

A woman is running on a curved concrete path that leads towards a large bridge. The scene is set at sunset, with the sun low on the horizon, creating a warm, golden glow and long shadows. The bridge's steel structure is visible in the background, and the water reflects the light. The overall mood is one of determination and achievement.

CULTURE

DRIVEN TO BE ON TOP OF IT ALL FOR LIFE

mission, vision and values that have changed an industry

RoofingAnnex[®]
ON TOP OF IT ALL

ONE



Our mission is to come together and work as **ONE** so we can always protect the things you value most by staying on top of it all for life.

We will stay focused on our mission by living, protecting and upholding the principles we stand on as we continue to grow and rise as the roofing people who make a difference in the lives, homes, communities and the world.



LIFE

*“We are the only roofing people, with a relentless quest for being on top of it all for **LIFE.**”*

Our vision guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth for today and tomorrow.

Roofing Annex Guiding Principles

The following principles help us measure the appropriateness of our decisions, while supporting our vision and elevating our mission:

PROVIDE an incredible work environment and treat each other with respect and dignity as we come together in order to create a genuine family atmosphere to work together as one.

INSPIRE optimism with our relentless pursuit of staying on top of every detail of every job we are tasked to do and complete with pride.

CREATE value and make a difference in every life we touch today and tomorrow.

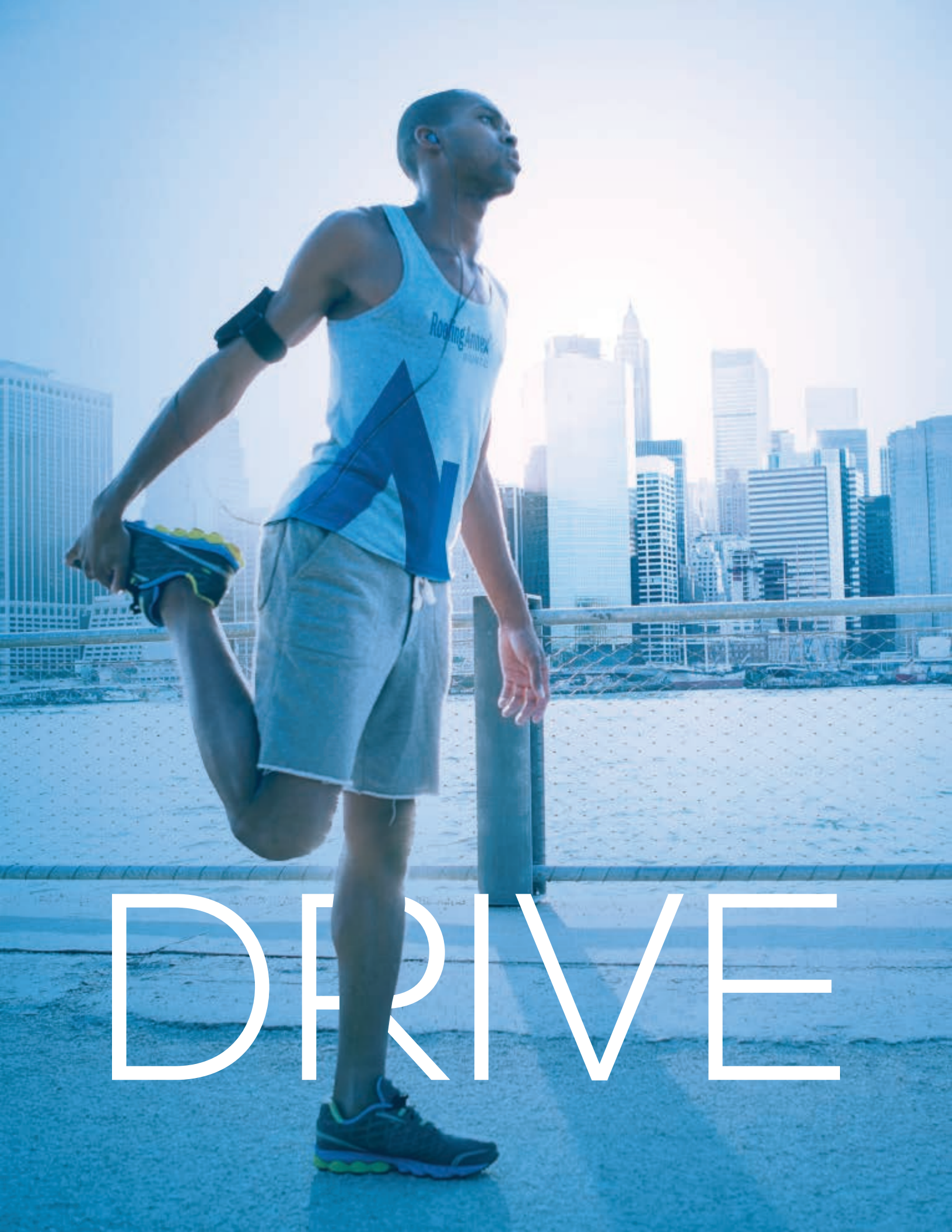
APPLY the highest standards of professionalism and quality in all that we do.

