



CULTURE HANDBOOK

October 2024





OUR CULTURE IS WHAT MAKES US WHO WE ARE.

Our culture is what makes our customers want to work with us, our employees to work for us and what helps our company thrive. We want to nurture our culture, in order to make Virta the best possible workplace and the ideal partner to cooperate with.

This book is an attempt to put to paper the culture that has helped Virta become a market-leading company within the EV charging industry since the start in 2013. We want to capture the essence of Virta and share it with you.

Our hope is that this book will give you an insight into the ways of Virta and who we are, how we work and that it helps you decide if Virta is the company for you, either as a future employee or business partner.

- The Virta Team





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1 WHO WE ARE

We work toward a cleaner future of mobility.



Virta is Europe's fastest growing electric vehicle charging platform and a global innovation leader measured by patents relative to investments in the company. Our 240+ people strong team is filled to the brim with talent, passion and vision.

Our business has the power to change the world. The future of mobility is electric and carbon free, and we provide the tools for the transition, and our digital platform allows all parts of the emobility ecosystem to take part. By using our digital platform to connect electric vehicles to the renewable energy system, our customers can work for the planet at the same time as they run a proper charging business. As we grow, our positive impact on the environment grows with us.

Virta is a digital platform for electric vehicle charging, offering our customers the fastest and most cost-effective channel to launch, grow and operate commercial services in the electric vehicle charging ecosystem – as a primary business or as a value-added service.



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WHO WE ARE

A 240+ people strong team of professionals from 30+ countries.

At Virta, we have talent from all corners of the world. This is one of our greatest strengths. With a team consisting of people from more than 30 countries, we are citizens of the world, to the core. We have 7 offices, with the HQ in Helsinki and the other offices in Berlin, Bucharest, London, Paris, Singapore and Stockholm.



We're very international, which is great, and English works as the main language here."

Matilda Säde,
Director, Sales Operations,
HQ





2 OUR VALUES

If you'd boil down our company culture, our values would be the result.

Values are at the core of the company and portray what we believe is meaningful for us as a team and as individuals. Our values form a base for trust, both for ourselves internally and for our customers. They are the Virta way.

Our **mission** is to solve climate change by bringing electric mobility to businesses, people's everyday lives and the energy system. Our **vision** is to move the world sustainably by connecting electric mobility and sustainable energy, with the most cost-efficient and reliable EV charging platform in the world.

Our **culture** – and its distilled form, the values – focus on making the world a more sustainable place, through the power of mobility. Also, we're all about creating tangible products and results as well as helping each other out and reaching our goals together. All of this supports us in fulfilling our mission and vision.

VALUE #1 STRIVING FOR A SUSTAINABLE FUTURE



Virta strives towards a cleaner future, thinks ahead, and performs accordingly. Accelerating the transition towards zero emission mobility is a tremendous task. Despite the challenge grandiosity, we are committed to changing the world, for good, together with our customers.

“For me, the greatest thing we can do in this life is to help each other. In this way, I think Virta brings a great opportunity to change behaviours towards an electric future. Virta products could actually make a difference for our future generations. Let's grow electric :)”

Claudia Cheveresan,
Test Automation Engineer, Bucharest

VALUE #2 MAKING THINGS HAPPEN & WORK IN PRACTICE



We value making things happen in practice. We are not a company that only talks about disruptions, but we make them happen with visible business results.

“It's great to represent Virta and to participate in developing a solution that helps customers succeed in all that they do around EV charging. Being part of the commercial organisation within Virta gives you plenty of opportunity to contribute to our growth so that we can keep doing the right things whilst helping even more customers”

Jorrit Berkhout,
Network Sales Executive, Lithuania



2 OUR VALUES

VALUE #3 GROWING TOGETHER AND INDIVIDUALLY



Sustainable growth is valuable for us as individuals and as a company. The e-mobility sector is growing rapidly, and our target is to grow even faster. We enable our customers' success and give our employees the space to grow into industry-leading professionals.

“We have very passionate employees who are eager to learn more, and we have good steps in place on an organisational level to support people in their growth. And we’re constantly working to improve this even more.”

Mia Kotakorpi
CPO, Chief People Officer
HQ

VALUE #4 HELPING EACH OTHER SUCCEED



By working together as a team and with our partners, we can grow and learn more. When we help each other out and work together, our results speak for themselves. Through cooperation and with our technology, we can make e-mobility work for everyone.

“Sharing common goals and supporting one another is essential for fostering strong collaboration and exceeding customer expectations. When we foster a culture of helping one another, we not only create a thriving environment that benefits everyone but our customers can clearly recognize it.”

Katariina Korpela,
Technical Support Manager,
HQ





3 HOW WE WORK

What can you expect of working at Virta.



Working at Virta is a never-boring experience, where you can enjoy a lot of professional growth, amazing colleagues and an interesting, quickly developing industry. Here are a few more things you can expect when you work with us:

World-class professionals

We are not industry-leaders by chance – we have highly skilled people working hard to achieve state-of-the-art solutions in an exciting industry. At Virta, we look at results. If you make things happen in practice, you'll have a chance to excel.

Rapid growth and constant change

At Virta, things move forward, fast. If you thrive in an ever-growing, rapidly changing environment, then this is the place for you. An ability to take initiative and solve problems dynamically is highly valued. With Virta you will have unique chances to learn and grow, with the help of your lovely colleagues.

Passionate people

Our gang is a driven and passionate one, that's a promise. Maybe it's because we're working with state-of-the-art products towards a world of sustainable mobility, maybe it's something else. But we care deeply about what we do and the goal of our business.

