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# 1. Context of the organization

Our offer is aimed at software developers from companies in various industries offering or using Mobile or IoT applications. The core of our value creation is a technological innovation: a developer tool that consists of a database with data synchronization.

The ObjectBox software products (database and Sync) are innovative core edge technology empowering developers to store and use data on the edge and keep data in sync between devices (edge-edge + edge-cloud).

### 1.1 Quality Management Scope, Responsibilities

Quality Management applies to all sections of ObjectBox. No section is excluded from the scope of ISO 9001. However, section 7.1.5.2 Measurement Traceability (“Messtechnik”) is not applicable. At the very core of our value generation is the product development (software) and especially the release process.

The ObjectBox leadership has decided to introduce a Quality Management System according to ISO 9001 to maintain and enhance the current quality across the organization. With the Quality Management System, we are striving for excellence across the organization from operations to code and we expect everyone to contribute to enhancing quality at ObjectBox.

### 1.2 ObjectBox’ USP

- 10X Faster: stores & syncs data faster than any alternative
- Data Anywhere: footprint <1MB, runs from sensor to smartphone to server
- Developer Friendly: easy to use APIs; supports objects & time-series
- Data Sync: high-performance out-of-the-box multi-directional data synchronization

ObjectBox is a technology leader in the emerging, multi-billion Edge Computing market with the ambition to provide a core edge technology to customers worldwide and become a major enabler of future digitalization across industries.

## 1.3 ObjectBox offering goals

Our goal is to provide:

- efficient and easy-to-use developer APIs (Ease of Use)
- the fastest data persistence for Edge Computing (Create, Read, Update, Delete operations)
- a smart, efficient, and reliable Data Sync (e.g. methodology: selective and differential syncing, data volume transferred, speed of data transferal, transactional guarantees)

## 2. Stakeholders

### 2.1 Stakeholder Analysis

We have done a stakeholder analysis and determined the following as our **key stakeholders**:

- Employees
- Management (C-level)
- Community of users
- Low-value Customers
- High-value Customers
- Investors
- Advisors

#### 2.1.1. What does the company offer employees and what is expected of them?

ObjectBox offers engaging, challenging work and an open, friendly, and flexible workplace environment. Employees are encouraged to learn and grow, challenge the status quo, and actively participate in driving ObjectBox forward. We expect everyone

working at ObjectBox to actively drive the growth and quality of the offerings forward. We offer ESOP for those employees sharing our vision and wanting to grow the company long-term with us.

### **2.1.2. What does the company offer C-Level employees and what is expected of them?**

At this moment C-level Management = Founders = Majority Shareholders. Once this changes, this stakeholder group will need to be treated specifically. At this moment, we see ourselves as one team and do not really distinguish C-Level from the other employees. As management, we feel that we are here to support the employees and do everything that needs to be done when needed. ObjectBox offers a lot of engaging, challenging work; C-level management can steer and shape the direction of the company.

### **2.1.3. What does the company offer the community of users and what is expected of them?**

Users expect our free software solutions to be built with efficiency, ease of use, and performance top-of-mind. Typically, they want to get everything for free and some would want everything to be open source, or sometimes even specific licenses (e.g. no copyleft). While processes are oriented toward maximizing user value and satisfaction, managing the expectations of the community with regard to open-source and free software is important.

### **2.1.4. What does the company offer low-value customers and what is expected of them?**

Customers can expect our software solutions to be built with efficiency, ease of use, and performance top-of-mind. We build developer solutions that allow companies to reduce costs, improve sustainability, and keep data private by design. All processes are oriented toward maximizing customer/user value and satisfaction. We expect them to pay a reasonable price for the value they are getting and pay for additional support services if they need them. We have three support levels, we can offer, but typically expect smaller customers not to need any support services.

