

Yours
Truly.

Truly
Yours.

The 'Yours Truly' ethos.

A guide to what we
stand for, how we act,
and why it matters.

THE YOURS TRULY ETHOS



In a world full of noise,
belief must be quiet but resolute.

Yours Truly is not about sounding
sincere.

It is about being sincere, even when
it is difficult.

It is not just about perfection.
It is about alignment.

Between what we say.
What we do.
And what we stand for.

This is an invitation.

To think clearly.
To act responsibly.
To build trust deliberately.

Because belief, when
lived consistently, becomes legacy.

Truly

A NOTE BEFORE YOU BEGIN

The Yours Truly Ethos is meant to be returned to when decisions are unclear. Referenced when alignment matters. Revisited when intent needs checking against action.

It isn't just messaging. It is our shared benchmark for how we think, decide, and act.

CONTENTS

06	The Paradigm Shift to ACHIEVE
08	Why Yours Truly Exists
14	What Yours Truly Really Means
24	What Yours Truly Is (and Is Not)
30	Yours Truly as a Way of Thinking
38	Yours Truly and ACHIEVE
46	What Yours Truly Means for the Organisation
62	What Yours Truly Means for our Stakeholders
70	How Yours Truly Shows up Every Day
80	How we Interact with the Yours Truly Way
88	Protecting Yours Truly
94	Embracing and Owning Yours Truly

THE PARADIGM SHIFT TO ACHIEVE

Yours Truly has become familiar to us.

It has been seen.

Recognised.

Now begins a deeper understanding.
An opportunity to strengthen the
connection between what Yours Truly
expresses and how it is lived.

It calls for honesty in intent.
Clarity in communication.
Accountability in action.
Not as an ideal, but as a way of working.

When meaning is shared, belief takes hold.
When belief is embraced, behaviour
becomes consistent.
When behaviour aligns, trust is
strengthened over time.

Our ethos has been crafted to bring this
progression to life.
Not through messaging or momentary
effort, but through clarity of thought and
consistency in action.

It serves as a guide for every stakeholder,
within and beyond the organisation, to
understand what Yours Truly stands for, how
it influences decisions and actions, and why
it matters in shaping what we do and how
we do it.

Because belief, when practised consistently,
evolves into something enduring.

Why Yours Truly Exists

01

Context & Intent

Being known does not mean being trusted.
Narrative alone does not create confidence.
Intent must be matched by action.

This is one such moment.

Yours Truly was introduced during a phase of transformation.

It marked a new identity and a renewed direction.

Over time, it became a familiar presence.

A marker of the brand.

But recognition on its own does not build belief.

Belief is built when people understand what something stands for, how it guides behaviour, and what it expects in return.

That is the shift Yours Truly must now make: moving from awareness to understanding, from understanding to belief, and from belief to behaviour.



A phrase can be said. A belief must be lived.

A phrase may sound right. A belief must hold under pressure.

A phrase can be repeated. A belief must be practised.

Yours Truly was never intended to be a decorative line. It was meant to define how we show up, especially when situations are complex, scrutiny is high, or outcomes are uncertain.

From Expression to Belief

Why This Matters Now

Trust today is easily tested. Confidence must be earned repeatedly. Credibility is built through consistency.

In this environment, actions matter more than statements. Decisions matter as much as outcomes. Integrity is not optional; it is foundational.

Yours Truly brings these together into a single expectation of conduct.

What This Ethos Is and Is Not

The ethos serves as a shared belief system, a cultural reference point, and a decision-making compass. It is meant to be revisited and applied.

It is not a rulebook, a marketing toolkit, or a collection of slogans. Its role is to make Yours Truly understandable, adoptable, and actionable across the organisation.

What Yours Truly Really Means

02

The Core Belief

At its simplest, Yours Truly is a declaration of sincerity.

But sincerity is not a tone.
It is a choice.



An Interpretation

Yours Truly means acting with genuine intent —

towards people, partnerships, decisions, and outcomes.

It is about ownership.

Responsibility.

And honesty in action.

It calls for high standards in how we perform and integrity in how those outcomes are achieved.



Understanding 'Yours' and 'Truly'

'Yours' signifies our commitment and sincerity towards our stakeholders.

More importantly, it establishes a sense of relationship, one that is built on trust, familiarity, and accountability.

