

# Vision and Values

Our vision is to be Australia's most desirable home improvement brand, creating exceptional outdoor lifestyle spaces to inspire people to love where they live.

**Our Brand Values are:**



## We do the right thing

We deliver on our promises and do the job properly – always. Small enough to care, but big enough to deliver, we provide customised solutions where everyone is proud of the outcome. We demystify the experience, giving you certainty about what to expect – we're in this with you.



## Proud to be here

We know patios and outdoor space – it's in our DNA. We're considered about the entire experience, from the way we communicate, to how we approach design to ensure it's more than 'just a roof', through to materials we use, innovations we seek, right down to delivering every nut and bolt – we take the time to get it right.



## One family

At Apollo we are a collective of family-owned businesses, and we treat our customers and partners as part of that family. We're human, down-to-earth and we work together for the greater brand good, bringing care and collaboration to the table to make a positive impact in people's lives.



## Collective genius

We believe in the notion of one plus one equals three. Sharing our extensive, collective knowledge and listening to each other, we create better outcomes for our customers, team and partners.



## 'Home' matters

We love what we do and care about building a better lifestyle - from our family to yours and for our team. We appreciate we have people's pride and joy in our hands, and we don't take that lightly. We're not building patios, we're enhancing people's sense of home (whether that's a house, recreational area or commercial).



## Leadership mindset

We're driven to deliver exceptional experiences and outcomes; to become known as the authority and one of the most desirable outdoor living and home improvement brands in this market. Our processes, innovations and pride in our work will ensure we continue to prosper as a brand.