

Our Values

The foundation at WD-40 Company are our WD-40 Company values. They're the written reminders of how we behave and how we make decisions in the organization. Some people might think that values are restrictive. Values aren't. Values set you free. Our values are the center point of our organization. When you think about our company, when you think about what you need to do, think about our values. Our number one value is doing the right thing. if you only remember one thing, do the right thing.

My name is Emma Zhong, Claudia Fenske, my name is Clair, Enrique Diez, my name is Gabriela, Carolina Ballerini and I'm a WD-40 Company tribe member.

Our Six Values

1. We value doing the right thing.
2. We value creating positive lasting memories in all our relationships.
3. We value making it better than it is today.
4. We value succeeding as a tribe while excelling as individuals.
5. We value owning it and passionately acting on it.
6. We value sustaining the WD-40 Company economy.

Our values talk about positive lasting memories. They talk about really, our organization of change and development. And, finally, they talk about how we're going to enhance the WD-40 economy which benefits all of our constituents. You, our tribe members, our customers and those that trust us with their investment.

Living Our Values

One of the things that I've done recently is liaising with external auditors. So last year we didn't have a particularly positive experience with them due to a difference between what the expectations gap between what the auditors wanted and what we had. So what I felt like I could bring as a former auditor, would be to liaise with our internal accounts team and liaise with them and put together a plan of how we were going to attack the situation and come up with a way that would work for us both. So in our interim audit, I think we succeeded in getting a better, making it better than it is today.

One of the really important values to me is succeeding as a tribe which excelling as individuals. A great example of that in the Australian trading block is that we've introduced the bell moment where we literally have a bell on the floor. And if an individual has some fantastic news or something to update us on, they'll ring the bell. The great thing about the bell is that we

have immediacy of the news. We don't have to wait for quality meetings or monthly meetings to share the great news. We do it immediately. And that only adds to the positivity felt.

In my first three months at WD-40, I decided to renew the overall product display. I did it because I thought that making it better than it is today by optimizing the old display in terms of quality, cost and designs. And the value was sustained in WD-40 economy by increasing the loading capacity by 40 cans.

So our values are the rock of WD-40.