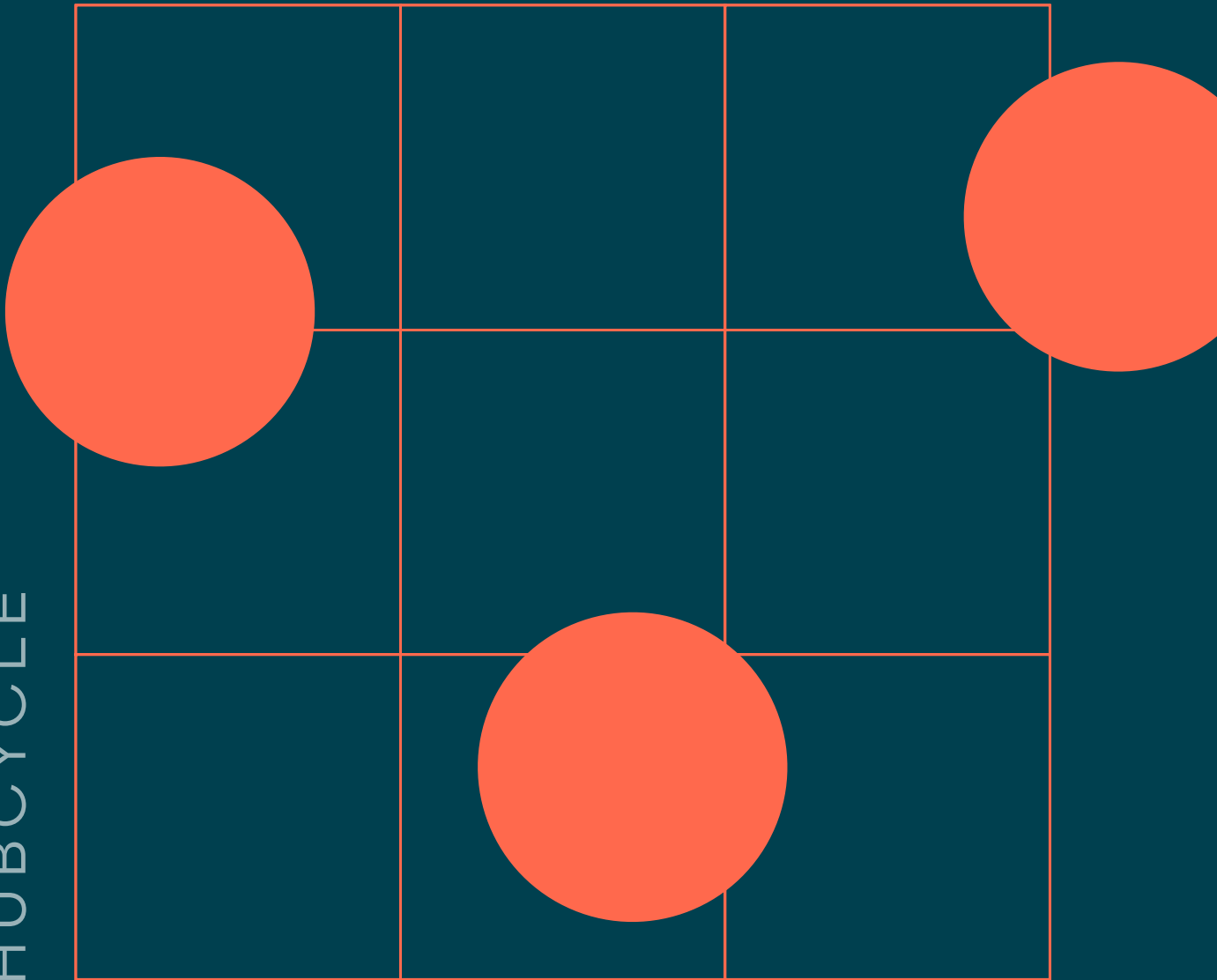


Hubcycle Culture

Hubcycle manifest

HUBCYCLE



Welcome to Hubcycle

We act as professionals, always.

At Hubcycle, **we are reshaping the food industry** by transforming overlooked by-products into competitive ingredients. Our approach hacks conventional supply chains, demanding boldness, peak performance, pragmatism, and collaboration.

This should never prevent us from delivering the highest food safety standards, though.



Hubcycle team

Reshaping the system takes more than just good will & being nice.

We move fast. We expect excellence.

