# CONNECTIX — 4 IMMUTABLE RULES

These four principles will never change as long as ConnectiX exists. Whether we make money or not, they will be our guiding compass; they will build trust with our customers and enable us to build long-term, sustainable businesses.
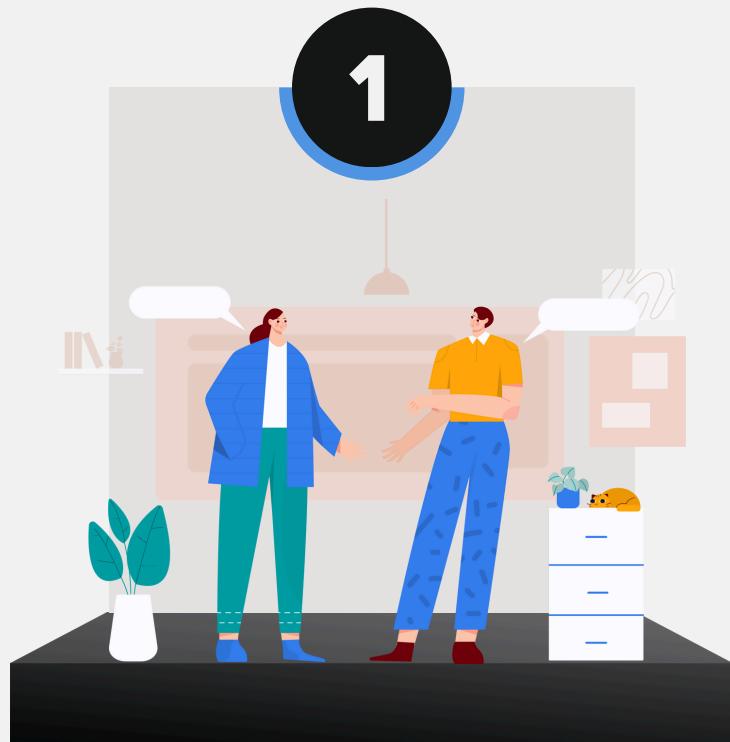
1 — Honesty and Transparency

"We build trust with our word, our data, and our accountability."

What does it mean?
- Every proposal, every report, and every project communication is supported by clear, understandable, and verifiable data.
- We set realistic expectations and openly share risks and limitations. We transparently communicate both success and learnings.

Behavior Pattern;
- There are no hidden costs or vague commitments in contracts and proposals.
- When mistakes occur, you own up to them, correct them, and share the lessons learned.

Why it's permanent? Trust is earned in the short term, but maintaining it long-term is the only way to maintain a strong reputation. Transparency is the foundation of trust in public institutions, municipalities, and water administrations.
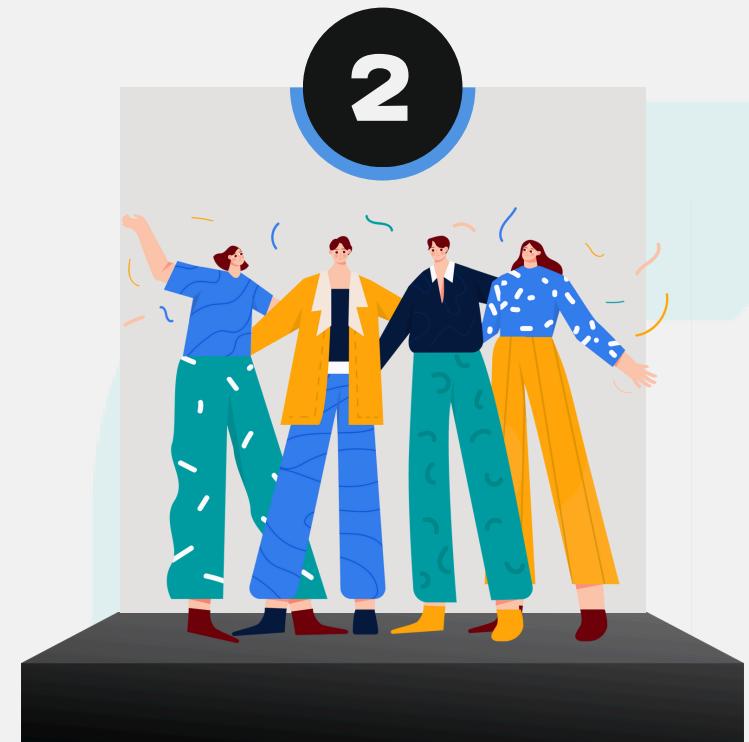
2 — Customer-Focused Long-Term Partnership

"We are not one-off transactions; we are partners who have grown together over the years."

