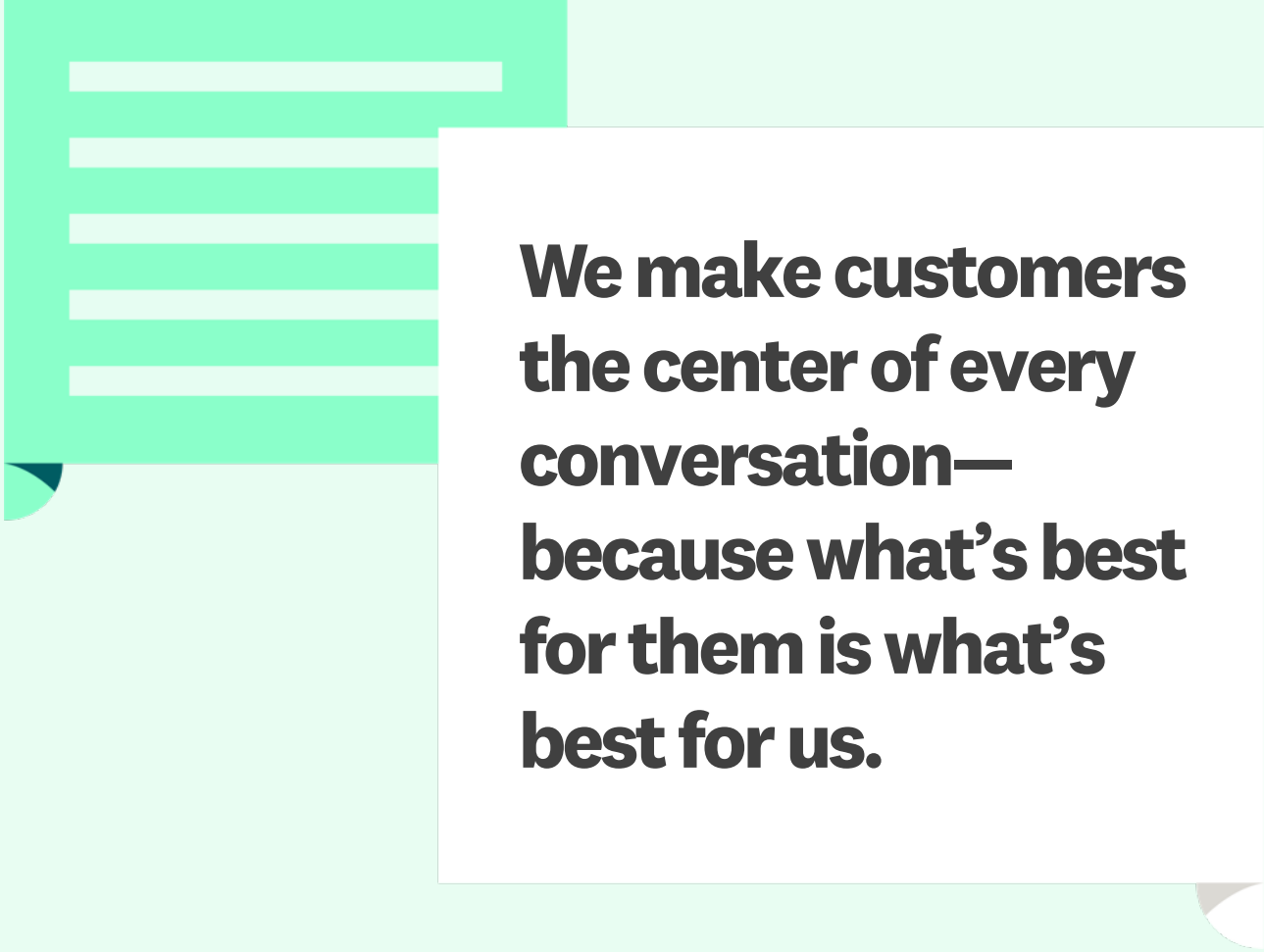
CEO

“Everyone spends time during their first week at Angi listening in on real customer calls. This helps us all start **building empathy from day one.”**

– Sara

Angi Values Focus Group



A green speech bubble with a white paper insert. The paper insert has a folded corner at the bottom right. The text is centered on the paper.

**We make customers
the center of every
conversation—
because what's best
for them is what's
best for us.**

**And every day,
we ask ourselves...**

**How can I
make our
customers'
lives a little
bit better
today?**



How do we start with the customer?

A

We:

- ✓ Serve customers, not the other way around
- ✓ Address customers' obvious needs and uncover their unspoken ones
- ✓ Use our own products and listen to customer calls regularly
- ✓ Make our customers' experience with us a little bit better, every day
- ✓ Evaluate our decisions through our customers' eyes
- ✓ Understand that in order to serve our customers for years to come, we need to build a viable business—we don't make everything free

A photograph of three people sitting in a modern office with large windows overlooking a city skyline. Two women are seated on the left, and a man is seated on the right, all facing away from the camera towards the window. The text 'All about talent' is overlaid in the center. The word 'All' is white, 'about' is white, and 'talent' is a vibrant green. The background shows a dense urban landscape with various skyscrapers under a clear sky.

All about talent

**Our amazing people
make it all happen.**

A





At Angi, amazing people are leaders who live our values and are genuinely passionate about our mission.



**We hire, develop,
advance, and reward
amazing people.**

**We continuously
calibrate our teams
to ensure the right
person for every job.**

**“A Manager is a supporting role.
Managers support their teams,
not the other way around.”**

– Mike

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**We want everyone
to be successful
here, and we create
the culture to do
great work.**



**We thrive
on honest
feedback.**

**We understand not everyone will
be successful here. *And that's ok.***

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How are we all about our people?

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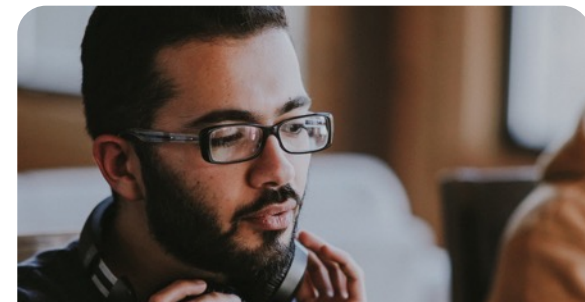
We:

- ✓ Hire, develop, retain, and reward extraordinary performance
- ✓ Manage our teams' performance to ensure the right person for the job
- ✓ Create an environment to achieve greatness
- ✓ Expect two-way, honest and actionable feedback to help each other succeed
- ✓ Hold ourselves and our peers to the highest standards
- ✓ Recognize and celebrate our victories

A diverse group of people, including men and women of various ethnicities, are arranged in a circle around the text. They are all smiling and looking upwards, creating a sense of unity and positivity. The background is a light gray with a subtle geometric pattern.