We believe a great workplace is about working alongside exceptional people who push us forward. We cultivate a culture of excellence, ownership, and impact, ensuring that each person at Hubcycle contributes meaningfully to our mission.

This requires creativity, resilience, and a hunger to challenge the norm. We are not here to play it safe; we are here to build a company that changes how the world sources food.

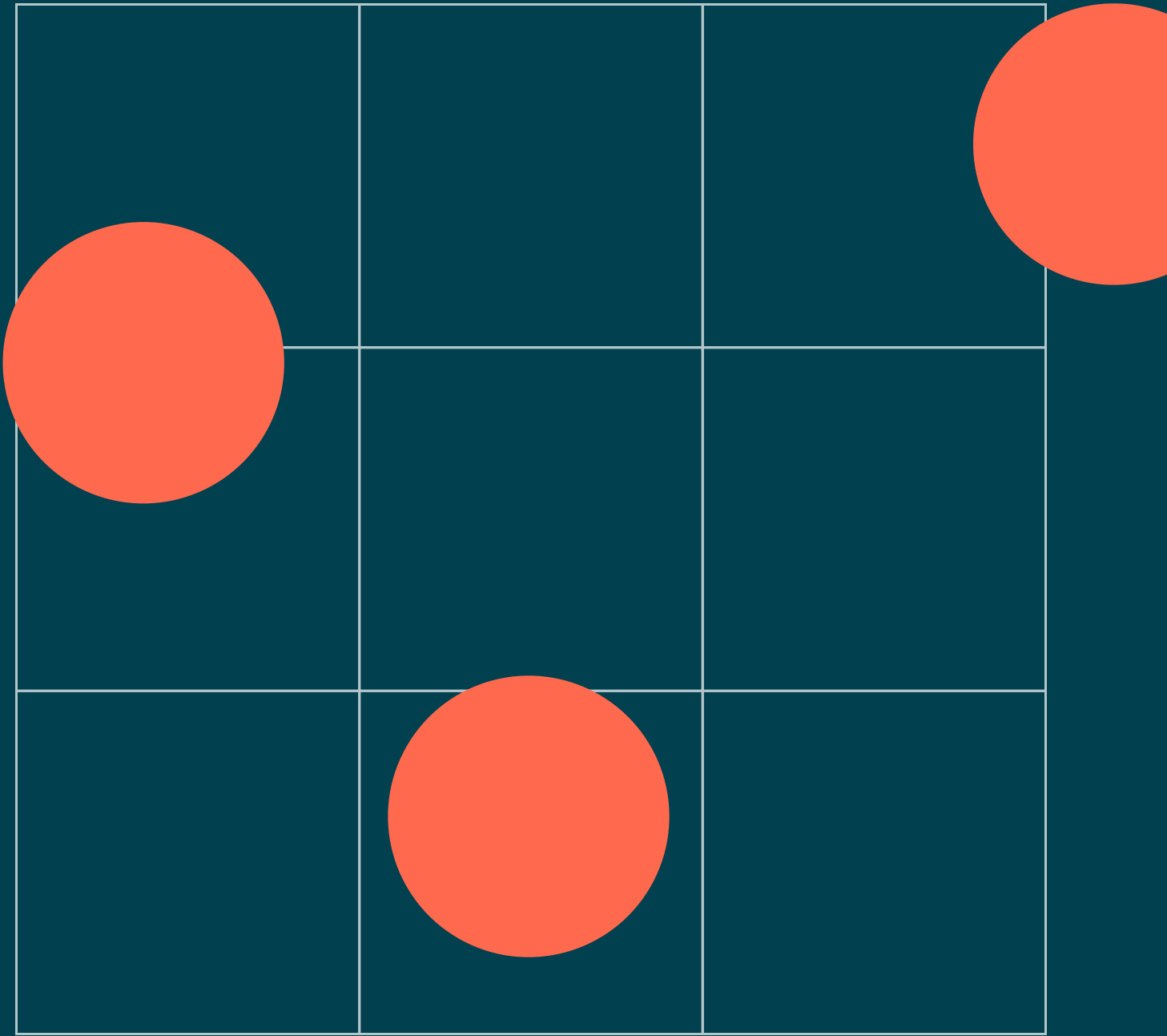
- We challenge each other constantly
- We don't hide behind excuses
- We don't tolerate mediocre standards, negligence, nor carelessness.

