



LINK WAY

OUR WAY

The LINK community comprises all our students, their parents and guardians, alumni, our employees, their families, suppliers, creditors, investors, public institutions, civil society organizations, and numerous individuals, both those already famous and loved by the world, and those who are yet to make their name. We all share common values and the desire to make the world a better place for all our children and ourselves.

The LINK Way is a set of principles and approaches our business is based on. The LINK WAY includes the LINK philosophy, LINK strategy and LINK corporate standards.



LINK PHILOSOPHY



MISSION STATEMENT

We help people to become more successful.



VISION STATEMENT

To be the most innovative educational company worldwide and provide the best educational experience to our clients.



OUR GOALS

Our main goal is to become the best place for education and training for our clients.

Provide personalized educational models.

Provide life-changing educational experiences to students.

Heal the world with education.

Create market-driven education.

Be a great place for our clients.

Innovate, modernize and plan for the future yesterday – because today is too late.

Be a great place for our employees

Be a reliable partner for vendors, investors, creditors and society.

Be ethical at all costs.



LINK PRINCIPLES

Quality education is the key to success and progress.

We work for the common good of all.

We strive to be a better version of ourselves.

We learn so that we can teach others.

We train students today for the jobs of tomorrow.

We change the world for the better, day by day.



OUR VALUES AND BELIEFS

1

PASSION FOR WINNING

- We are driven by passion and entrepreneurial spirit, but success is only possible through a combination of knowledge and patience.
- We use our drive and commitment to engage, inspire and energize others to action.
- We want more knowledge and we are prepared to work hard to get it. We are never quite satisfied with what we already know.
- We never give up, because things worth doing are never easy.
- We are courageous and entrepreneurial, we take risks and we are prepared to step into the unknown and experiment.
- We keep our promises and deliver on our goals.
- We believe in fair play and compete honorably, using knowledge and resources.

2

INTEGRITY

- We always try to do the right thing.
- We always act within the law.
- We uphold the values and principles of the LINKgroup in every action and decision.
- We only make promises we intend to keep, and we do everything in our power to keep them.

3

TRUST

- We grow our business in a culture of honesty, and in a way that makes us proud.
- We are trustworthy partners and investors.
- We believe in our employees and partners, and together we form a solid foundation for personal growth and success of our clients.



4 LEADERSHIP

- We believe in leadership by example.
- Good leaders base their authority on knowledge and hard work, and inspire others to follow in their footsteps.
- We embrace diversity as an integral component of our business philosophy.
- We are all leaders in our area of responsibility, deeply committed to delivering results.



- We believe that professional relationships based on justice, transparency and respect toward all our employees create an atmosphere of trust, where people can give their best and treat each other fairly and respectfully.
- We act out of conviction that LINKgroup will always be our most important asset.
- We can teach good people how to do a good job and we can appoint them to best possible positions, but we also believe that we cannot make bad people good.
- We are all capable of success if our attitude is right.
- We are a well-coordinated, customer-driven team.
- We create an environment where everyone can succeed if they work on their knowledge and skills.
- We reward hard work and contribution without exception.
- We build our organization from within, promoting and rewarding people based on a single criterion – their performance.
- We believe that it is the duty of every individual to continually develop themselves and others.
- We all act like owners, treating the company's assets as our own and never losing sight of its long-term success.

5 OUR PEOPLE

6

COMPETITION

- We respect and welcome market-oriented competitors who challenge us with innovations, because they help us to be even more successful.
- We strive to always be truly different in everything we do, and take the lead in our industry through innovation.

7

QUALITY

- Nothing is ever “good enough.” We are continuously moving forward, innovating, and improving. We are open-minded.
- We set the bar high.

8

PARTNERSHIP AND COOPERATION

- We are good corporate citizens.
- We seek to positively contribute to our communities and environment.
- We believe that win-win is the only possible scenario of all harmonious relationships.
- We are sensitive to unfair partnerships and seek to get out of them, regardless of our interest or financial benefit.