It recognises that our actions affect others, including viewers, partners, employees, investors, and society at large.

IT ASKS:

- How important is it to preserve and strengthen the bond we have built with our stakeholders?
- Do our decisions give stakeholders a genuine sense of co-ownership in Brand Z?

Yours

Truly

'Truly' insists on authenticity.

It demands that intent and action align, even when doing so is uncomfortable or inconvenient.

IT ASKS:

- Does our action reflect our stated intent?
- Would we stand by this choice if it were scrutinised?

Truly

Yours

TOGETHER,
THEY FORM A BELIEF THAT IS BOTH RELATIONAL AND ACCOUNTABLE ————— WHAT WE SAY MUST CONSISTENTLY MATCH WHAT WE DO.

Intention vs Action



Good intentions alone do not build trust.

Actions without clarity of intent lack meaning.

Yours Truly exists in the space between the two.

It provides clarity of intent, consistency in action, and ownership of outcomes.

When these align, belief becomes visible.

What This Means in Practice

In practice, this means making decisions that can be explained clearly, standing by them when questioned, and acknowledging mistakes without deflection.

It applies equally when outcomes are positive and when they are not.

What Yours Truly Is (and Is Not)

Removing Misinterpretation

03

For a belief to endure,
it must be protected.
Protection begins with clarity.

Is

Yours Truly is a belief system, not a campaign.

It is a way of thinking that shapes decisions, partnerships, and responses to challenges.

It is a commitment to integrity in action and a standard the organisation holds itself to.

It influences:

- How decisions are made
- How partnerships are built
- How challenges are addressed
- How success is defined

Is Not

Yours Truly is not a tagline.

It is not a sign-off used for effect.

It is not reassurance without responsibility.

It is not a statement made only when outcomes are positive.

It is not a promise without proof.

It is not selective behaviour.

It is not something applied externally and ignored internally.

Common Misunderstandings to Avoid

Misinterpretation weakens belief.

This often happens when Yours Truly is used only when outcomes are positive, treated as just a tone rather than conduct, applied externally but not internally, or assumed to require explanation rather than action.

Each of these creates distance between intent and behaviour.



Why Misuse Costs Us

Beliefs are fragile.
Inconsistency creates doubt.
Shortcuts erode confidence.
Repeated misalignment
damages credibility.

Protecting Yours Truly
is not about control or
policing language but about
respecting the belief enough
to live it fully.

Yours Truly as a Way of Thinking

04

The Decision Lens

Beliefs matter most when
decisions are difficult.

When outcomes are unclear.
When trade-offs are real.
When pressure tempts
shortcuts.

Yours Truly exists for precisely
these moments.

Yours Truly is not a feeling.
It is a way of thinking.

It acts as a lens through which decisions are
evaluated, not just for what they achieve but
also for how they are achieved.

This lens applies across strategy, operations,
partnerships, people decisions, and
moments of uncertainty.

When used consistently, it creates
unification across the organisation.

From Belief to Introspection

The Questions we Must Ask

Yours Truly requires
continuous reflection.

Before taking a decision,
especially a consequential
one, it encourages us to
pause and examine our
thinking more deeply.

We ask whether our intent is clear and
honest.

We consider whether our actions align with
that intent.

We reflect on who this decision serves and
how it impacts them.

We question whether it strengthens trust or
only addresses the moment.

We evaluate whether we are prepared to
stand by the outcome and explain it openly.

These are not fixed questions but a way of
thinking.

If clarity is missing at any point, the decision
requires reconsideration.

Choosing the Long-term View

Yours Truly encourages a longer view.

IT ASKS:

- Will this decision still make sense tomorrow?
- Does it strengthen trust, or merely solve a moment?
- Are we building belief, or borrowing credibility?

Choosing the long term is rarely easy. But it is the only way belief endures.



A Holistic Way of Thinking

Under Yours Truly, decision-making goes beyond accountability alone.

It requires us to stay anchored in integrity and honesty, even when choices are difficult.

It calls for respect in how we engage with people and a clear focus on those we serve.

It encourages us to remain agile in our thinking and willing to question our own assumptions.

It demands discipline in how we use resources and thoughtfulness in how we create value.