This environment is demanding and high-impact, but deeply rewarding. Let's be clear:

Even if this sounds sexy, Hubcycle is not for everyone.

So please read on »

HUBCYCLE



The
environment
we cultivate.

Autonomous Accountability



We believe that great people do their best work when they have ownership of their domain. At Hubcycle, we give the freedom to **explore & execute**, but that comes with a high level of **responsibility**.

We trust you to **deliver**. We don't want endless approval chains here. If you see a better way to do something, you are free to do it. Own it. Make an impact. Freedom should never prevent us from delivering the highest food industry standards though.

Creativity over dogmas



We do have processes & rules. We need them. They are built to help you understand our logic & use common sense instead of formal policies. We don't let dogmas slow us down though. If something isn't working, we change it, and fast. And create new ones. Hubcycle exists because we dared to see value where others saw waste.

We encourage our teams to **think differently**, break molds, and find solutions that no one else has considered.

Radical Honesty & Transparency



Transparency & directness define how we work. We give feedback openly, with the intent to elevate each other. If something isn't good enough, we say it and fix it.

If an idea is better than ours, we embrace it, no ego involved. Being candid isn't about being harsh—it's about respecting each other enough to be honest.

We Care Deeply, But We Move Fast



We are passionate about our mission, and about our people. Passion without results isn't enough though. We measure success by real-world impact, not just efforts.

We prioritize speed over perfection, execution over excuses, and decisive **action over endless discussion**. We experiment, we learn, and we continuously improve.

Not a Family. A High-Performance Team

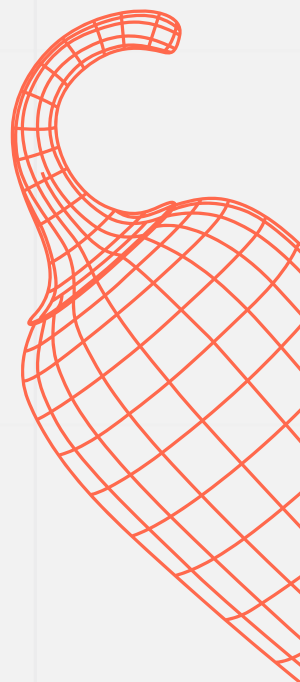


We believe that what makes a fantastic workplace isn't a corporate environment—great office perks, free meals, or massages—although we are doing our best on this. It's the people.

It's why we model ourselves on a professional sports team, not a family. You don't choose your family, but you choose your team players.