A sense of community

In order to work in an industry with exponential growth while coming out on top, you have to have a tight-knit team to fall back on. We have a good thing going on at Virta, with people you can have fun with in the middle of hard work. We value teamwork highly, and expect everyone to be ready to cooperate.

Remote working

At Virta, it's quite flexible where you work. Make your work week suit you, whether that means a bunch of office time or making yourself at home in the home office.



3 HOW WE WORK

The Virta way of doing business.

Virta offers an ecosystem which takes care of all the parts of the whole value chain of EV charging. To offer such an ecosystem, we have to have a deep understanding of the market and our customers' needs. To gain that understanding, we build lasting relationships with open communication. For us, an honest and direct approach is crucial. We want to make sure that we make our services work flawlessly for our customers, and that we are taken for granted as a long-term partner.

Our sales team is result-driven and gets a kick out of succeeding. By measuring and developing based on those measurements, we continue to learn and grow. We are eager to help our customers take part in the transition to electric mobility, as a part of the Virta ecosystem.



“It’s very important that we sell with an honest and reliable approach – we’re known and taken for granted as a long-term partner. We don’t cheat, we don’t lie, and we don’t propose anything that’s unfair.”

Nicolai Woyczehowski
VP Sales, DACH
Berlin



4 HOW WE DEVELOP

The Virta way of developing our platform solution.



At Virta, we create products that work in the real world. Our platform solution is for real user cases. It is meant to function here and now, not only to look good on paper. We think it's important to get our products out and to the market.

We plan our features well, based on rigorous data, and then implement and test them out practically together with our customers. We immediately see what works and what doesn't, and then tweak things based on that input.



“The most important is to think about our customers, put ourselves in their place. Then we understand how they feel, how they use our products. That’s how we can give the best user experience.”

Tolga Tuncbilek
 Director, B2C Services Engineering
 HQ



5

HOW WE LEAD AND WANT TO BE LED

The quick pace of growth at Virta means that we are a quite fast-paced company overall, and this means that decisions need to be made quickly, often on ones own initiative, and actions need to follow suit. For this reason, we rely on self-leadership to a great extent. Employees are allowed to find their own ways of working, with guidelines from their managers. Employees are expected to cooperate with others, trust their own instincts and find solutions.

The goal of leadership at Virta is to help the employees find their own way to the optimal solutions, and to bravely try different things in order to achieve better results. We have a culture where you can ask help when needed, no matter what team you're in, and we expect everyone to help others, and ask for help, when needed.



Tommi Linnankoski
Director, Product Go-to-Market
HQ

“I strongly believe that people can develop, and that you should give people enough room to grow, and enough autonomy. But with a balance, in which you give them goals and shared visions too. Then they can decide for themselves how to do things. Fail sometimes and learn through that.”





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HOW WE RECRUIT

This is what we're looking for.

We are always looking to add talent to our multi-national, diverse team of professionals. Our team consists of people from all kinds of backgrounds, and that is just how we like it! We have top-tier

professionals of the industry working at Virta on state-of-the-art products. One of the biggest strengths of the Virta team is the varied knowledge that all of our Virta-people bring together.

We want you to:

- Have a passion for building a sustainable future and for doing your best
- Have world-class talent within your field
- Thrive in a fast-paced environment and quickly adjust to change
- Have an eagerness to learn new things fast and constantly
- Be ready to help others out and to ask for help yourself
- Have an open mindset and be ready to think outside the box to come up with state-of-the-art solutions to problems that no one has solved before
- Have an independent attitude towards work and looking to grow in your role
- Take initiative and bravely find your own way to solve tasks

In return, you get to change the world together with a fantastic group of colleagues.





7 HOW WE CARE

How we take care of our Virta-people.

Our team is our most valuable asset. In order to keep up with the quick pace in the industry, you need to be on your A-game. To be on your A-game, you need to feel great.

We want to ensure that our Virta-crew feels its best, and we have a few ways that we try to make sure: we put a lot of emphasis on occupational health care, culture + health benefits, flexible, remote work, team activities, wellness seminars and more, to ensure that our people have what they need to feel their very best. And we're constantly finding new ways to support our team.





8

WHY WE WORK HERE

Some of the reasons why we are proud to be part of Virta.



Christine Korjus
Director, CPO Services Engineering
HQ

“There are a few reasons why I work for Virta: I share the same values with the company, I’ve always had an opportunity to grow here and I love the dynamic and interesting industry. I guess that’s why I’ve been here for quite some time.”



Jussi Ahtikari
CTO
HQ

“We get to do so many new things that don’t have ready-made models and solutions. Since the industry is new, no one in the world has thought about these things before us and we can’t take note from anyone else. We need to think and develop for ourselves and create the world’s best solution.”



Manuel Rosales
Manager, Energy UX
HQ

“Working at Virta has been a fantastic journey of growth. The fast-evolving industry brings new challenges, helping me develop as a professional. The supportive and diverse team, with colleagues from various backgrounds and nationalities, makes collaboration a real highlight. Plus, we’re encouraged to propose new initiatives, both for work and after-work activities, making Virta a dynamic and engaging place to be.”



9 FUTURE OF VIRTA

“Even though we are a young growth-company, we have made a mark in the industry. Virta has been growing even faster than the market average, and it is all thanks to our high-performing team. I know from the experience that this is not easy thing to do and several obstacles are on the way – but it seems that we are succeeding among the high performing industry lead.

We are working very hard and have been growing fast and we are producing excellent results together. Every person at Virta has every reason to feel very proud of themselves and very proud of Virta and what we have achieved so far, and of what we will achieve together.

Our focus going forward as a team is to streamline processes, focus on our well-being and continue to improve on internal communications, in order to reach and go past our goals.”

Jussi Palola
CEO & Co-Founder of Virta



Taking charge of tomorrow.

