



VIVID VISION 2025

www.thelavagroup.co.uk





Snapshot

The following is a glimpse into what Lava will look like by the 1st January 2026, when we will just have had the best three years in the Company's history and are ready to exceed those achievements in the following 3 years.

This might be overwhelming the first time you read it, so we suggest that you read it thoroughly and take in all the information. The second time you read it, note any areas that stand out to you where you feel you could really help us achieve our vision. Then picture yourself working on those things and if that excites you and feels more than just a normal job, then talk to us. Maybe we should be working together.

What we are known for

We are established as the leading provider of safer custody technology in the UK & Ireland and an emerging provider of technology solutions in the connected health industry.

We are renowned as an innovative, successful, scaling technology company, that provides an exciting career with many opportunities for our team. Our staff turnover is extremely low, and our employees regularly tell their friends and family how Lava is a wonderful place to work.

We consistently win awards both locally and nationally for the success of our products and customer centric approach to innovation, and we regularly feature in the local and national media for our achievements and growth.



Moonshot Vision

To transform
the lives of
100 million
people by
2031.





Our Purpose

Putting the people
in technology.

This means understanding what people need and want from technology and their interactions with it. It means developing technology that replicates human expertise. It means our amazing team putting their ideas, passion, and brilliance into creating great solutions.

Our Culture

We have a culture bible that everyone knows off by heart describing our Values and Principles. We live our values and principles every day and regularly call out any behaviours that go against them – no matter who it is!



Values

People

People really matter to us. Our customers, the Lava team, our families, and friends.

No Limits

The world is becoming a smaller and smaller place. Organisations can now buy solutions from anywhere in the world. We must be better than the rest, therefore we aim to be the best that we can be without any self-imposed limitations.

Optimism

Life presents a series of challenges to us all. There is always a way, always a solution. We find a way to get things done.

Principles

Tell the Truth

Without honesty we have no trust. Without trust we have nothing.

Don't Make Assumptions

Whenever we make assumptions, we're asking for problems.

Actually Listen

We try to learn from every conversation and actually understand what the other person is saying.

Be Yourself

We don't have to put on a mask to come to work. (Unless there is an airborne disease!)



“ Purpose-driven, passionate people guided by strong values create amazing outcomes.”

Garry Ridge

Team & People

We have an amazing team of talented, hardworking people who share our values and are inspired by our vision.

We provide a great working environment that provides opportunities to grow, learn and have fun, enjoy a great package, along with a great work/life balance. People love working for Lava and want to stay with us long term.

We attract the best talent who want to be part of the Lava journey. They believe in and help us achieve our Vision, and we do whatever we can to help everyone achieve their own personal vision.

We strictly apply our 'Why' to our recruitment strategy, and only recruit the best people who are inspired by our Vision. We focus on innovation, quality and great customer service and we are world class in everything we do.

We hold regular social events which bring everyone together and we genuinely enjoy spending time together. We have an end of year company-wide review where we all get a chance to talk about our successes and lessons learnt from the previous year, as well as our plans and dreams for the upcoming year. This is normally followed by heading out for a meal together to celebrate and recognise everyone's hard work and achievements. We always make sure to mark significant milestones and project wins and our Christmas night out is always a special occasion!



Workplace & Environment

Our premises provide us with an amazing, positive environment to work together. We have an expanded, state of the art workshop, relaxation areas, meeting rooms, and open plan office space with hot desking and standing desks as standard.



Remote working is encouraged and widely adopted; however, we still maintain a sense of family and a culture of working together. We are more focused on outcomes, rather than hours recorded at a desk or in the office. We work extremely hard, but flexibility, balance and common sense are always applied when deciding where and when to be working.

We encourage everyone to be healthy and active and provide incentives as well as dedicated time for people to improve and maintain their physical and mental well-being.