At the same time, it pushes us to keep improving, to innovate where needed, and to ensure that every decision contributes meaningfully to long-term progress.

Over time, this becomes more than a set of considerations.

It becomes a way of thinking that shapes how we act, decide, and grow as an organisation.

Yours truly and ACHIEVE

05

How we Win — Not Just What we Win

At Z, our values are practical principles that inform how decisions are made, how work gets done, and how relationships are built.

The ACHIEVE value system enables success for the organisation.

Yours Truly defines how that success is pursued.

It shapes behaviour, expectations and culture whether in storytelling, technology adoption, partnerships or business outcomes.

Together, they ensure that ambition and integrity move in the same direction.

UNDERSTANDING ACHIEVE

ACHIEVE represents the organisation's commitment to:

- Performance with purpose
- Growth with responsibility
- Leadership with integrity

It is not a checklist. It is an outcome system designed to guide behaviour at scale. Yours Truly acts as the ethical and cultural spine that supports this system.

HOW YOURS TRULY
STRENGTHENS ACHIEVE

Each dimension of ACHIEVE is reinforced
when viewed through the Yours Truly lens.



A

Accountability
for Results

**Yours Truly means facing
outcomes with honesty.**

It reinforces that being accountable isn't
about reporting performance — it's about
owning actions, decisions and their impact
on people, partners and stakeholders.

C

Customer
First

**Yours Truly reinforces
our commitment towards
our customers.**

It teaches us that putting customers first
is not just a commercial choice. It's a
commitment to treat their trust as sacred.

H

Humility, Respect
and Integrity

**Yours Truly
amplifies sincerity.**

It underlines that integrity is the foundation
of how we build credibility. Humility ensures
that our brilliance remains anchored in
fairness.

I

Innovate and
Solve Big Problems

Yours Truly nurtures
fearless creativity.

It teaches us that Innovation is
not about only doing new things.
It's about solving real problems with
courage, empathy and clarity.

E

Endeavour for Big,
Hairy, Audacious
Goals

Yours Truly fuels bold
ambitions grounded in
responsibility.

Goals may be bold, even audacious, but
ambition without integrity leads nowhere.
Yours Truly ensures that our pursuit of big
goals is anchored in values people can trust.

V

Velocity
and Agility

Yours Truly insists we move
fast, with purpose.

It pushes us to achieve speed with sincerity.
Practise agility with accountability.
The belief reminds us: move fast and act true.

E

Embrace
Frugality

Yours Truly reminds
our responsibility of
being custodians of our
shareholders' trust. Reminds
us to remain focused on
growing their investment
and delivering value.

Efficiency is not just about doing more
with less; it's about responsibility toward
stakeholders and society.

Values-led performance.
Yours Truly sharpens
performance expectations by
bringing greater clarity and
discipline to how we work.

It ensures that speed is guided by
thoughtful intent, that success is matched
with ownership, and that outcomes are
approached with the rigour they deserve.

In doing so, it builds a way of working where:

- Intent is clear,
- Execution is deliberate, and
- Accountability is consistently upheld.

Performance achieved this way
becomes sustainable over time.

**Sustainable Success
vs Short-term Wins**
Short-term wins can
deliver numbers.
Long-term success
builds institutions.

Yours truly ensures that trust
compounds over time, credibility is
not spent casually.



ACHIEVE bridges the gap
between intent and daily action.

What Yours Truly Means for the Organisation

06

A belief becomes culture only when it is practised consistently.

If Yours Truly is to be integrated into the fabric of the organisation, it must show up not just in intent but in everyday choices, especially when decisions are hard, ambiguous or uncomfortable.

From Belief to Behaviour

Cultural Expectations



At an organisational level, Yours Truly sets clear expectations.

- It prioritises:
- Clarity over ambiguity
 - Consistency over convenience
 - Responsibility over deflection
- These expectations apply across functions, roles and levels.
- Culture is not defined by what is written. It is shaped by what is consistently demonstrated, reinforced, and upheld in everyday actions.

Leadership Responsibility



Leaders are custodians of the belief.

They bring Yours Truly to life through the choices they make and the standards they set.

By acting with clarity in intent, they remove ambiguity for others.

By aligning decisions with stated values, they make the belief visible.

By remaining composed during uncertainty, they build confidence across teams.

They listen before they respond.

