



Guiding Principles

We are committed to the Creation and Protection of Online Wealth

Objectives

1. To generate and protect online wealth for our Clients and ourselves by delivering competitive advantage through information intelligence development. Our Clients' interests always come first but our own success is inextricably intertwined with that of our Clients.
2. To provide a superior long term Return on Investment (ROI) to our Clients, shareholders, partners and personnel from their invested capital – be it finance, resources, intellect or time. Our assets are our people, our exclusive global intelligence networks, influence, intellectual capital and reputation for excellence.
3. To continue to be soundly financed with low gearing. We are committed to quality and would rather be best than biggest. We will never put the company's future at risk on any one project or fixed idea.
4. To be big enough to take on large and complex projects but to be organized as a matrix of small teams and thereby maintain the loyalty, intimacy and team spirit that has made such a major contribution to the success of the group since its foundation in 1995.
5. To anticipate the rapidly changing needs of our Clients and to develop new products and services to meet those needs.

Values

1. To be team players with effective communication between teams and avoiding confrontation. Our management structure is non-hierarchical in order actively to encourage creativity and the breaking down of conventional barriers.
2. To be loyal to **mi2g** and to our Clients. Never to compromise confidentiality, break Client trust or use confidential information improperly or carelessly.
3. To encourage individual initiative and creativity whilst acknowledging that team effort produces the best long term results.
4. We recognise that honesty and integrity are essential in all our relationships and will never be compromised.

5. We are entrepreneurial and encourage calculated risk taking, so we recognise that failures will occur. However, we stress the need to learn from our mistakes.
6. We are results orientated, committed to excellence and apolitical.
7. We make extraordinary efforts to identify and recruit the most talented people.
8. We encourage our people to take on responsibility rapidly, thereby improving their motivation and revealing their hidden potential.
9. We base advancement solely on meeting targets, commitment and contribution to our success without regard to race, colour, religion, gender, age, national origin or disability.
10. We encourage hard work but not at the expense of family life.

Approach to Online Wealth

1. For every perceived benefit of distributed online wealth there is an associated digital risk. The more an online community accelerates its user traffic growth, the higher the associated digital risk.
2. The process of distributed online wealth creation is inextricably linked to the process of online wealth protection, requiring careful frameworks to be laid out by regulatory authorities.
3. Online wealth creation processes can be intellectual capital driven, computational power related or be subject to communications bandwidth availability.
4. The quality of all online wealth creation processes can be measured via their effect on the reduction in response time to user needs. As the response time drops by an order of magnitude, the network effect causes the digital risk to rise by several orders of magnitude.
5. Online wealth creation and protection processes are asymmetric. It may take several years to create online wealth and only a few seconds to destroy it.

Strategy for Delivering Results

1. We pride ourselves in pioneering many practices and techniques for online wealth creation and protection that continue to become standard in the industry.
2. Our business is highly competitive and we aggressively seek to expand our technological expertise and knowledge pool. However, we must be fair and never denigrate competitors.
3. Engineering is all about solving dynamic problems whilst being cost and time efficient in a practical way.
4. Attention to detail, teamwork, persistence and collective judgement are essential to the development and delivery of results.