9

CLIENTS

- We strive to keep our clients absolutely delighted by our services.
- We take our clients' desires and needs into consideration in everything we do.
- We believe that even great just isn't good enough.
- We focus on customer service and quality, and all else will follow. We think of customers.
- We treat clients the way we would like to be treated.
- We are always available and clear.
- We only ask our clients for what we have agreed upon.
- We are more tolerant toward clients than toward ourselves.

10

HUMANITY

- In addition to supporting the local community through regular fulfillment of our legal obligations, we push ourselves further and further every day.
- We try to do only good.
- We want others to benefit from our success.
- We make education available to those who have been denied access to it.

11

HOW WE DO OUR BUSINESS

- We seek and do only work that adds value to our business.
- Great education is not a luxury, but our schools must provide a luxurious experience.
- We simplify, standardize and streamline work whenever possible.
- We are determined to be honest, fair and ethical in every situation.
- Innovation – not imitation.
- We learn both from our success and from our failures.
- We are efficient, because faster is better than slow.
- We are disciplined, because we believe that order is the key to organization and continuous progress.
- We are industrious, because results require effort.
- We are dedicated, focused and responsible.
- Long-term business perspective is our ideology.
- We have a healthy dissatisfaction with the status quo.
- We are global citizens who respect different cultures and national values.

2

LINK STRATEGY AND STRATEGIC PILLARS

Since its establishment in 1998, the LINKgroup has helped many to fulfill their dreams, but many have also helped us to reach our current position that allows us to initiate qualitative changes in society. We never forget any kind of help we received, be it big or small, because every help counts. We build our business on solid foundations.

Our general strategy, which has guided us all three decades of our company's existence, follows our long-term plans, and gives direction to our future business activity and its development.

PILLAR 1:

EDUCATION
CHANGES THE
WORLD.
INFORMATION
TECHNOLOGIES
ARE A RELIABLE
TOOL OF CHANGE
AND GENERATOR
OF SUCCESS



The right to education is a fundamental human right that reduces poverty, and improves health, gender equality, peace and stability. Education has the potential to change the world for the better, and provide equal development opportunities to every child and adult, regardless of their socioeconomic and health status, or gender. Education is the key for eliminating gender inequality, reducing poverty, creating a sustainable planet, eradicating disease, and encouraging peace. Education stimulates long-term economic growth, creativity, institutional power, and social cohesion. Wise investment in education is key to building the human capital needed for personal development of each individual, and society as a whole. Education raises self-esteem and provides more opportunities for every child and adult. We believe that with information technologies and IT-based platforms and solutions, the choice of the best educational practices, dedication of teachers, and a carefully designed curriculum and personalized approach, every child and adult can realize their full potential and achieve success. We have developed such holistic platforms in our schools, educational services and higher education institutions, thus enabling academic, socioemotional and psychophysical development of our students. Success is the solution to each of our equations. We have even woven success into our LINK metasympol.



The LINK metasymbol illustrates the symbiosis of three important components integrated into the LINK edu Alliance ecosystem: success of our students and employees supported by quality education and state-of-the-art technologies. The LINK metasymbol is a confirmation of the quality standards upheld in LINK educational institutions and systems.

PILLAR 2:

LINK CULTURE
AND VALUES
UNIFYOUR
BUSINESS
PRINCIPLES
AND IDEALS



LINK is a people company. We do business with people and for people. We believe that education and science can solve numerous social, economic and environmental problems. We believe that the application of information technologies in education is in line with the spirit of the age we live in and its needs, because it makes education accessible to everyone. That is why we have dedicated our lives to its advancement.