They acknowledge before they explain.

They take responsibility before they delegate it.

In doing so, they create an environment where integrity is practised, not prescribed, and others are encouraged to act with the same conviction.

Consistency across Teams



Belief falters when behavior fragments from team to team; we find our true strength in unity.

Yours Truly demands shared standards, aligned decision principles, and mutual accountability. We elevate our impact by actively collaborating and synergizing across boundaries, ensuring that our collective output is always greater than the sum of our parts.

Disagreement is healthy, inconsistency is not.

Living the Belief under Pressure



Moments of stress reveal culture.

When timelines tighten or scrutiny increases, Yours Truly calls for clarity in intent, fairness in action, and honesty in communication.

Pressure is not an excuse to compromise, it tests conviction.

What Yours Truly Looks Like in Practice

In practice, Yours Truly means addressing issues in a timely manner, acknowledging mistakes without defensiveness, choosing dialogue over silence, and treating trust as a shared asset.

Over time, this creates stability even during change.



LIVING YOURS TRULY IN REAL SITUATIONS

A DIFFICULT BUSINESS DECISION

1

When outcomes are uncertain, Yours Truly asks us to explain the 'why' clearly, not just announce the 'what'.

LIVING YOURS TRULY IN REAL SITUATIONS

A MISSED TARGET

2

Instead of defensiveness,
Yours Truly calls for accountability,
learning and course correction.

LIVING YOURS TRULY IN REAL SITUATIONS

A HIGH-STAKES PARTNERSHIP

3

We choose fairness and clarity
over short-term advantage.

LIVING YOURS TRULY IN REAL SITUATIONS

AN INTERNAL CONFLICT

4

We address issues directly,
respectfully and constructively, not
through silence or upward delegation.

What Yours Truly Means for our Stakeholders

07

A belief becomes real
when people can see
themselves within it.

Yours Truly does not belong only to internal
stakeholders.

It belongs to everyone, each in a different
way, all anchored by the same expectation
within today's attention economy: sincerity
in intent and accountability in action.

FOR INVESTORS

Transparency. Accountability.
Long-term thinking.

For investors, Yours Truly
means clarity over comfort.

IT MEANS:

- Transparent communication,
even when the situation is complex
- Decisions guided by long-term
value, not short-term optics
- Guidance that owns outcomes,
not narratives



Yours Truly does not promise certainty.
It promises honesty, consistency, and
responsible stewardship of trust.

FOR CHANNEL PARTNERS

Mutual respect.
Fair collaboration.
Shared success.

Yours Truly means partnership,
not transaction.

IT MEANS:

- Clear expectations and fair negotiations
- Shared goals and shared success
- Collaboration built on trust, not leverage



Success is shared.
So is responsibility.

FOR ADVERTISERS

Brand safety. Honest metrics.
Value alignment.

Yours Truly means integrity
in representation.

IT MEANS:

- Platforms that respect brand values
- Transparent measurement and reporting
- Clarity about reach, impact, and outcomes
- Delivering authentic and consistent value



Yours Truly ensures that growth
is pursued responsibly without
compromising trust.

FOR EMPLOYEES

Belonging. Respect.
Growth with integrity.

Yours Truly is experienced
in our everyday SAMWAD.

IT MEANS:

- Being treated with respect
- Clarity on outcomes and expectations
- Focused towards excellence
- Provide a common language across the organisation



It creates space to ask questions,
offer feedback, and take
responsibility without fear.

FOR MEDIA

Honest dialogue.
Facts over spin.
Yours Truly means
engagement with credibility.

IT MEANS:

- Openness to dialogue
- Clarity over defensiveness
- Facts presented without distortion



Trust with media is built through
consistency, not control.

FOR VIEWERS

Authentic storytelling.
Respect for culture and ethos.
Yours Truly means content
that feels genuine.

IT MEANS:

- Stories that respect emotions, values and cultures
- Truthful narration that touches billions of hearts
- Representation that feels honest



Viewers are not passive recipients.
They are active participants in our
brand’s journey.

How Yours Truly Shows up Every Day

08

Belief matters most in the everyday.

Not in exceptional moments,

but in routine decisions, interactions, and responses.

Yours Truly is not something we say.

It is how we show up.

It is visible in our decisions, how we communicate, and how we work with each other.

