

# ORVIS®

## ADVENTURES

### **Orvis Commitment to Partnership:**

In an ongoing effort to enhance communication within the Endorsed Partnership, we would like to clarify the code of ethics that we at Orvis maintain, *and* expect of our partners. The principles of this code are expressed internally via our Brand Framework, which describes the values that guide all of us at Orvis each and every day. We have elected to share a selection of these principles because they are tenets that we see as sacred, and we want to ensure that our endorsed partners hold them to the same standard that we do. Specifically, they require us to remain:

*Authentic, Passionate, Caring, Personal & Inviting, and Fun*

By maintaining a focus on these characteristics, we are able to inspire a connection to adventure and instill a sense of wonder in the outdoors. In turn, both Orvis and each endorsed partner is able to provide these for our customers. We are firm in our conviction that each partner in the Endorsed network is a key opinion leader in the field, and is therefore incredibly powerful with regard to the customer experience, and the ongoing perception of wingshooting, fly-fishing, and adventure travel.

#### **Industry reputation:**

If we were to ask other people in the industry about you and your staff, and how you as an endorsed partner conduct your business, what would they say?

#### **Professional mutual respect:**

Were we to ask fellow endorsed partners about you and how you conduct yourself, what would they say? The underlying strength of the program requires that endorsed partners treat each other with integrity and mutual respect. It is imperative that an endorsed partner never make another partner feel maligned in any way.

#### **Overall brand partnership/representation:**

Our endorsed partners should be constantly striving to better the partnership with both Orvis and the other endorsed partners. The program is able to grow in breadth and depth only when partners embrace the positive efforts of Orvis, and the efforts that other partners take to strengthen the program. Being a team player is incredibly important to us, and we see it as a measure of a partner's investment with the program. The sum of these actions builds individual brand equity, as well as the brand equity of the entire program.

#### **Commitment to Conservation:**

We consider it vitally important that our endorsed partners not only conduct themselves with the health of the natural environment top of mind, but also serve as leaders for conservation in their own right. Leadership does not always revolve around money. In fact, in most cases, the best leaders are the ones who dedicate their time to build programs that sustain the resource, and spend time instilling the principals of conservation into others. Guides have an incredible ability to do this in a meaningful way.