

# AVALON CORE VALUES

## **Our Priority is the Artist**

We are committed to the artists we represent. We champion their creative ambitions, protect their vision and their rights, and partner with them to produce exceptional content. Our dedication leads to career-defining opportunities and fosters enduring client relationships.

## **We Set High Standards**

We strive for excellence across all that we do. No matter the task at hand, we take pride in our work, always act with integrity, and expect to deliver to the highest standard.

## **We Are Entrepreneurs**

We have an entrepreneurial spirit, with hustle, passion and drive underpinning everything we do. We believe in having the courage to challenge the status quo and to chase bold and innovative ideas. This mindset allows us to reach our highest potential creatively, commercially, and individually.

## **We Are Inclusive**

We are a team of individuals with diverse backgrounds and experiences. We believe in fostering an environment of kindness where respect and empathy are essential. We encourage honest dialogue, and by embracing all voices and differing perspectives, we strengthen our creativity and our impact.

## **We Work Together**

We are one team, collaborating and supporting each other to achieve shared goals. We believe in the power of our uniquely integrated business model and way of working. Collaboration enhances opportunities for our clients, our employees, and our content.

## **We Love What We Do**

We enjoy working with talented artists and colleagues and we are passionate about the entertainment that we produce. We care deeply about our work and have fun along the way.