It reflects being honest in intent, clear in communication, and accountable in action.

From Belief to Practice

In Decision-making

We choose clarity over ambiguity.
We ask whether our intent is honest, not just whether the outcome is effective.

We make decisions we can explain, stand by, and take responsibility for.
This means being clear about why a decision is being made, understanding its impact on stakeholders, and prioritising long-term outcomes over short-term gain.

Ownership is taken fully, and decisions are made in a way that can withstand scrutiny.



In Communication

We communicate with utmost level of transparency. We explain the why, not just the what. We aim to reduce ambiguity, not create it.

This includes communicating difficult information clearly, addressing issues directly, and maintaining composure even when conversations are uncomfortable.

Clarity and honesty in communication build confidence over time.

In Collaboration and Feedback

We treat colleagues and partners with respect.

We encourage open dialogue and address disagreement directly.

We focus on improving outcomes and take complete accountability for results. This includes raising concerns early, listening actively, and working towards alignment rather than individual advantage.



In Partnerships and Negotiations

We approach partnerships with fairness and transparency.

We seek alignment, not advantage.

We prioritise long-term relationships over short-term gains.

This means setting clear expectations, maintaining transparency in interactions, and addressing disagreements constructively.

Trust grows when actions remain consistent over time.

In Moments of Pressure

We do not compromise integrity for speed. We remain clear in intent and accountable in action, especially when outcomes are uncertain.

Pressure does not change our standards. It reinforces the need to act with clarity, responsibility, and consistency.



In Conflict or Crisis

We acknowledge before we justify. We take responsibility before we defend.

We respond with clarity, composure, and a commitment to act in line with our values. Issues are addressed early, not avoided, and accountability is taken without deflection.

In Everyday Behaviour

Yours Truly is strengthened through consistent actions every day, across teams.

This includes taking responsibility for outcomes, communicating openly even when conversations are difficult, supporting collective decisions, and acting consistently across situations.

These behaviours define what the organisation stands for and reinforce the standards expected across teams.



Learning from Misses

Mistakes happen. What matters is how they are handled.

Mistakes are acknowledged early. Responsibility is taken clearly. Learning is applied to improve future outcomes.

Yours Truly teaches us to consistently learn from failures and aim for success.

Avoiding responsibility weakens credibility. Addressing issues directly strengthens it.

Trust is built through what people experience over time.

Across decisions, partnerships, and everyday interactions, Yours Truly becomes visible not as rhetoric but as repeated, recognisable behaviour that builds credibility through action.

How we Interact with the Yours Truly Way

09



The Voice of Sincerity

Our voice is the primary bridge between our pioneering legacy and our future as a content and technology powerhouse. Yours Truly provides us a voice that is warm, intimate, and human, allowing us to scale our reach with absolute sincerity.

Every word we write, utter and express must reflect our core belief. We speak to humans, not demographics, turning interactions into direct, personal conversations.

Tone

Tone, Language and Expression

Words shape perception.
But only when they are credible.
Yours Truly sets a clear expectation for how
we interact, internally and externally.

The Tone we Aspire to

Communication should be:

- Confident but measured,
- Clear but not convoluted, and
- Honest without being performative.

It should reflect calm conviction.

Speech

Language we Should Use

Our words should:

- Explain rather than obscure,
- Acknowledge complexity, and take responsibility.

Simplicity signals clarity of thought.

Language we Should Avoid

Over-promising, deflection, and distancing language weaken credibility.

If something cannot be explained simply, it likely needs clearer thinking.

Words

Writing the Yours Truly Way

Writing should:

- State intent upfront,
- Remain specific,
- Address concerns directly, and
- Avoid unnecessary embellishment.

This applies across all forms of interactions.

Being Confident Without Being Defensive

A Yours Truly voice:

- Acknowledges challenges,
- Addresses issues openly, and
- Communicates with composure.

This builds trust even when answers and situations are still unfolding.