We foster collaboration and networking. No one has succeeded in changing the world for the better on their own. We need partners. We nurture good business relationships with our employees, suppliers, investors and creditors. We have built strong partnerships with various social communities, institutions, public personas, and representatives of culture and art. Our platform for changing the world for the better through education is extensive. We always put our higher life and business goals ahead of profit. If we find ourselves in bad partnerships, we always seek to get out of them, regardless of their potential financial benefit. We choose who we share our time and ideals with.

We are driven by entrepreneurial spirit and passion, and we constantly push the boundaries. We are not interested in quick and easy solutions. We combine passion and dedication with knowledge and patience. We value entrepreneurship as one of the key competencies of lifelong learning, and promote it within our educational systems. As a learning organization, we value the importance of learning and professional development, and seek new educational paradigms and innovations.



We foster and promote lifelong learning and believe that information technologies and IT-based educational platforms of formal and nonformal education can solve the literacy problem among children and youth above all, and that education itself as a fundamental human right can help reduce poverty and improve health, gender equality, peace and stability, as well as provide equal opportunities for all.

PILLAR 3:

ETHICAL
BEHAVIOR AND
SUSTAINABILITY
ARE AN
ABSOLUTE
IN OUR
BUSINESS

We foster long-term orientation, and all our decisions are in line with it. Therefore, our business is based on the respect for the rights, dignity and freedom of others. Every decision we make is verified by the LINK Ethical Test. We believe that our employees meet our high standards and possess high moral values. We choose them in line with our organizational culture and our values. To help guide their moral compass, we have developed LINK ethical principles and tenets, and integrated them into our most important documents, as an obligation and a reminder.

PILLAR 4:

TAKING CARE
FOR THE
WELL-BEING OF
OUR CLIENTS IS
ALWAYS IN THE
FOCUS OF OUR
ACTIVITIES

We sincerely believe that education can change the world for the better. We could have chosen any business activity 25 years ago, but we decided on education. We were not guided by the profit margin then, and we aren't now. Our mission is clear. We help people to become successful. Everything we do, we do with a smile. We are transparent in our actions, and sincere in our intentions. We treat others the way we would like to be treated. Children of our employees go to our schools, and use our educational services, because we deeply believe in our education system. It is designed both for your and our children. Nothing is ever good enough – we are always looking for ways to offer more to our clients, even when what we provide is perfectly adequate. We provide our clients with value they cannot find anywhere else,



because only we are big enough to create optimal conditions for the development of each of our students, and flexible enough to quickly adapt to changes. The culture of corporate entrepreneurship that we foster allows us to provide our clients with cutting-edge solutions, the moment they become available at the best schools and universities in the world. We care for the academic, socioemotional and psychophysical well-being of our students. We always try to wow our clients, because if they had wanted average, they wouldn't have come to us. Our schools possess cutting-edge technology and modern amenities. We never compromise with the quality of services we provide, or the success and comfort of our clients. We are never satisfied or complacent about what we have achieved.

PILLAR 5:

LINK EMPLOYEES
ARE
INEXTRICABLY
LINKED WITH
LINK'S
SOCIETAL AND
BUSINESS
GOALS



LINK hires people with a potential for exceptionality. We only hire people who possess the will and ability to learn. We select them carefully, based on competencies, ethical principles and potential. We thoroughly assess whether their competencies and qualifications are aligned with the way we organize business processes, our clients' needs and the LINK culture. LINK employees are expected to possess the ability to solve basic and advanced problems, and never to settle, or be satisfied with the status quo. We do not encourage competition, but teamwork, and the best among our employees, whether they are members of a team or a group, or are entrusted with individual tasks, always have the opportunity to distinguish themselves. We value competencies and knowledge before titles, but we also respect different professions, education and science. We believe that every employee has the potential for growth and development, so we try, as much as possible, to foster an individual approach in cooperation with each employee. We invest in the development of our employees, and we help each of them to realize their full potential. Our employees do stimulating work in a friendly and supportive environment, using state-of-the-art ICT tools.

