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RADIO SYSTEMS PETS SAFE EUROPE LTD CROWNED BEST PLACE TO WORK IN IRELAND

PetSafe® Brand parent company presented with accolade by Great Place to Work® in respected awards

PetSafe® Brand parent company, Radio Systems PetSafe Europe Ltd (RSPEL) has been crowned Best Workplace in Ireland 2018 by Great Place to Work® Ireland, beating the 2nd place ranking it achieved in last year's awards. The accolade comes on the back of the business being recognised by Great Place to Work® as 9th Best Workplace in Europe last year.

In the employee survey assessment, RSPEL achieved top marks, with 100 per cent of staff declaring the company a Great Place to Work®, a three percent increase on last year's score. The company also achieved highly in its overall score - which measures culture, trust and employee experience - achieving 98 per cent, far exceeding 70 per cent, the minimum to achieve certification.

Specialising in innovative companion pet and sport and hunting products, RSPEL offers comprehensive pet training, health and wellness, waste management and play product solutions through its leading PetSafe® Brand, and superior training and tracking products for professional trainers and hunters via its global SportDOG® Brand.

Business has flourished for RSPEL since it first opened in Dundalk in 2012, growing by 25 per cent over the last three years and headcount has risen steadily by 50 percent. Since last year's Great Place to Work® recognition, RSPEL has built on its projects to foster great working practices and inspire and motivate its team. The company has introduced new programmes such as 'Creative Thinking' and 'Office Improvement' and established a bi-annual 'Fantastic Five' award initiative. Categories include 'Einstein Idea' which recognises great creativity and 'Iron Man/Woman' which offers those with 12 months' full attendance an extra three days of annual leave.

In the last year, RSPEL has also introduced policies to help encourage better work/life balance, offering employees both flexi-time and working from home. On top of more traditional perks, as a pet-centric

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business RSPEL also offers perks to ensure employees have great relationships with their pet. These include being allowed to bring dogs into the office, eight hours' 'paw-rental' leave to help new pets settle and three days' paid pet bereavement leave. RSPEL also helps to cover the cost of pet care, including microchipping, insurance and health check-ups.

David Verdon, General Manager at RSPEL said: "We are absolutely thrilled to have been given the accolade of Ireland's best workplace by such a prestigious organisation, it's a great achievement for our business. Over the last year we've been focused on gaining a better understanding of our customers' needs, improving teamwork and enhancing employee wellness and it's fantastic to have this work noticed. Every team member has helped in this achievement, so I take my hat off to each and every one of them. We are now focused on continuing to improve the business and to positively impact on the lives of our customers and their pets."

2018 marks the sixteenth year of Great Place to Work® Ireland recognising great workplaces with the publication of its Best Workplaces in Ireland lists, and the number of workplaces who are realising the benefits of empowering their employees to flourish in a supportive high-trust culture continues to increase.

John Ryan, CEO of Great Place to Work® Ireland said: "It's been a mixed year for Irish workplaces who have seen good trading growth is tempered by ongoing uncertainty over the impact Brexit will have. Infrastructure challenges are making planning for expansion difficult, and we're on the threshold of full employment in our cities which creates a real headache for organisations who are trying to attract and retain top talent. The organisations on this year's list know that beyond a certain point, employees aren't going to be tempted by a slightly more generous financial package: they want an environment where they feel psychologically safe, encouraged to grow, provided with opportunities to develop, and empowered to do their best work. Rather than simply throwing money at their staff, Irish workplaces should take advantage of reward and recognition opportunities as a chance to develop their employer brand; enhancing and amplifying their unique culture."

The Best Workplace accolade was presented to the RSPEL team at the Great Place to Work® *Best Workplaces in Ireland* awards in Dublin on 21st February 2018.

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About RSPCL

Radio Systems Corporation re-located its European headquarters, including its multilingual customer services centre, to Dundalk in 2012. Radio Systems PetSafe Europe Limited is a wholly owned subsidiary of Radio Systems Corporation. Radio Systems Corporation is a manufacturer of specialist pet and hunting products under the banners of PetSafe® Brand and SportDOG® Brand respectively. The business was founded in 1991 and has its headquarters in Knoxville, Tennessee. It boasts unrivalled in-house, state-of-the-art engineering and R&D departments, which are 100% committed to research, innovation and quality.

About PetSafe® Brand

PetSafe® Brand is a global pet product expert with wide-ranging innovative products including training, containment, lifestyle and wellbeing product solutions. Visit www.petsafe.com for further details or connect on Facebook or Twitter.

About SportDOG® Brand

SportDOG® Brand was created in 2003 by Radio Systems Corporation with the aim of developing a range of superior products for professional trainers, weekend hunters and those who just want a little peace with their pets. The SportDOG® Brand caters for people who want to simplify their dog training challenges by trusting one of the leading names in the electronic collar industry. With the most complete line of e-collar and training products in the world, its extensive range of products includes Training Systems, Bark Control, Training Accessories and GPS Dog Tracking Systems. Visit www.sportdog.com.

About Great Place to Work® and the Assessment Process

Great Place to Work Ireland is part of a global network of culture consultants, with offices in 48 countries using an established methodology to publish lists at country, regional, and global levels. The best known of these is the Fortune 100 list of Best Companies to Work For in the United States.

The key defining feature of a great workplace is the level of trust that exists within it. From an employee's viewpoint, the definition of a great workplace is one where you trust the people you work with, you have great pride in what you do, and you enjoy the people you work with. The Great Place to Work Institute assesses the policies and practices in place in organisations under nine key areas: Inspiring, Speaking, Listening, Caring, Developing, Thanking, Hiring,



Celebrating, and Sharing. They then benchmark these practices against other organisations in that country. The second key component of the assessment is an anonymous Trust Index survey that gathers the perceptions of employees under five dimensions: Credibility, Respect, Fairness, Pride, and Camaraderie. Finally, there is an in-depth qualitative analysis of open ended comments from employees.

The 2018 full list of organisations and award winners, as well as rankings from previous years, are available at www.greatplacetowork.ie.

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