BUILD total confidence in every member of our family with training, education and certification unmatched in the category and industry we lead.

CONTRIBUTE positively to the people and communities we are fortunate to serve, in order to leave a lasting impression from the first to the last home we service in every neighborhood.

CONNECT and develop enthusiastically satisfied customers for life.

RESPECT and recognize that profitability is essential to our future success. We are all in this together.



*“On top of it all for life, means we have the **DRIVE** and courage to create a better future for our customers, communities, partners, the industry and the world in which we are fortunate to serve.”*

Our **VALUES** serve as a compass, driving our actions and describe how we behave in the world.

LEADERSHIP

The courage to shape a better future

PROFESSIONALISM

The ability to instill confidence and care in every detail

COLLABORATION

Leverage collective genius, training and count on a family of strength

INTEGRITY

Be real

ACCOUNTABILITY

If it is to be, it's up to me

PASSION

Committed in heart and mind

DIVERSITY

As inclusive as our brands

QUALITY

What we do, we do better than anyone else in the world



VALUES

IN MOTION

Focus on the market you are in today

- Serve with total professionalism
- Focus on needs of our consumers and partners
- Listen, observe, learn and connect
- Possess a world view for quality
- Focus on execution in the marketplace every day
- Be insatiably curious about always connecting and being on top of it all

Work smart

- Act with urgency
- Remain responsive to change
- Train to teach
- Work efficiently
- Work together

Act like owners

- Be accountable for your actions and inactions
- Steward system assets and focus on building value
- Reward people for taking risks and finding better ways to solve problems
- Give back to your team, your community and your world

Live the brand

Live and work with **Professional Optimism**, Inspire creativity, caring, passion, quality, confidence and fun.

A woman with blonde hair and sunglasses on her head is lying in a striped hammock with two young children. They are all smiling and looking towards the camera. The background is a soft-focus view of green trees.

LOVE

*"On top of it all for life, means understanding the importance of **FAMILY**."*

There are many companies in the world today that call themselves teams, units or organizations. Ask anyone here at Roofing Annex and you will see, feel and hear the difference...

...this is your extended family.

Family is of the utmost importance to us here at Roofing Annex. Being on top of it all for life is not just what we do, it's how we live. Roofing Annex is a strong family who understand the power of loving what you do. In today's world, more than ever before you need to know you are part of something bigger, something that has a purpose, something with drive and something you **LOVE**, to keep you fired up everyday. We understand that balance and it is instilled in every member of the Roofing Annex family.



Watch how we keep our Roofing Annex Family "On top of it all for life" videos @ roofingannex.com

COMMUNITY



"This is one way we can give back to the communities we feel so strongly about and help have an impact on young lives for today and tomorrow."



"We are proud to be part of the Anthony Munoz Foundation Team and humbled to be the Title Sponsor for the Linemen of the Year Award," said Chad Janisch in his speech to the young men and their families, coaches and friends at the Anthony Munoz Foundation Awards Banquet.

"Roofing Annex is a company of people who protect what you value most in life. I myself have protected several high school, college and NFL quarterbacks in my day, and having Roofing Annex join our foundation team was the perfect fit," said Anthony Munoz of the Anthony Munoz Foundation.

The Anthony Munoz Foundation Linemen of the Year Awards are given out to the top local area linemen in the Tri-State. High Schools may nominate a student-athlete for this award. In keeping with the mission of the Anthony Munoz Foundation, candidates will have to show a level of academic success and community involvement, as well as their on-field performance. The awards were handed out at the annual National Football Foundation Awards Banquet held in the Westin Ballroom, downtown Cincinnati.

PARTNERSHIP

"Our partnership with Roofing Annex is built on trust and we appreciate the loyalty and dedication they live everyday with their brand and we have the utmost respect for our partnership as we continue to grow and build with them."

- David Arnold II, Sr. VP Sales | ABC Supply

"As a talk show host and remodeler I'm very careful of who I choose to partner with because my reputation is also on the line. RoofingAnnex shares the same philosophy and backs it up with their craftsmanship, customer first approach and community giving. I'm proud to recommend RoofingAnnex."

- Scott Sloan, Host | The Scott Sloan Show (9am-Noon ET on 700WLW)
Clear Channel Media + Entertainment Cincinnati + iheartradio

"Roofing Annex and Gaf have an amazing partnership. The leaders of this company are some of the most passionate that I have seen in this industry. They set high goals and continue to blow through them. They recently were awarded our highest honor given to a Master Elite contractor, The Presidents Club award. We are appreciative and excited for the future of this great partnership."

