

## OUR BRAND PROMISE

# THIS IS PERSONAL

What we do in the world has changed.

In an instant, your business, your ideas, your creations can start in one small corner of anywhere and influence the world.

It's extraordinary.

Yet all this technology can breed indifference, become impersonal. Then all the power to connect with humanity suddenly makes us feel, well, less human.

But we believe business is personal.

We believe people plus technology must go hand-in-hand.

What we do and how we do it matters more than ever before. And when your business relies on the Web, your hosting provider matters even more.

That's why we've built a company unlike any other. A fully managed hosting company of true techventurists – fearless problem solvers and geeks about all things technology... at work and at play.

You see, it's not just what we do for a living, it's what we live to do.

In this age of technology, we give you more than just the best and widest choice of hosting products.

We give you the most helpful humans in hosting.

Because we believe the more you need technology to fuel your business, the more you need expert, caring people to be there for you.

Every day, 24/7/365, we're here to power the full potential of your business.

And when we do that, we believe you'll love us for it.

You see, that is our grand ambition. To be the most loved hosting company in the world. It's a big vision. It takes real heart to get there. But we like our odds. And we promise we'll work very hard at it.

All of us.

It matters that much.

This is personal to us.