What does this mean?
- We don't offer solutions that sacrifice short-term profit. Every proposal we make serves the client's strategic objectives.
- We aim to enhance the client's competence through post-project monitoring, training, and support.

Behavior Pattern;
- Success metrics (KPIs) are defined together with the client and measured at every stage.
- The sales process is a consultative process dedicated to discovering the client's true needs; there are no forced packages.

Why it's permanent? Long-term relationships generate sustainable income and referrals. Continuity and trust, especially in public projects, ensure the success of projects.

3 — Evidence-Based Strategy and Continuous Improvement

"We make decisions based on data, testing, and results, not guesswork."

What does it mean?
- We base our strategy, sales, and marketing activities on data, pilots, and measurable results.
- Every project is a learning opportunity: we hypothesize, test, measure, and iteratively improve.

Behavior Pattern;
- Assumptions are clearly stated in proposals; pilot/PoC steps are recommended.
- We make performance visible and take action with dashboards and regular reporting.

Why it's permanent? In a changing technology and policy environment, a data-driven approach makes us a flexible, reliable, and results-producing partner.
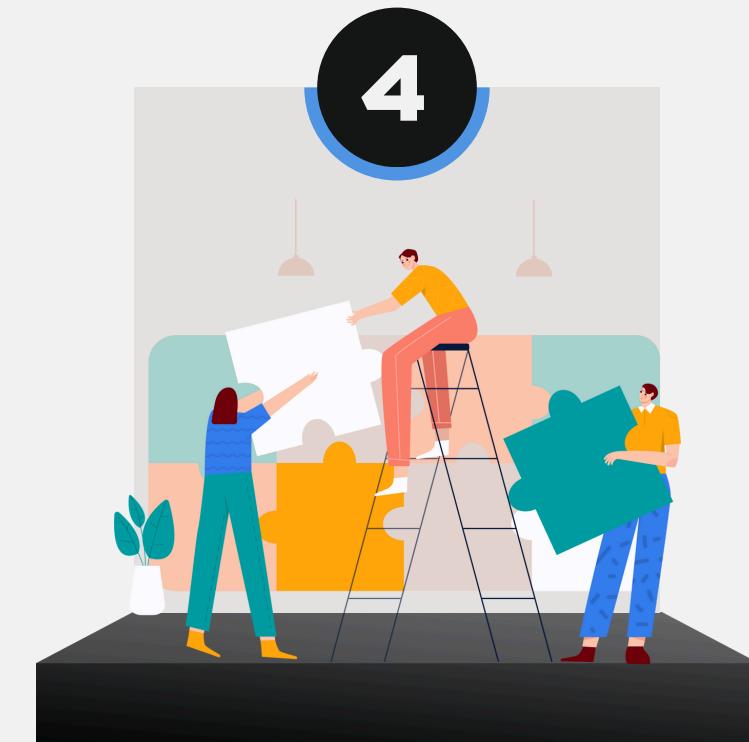
4 — Local Knowledge, Capacity Building and Accountability

"We build the project; our client manages it."

What does it mean?
- We respect the working conditions of local governments and water authorities; we develop solutions with an understanding of the local context.
- We invest in empowering the client's own staff after the project—the knowledge transferred is our measure of success.

Behavior Pattern;
- We make training, documentation, and on-site support plans an integral part of our projects.
- We maintain constant communication with local stakeholders and integrate cultural and operational differences into the project.

Why it's permanent? Sustainable results are achieved not only by providing software or services, but also by enhancing the client's own competence. This approach guarantees ConnectiX's reputation and standing within the industry.