Protecting
Yours Truly

10



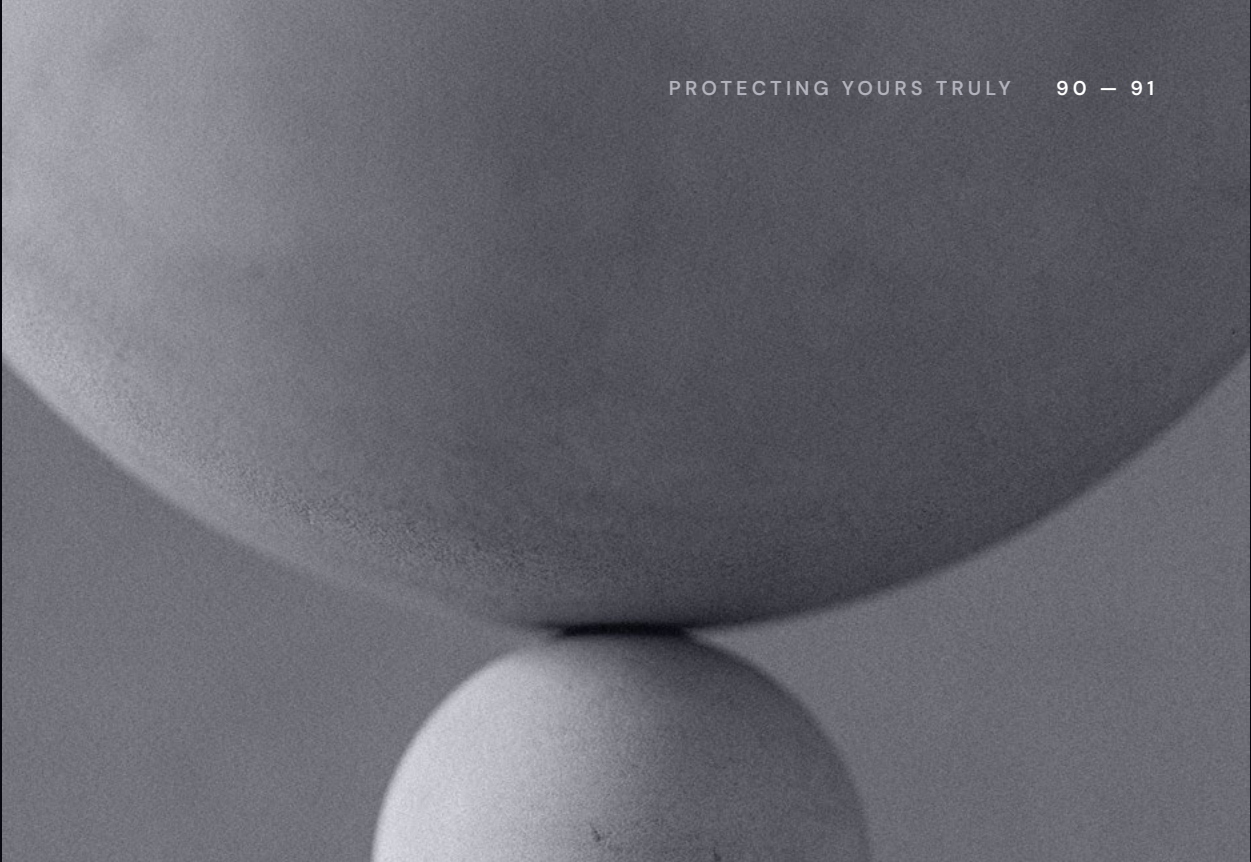