Personal Development is a huge part of what we are about. Through our 'Evolve Programme,' we dedicate ½ a day per week to each person to focus on personal development. Each person has a budget allocated to spend on courses, books etc as we want people to develop themselves with an open mindset and to be the best possible version of themselves.

OKRs (Objectives and Key Results) play a significant role in our daily work, planning and tracking. We have an OKR Playbook that helps us set goals (that stretch us just the right amount), which continue to grow the company and which push ourselves and our team members to achieve beyond what we thought previously possible. Everyone understands how their day-to-day work impacts on the growth of the business. We all have ambitious goals that we are highly motivated to reach, but we are not afraid to fail trying.

We select a new charity every year, and have a dedicated charity committee in place to plan and organise a series of events to ensure we raise significant sums of money to help others.



What we do?

The solutions that we provide transform the lives and roles of our customers and we are proud of the difference our products make.



TEPHRA | Intelligent
integrated
security

Our High Security brand includes a range of products that focus on increasing security and accountability, whilst also providing a safer custody environment for both staff and prisoners. It is our opinion that prison is not just a place for punishment, it also needs to focus on rehabilitation and thus transform lives.

60% of the sons of UK prisoners will also go to prison at some point. 75% of prisoners reoffend, 40% within the first 12 months. We are driven to reduce those stats.

We are always looking for new ways to reduce recidivism, empower prisoners, foster positive relationships between officers and prisoners – all whilst maintaining the highest security standards. We want both officers and prisoners to love our products and to transform their experience within the prison environment.

Our solutions are now installed in all prisons in Ireland and are being rolled out across Scotland and England. We are involved in new build prison projects throughout the UK and Ireland and are pushing the boundaries of what the customer thought possible. Many of our products integrate with existing backend software platforms to provide additional functionality to embedded systems. We are seen as a driving force behind digital innovation in the criminal justice sector.

We now have agreements in place with several large organisations to take Tephra across the globe.



live better. ✨
enhanced healthiness

Our Connected Health brand is a range of Artificial Intelligence driven technology solutions that monitor behaviour and movement to promote healthier, safer living and peace of mind.

80% of people over the age of 75 would rather live in their own home and die 10 years earlier, than be in care. Our goal is to give them those 10 years back.

