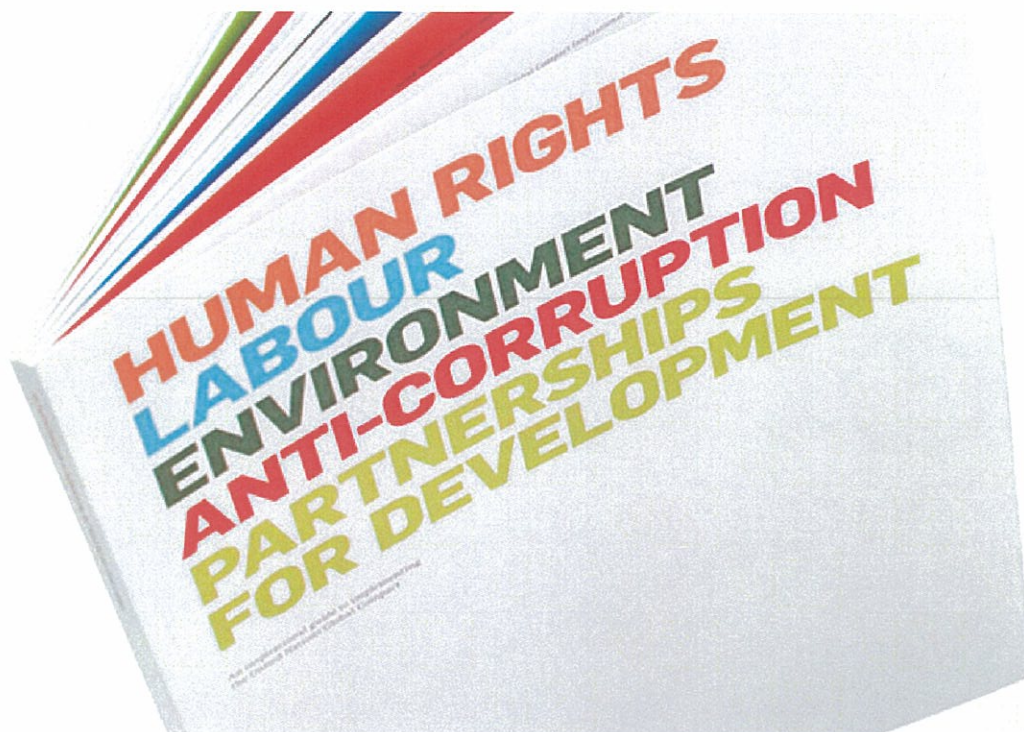


KONTRAPUNKT GROUP / GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS



ABOUT US

Company Name	Kontrapunkt Group	Date	11 June 2010
Address	Refshalevej 153 1432 Copenhagen K. Denmark	Document type	COP / SME version
Country		Membership date	12 June 2006
Contact Name & Position	Thomas Gamst Managing Director	Number of employees	60
Contact telephone no.	+45 3393 1883	Sector	Media: Strategic brand design and implementation
		Web site	www.kontrapunkt.com www.kp2.com

Brief description of nature of business

Kontrapunkt is an independent brand, design and production agency. We've been working with global and local brands for 25 years, and today we are more than 60 professionals crafting from offices in Copenhagen, Aarhus (Denmark) and Tokyo (Japan). We cover every brand discipline: Strategy, expression and implementation.

To us a brand is a promise. A promise about consistency - where all of a brand's fundamental elements come together and point in a clear direction. Our passion is to help clients identify and express their promise - and keep it.

Kontrapunkt has among others developed the visual identity for the UN Global Compact, which has contributed to promote the ten principles on the international agenda. See the case story and learn more about us at our website, www.kontrapunkt.com

How do you intend to make this COP available to your stakeholders?

Besides the availability through the Global Compact organisation website, we also promote our adherence to the Global Compact principles through our corporate website. Furthermore, we currently consider including a Global Compact section in our official e-mail signature.

Statement of support

As participant in Global Compact program, we strive for, and believe that our corporate values and business operations fully comply with the ten principles of Global Compact, as well of the Danish National legislation, which incorporates the international conventions regarding Human Rights and EU regulation of environmental affairs.

