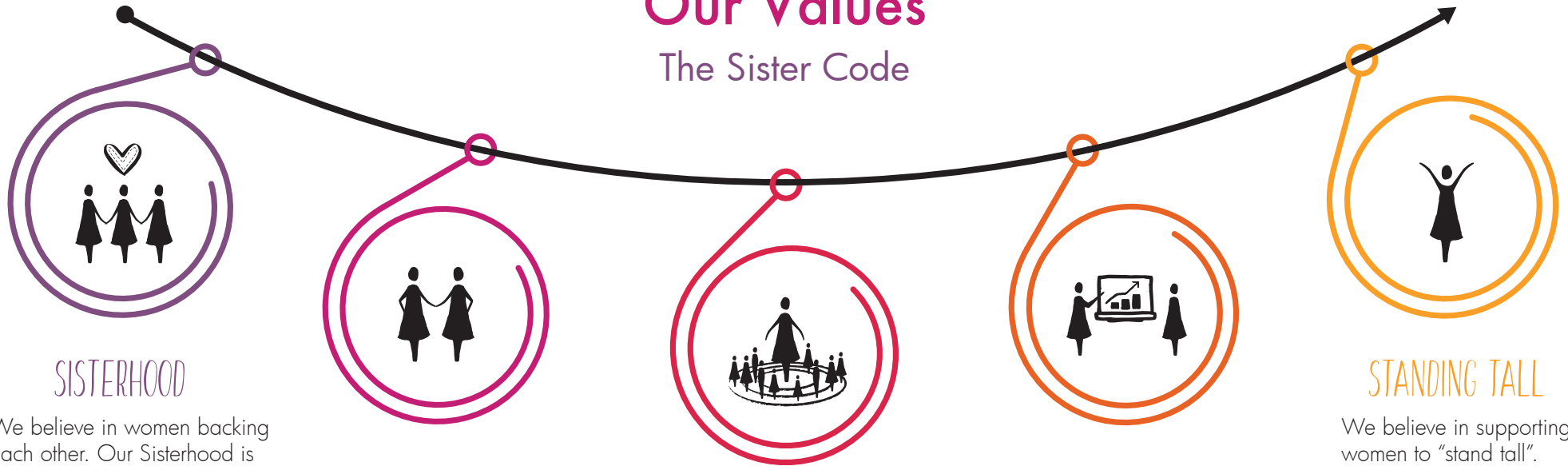


Our Values

The Sister Code



SISTERHOOD

We believe in women backing each other. Our Sisterhood is powerful as we:

- Lift each other up
- Authentically represent and celebrate women's beauty and strength
- Support each other by collaborating, peer learning and cheering each other on

CONNECTION

We believe that we are more powerful together. We join the dots and connect sisters to:

- A community of like-minded women
- Education and tailored support
- Business coaches
- The local (and beyond) business ecosystem, community and circular economy

WOMEN AS AGENTS OF CHANGE

We believe that women-led businesses can create powerful change. When our sisters do business, they create good...in our families, communities and society.

BUSINESS DONE DIFFERENTLY

We believe in businesses that are:

- Environmentally sustainable
- Good for people
- Kind to animals
- Women owned (inc ownership of the brand)
- "Slow", long term businesses

STANDING TALL

We believe in supporting women to "stand tall". By this we mean:

- Lifting each other
- Living with dignity
- Equality
- A "level playing field"
- Valuing diversity
- Inclusiveness
- Respect