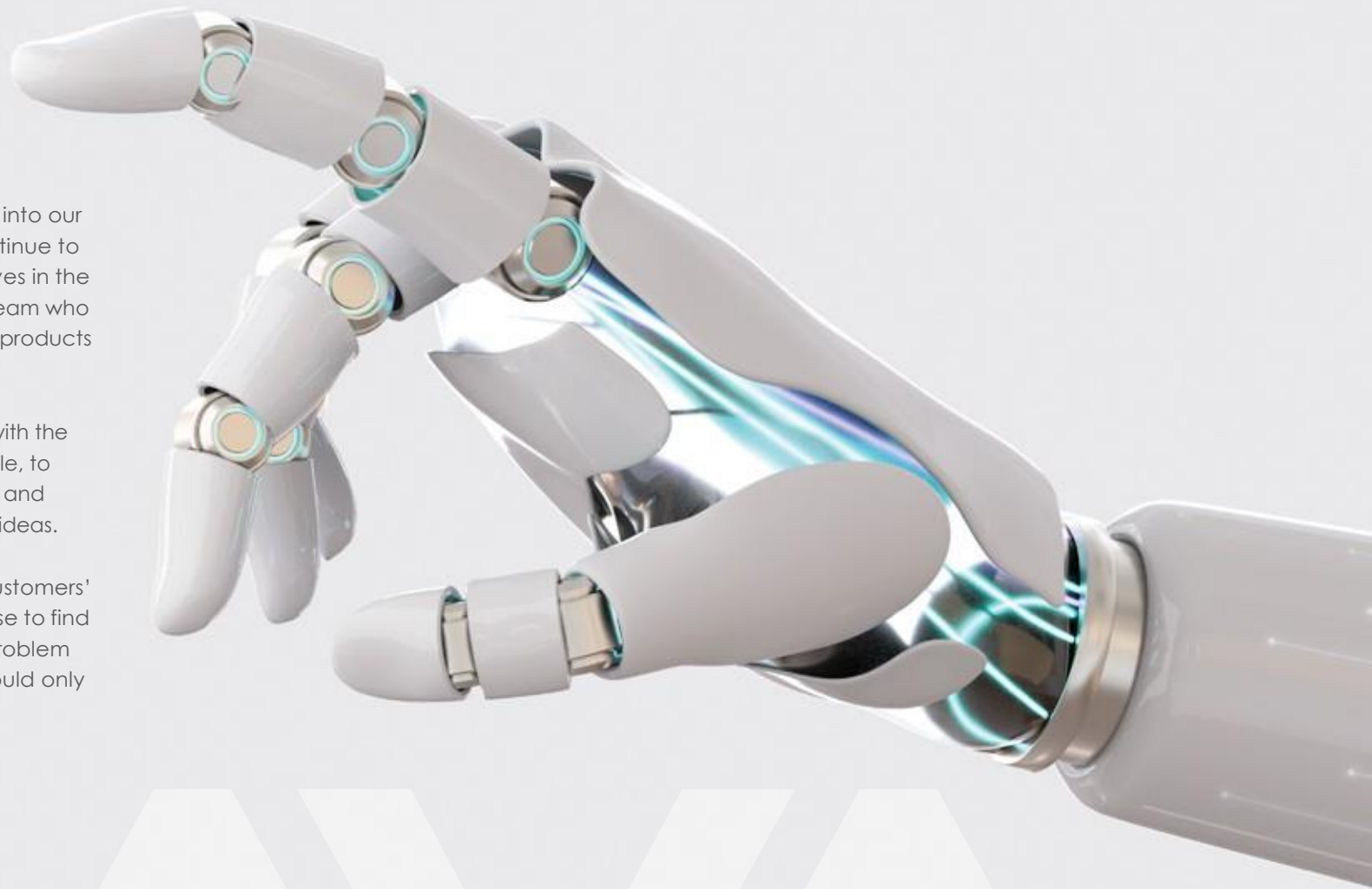
Our solutions are now installed throughout the community across the UK & Ireland, allowing people to live at home for longer and providing peace of mind to friends and family. We are exploring integration opportunities with multiple platforms across the UK & Ireland and are exploring the exporting opportunities for some exciting, life changing solutions within Connected Health.

Innovation

10% of our annual profit is invested into our innovation process, helping us continue to develop products that transform lives in the future. We have a dedicated R&D team who are responsible for developing new products and exploring new opportunities.

We have a modern new workshop with the most up to date technology available, to allow us to create concepts quickly, and rapidly develop and test innovative ideas.

We love trying to understand our customers' problems and applying our expertise to find solutions that don't just solve the problem but achieve what the customer could only dream of.



Sustainability

We agree with Marga Hoek that 'Business for Good is Good Business.' Therefore we have aligned ourselves with the following UN Sustainable Development Goals:

SDG 3 - Good Health and Well-Being

Target: By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

SDG 13 – Climate Action

Target: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

We are now proud to say that we are carbon negative and a focus on the environment is now embedded in our culture

“
There is
no Plan B
because
we do not
have a
planet B
”

Ban Ki Moon
Former UN Secretary-General

Summary

The business is scaling rapidly and exceeding our annual goals every year. Revenue has grown by almost 10 times, and we aim to treble it again by 2028. We are excited about our potential growth into the Connected Health sector and the export potential of our products across the world.

We are exploring many exciting partnerships and acquisition opportunities with likeminded organisations to pursue our ambition of establishing Lava as a global brand in the Criminal Justice and Connected Health markets. We feel that we are only starting our amazing journey.

We are on target to achieve our moonshot of transforming the lives of **100M people by 2031** and what a day of celebration that will be! We would love you to be part of it.



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