

COMPANY OPERATING VALUES

These are the values that inform and govern our behaviors while acting on behalf of MPS. While all of them are important, there is a priority ranking with number one being the most important.

1. Ethical Behavior

- a. We are honest.
- b. We are fair in treating others.
- c. We act in a manner that is legally and socially responsible.
- d. We act in a manner that would make us proud, or that would not embarrass us, if our actions were published on the front page of the *L.A. Times*.

2. Customers First!

- a. We make sure that we understand clearly what they want.
- b. We always meet or exceed their expectations.
- c. We always keep our promises to customers.
- d. We act in ways that create and keep "Raving Fans."

3. Profitability

- a. We are selective in choosing our customers; every customer should be profitable for the Company and provide a fair wage for our employees.
- b. We focus on future profitability by investing today for our success tomorrow.
- c. We fix customer problems at almost any cost; this is an investment.
- d. We focus on production volume and internal operating efficiencies.
- e. We act in ways that result in MPS's financial success.

4. Professionalism

- a. We act, speak, and dress in ways that are appropriate to the situation while maintaining highest business standards.
- b. We are always polite, considerate, and well mannered.
- c. We act in ways which result in a positive image and reputation for MPS.

5. "Us"

- a. We ensure that all people affected by decisions participate in shaping those decisions.
- b. We ensure that all Company members share in our financial success.
- c. We ensure that we have a "fun" work environment.
- d. We act in ways that result in people being happy to be a part of MPS.

COMPANY OPERATING VALUES

These are the values that govern our behaviors in everything associated with SCI. While all of them are important, there is a priority ranking with #1 being most important. These values will be reviewed at least Quarterly at the team level to discuss examples and ensure understanding.

1. Ethical Behavior

- a. We are honest. We don't lie, cheat or steal and we don't tolerate anyone who does.
- b. We keep our promises. We are as good as our word.
- c. We are fair in our treatment of others.
- d. Our actions result in feeling good about ourselves and our Company and SCI has a reputation for operating with very high ethical standards.

2. Excellence

- a. We deliver it right the first time and on time.
- b. We will use performance objectives, project management and open financial management systems to foster accountability for results and operating effectiveness.
- c. We keep our customers and teammates informed.
- d. The result of our actions is that we make our customers happy. Whether external or internal, they become "referencable clients."

3. Valuing People

- a. We provide people regular, helpful feedback on their performance.
- b. We recognize and reward people for their performance.
- c. We help people balance the demands of our fast-paced work environment with the demands of family and personal lives.
- d. As a result of our actions, people feel valued and supported as members of the SCI family.

4. Constant Learning

- a. We emphasize and support continuous professional development.
- b. We do continuous product innovation and improvement.

- c. We take time to learn from our mistakes and make necessary changes.
- d. As a result of our actions we constantly grow and develop as individuals, teams, and as a company.

5. Success

- a. We stay agile in the marketplace making our business decisions accurately and quickly. We will deal with emerging problems before they become a crisis.
- b. We know when to walk away from business deals and in those cases we do walk away.
- c. We have a "Can Do" attitude.
- d. Our actions result in continuously growing sales and profitability with a fair return to owners and staff for their contributions to the Company.

COMPANY OPERATING VALUES

These are the values that inform and govern our behaviors while we are acting on behalf of Optivus. While all of them are important, there is a priority ranking with number one being most important.

These values will be exemplified by Optivus leadership and will be instilled through our company's corporate culture by discussing them regularly in meetings at the department or team level.

1. Ethical Behavior

- a. We are honest. We don't lie, cheat or steal and we don't tolerate anyone who does.
- b. We are fair in treating others.
- c. Our actions demonstrate our integrity. We make promises and we hold ourselves *accountable for achieving them*.
- d. We conduct ourselves in a manner that is legally and socially responsible which reflects the highest standards of the medical community we serve.
- e. We conduct ourselves in a manner which makes all of our employees proud to be a part of our company and makes our customers proud to be associated with Optivus.

2. Outstanding Customer Service

- a. We make sure we understand exactly what our customers want or need.
- b. We always meet or exceed our customers' expectations.
- c. We always keep our promises to our customers.
- d. We act in ways that create "lifetime customers" who are happy to serve as positive references for our company.

3. Results-oriented Performance

- a. As individuals, teams and, as a company we will regularly set challenging goals for ourselves and then achieve or surpass these goals.
- b. We focus on, and reward people for, results—not activities.
- c. We emphasize personal responsibility.
- d. We use the MicroSoft/Intel approach and every year we terminate our lowest performers or those not meeting our performance standards.
- e. We act in ways that result in performance contributing to individual, team and company success.

4. Teamwork

- a. We maintain clarity of purpose and goals for all teams.
- b. We use team forums to set our objectives and review performance of teams and individual team members
- c. We treat each other with dignity and respect.
- d. Our behaviors result in teams capable of effectively addressing all problems and opportunities within their purview.

5. Continuous Development

- a. We provide regular, timely, specific and useful feedback for all individuals, teams and the company as a whole.
- b. We include individual professional development objectives in our list of performance objectives.
- c. We emphasize continuous improvement or innovation in our products and internal business processes or structures.
- d. We act in ways that result in clear, measurable growth and development for our company and ourselves.