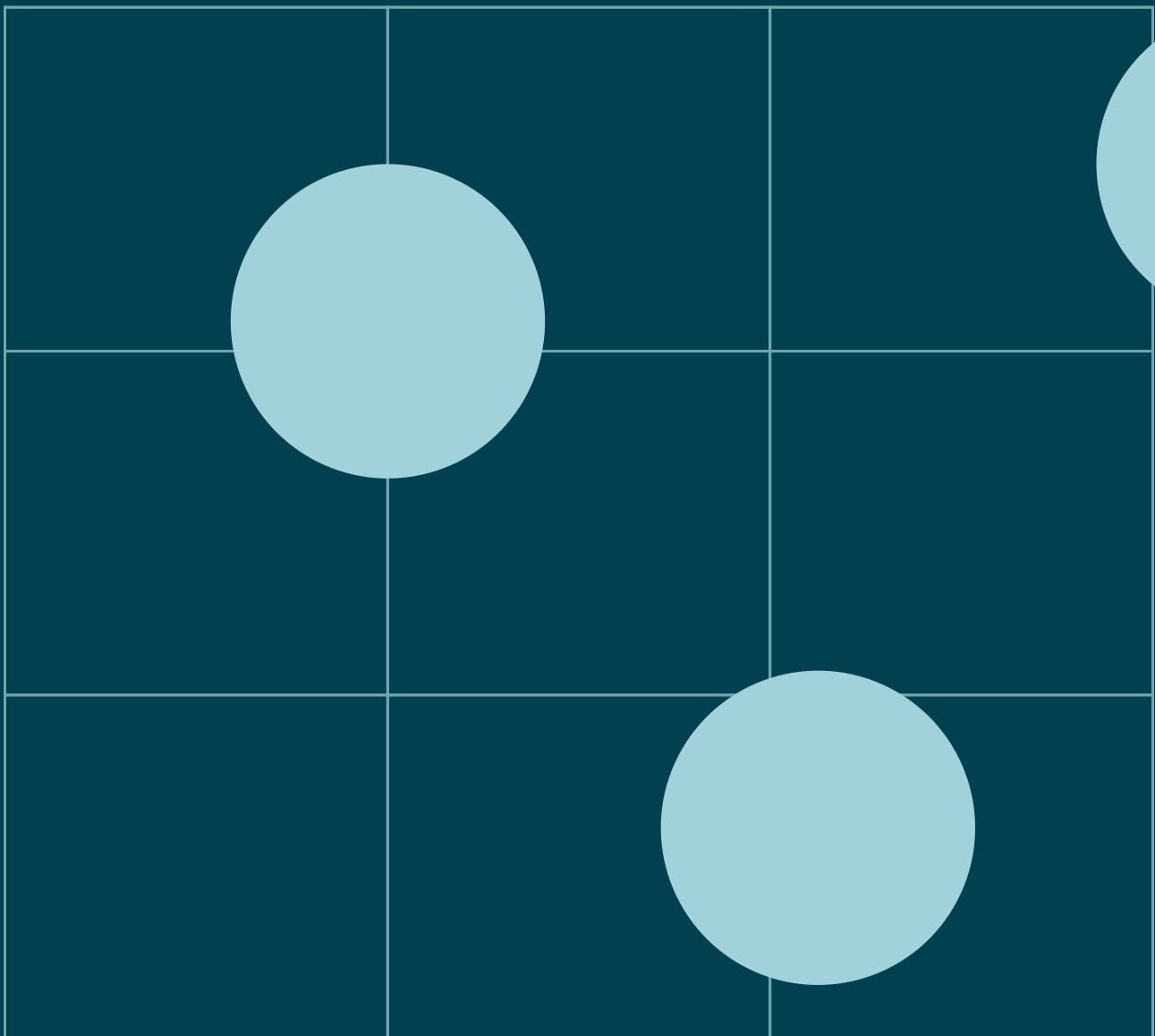
At Hubcycle, **we reward excellence & support growth.** It's not about hierarchy or politics—it's about making sure we have the strongest players on the field, at all times.

We want all team players to be accountable of delivering the best support to others, aiming for the big picture **changing the food system** – for real.



HUBCYCLE

Values we
expect you to
incarnate.



As Individuals



Discernment

We hire & develop people who:

- Make smart decisions despite ambiguity.
- Decide without 100% of the information.
- Take calculated risks & move fast when opportunities arise.
- Seek high-impact opportunities instead of chasing low-value tasks.
- Think beyond immediate results to ensure long-term sustainability



Boldness

At Hubcycle, being bold means being courageous enough to be fully dedicated to the project:

- Full engagement on company interests before personal interest.
- Challenging traditional ways of doing business & disrupting inefficiencies.
- Standing firm in our values, even when it's uncomfortable.
- Seeing failure as a learning opportunity, not as a setback.
- Recognizing when to pivot & adapt quickly.

As Individuals



Dedication to performance

We believe in high expectations & high support.
We thrive by:

- Seeking continuous improvement, never settling for low standards.
- Encouraging autonomy while demanding accountability.
- Surrounding ourselves with aligned (toward targets), talented, & driven people, who elevate us.
- Maintaining permanent high levels of discipline & resilience.



As A Collective



Communication

We expect our team to:

- Express ideas clearly & concisely, cutting through unnecessary complexity.
- Share knowledge openly, ensuring transparency across the company.
- Provide constructive feedback, always with a solutions-oriented mindset.
- Be great listeners, valuing different perspectives before making decisions.



Collaboration

We win together. At Hubcycle, collaboration means:

- Building strong relationships across teams & with our partners.
- Creating open, trust-based discussions where the best ideas win.
- Supporting each other's growth, sharing insights & experiences.
- Seeing success as collective, not individual.

With The External World



Pragmatism

Efficiency & impact drive our decision-making, the sourcing of new opportunities and partnerships. We operate by:

- Simplifying complexity, avoiding unnecessary bureaucracy.
- Prioritizing the fastest & most effective path to results.
- Being data-driven, but knowing when intuition & experience matter.
- Focusing on solutions, not excuses.



