

## Hybrid Work Policy at TriMark Digital

*Effective Date: Monday, September 8, 2025*

### OUR HYBRID WORK POLICY

Beginning September 8, 2025, all in-market TriMark employees (defined below) are required to work from our Raleigh headquarters (410 N. Boylan Ave, Raleigh, NC 27603) a **minimum of two (2) business days per week**, to achieve the best outcomes from in-person collaboration.

### WHY WE'RE IMPLEMENTING A HYBRID WORK POLICY

We aim to balance individual work with intentional in-person collaboration, keeping teams connected while continuing TriMark's commitment to flexibility and an employee's control over their time and workflows.

At its core, this policy exists because we believe being in person leads to better engagement across teams, across levels and across the work we deliver. While remote work offers valuable flexibility, we've consistently seen that ideas sharpen faster, relationships build stronger and energy rises when we're in the same room. Whether it's a hallway brainstorm, an unplanned client conversation, or a shared lunch that unlocks a creative insight, being together has an impact.

We're not asking for full-time office presence. We're asking for intentional presence where you're visible, accessible, and plugged into the company in a way that's hard to replicate from behind a screen. These in-person moments create the conditions for:

- **Deeper collaboration**, especially across departments and disciplines
- **Faster problem-solving**, with fewer delays caused by digital gaps
- **Stronger culture**, where people feel connected to a team, our clients and the work we're doing, not just a job



- **Greater recognition and career visibility**, particularly for newer or growing team members

This policy also reflects the broader direction of where we're headed. It aligns with our five core principles:

- **Double Down on Performance Marketing** by strengthening team connectivity and strategic alignment
- **Level Up Through Learning** by creating space for mentorship, peer growth, and spontaneous idea sharing
- **Better Two-Way Communication** by increasing clarity, feedback, and face time across roles and levels
- **Powering Our People with Purposeful Tools** by giving teams the structure and flexibility to work effectively
- **Build on a Strong Financial Position** by improving efficiency, productivity, and employee retention

## DETAILS & GUIDELINES

**Beginning September 8, 2025**, all in-market TriMark employees (defined below) are required to work from our Raleigh headquarters (410 N. Boylan Ave, Raleigh, NC 27603) a **minimum of two (2) business days per week**, to achieve the best outcomes from in-person collaboration.

This policy applies to all full-time employees who are in-market, **which is defined as living within a 60-mile drive of TriMark's Raleigh office** (410 N. Boylan Ave, Raleigh, NC 27603).

## MINIMUM IN-OFFICE REQUIREMENTS

- **Required: At least 2 days** per week in-office, **Monday–Thursday**.
- In-office days must include at least **7 hours during our business hours**, you can choose the 7 hours which work best for your schedule.
  - Examples:



- 8:30 AM – 3:30 PM
- 9:00 AM – 4:00 PM
- 10:00 AM – 5:00 PM

## FAQS:

- **Do I need to track in-office and/or work from home days?** Keep your Google Calendar updated with your working location for visibility and coordination. No requirement to log in-office days though BambooHR.
- **What about Fridays?** For the sake of balance, we feel it's important that our offices remain closed on Fridays. The only times Fridays can count toward in-office requirements are during weeks in which a holiday falls on a Monday of that week.
- **What about weeks that have 2 holiday days?** In those weeks, in-office requirements are reduced to one day.
- **What Does "In Office" Mean?** In-Office means physically working from TriMark HQ (410 N. Boylan Ave, Raleigh, NC 27603) and being present, accessible to colleagues, and contributing to team interactions. Coffee shops, co-working spaces, or working from home do not count toward this requirement.
- **What if I'm off site visiting a client?** Full-day client visits count as in-office days. Short off-site client meetings only count if they comprise the majority of your workday (4+ hours).
- **Don't we have full-time remote roles?** As of the effective date, TriMark is no longer actively hiring for out-of-market roles. Employees who are currently classified as full-time remote have been grandfathered in based on prior arrangements, including role-specific exceptions or relocation agreements made at the time of their transition. Our goal is to be as fair as possible to all members of our team, without causing undue hardship for employees working under previously made arrangements.

## HEALTH & WELLNESS CONSIDERATIONS

Your health, and the health of your colleagues, is a priority. Please follow these guidelines if you are feeling unwell:

- Do not come into the office if you are sick or experiencing symptoms of illness (e.g., fever, cough, sore throat, body aches, nausea, or other contagious symptoms).
- Prioritize rest and recovery. Take the time you need to heal before returning to in-person work.
- Work remotely if you feel well enough to do so and your symptoms are mild, but do not feel obligated to work if you need sick time.
- Resume in-office attendance only after you are fully recovered and symptom-free for at least 24 hours without the use of fever-reducing medication.
- If you test positive for a contagious illness (e.g., flu, COVID-19, strep), follow current CDC or local public health guidelines before returning to the office.
- Communicate with your manager if illness affects your ability to meet the in-office requirement for the week. In these cases, missed in-office days will not count against you.
- Practice good hygiene when you return, including frequent handwashing, covering coughs/sneezes, and cleaning your personal workspace.