Strength in diversity

**Diverse teams are
good for society and
good for business.**



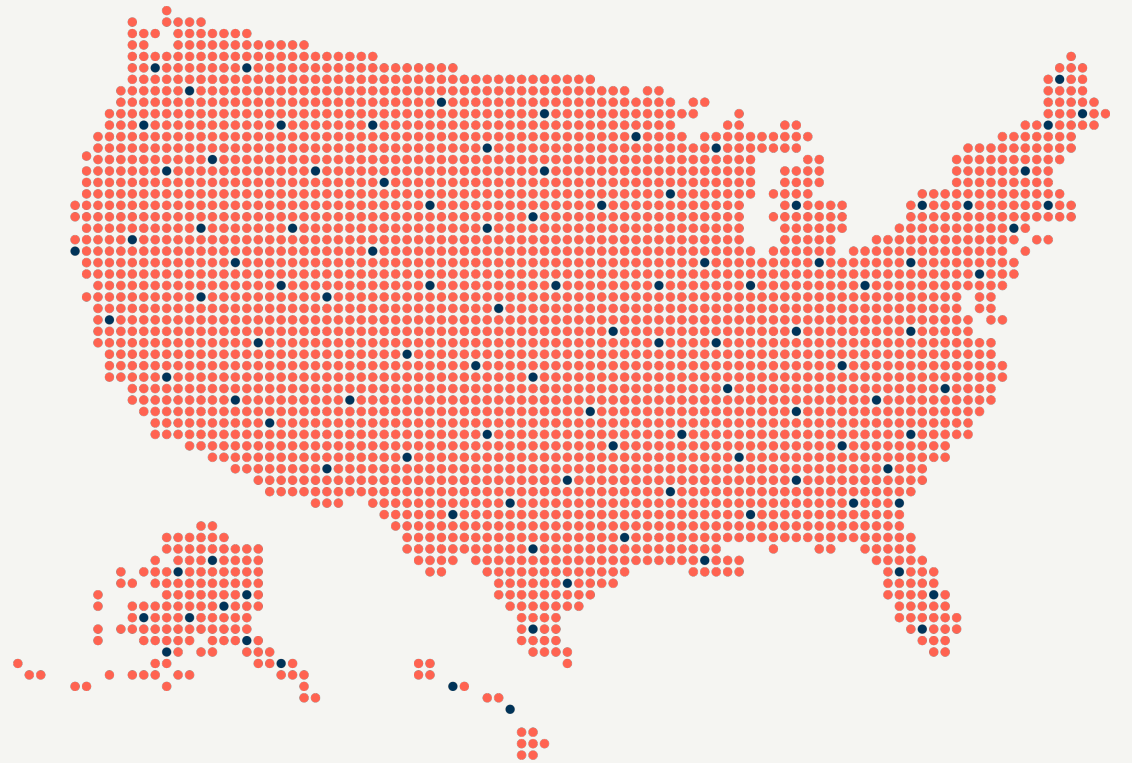
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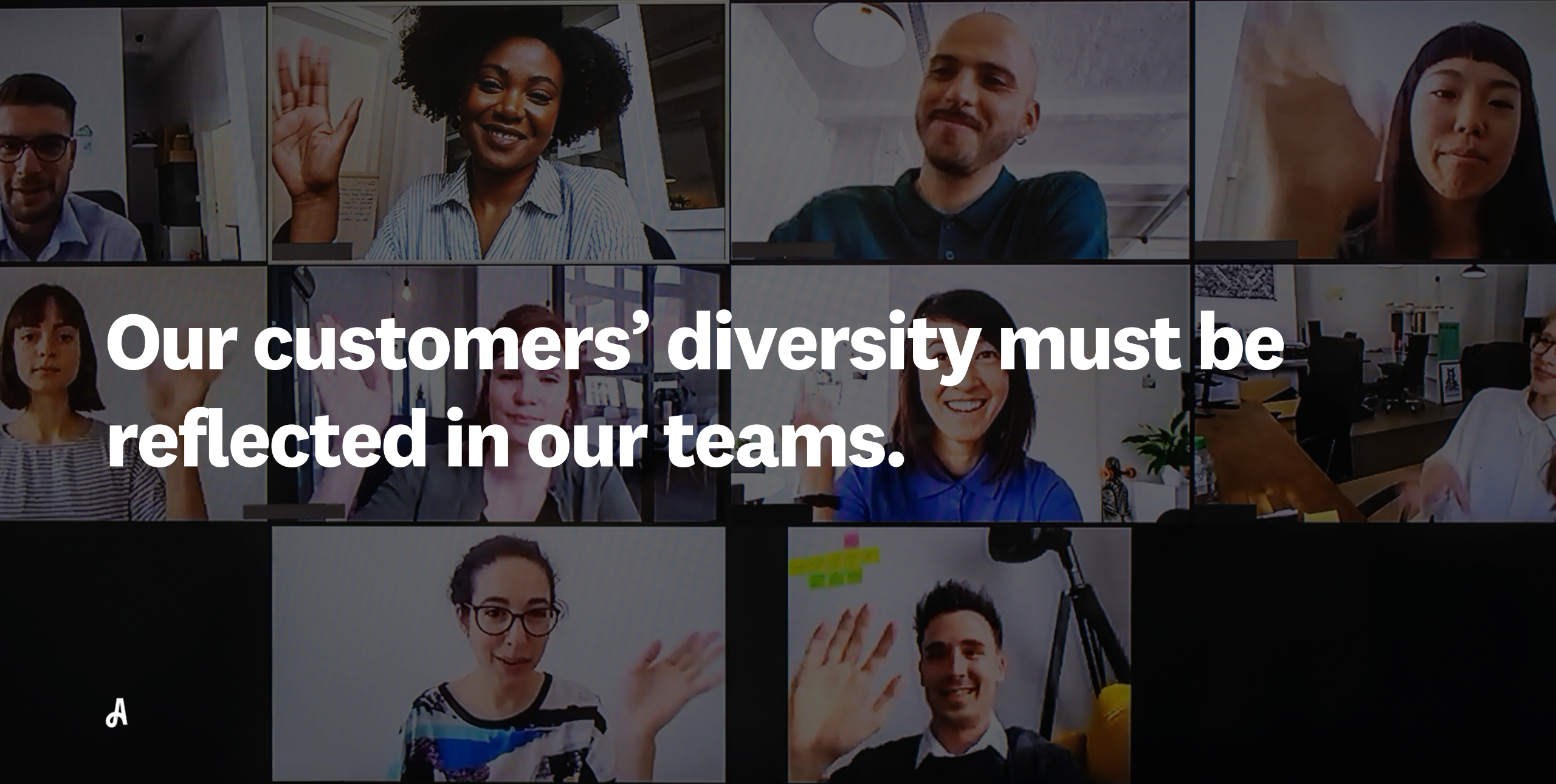


“Home is the most important place on earth. For us, home is not only our physical homes, but also our communities. Our Angi community is built on respect for all individuals.”

– Oisín Hanrahan, CEO

We serve **millions**
of owners and **hundreds**
of thousands of pros
from all walks of life.





Our customers' diversity must be reflected in our teams.



**And Angi must always be
a safe place where everyone
can feel at home.**

How do we create strength in diversity?