Through our support of the Global Compact, we also aim to continuously improve our efforts and results towards to the Global Compact principles, with the environmental principles as our current focus area.

As part of our support in 2010 our company will be represented by the Managing Director of our subsidiary Kontrapunkt at the "UN Global Compact Leaders Summit" in June 2010.

Copenhagen 11 June 2010



Thomas Gamst

Managing Director
Kontrapunkt Group



OUR PRINCIPLES

In the sections below you will find our commitments and policies regarding the global compact programme, including descriptions of relevant processes and systems that helps us to live the principles. Further more you will find thoughts about planned activities as well as past initiatives and outcomes.

Human rights principles

Principle 1: OUR BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS

Principle 2: OUR BUSINESS SHOULD ENSURE THAT WE ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES

We strive for, and believe that our corporate values and business operations fully support and respect the international human rights, which are also incorporated in the Danish national legislation.

Our employees are primarily based in Denmark. Hence, we have a high level of control and are thereby confident that our operations comply with the human rights.

We have never been involved - neither directly or indirectly - in any issues regarding human right abuses in our business affairs.

Last year we have made a financial contribution to the "SOS-Kinderdorf International" as well as the "Medecins sans Frontieres", which are both organisations aimed to improve the lives of those suffering the most. We have the intentions to continue the financial support to these - or equivalent - organisations in 2010.

Labour standard principles

Principle 3: OUR BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING

Principle 4: OUR BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR

Principle 5: OUR BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR

Principle 6: OUR BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION

We fully comply with Danish national legislation, which fully incorporates the principles for labour standards.

In agreement with the Danish labour market regulation, we carry out "Safety at work" inspections every two years, which has so far not revealed any safety issues at our work place.

Our company is subject to a major collective labour agreement (IFO), which has been renewed through collective bargaining in 2010.

Furthermore, in 2010 our employees have been granted the right to a "Well being board", which consists of employees only, and has the main purposes of acting as an "employee voice" (to the management) and to ensure a continuously high level of job satisfaction among our staff.

Our employees participate in an age pension scheme, which also includes insurance coverage for death, disability and psychical and physical health.

We encourage equality between sexes and different ethnic groups, by providing the same status, rights, and responsibilities for equally skilled employees. E.g. we have a female Managing Director in Kontrapunkt, as well as two female members in our Board of Directors.

As mentioned in the section above, we provide financial support to the "SOS-Kinderdorf International" organisation, which among others work against child labour.

Finally, we are certified by the "Det Norske Veritas" (www.dnv.com) within the area of "Occupational Health & Safety Management Systems" (ISO certificate # 36187-2006-AHSO-ABG).

Environmental principles

Principle 7: OUR BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES

Principle 8: OUR BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

Principle 9: OUR BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES

Environmental aspects continue to gain importance to our organization.

We fully comply with Danish national legislation, which - as for other EU countries - has high requirements in terms of environmental responsibility.

In addition to this, we have improved our routines with particular emphasis on energy-saving initiatives, which has resulted in an approx. 10% reduction of our power consumption during the past 12 months.

We have also implemented an initiative regarding classification of waste and responsible waste disposal, and introduced "reduce paper" policy, which among others meant that we no longer print invoice copies and other financial documents for our own archive (we keep them electronically only). Our intention is also to start invoice our customers electronically (instead of paper invoices by ordinary mail) in late 2010.

In 2010 we have set up videoconference equipment, with the purpose of reducing the amount of business travel (CO2 emission). This has decreased our travel activities between Denmark and Japan significantly, as most meetings are now held per videoconference.

Also, we have examined the possibility of purchasing "green energy" (wind energy) instead of energy from traditional energy sources. This however has not been possible so far, as we are currently restricted to use the same provider as our landlord, which is something we will try to change when ever possible.

Finally, we are certified by the "Det Norske Veritas" (www.dnv.com) within the areas of Quality Management Systems (ISO certificate # 16 362-2006-AQ-ABG-DANAK) and Environment Management Systems (ISO certificate # 26 377-2006-AE-ABG-DANAK).

Anti corruption principles

Principle 10: BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY

We fully comply with the Danish national legislation, which fully incorporates the principles for anti-corruption. We have never been involved - neither directly or indirectly - in any matters of this regard.