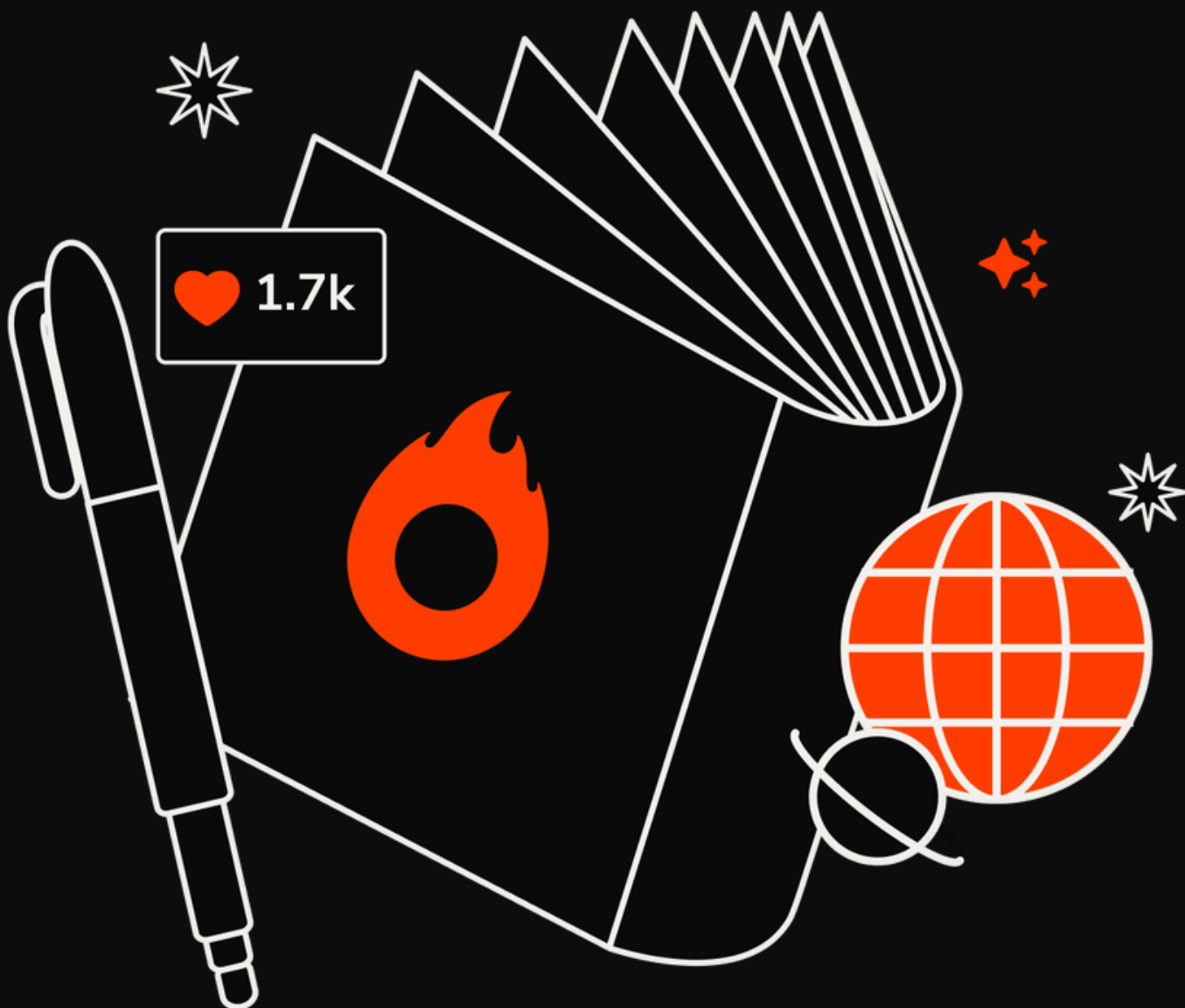


Hotmart Way

Pocket guide



Culture: an ancient code

In this guide you will find a brief summary about the Hotmart way of making things happen or, as we more commonly refer to it in the business world, our Organizational Culture. It is responsible for attracting people who share the same values and identify with our purpose and way of being.

From the pillars that sustain the Culture, through the mantras that make behaviors tangible in daily life, to the role of leadership, this guide is here to inspire you and positively impact your business.