### **2.1.5. What does the company offer high-value customers and what is expected of them?**

Customers can expect our software solutions to be designed with efficiency, usability, and performance in mind. We create developer solutions that enable businesses to save money, improve sustainability, and keep data private by design. Every process is designed to maximize customer/user value and satisfaction. Large, high-value customers expect quick response times, custom licenses, and SLAs, and to be prioritized above all else. They frequently seek to influence the product roadmap. We can agree to custom licenses and provide service level agreements (SLAs), but we must be fairly compensated for our efforts. We also need large customers to understand our small team's limitations, as well as the fact that we can only provide them with the support they are willing to pay for.

### **2.1.6. What does the company offer advisors and what is expected of them?**

We offer advisors ESOP. We do offer pleasant and open relationships with a focus on learning and growing. We expect them to be available for advice (from time to time), when we need it. We do expect them to make intros as is reasonable and possible.

### **2.1.7. What does the company offer investors and what is expected of them?**

So far, we have equity stakeholders as investors and we keep them informed regularly. We offer them a chance to increase the value of their investment with a valid exit opportunity. We respect their opinions and reach out with asks for advice whenever needed.

## **2.2 What other stakeholders does the company interact with? what do we offer and what do we expect?**

### **2.2.1. Competition**

We are active in the open source community and we encourage transparency and fair competition. Competitors can expect to be treated fairly and respectfully. We do not discredit competition, we acknowledge their contributions in honesty and fairness.

### **2.2.2. Society**

We have a solution that empowers sustainable digitization by reducing power consumption and unnecessary data traversal (and thus CO2) as well as data privacy and data ownership enhancing architectures. The core of it is free-to-use, partly

open-source, and empowers developers worldwide to digitize more sustainably. We do not do greenwashing or edgewashing, but strive to empower a better world in that niche area we are operating in. (Granted: We are not a charity or a company specifically focused on a sustainability solution, but if everyone would do that in their realm, the world would be a better place.)

### **2.2.3. What does the company offer partners and what is expected of them? (at this moment not key stakeholders)**

#### **Suppliers**

- fairness in every respect
- a partnership on eye level
- striving for excellence and pushing hard to deliver on our vision, mission, and values

#### **Partners (platforms, future resellers)**

- fairness in every respect
- a partnership on eye level
- a driven team striving for excellence and pushing hard to deliver on our vision, mission, and values

### **2.2.4. What does the company offer the families of employees and what is expected of them?**

ObjectBox is committed to empower everyone to work and grow within their individual situations and stages of life, specifically, we empower people to take over responsible tasks in part-time and w. flexible schedules. We believe this helps gender equality and balancing family with satisfying work and personal growth. In case of family situations requiring immediate support, we are here to support our employees - let us know what you need and we will see how we can help you. In return, we do ask employees to

transparently discuss schedule changes, flex times, etc. with the management beforehand (short notice is fine, but we do need to know) and inform everyone who needs to know about working times to avoid inefficiencies and problems; good handovers also ease up on flexible schedules.

### 3. Our commitment to Continual Improvement

ObjectBox leadership is dedicated to the Quality Management System based on IS9011:2015 and Continual Improvement. ObjectBox' company culture cultivates continuous reflection and improvement. From management to individual team members we have established continual improvement processes. Teams plan, execute, and review work according to scrum methodology.

To fulfill ObjectBox's Vision, Mission, Values and deliver high-quality software tools to the developer community, we foster a company culture of iterative feedback and continuously work to improve the quality of products and services. Our Quality Management System reflects this commitment to both quality and ongoing improvement. We establish the following principles:

- We build products to delight developers and companies, by valuing what they value and by offering products and services that always meet or exceed their expectations.
- We are committed to the development and ongoing improvement of our Quality Management System.
- We regularly review the Quality Management System to ensure efficiency and continuous improvement.
- We maintain good relationships with our suppliers as important partners for our company.



- We operate at the highest ethical standards, and comply with all applicable legal requirements, any other applicable requirements, including those to which we voluntarily subscribe.