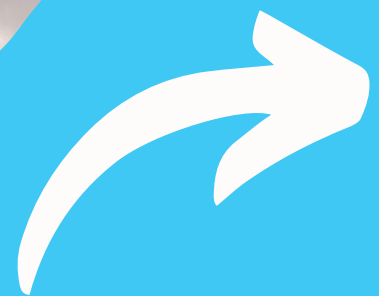


# 7 Questions



**Craig Evans**

CEO



# When and why did you join Company Watch?

I joined Company Watch in June 2022. Coming from the industry, I was deeply impressed by the innovation and excellence that Company Watch consistently demonstrated in all its endeavours.



Their commitment to pushing boundaries and setting new standards resonated with my own professional values. Moreover, the company's strong ambitions for the future aligned with my personal aspirations, making it the perfect place for me to contribute, grow, and make a meaningful impact.

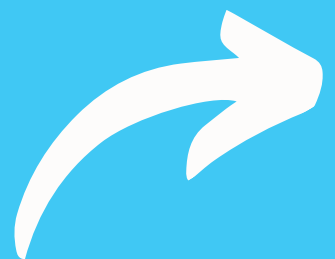


# What are you most passionate about at work?

The incredible talent we have on board. Each individual brings a unique set of skills and expertise that collectively drives our success. We have a truly collaborative and supportive work environment.

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This camaraderie doesn't just stay within our walls; it flows seamlessly into the relationships we cultivate with our customers. We pride ourselves on being pioneers, not followers. We're not just another "copycat" company; we set the trends and redefine standards. This ethos of originality and leadership is what fuels my passion every day at Company Watch.

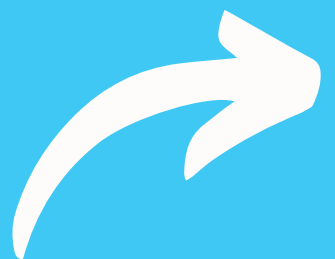


# Proudest achievement in life?

Seeing all three of my children flourish and become the successful individuals they are today. Their accomplishments and growth fill my heart with immense pride and joy.

On a personal front, competing in triathlons over the past six years has shown me that I have dedication, resilience, and determination. Much of a triathlon is about a mental attitude to succeed, its about the finish line, not the finish time.

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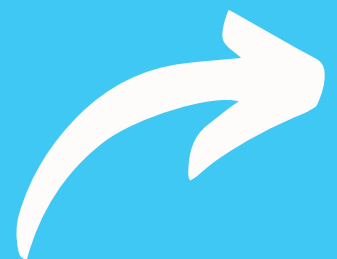


# Dream place to live?

If I could live anywhere in the world, it would be a tough choice between North Pembrokeshire and Majorca.

North Pembrokeshire offers a serene and picturesque landscape, making it a perfect retreat for peace and relaxation. On the other hand, Majorca beckons with its fantastic cycling routes, which are a dream for any cycling enthusiast like myself. Plus, the island's amazing food and drink make it a very tempting destination!

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# What film have you watched the most?

"One Flew Over the Cuckoo's Nest."

There's something compelling about the narrative and the characters, especially the dynamic between Randle McMurphy and Nurse Ratched. For me, the film delves deep into the human psyche, exploring themes of freedom, conformity, and the fine line between sanity and insanity.

A timeless classic in my eyes.

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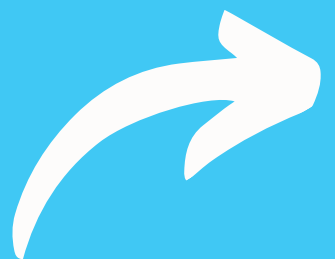


# One food for the rest of your life, what would you choose?

It would undoubtedly be a black and blue steak. The perfect char on the outside with that succulent blue centre is simply irresistible.

In fact, I recently had one of the best black and blue steaks at Vince Young's Steakhouse in Austin, Texas. The flavours, the texture, it's an easy choice for a lifelong favourite!

6



# Words you live by?

"I can accept failure, everyone fails at something. But I can't accept not trying." - Michael Jordan

This quote resonates deeply because it captures the essence of resilience, determination, and the spirit of relentless pursuit. Failure is a natural part of life and growth. What's unacceptable is the act of not giving something your best shot.