- DJosh Saum, Regional Sales Manager | GAF





CONNECTION

"My roofing claim was denied 3 times before I called The Roofing Annex. They went over my claim and then worked directly with my insurance agent and got our home covered with the roof it deserves."

- Mrs. McKenzie | Mason Homeowner



"Their professionalism, and quality of work they provided for my home and my neighborhood is unmatched."

- Mr. West | River's Bend TPC Homeowner

"Our Commercial properties needed roofing experts who understood and listened to us. That's why we chose Roofing Annex. They kept every member of my team in the loop, and the people who lived within the property were treated with respect and care."

- Mrs. Gwen | Apple Properties

CHALLENGE

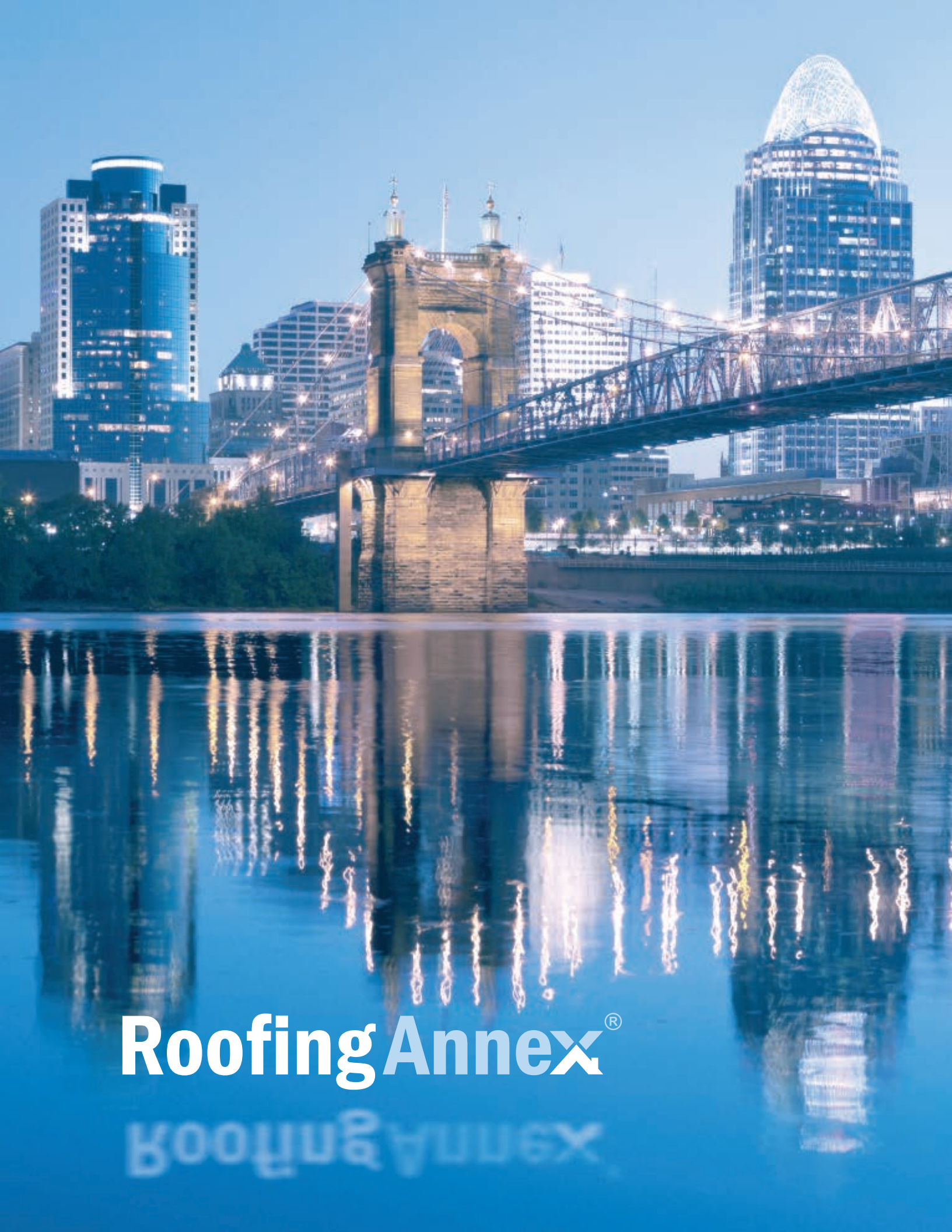


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"This is the life. To get up every morning and realize that you have been given another chance to be on top of it all."

Are you ready?

We are Roofing Annex. Driven to be on top of it all for life.



RoofingAnnex[®]