03

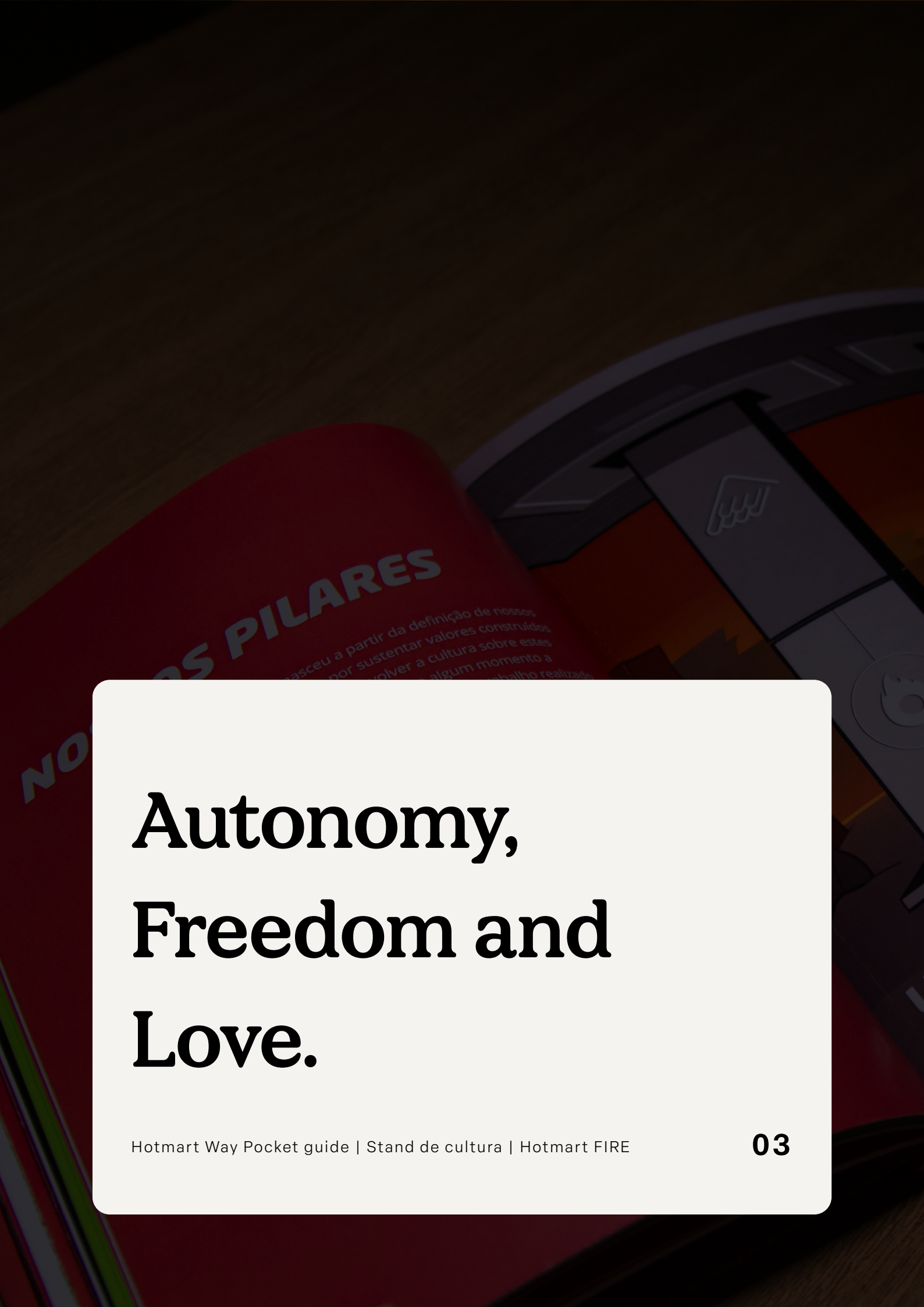
Autonomy, Freedom and Love.

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Autonomy, Freedom and Love.

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Freedom

Having Freedom means having a safe environment to be yourself, to express yourself, to open up.

You define how you want to work, as long as your decisions don't negatively interfere with your team's results.



Autonomy

Having autonomy is being able to solve problems and implement new ideas without having to go through a series of approvals from managers and leaders.

It's doing your tasks with your experience and talents, as long as you always seek the best result for the company.



Love

This element is what we have that's most unique and what differentiates us from all other companies in the world.

Love is the care for everyone involved in our business, whether it's a client, a supplier, a team member or any other person around us.

The pillars allow us to maintain a light structure in terms of process, which attracts talent, encourages creativity and delivery exactly what they need to reach their maximum potential.