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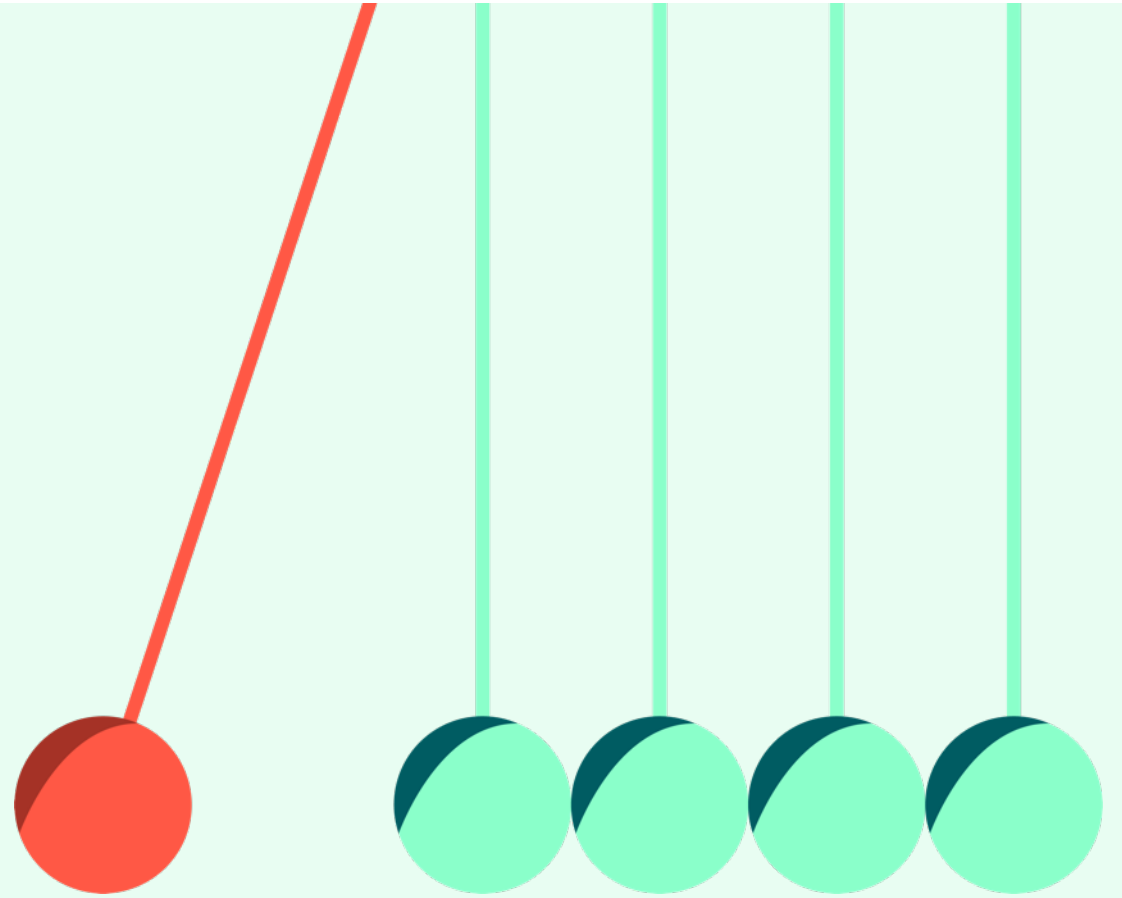
We:

- ✓ Know that a strong team is a diverse team
- ✓ Demand a diverse candidate funnel and inclusive interview practices
- ✓ Know that building a diverse team may take more time
- ✓ Know this is a journey—we teach each other and evolve
- ✓ Ask for people's perspectives who don't always speak up
- ✓ Know that to build empathy with users, we need diverse perspectives
- ✓ Work to identify and overcome blind spots
- ✓ Hire, value, and reward people who are different from us

A woman in a black and white striped shirt and a man in a blue shirt are in an office, both with their arms raised in celebration. The woman is smiling broadly. The background shows a modern office interior with a desk, a lamp, and a window.

Create and build momentum

**Momentum
happens when
progress inspires
more progress.**



**“When we start with big,
ambitious, clear goals, the
momentum never dies.”**

– Alaina

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**Start with
a goal**

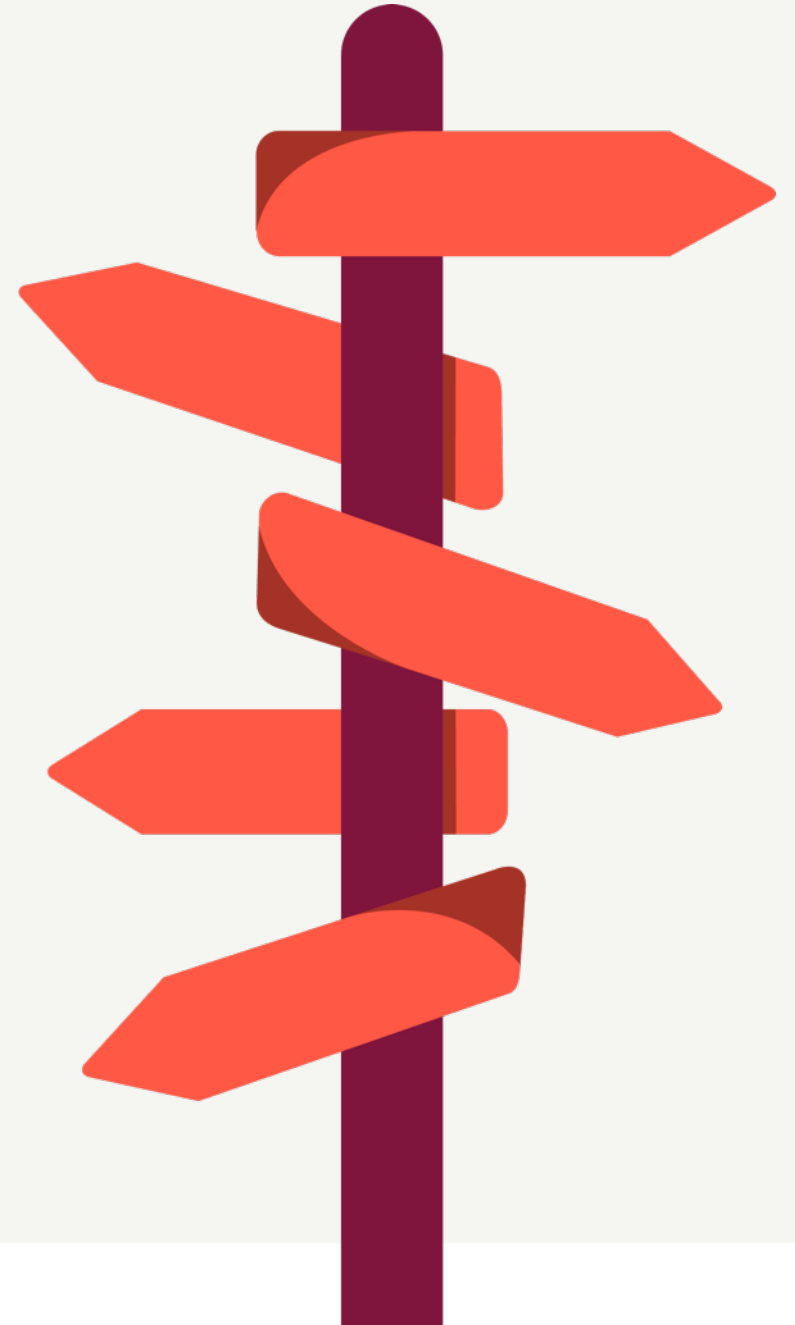
**Make
a plan**

**Take a
first step**

**Avoid
distraction**

**Keep
going**

**Indecision is the enemy
of momentum.**



“Momentum multiplies. **Share your successes and enlighten other teams—the spark will continue on.”**