3

LINK CORPORATE STANDARDS

25 years of successful work and experience

The business of the LINKgroup, our educational institutions and systems is based on carefully defined standards, the purpose of which is to ensure uniformity in the operation of all our institutions and services, and professional conduct of all our employees, regardless of the business segment they belong to: formal primary, secondary or higher education, professional development and training, or business support.

The evaluation models of institutions and employees are used to monitor their development and measure the quality of the services they provide, so that they could be improved accordingly. The standards for institutions, employees, educational leaders, students, and peer-to-peer mentors were derived from the LINK corporate standards:



PROVIDING THE BEST POSSIBLE EDUCATION

We are committed to providing top-quality education, which involves the application of the best educational practices and state-of-the-art technologies, in order to train students for the jobs of the future.

We initiate and introduce changes at all levels of education, thus raising the bar of quality education. Our schools and educational services are a place where the best educational processes, with the carefully balanced and selected curricula, and the best pedagogical practices, take place every day. Our vision is to become the most innovative educational company, and provide the best educational experience to our clients. We approach each participant in the educational process individually, because only through a personalized approach can each of us achieve their full potential. We make education available to those that have been denied access to it. Educational technologies that we develop or carefully choose and test are a tool for achieving the best educational outcomes. We believe that formal education, as well as professional education, have an equal role in that success.



SUPERIOR CARE FOR THE NEEDS OF OUR CLIENTS AND STAKEHOLDERS

We nurture long-term relationships with all our stakeholders based on mutual respect and appreciation. Our students, their parents and guardians, alumni and users of our educational programs and services are not only our clients, but also our partners in creating a better world. We provide them with the best conditions for success. We are continuously developing our personal and organizational knowledge so that we can offer even more to our clients: contemporary education, better conditions for development, better environment, and developmental potential. Our employees, suppliers, creditors, investors and wider social community are also our equal partners. Our community of individuals, associations, reference institutions and partner companies grows day by day, making the LINK edu Alliance educational system the best place for every child and adult, because we think about their individual needs and personal development.



APPRECIATING EMPLOYEES' CONTRIBUTION AND CREATING OPPORTUNITIES FOR THEIR DEVELOPMENT

We value the contribution of each employee to the fulfillment of the LINKgroup's business and societal goals. We provide our employees with resources for personal and professional development, and encourage them to advance their careers. Only with the professional growth and development of our employees can all the educational and professional resources available to them be adequately used to ensure the best output for our students: top-quality, applicable knowledge and understanding of what is learned. For this reason, we support the growth and development of our employees, creating the best conditions for them to work and advance their careers.





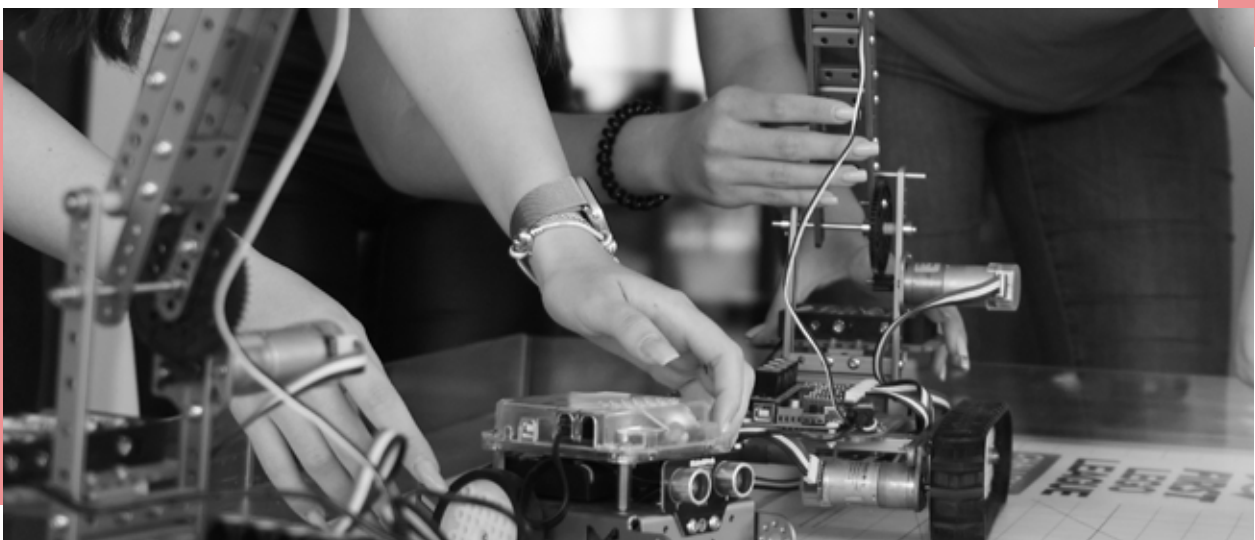
EXCELLENCE AND QUALITY AS THE TRADEMARK OF ALL OUR INSTITUTIONS, SERVICES AND EMPLOYEES. HIGHEST CORPORATE STANDARDS

