Adopted November 2026

COMPASS STUDIO PURPOSE + MISSION STATEMENT

This statement sets out why Compass Studio exists and what we are here to do. It guides our decisions about who we work with and how we measure success, and we share it with our team, clients, partners and community.

Our purpose

Compass Studio exists to prove that purpose drives performance. We believe the better a business is for the world, the better it performs in it, so we help the brands doing business better grow their impact and their commercial results together. We amplify impact, starting with our own.

Our mission

Our mission is to turn our clients' mission into metrics that matter. We partner exclusively with purpose-led Australian and Global brands and provide senior-led strategic communications that build their credibility and turn what they stand for into results they can measure.

Our True North

True North is the idea at the heart of our brand. It is the reason behind our work, it guides our decisions, and it keeps us moving forward in a world that is constantly spinning. When we follow it, we become better.

Our values

- Leadership: Know the way. Go the way. Show the way. We lead by example and inspire others through our actions.
- Empowerment: Better, together. Better is bigger than any one of us, and we believe in the power of the collective.
- Impact: Mean what you do. Do what you mean. Intent without action changes nothing, so we back our words with action.
- Progress: Small steps = big change. Change is created in the everyday, and doing better is an ongoing journey.

How our purpose guides us

Our purpose shapes the clients we choose and the way we run our business. We work with brands whose values align with ours, and we treat positive impact as a key performance indicator alongside financial results. When we make decisions, we consider everyone they affect, from our team, clients and suppliers to our community and the environment.
As a certified B Corp, we hold ourselves to the same standard we set for our clients. Our certifications, commitments and impact results are published on the Our Impact page of our website.

Our commitment

As Directors, we are accountable for keeping this purpose at the centre of Compass Studio's strategy and operations. We review our progress against it every June as part of our annual Impact Review, share what we learn with our team and stakeholders, and update this statement when it no longer reflects how we work.

Signature: Natalie Dean-Weymark	**Signature**: Luke Dean-Weymark
Natalie Dean-Weymark, Co-Founder and Co-Director, Compass Studio	Luke Dean-Weymark, Co-Director, Compass Studio
Date: 03/11/2026	**Date**: 03/11/2026