– Sharanya

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**We recognize momentum
and help it grow.**

“Don’t forget to be your own cheerleader. Celebrate your wins, even the little ones.”

– Kenny

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**We celebrate successes,
we learn from failures,
and most importantly—
we keep going.**

How do we create and build momentum?

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We:

- ✓ Kick off every initiative with a clearly defined objective
- ✓ Know that even small starts lead to big outcomes
- ✓ Set stretch goals that challenge us and propel us forward
- ✓ Dig below the surface to mine for even greater momentum in every project
- ✓ Don't let the hard stuff get in our way
- ✓ Recognize that sometimes, stepping back and reassessing helps us move forward in the right direction when we're ready

A person with short dark hair, wearing safety glasses and a teal t-shirt, is focused on using a miter saw to cut a piece of wood on a workbench. The person is wearing dark work pants. The background is a bright, slightly blurred workshop or garage with a window. The text "Be an owner" is overlaid on the image, with "Be an" in white and "owner" in a vibrant green color.

Be an owner

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**We wake up every morning
like our pros—ready to embrace
the challenges of another day
running our business.**

“If not me, then who?”

– Lauren

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**When it's ours—we own it,
we see it through,
we don't pass the buck.**

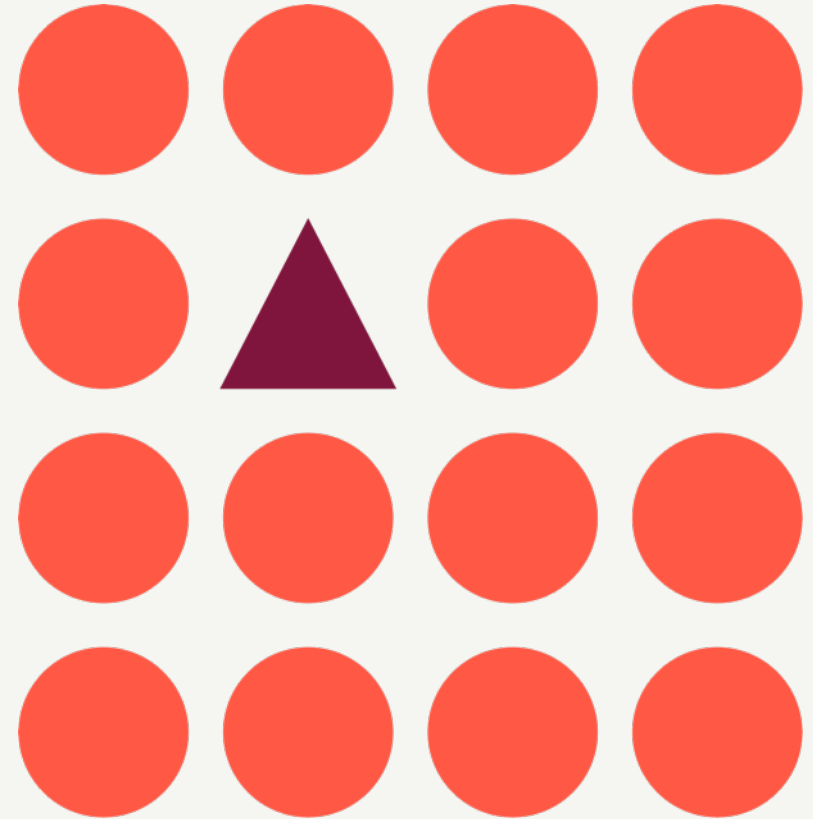


**If it doesn't
have an owner—
we find one.**

**“I will...” statements
establish ownership.**

**“We should...” statements
defer action.**

**When we see
something's off,
we say something.**



**We don't leave a room
without a next step.**

A



“Swing for the fences.”

– Racine

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**No one has ever built a
marketplace for home at this scale.
There is no playbook. Go big.**

How to be an owner.



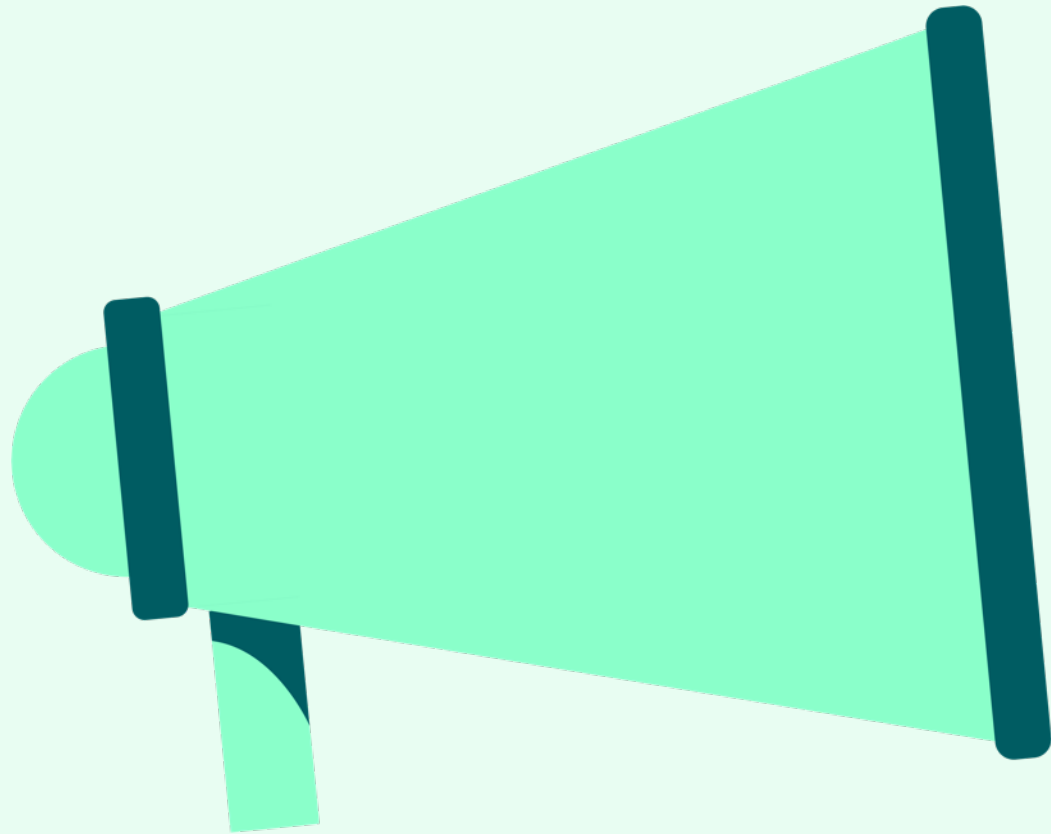
We:

- ✓ Set a big, ambitious vision, break it down into actionable parts, and sweat every element of the plan to make it happen
- ✓ Say yes to challenges big and small
- ✓ Know that if we don't own our work, our competitors will
- ✓ Know that it is each of our individual actions that drive our business forward
- ✓ Seek input from others, but we don't deflect or dismiss
- ✓ Make the tough decisions that come with tough challenges
- ✓ Share our visions with others to assure the greatest outcome for the business and our customers

A group of people in an office setting. In the foreground, a man with a beard and curly hair is sitting in a chair, looking towards the right while using a laptop. Behind him, another man wearing a cap is smiling. To the right, two women are sitting on a bench, looking towards the left. The background shows a modern office environment with large windows and a door.

Disagree as individuals,
deliver as a team

**Vigorous debate creates the
friction that sparks the best ideas.**



**We invite all voices to
engage, debate, and ask
hard questions regardless
of title or tenure.**

“There’s no point in trying to be the smartest person in the room.”

– Hannah

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We listen to learn.
We critique ideas, not individuals.
We debate to improve.

**“We won’t always agree on the details,
but we can agree on what’s important.”**

– Cheyenne

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**We know when
it's time to act—
and when we do,
we act together.**

A



How we debate as individuals, deliver as a team

A

We:

- ✓ Ask for diverse and challenging view points from everyone
- ✓ Make it a point to evaluate ideas without judgmental emotions
- ✓ Think critically, ask tough questions and deliver thoughtful, helpful feedback
- ✓ Create a sharing environment where speaking up is always welcome
- ✓ Move from debate to action once we've heard everyone's POV
- ✓ Strategize, align, and deliver as a team
- ✓ Sometimes we get it right, sometimes we get it wrong — either way, we make a decision, get behind it and move on
- ✓ Dissect “why” and not “who” when we get something wrong as a team

An aerial photograph of a suburban neighborhood, showing a grid of streets, numerous houses with varying roof colors, green lawns, and scattered trees. The overall scene is bright and clear, suggesting a sunny day. The text 'Drive growth' is overlaid in the center of the image.

Drive growth

A

The more the merrier.

**Our platform works better for
everyone when more owners
and more pros use it.**

More owners = more jobs (for pros)
More pros = more options (for owners)

“It’s the perfect challenge—get a product we believe in into as many hands as possible, for the benefit of everyone.”

– Evan

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We're all responsible for helping grow the number of owners and pros on our platform.

A

An abstract graphic on the right side of the slide. It features several overlapping, semi-transparent geometric shapes that create a sense of depth and movement. The colors used are a vibrant red, a deep purple, and a light teal. The shapes are arranged in a way that suggests growth and upward momentum, with some shapes appearing to be layered on top of others. The overall effect is modern and dynamic.

“It’s not just Marketing’s job.”

– Katie

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We aim to create **the best
experience for the most people.**

How we drive growth



We:

- ✓ Invest our time and money in continuous growth initiatives
- ✓ Aim to serve the most people over the longest term in the most responsible way
- ✓ Set our sights on big, lofty goals
- ✓ Know it's not just Marketing and Sales responsibility to grow our audience
- ✓ Take personal and collective responsibility for Angi's growth, regardless of our role or department



**Better today,
perfect tomorrow**

Decisions are reversible.
Inaction is expensive.

**Taking a risk can teach
us something new.**

“This value is all about supporting our customers. The more we do today, the more we can deliver on their behalf tomorrow—that’s the best reason to move swiftly.”

– Cathy

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**We have a high tolerance
for **new** mistakes.**

How we make it better today, make it perfect tomorrow

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We:

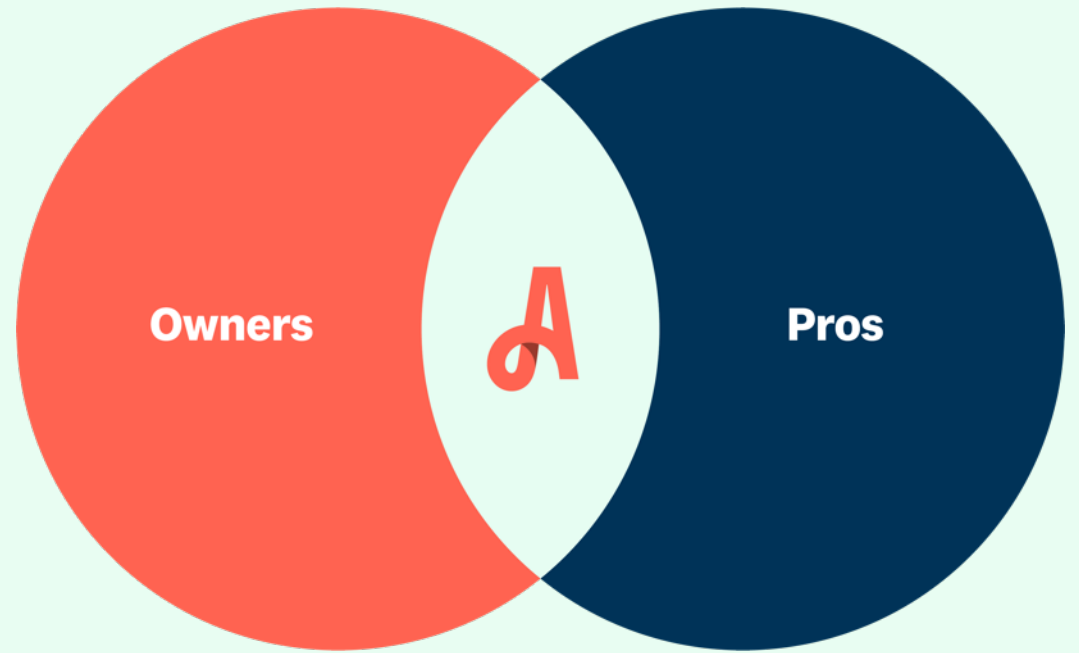
- ✓ Know that rapid iteration is not just a core competitive advantage, but a superpower in the ever-evolving home space
- ✓ Know that the more we deliver today, the more we can accomplish
- ✓ Gather as much information as needed to make an educated decision
- ✓ Recognize what's most impactful to the business, and prioritize pushing those projects forward
- ✓ Know that the risk of inaction is the greatest risk of all

A blurred background of a meeting table. In the foreground, there's a black mesh pen holder with several pens. The table is covered with papers, sticky notes in various colors (yellow, pink, blue), and a laptop. A person's hand is visible on the left, holding a yellow folder. Another person's hand is on the right. The overall scene suggests a collaborative work environment.