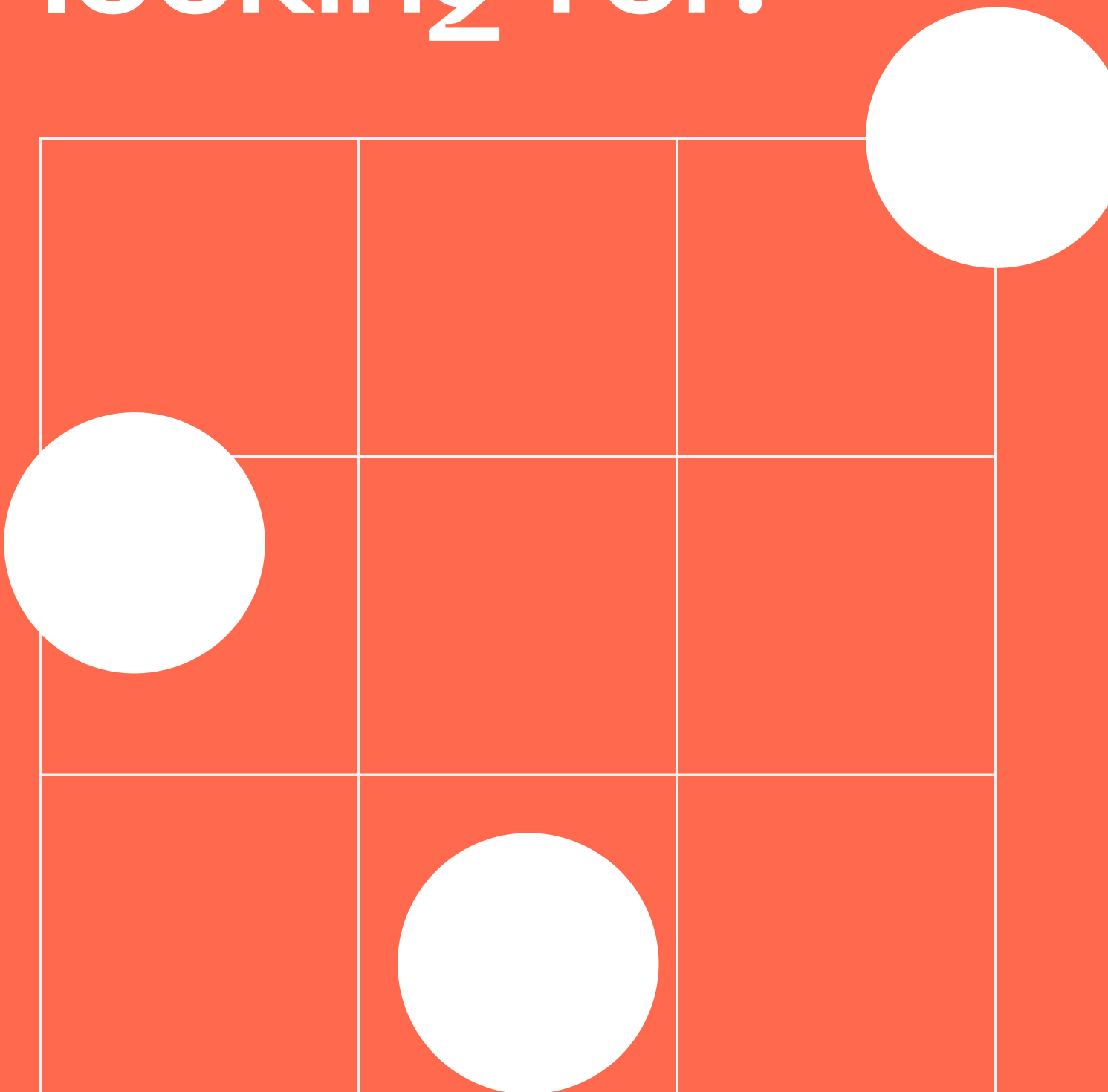
Integrity

We do what's right—even when no one is watching. Our commitment to integrity means:

- Sourcing responsibly, ensuring sustainability & ethics in our supply chain.
- Being transparent about our actions & decisions.
- Owning our mistakes & fixing them quickly.
- Valuing long-term trust over short-term gains.

HUBCYCLE

People we are
looking for.



If you love ownership, thrive in a fast-paced environment, & want to solve real, meaningful problems »

Hubcycle is for you.

If you prefer stability, lots of process, & a comfortable ride »

Hubcycle is probably not your place.

If you're looking for a company that pushes you to your limits in a positive way, surrounds you with top-tier teammates, & gives you the chance to create real change—you will love it here

Hubcycle manifest

Thank you !
and see you
soon !

