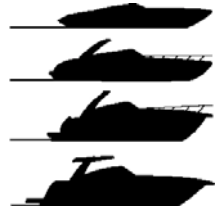


A Formula for Fulfillment at FORMULA



VISION

An environment and a product that offers enriching opportunities to all stakeholders.

MISSION

At Formula, we are dedicated to providing the ultimate fun and safe boating experience, bringing family and friends closer together.

CORE VALUES

- Reverence: Demonstrate love and respect for others.
- Trust: Be a responsible team member.
- Integrity: Walk the talk and help others to do the same.
- Learning: Continuous development for ourselves and our team.
- Excellence: Striving for excellence ensures that we will always reach a great result. We must learn to accept and respect failure to achieve excellence.

GOALS

- Encourage a goal inspired and value guided environment that allows all stakeholders a safe and supportive place to grow and seek fulfillment.
- Promote a caring, continuous learning environment that allows advancement of knowledge, skills, and abilities, leading to goal achievement.
- Encourage an environment of continuous improvement toward excellence.
- Expand our business at a rate that allows market share growth and provides opportunities for team growth and security.