The 10 mantras of Hotmart Culture

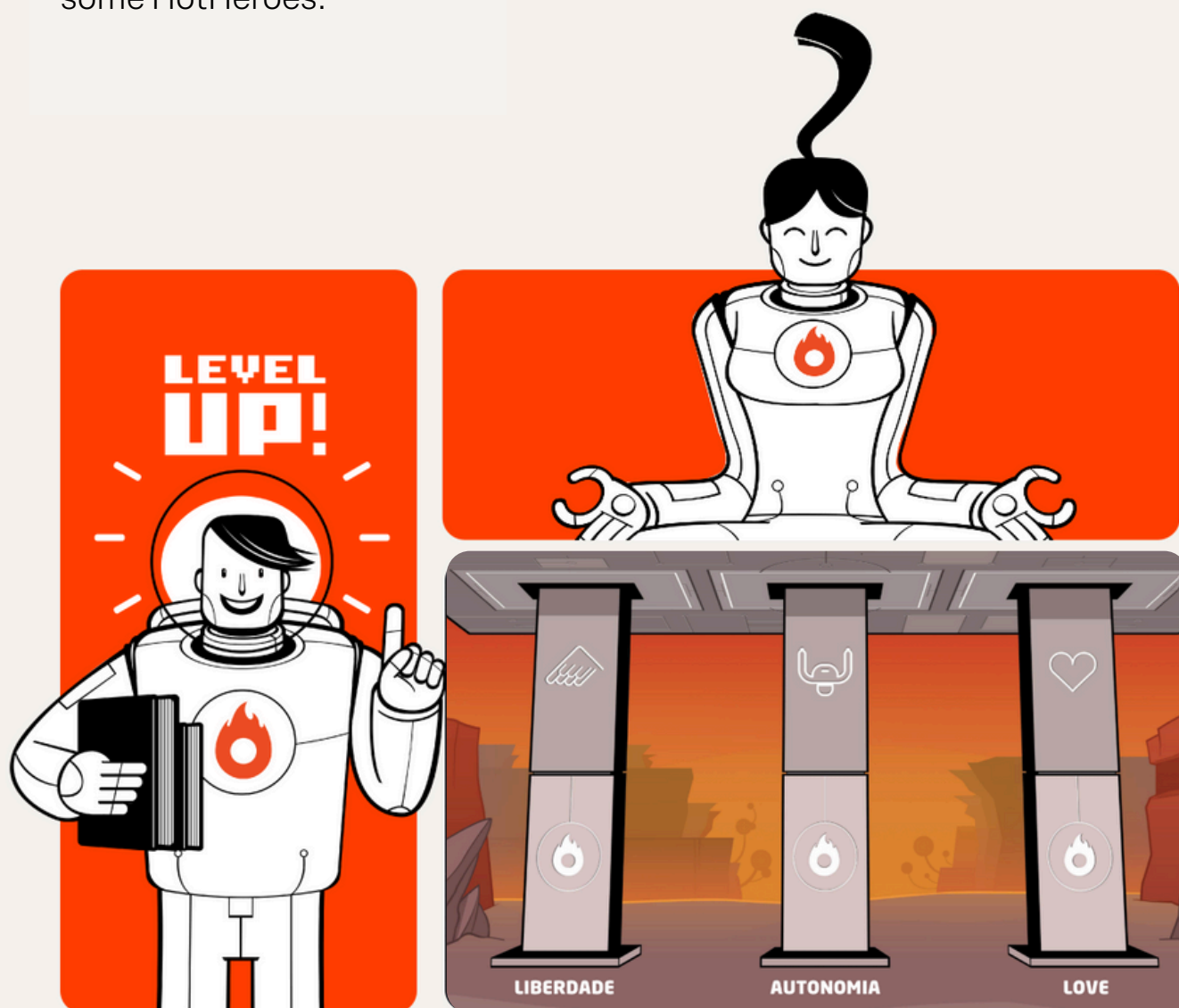
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Hotmart has 10 mantras that make tangible the expected behaviors of each Trooper during their daily work.

The Troopers who stand out most in each of the mantras are elected to be culture ambassadors, called HotHeroes. Throughout the year, this group carries out various actions focused on further enhancing the mantras and positively influencing other Troopers.

Talk to the Troopers who are attending at the Culture stand, and ask to meet some HotHeroes.



The mantras

of Hotmart Culture

contribute directly to building solutions that impact the business across all different areas of the company.



Learn something new every day



Don't let experience limit creativity



Optimize speed and quality before cost



When in doubt, prioritize the client



Teach to evolve



Respect the data



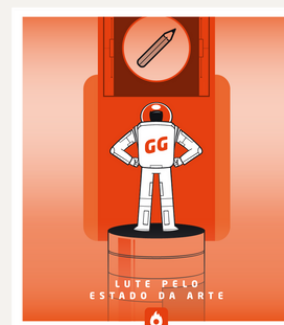
Have fun



Care



Take care of team harmony



Fight for the state of the art





Leadership principles

"The speed of company growth is linked to the ability to have/develop good leaders."

Defined based on our culture, leadership principles are fundamental for everyone to be able to deal with daily challenges, lead their teams and promote a positive work environment for our Troopers, directing them to achieve their results.

- Develop people
- Promote Culture
- Build trust
- Deliver results
- Seek evolution