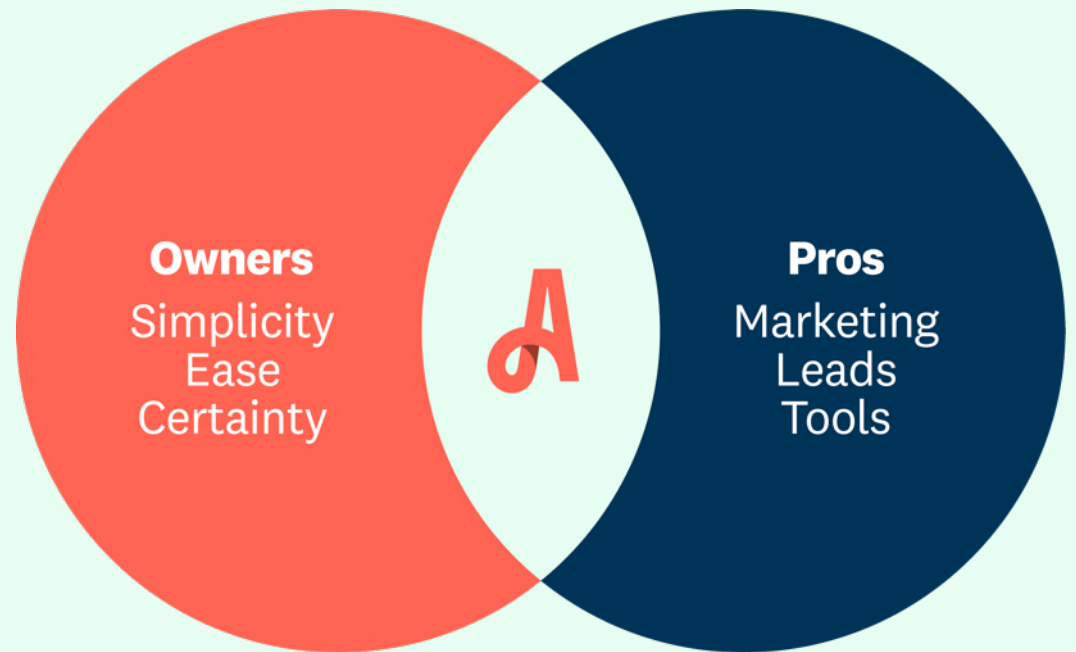
**Do more
with less**

**To best help our customers,
we all need to understand the
economics of our business.**

**We benefit from
the transactions
between owners
and pros.**

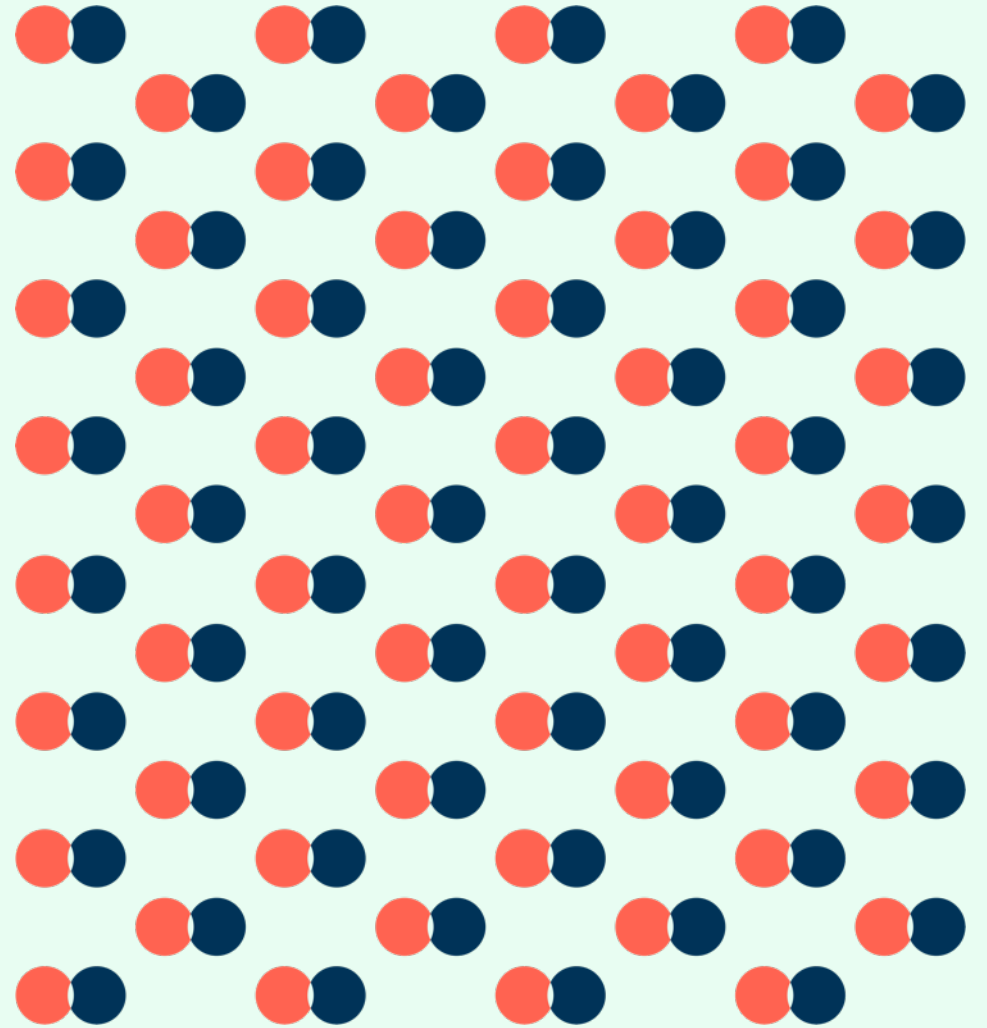


**We always want
to add more value
than we take.**



**We want to take
a smaller and
smaller cut, lots
and lots of times.**

A



“We want to invest in the things that really matter for our people and our customers.”

– Elizabeth

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Efficiency allows us to help everyone more. We need to be lean to grow big.

**By doing more with
less, we're able to give
more to our:**

Homeowners

Lower prices

Pros

Business growth

Teams

Career growth

A

How we do more with less



We:

- ✓ Relentlessly lower our costs
- ✓ Seek to serve each owner and pro by being the most efficient and innovative marketplace
- ✓ Act scrappy, prioritize effectively, and use thoughtful experimentation to achieve outsized results from available time and resources
- ✓ Spend Angi's money responsibly, and use craftiness over cash whenever possible
- ✓ Don't empire-build—reward efficient teams that work effectively together to deliver outsized performance
- ✓ Stay streamlined to expand our business with fewer progress-stalling politics and greater organizational efficiencies



Deliver results

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**Measurable wins move
our business forward.**



“Our mission—helping people love where they live—is our north star. Every step we take, no matter how small, should clearly move us towards that goal.”