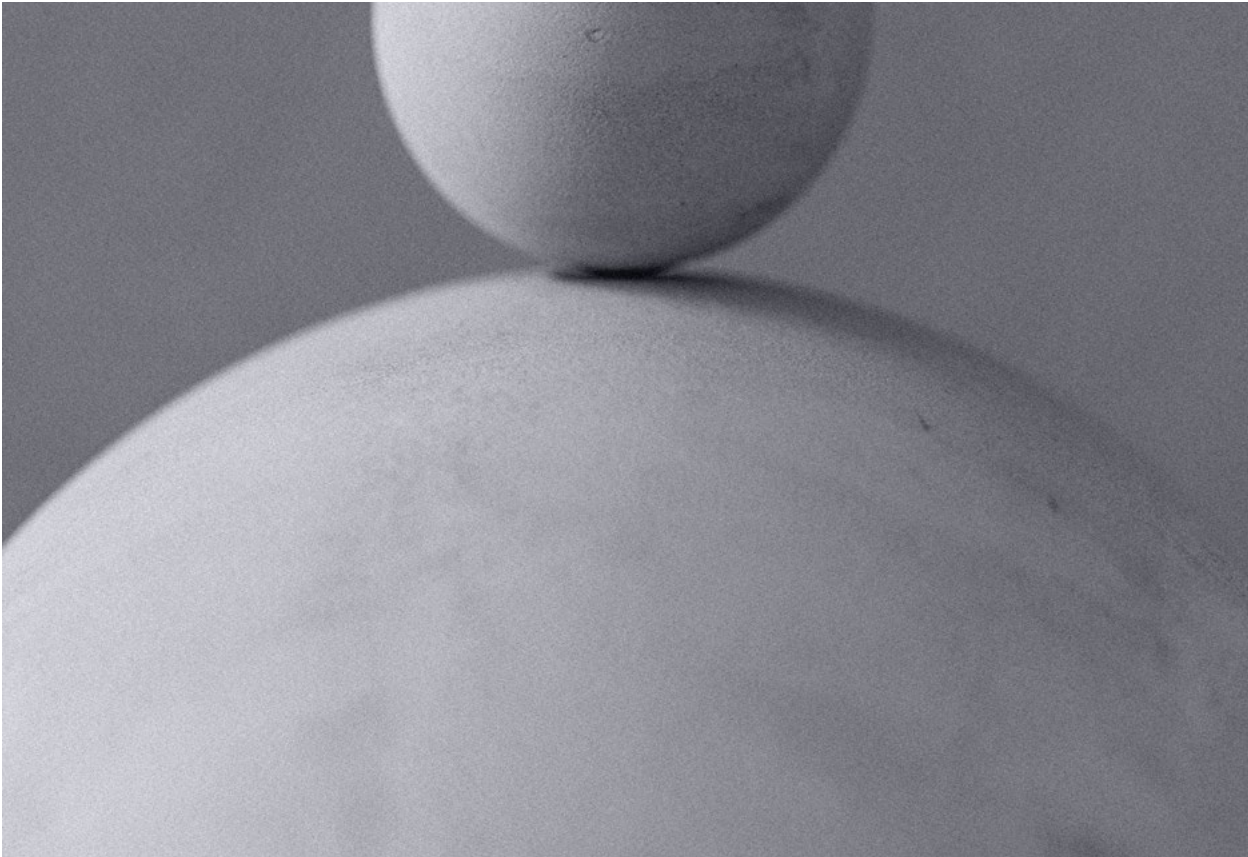
Protecting
the Belief

