

# TTG Brand: Our Purpose, Mission and Values

## The Purpose

TTG is dedicated to removing or reducing the impact of hearing problems on children, the elderly, and those with additional needs. Our mission is 'Keeping People Connected' by providing individualized solutions to mitigate the effects of hearing loss and ear-related conditions on people's quality of life and relationships.

## The Mission

Our vision is 'To keep the most vulnerable connected'.

TTG aspires to be a 'Willy Wonka' type brand, inspired by Roald Dahl's character who was wholly dedicated to producing the best chocolate. Like Wonka, we're motivated by our cause rather than profits, aiming to create an unmatched brand through our commitment to purpose and unwillingness to compromise on patient/customer experience.

## Our Values

1. **Unreasonable Hospitality:** We go beyond expectations to make every customer experience cherished.
2. **Problem Solvers:** We innovate to find new solutions and improve existing ones, always striving towards our vision/purpose.
3. **The Legacy is the Impact:** We prioritise long-term, permanent success over immediate gratification, aiming to make a lasting difference.

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## OUR VALUES



**Unreasonable Hospitality**



**Problem Solvers**



**The legacy is the Impact**