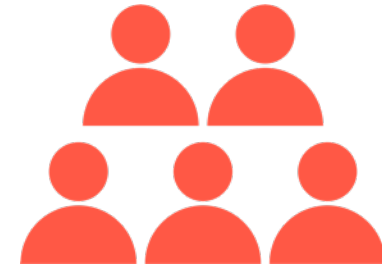
– Ruhi

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**Some wins are
felt by individual
customers.**



**Some have
business-wide
impact.**

**Tangible, measurable
wins earn us the right to
play again tomorrow.**

How we deliver results



We:

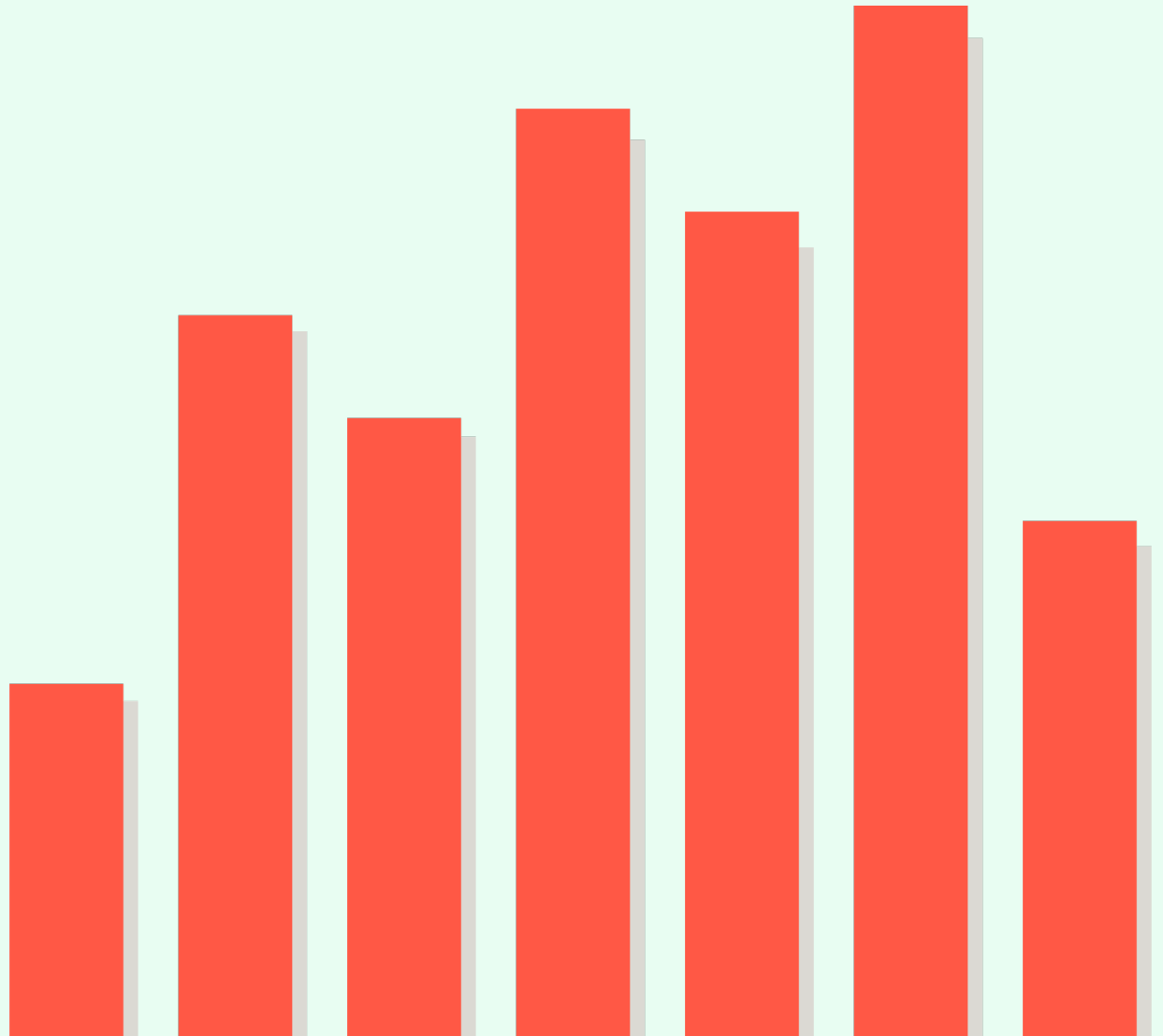
- ✓ Get things done, no matter how big or how small
- ✓ Learn from our mistakes to improve and make wiser, metric-moving decisions
- ✓ Make a point to prove our impact, whether it's through customer testimonials or financial, NPS and KPI wins
- ✓ Build confidence and momentum from our wins and help our teams be successful
- ✓ Hire outstanding people who produce outstanding wins
- ✓ Hold each other accountable for delivering results

A person's hand is pointing at a laptop screen that displays a bar chart with four bars of increasing height. The scene is a blurred office or meeting environment with other laptops and people in the background. The text 'Data beats opinion' is overlaid on the image.

