



**We focus on outcomes,
not on the process.**

We continuously raise our bar to achieve our Big Dream. We hold ourselves accountable and aim for exceptional outcomes in our work.



prosus



↑
← OUR
→ VALUES
↓ RESULTS

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Status go, not status quo.

If your first idea is your best one, you're probably not trying hard enough. Exploration is iterative. It can be messy, but that's where the magic is. The secret sauce. Never settle for good enough. Set your sights further, higher, different.



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RESULTS / REAL LIFE CASES

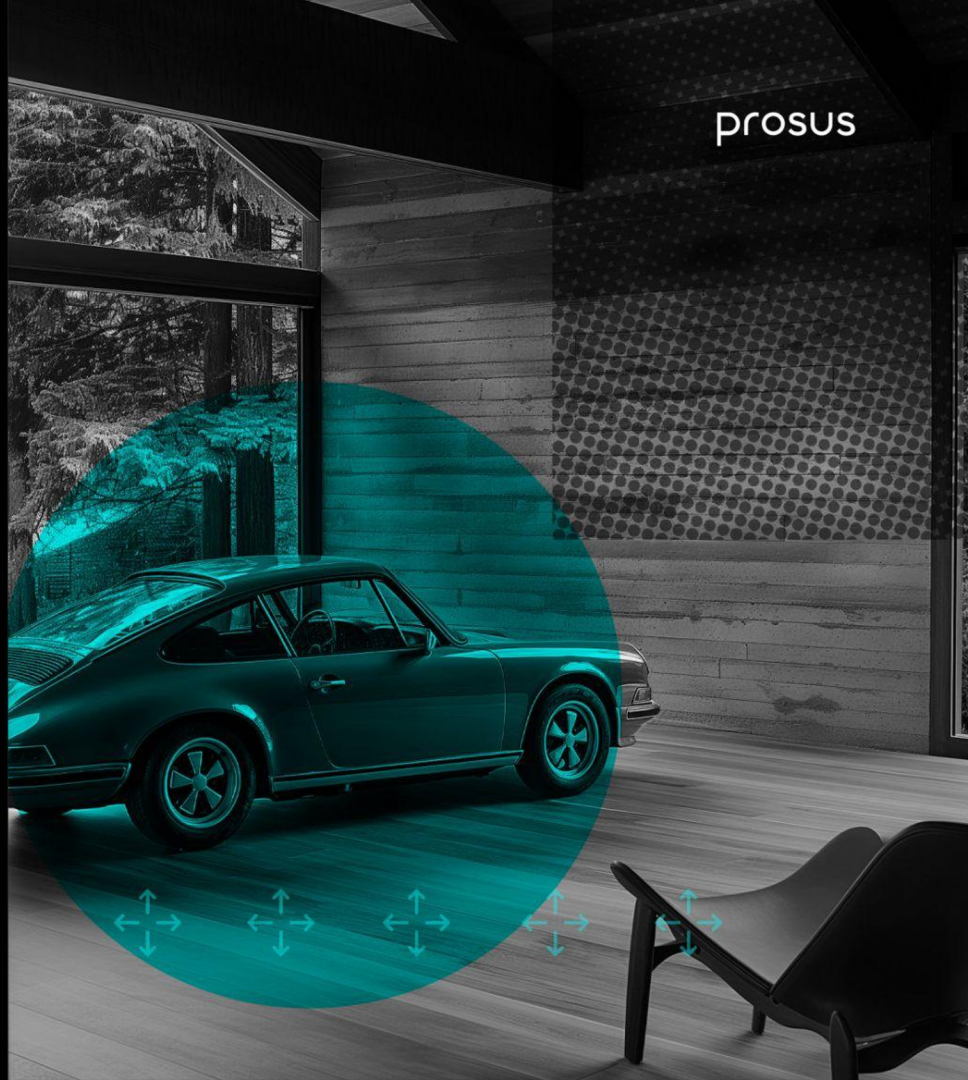
OLX: Profitability X Scale.

In just two years, OLX Group surged over **60%** in growth. Over 60 PLUS PER CENT.

But they're not just growing; they're growing super-smart. In H1 FY25, they lifted their EBIT margin to 35%, up from 31% the year before, alongside a 20% YoY revenue jump. Proof that profitability and scale can go hand-in-hand.

eMAG: Consistent growth, standout results.

A solid testament to sharp strategy and execution over time. eMAG is on a clear upward trajectory. Clocking a **33.87%** YoY revenue increase from Q1 FY23 to Q2 FY25. A solid testament to sharp strategy and execution over time.



OUR
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iyzico: Resilient and on the rise.

iyzico delivered in a tough environment. Between April and December 2024, revenue soared by **50%+**, fueled by rising transactions, bigger baskets, and more active users. This is what strong, sustained growth looks like.

iFood: Fighting fraud, fueling efficiency.

iFood slashed its chargeback rate from 2.6% to just 0.1%, boosting credit card acceptance to **97%**. At the same time, by using AI to target spend and allocate 75% of its ad budget more effectively, it cut customer reacquisition costs by 30%. That's efficiency right there.





Results are

- real impact, not just being busy
- using data like a compass to make calls and settle debates
- chasing big wins and cutting inefficiencies
- always upping the game to hit top-notch results
- adjusting the plan when new insights, evidence or feedback rolls in

Results aren't

- loving the process more than the actual results
- holding on to ideas that just aren't working
- ignoring data and going with gut feelings alone
- dodging tough decisions or shying away from responsibility