Beliefs endure only when
they are protected.
Not through control,
but through discipline.

What Weakens Yours Truly

- It weakens when:
- Words are not backed by actions,
 - When values are applied selectively,
 - When pressure leads to compromise, or
 - When responsibility is shifted.

Each instance may seem small.
Over time, they accumulate.



Shortcuts to Avoid

- Yours Truly must never be used to:
- mask uncertainty,
 - justify inconsistency,
 - soften uncomfortable truths, or
 - replace accountability.

Shortcuts may offer temporary relief
but erode long-term trust.

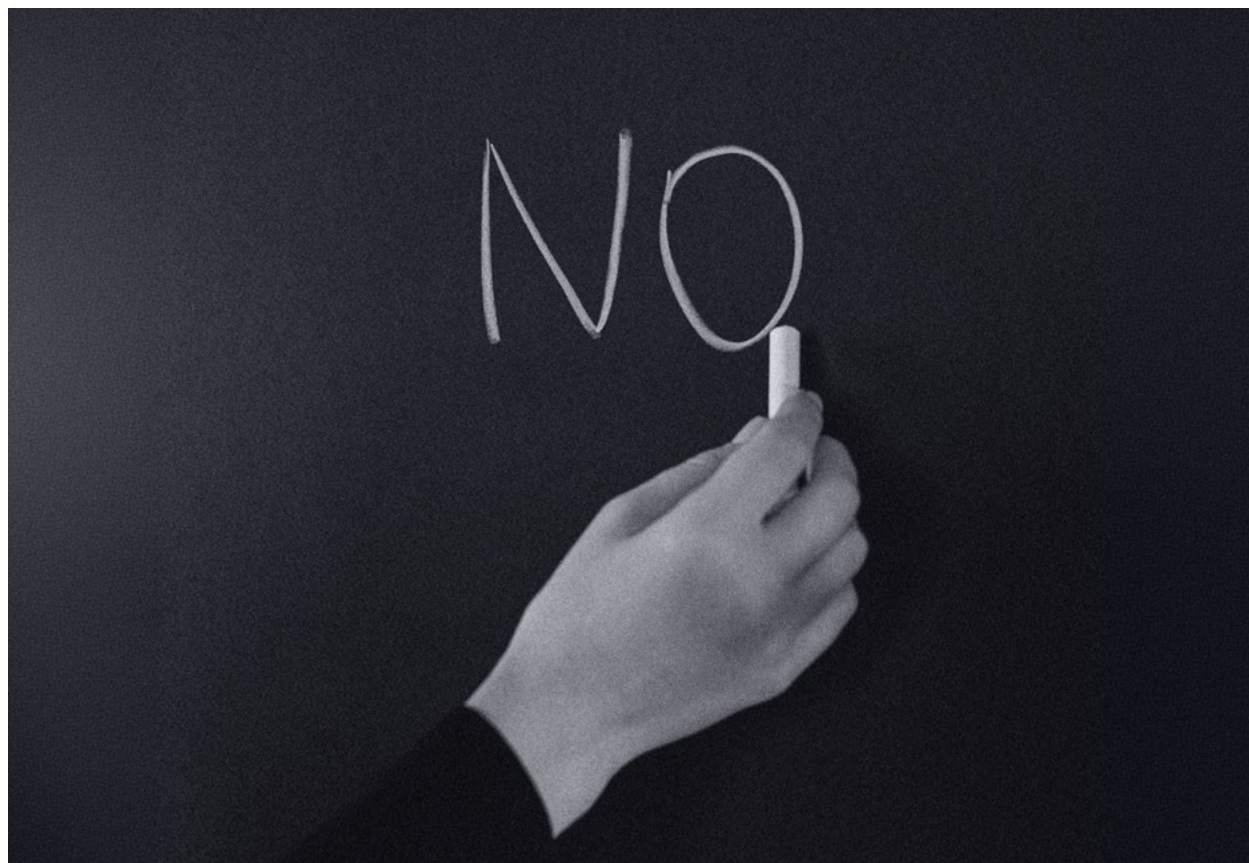
Knowing When to Say No

Saying no is essential to
maintaining integrity.

This includes:

- Declining misaligned opportunities,
- Pausing unclear decisions, and
- Walking away from compromised outcomes.

What we choose not to do matters
as much as what we pursue.



The Cost of Inconsistency

Inconsistency is visible.
And it is costly.
It confuses teams.
Erodes confidence.
Undermines belief.

Guardrails ensure that
Yours Truly remains intact,
not diluted by convenience
or circumstance.

Embracing and Owning Yours Truly

A Shared Commitment

Beliefs do not belong to documents.
They belong to people.
Yours Truly lives only when it is
adopted, individually and collectively,
as a shared commitment.

What Adoption Really Means

Adoption requires intention in decisions, honesty in communication, and accountability in action.

IT MEANS ASKING, REPEATEDLY:

- Am I acting with clarity and sincerity?
- Would I stand by this choice publicly?
- Does this strengthen or weaken trust?

Everyone Has a Role

Yours Truly is not hierarchical.

Leadership sets an example by practising it. Teams sustain it by embracing it. Individuals live it.

Every role, function, and interaction contributes to whether the belief strengthens or fades.

Culture as Daily Practice



Yours Truly defines how culture is lived.

Yours Truly shows up in the intent behind decisions, the consistency of our actions, the accountability we take, and the respect we extend, especially when perspectives differ. It calls for culture to be intentional, not accidental.

A Journey, Not a Destination

Belief does not arrive fully formed.
It is shaped through repetition.
Tested through challenge.
Strengthened through consistency.

It makes ownership instinctive and inspiration continuous.

As we conquer the **Attention Economy**, we measure our success by the genuine value we provide. We are committed to showing up for our consumers with sincerity, ensuring every interaction is honest, engaging, and truly worthy of their time.

To do this, we must anchor our growth in **Yours Truly**.

It is our shared promise that as we advance, our values will guide our actions, ensuring that **how we create** remains as important as **what we create**.

Z