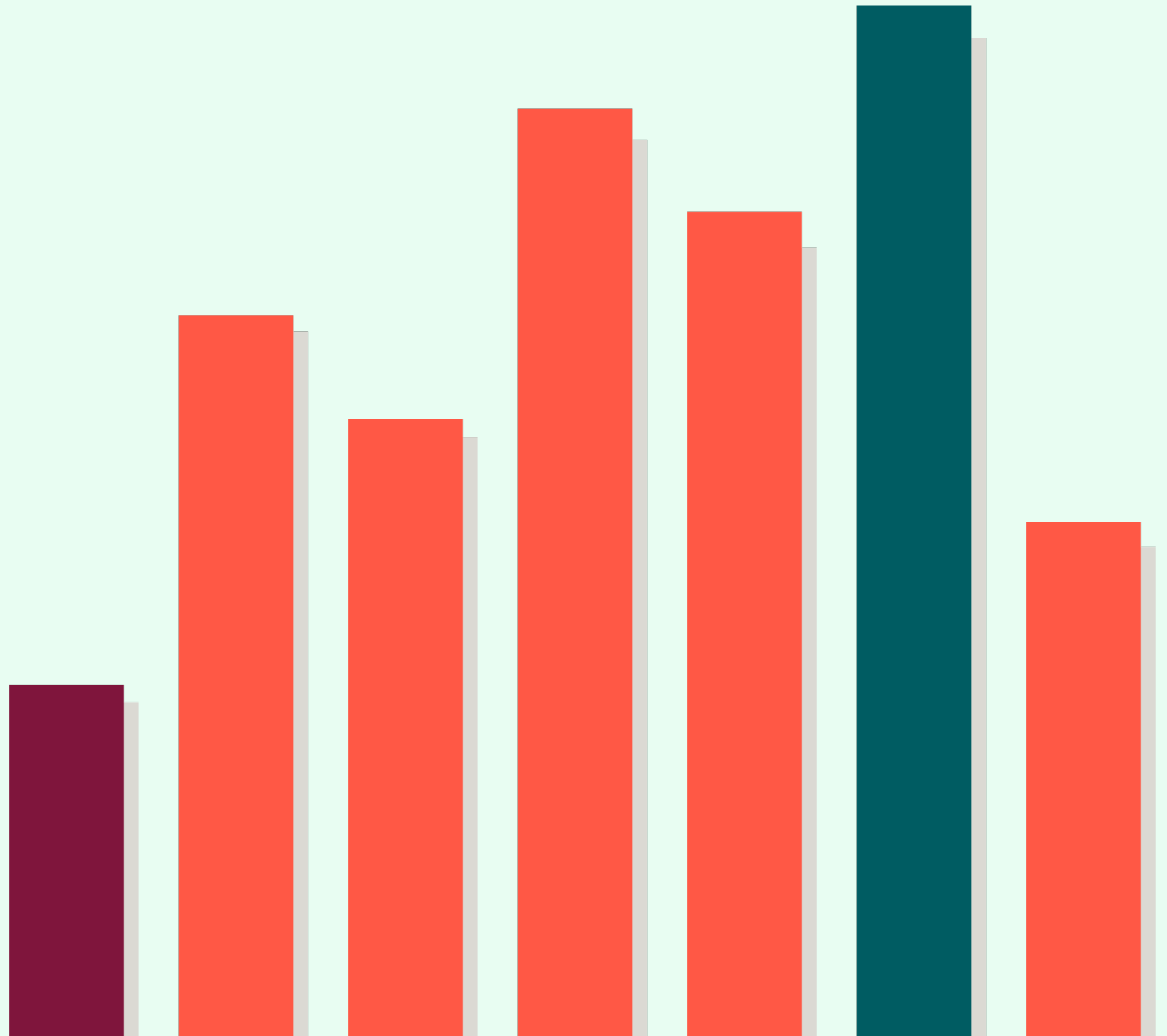
Data
beats opinion

**Data drives
politics out of
decision-making.**

A



**It tells us where
we're succeeding
and where we
need to do better.**



**We rely on good data and
analysis, **not opinions**, to
help us make decisions.**

**“Data is nothing without a story.
We need to tell stories with our data to
help each other make great decisions.”**

– Case

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**We make data available
and understandable, so that
insights can be understood
and applied quickly.**

How we ensure data beats opinion



We:

- ✓ Know Angi's core business metrics and the goals we're working toward
- ✓ Start with data wherever possible to inform our decisions and build our cases for new processes, features, etc.
- ✓ Seek to learn how to build the capabilities we need to access data and conduct analyses to do our best work
- ✓ Know that data integrity is critical — make an extra effort to record accurate data, whether in an automated or manual way



Enjoy
the journey

**We all have choices,
and we want the best
people to choose Angi.**

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It's not enough to just do work—our **best work happens when we enjoy what we're doing and the people we're doing it with.**

**“Take what you do seriously,
but don’t take yourself too seriously.”**

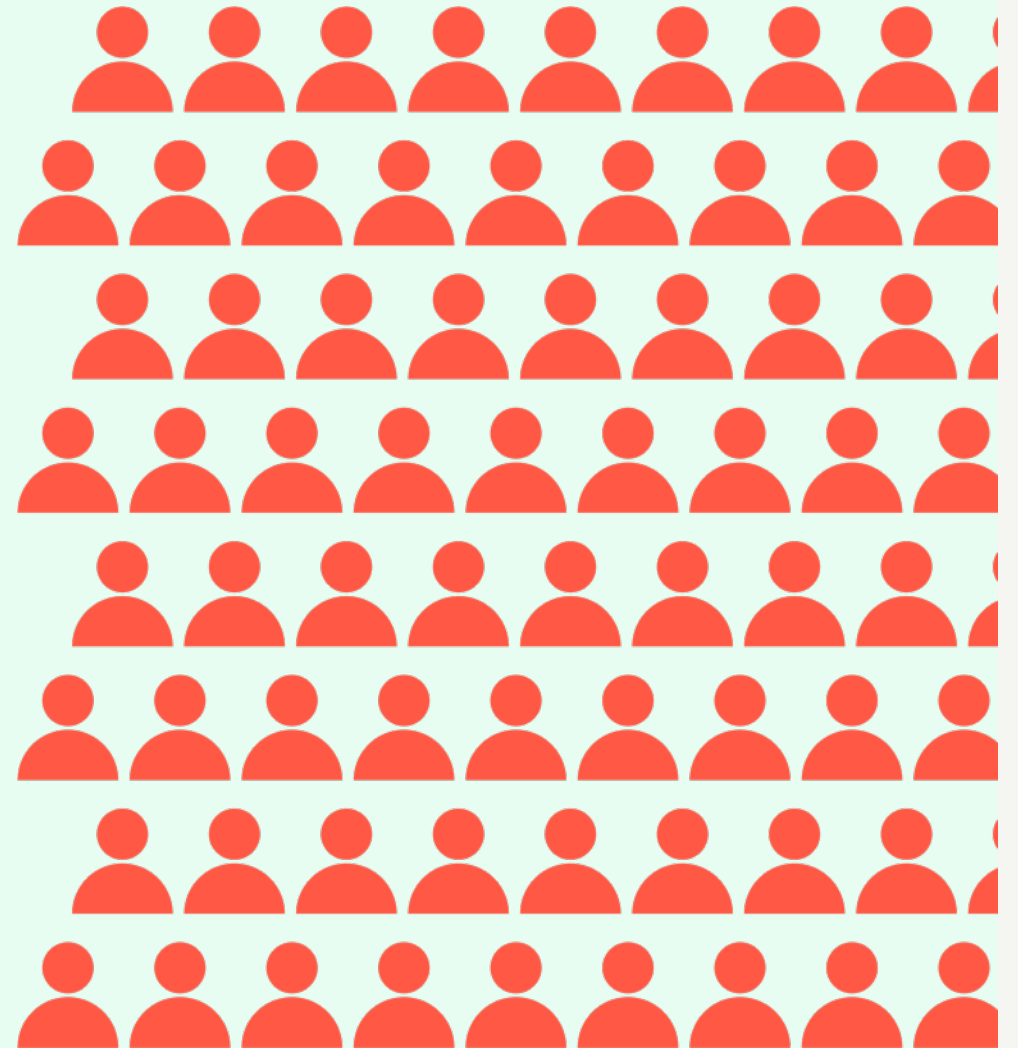
– Zjohnpu

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**We each contribute
to creating an
enjoyable working
experience.**

A



How we enjoy the journey



We:

- ✓ Unapologetically bring our authentic selves to work
- ✓ Develop the best products and ideas when we are passionate about the challenges we're addressing
- ✓ Build strong, meaningful friendships with our Angi colleagues, and not just those limited to our immediate teams
- ✓ Believe that innovation is exciting, exhilarating, and exhausting
- ✓ Are hard on our work, but not on ourselves
- ✓ Inspire others to enjoy the journey with us

Our values

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- 2 All about talent
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