

Values Statement

ive

Founded in 1921, we are Australia's leading holistic marketing communications business. We help our clients navigate the complex marketing maze, connecting our clients with their customers across multiple channels, wherever and whenever.

Our vision and purpose is to maintain and grow a highly respected, strong and sustainable business for all key stakeholders – our staff,

our clients and our shareholders. Core to this is ensuring a value proposition that maintains its relevance to our ever evolving clients' communications needs.

IVE unlocks value for our stakeholders through a powerful combination of our brand values that are the guiding principles of our behaviour – core to this is our 1 company philosophy.