We promote excellence, and approach quality proactively, instead of correctively. We define quality standards, and measure the performance, because you can only manage what you can measure. Our standards for LINK teachers, educational leaders, institutions and LINK standards for employees ensure consistency in the fulfillment of promises made by the LINKgroup to its stakeholders. LINK quality indicators ensure the quality of our educational institutions and professional education services, the quality of our teachers and educational leaders, as well as the realization of our students' academic, socioemotional and psychophysical development.



INNOVATION, CREATIVITY AND ENTREPRENEURIAL SPIRIT

Innovation and creativity are part of our everyday life, as well as all our processes and services. We never settle for the status quo, but always pursue better results, even when the existing ones are more than adequate. New technologies are developed, perfected, and disseminated in industry and society, knowledge expands, new solutions are developed. We test all of them, and apply only the best ones. We foster entrepreneurship to ensure the flexibility of our business and make sure that our curricula and programs are always up to date. Our students work on real-life projects during their studies. We nurture market orientation. We encourage our employees to support innovation. We communicate our belief that success can only be achieved in iterations, and through personal growth. This is why our students and trainees always land the best jobs.





BUSINESS ETHICS IN EACH BUSINESS SEGMENT

Honesty, and respect for the rights, dignity and freedoms of others are an integral part of our corporate identity. We developed the LINK Book of Corporate Ethical Principles, LINK Code of Ethics, and LINK Ethical Test to provide equal conditions and opportunities to all our stakeholders, regardless of the business segment they participate in.



COMPETITIVE FAIRNESS

We respect our competitors, and are aware that competition is the key market drive and an additional motivation for innovation and quality assurance. We do not think of anyone as competition in the industry in which we operate. For us, all institutions and individuals who seek to improve education, increase knowledge and individual development opportunities, and reducing social differences are worthy of respect. We gain a competitive advantage through quality and efficiency. We always respect the rules of fairplay. We aim to gain a leadership position and authority based solely on knowledge, unselfish investment and the risk we take. We are committed to achieving leadership results and maintaining a leadership position.





NURTURING A CULTURE OF HEALTH AND SAFETY

We care about the health and safety of our employees and clients. We develop and use safe technology, which is age-appropriate and adapted to the developmental needs of our students and trainees. Each new technology, platform and practice introduced into our business is carefully tested and selected. We don't do things ad hoc, which is why we never lose our step.



FOCUS ON SOCIALLY RESPONSIBLE BUSINESS AND SUSTAINABILITY

We respect the law, nature and society, and operate sustainably. We are members of both global and local social communities. We respect state and social institutions and values. Through our business operation, projects and overall social engagement, we seek to solve societal, economic and environmental problems.

“PROFESSIONAL EDUCATION
FOR A BETTER LIFE AND
A BETTER WORLD”.



linkgroup
Educational
Alliance

