

# CORPORATE RESPONSIBILITY

## - HIGHLIGHTS OF OUTCOMES & MEASURES

This document sets out to highlight the overall management of the CSR policy in PFA during 2014 and includes the measures and objectives achieved. The overview is extracted from the CSR Report for 2014 and information on the CSR pages at pfa.dk.

Field	Measures and objectives	UN Global Compact Principle
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### Overall CSR policy

Revision of the CSR policy	<ul style="list-style-type: none"> <li>Revision of the CSR policy to strengthen the policy and further integrate a number of issues in the overall policy on CSR.</li> </ul>	Commitment to UN Global Compact
Managing and communicating the CSR policy internally	<ul style="list-style-type: none"> <li>Coordinating the CSR initiatives and projects across the organisation</li> <li>Communicating progress, results and new initiatives to employees</li> </ul>	Commitment to UN Global Compact
Managing and communicating the CSR policy externally	<ul style="list-style-type: none"> <li>Communicating CSR initiatives through pfa.dk and the annual reports</li> <li>Participating in stakeholder studies and responding to questions on the CSR policy and responsible investment policy from a broad range of stakeholders</li> </ul>	Commitment to UN Global Compact

### Responsible Corporate Practice

Whistle-Blower Portal	<ul style="list-style-type: none"> <li>2014 PFA has introduced a new whistleblowing portal, which makes it easier for employees to report serious cases and at the same time remain anonymous. No incidence was reported I 2014.</li> </ul>	1-6 & 10
Special tax effort	<ul style="list-style-type: none"> <li>PFA has established a steering committee with the focus on taxes. The committee will work to ensure that any tax legislation is timely and effectively implemented.</li> <li>PFA has in 2014 prepared a tax policy, which is expected to be adopted in 2015.</li> </ul>	
Code of Conduct and self-assessment for suppliers	<ul style="list-style-type: none"> <li>In 2014 PFA has continued to embed the use of PFA's Code of Conduct and self-assessment forms in the dialogue suppliers.</li> <li>PFA has evaluated self-assessment in relation to smaller suppliers and has assessed various solutions. As a result PFA has formulated two parts of the Code of Conduct, which still expects all suppliers to respect the Code of Conduct.</li> </ul>	1-10

### Responsible Corporate Culture

Skills development and focus on performance culture	<ul style="list-style-type: none"> <li>In support of the performance culture, PFA has introduced regular performance dialogues.</li> <li>The 2014 employee engagement survey showed that 87 per cent of the employees with regularity have a performance dialogue and 70 percent state that the dialogue add value.</li> <li>PFA held a total of more than 150 internal seminars to develop the employees' knowledge and qualifications within a number of areas.</li> </ul>	1
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Workplace Assessment	<ul style="list-style-type: none"> <li>PFA completed the statutory Workplace Assessment, which 82 per cent of the employees responded to. The assessment showed that PFA's current location which was built in the early 1980's, no longer lives up to what is expected for indoor climate of an office building in 2014.</li> </ul>	1,6
Focus on health	<ul style="list-style-type: none"> <li>PFA conducted a pilot project through PFA Fit at Work. The pilot project was a six-month trial in three departments, which carried out exercises with elastic bands to reduce and prevent the employees' minor problems with their back, neck and arms. The result of the pilot project was positive and the exercises will be part of the health strategy PFA develops for its employees in 2015.</li> <li>PFA has continued to encourage more employees to bike to work. The objective for 2014 was to increase the percentage from 21.5 to 30. The percentage reached was 26.</li> </ul>	1,6
Number of women in management	<ul style="list-style-type: none"> <li>In 2014 PFA achieved the overall goal of having at least 40 per cent of women at PFA management level. In 2014 the total share of women managers in PFA was 41 per cent.</li> <li>PFA intends to maintain this relatively high proportion of women leaders and gradually to increase it with more women represented in senior management, including on the Supervisory Board.</li> </ul>	1,6
Job satisfaction and employee engagement	<ul style="list-style-type: none"> <li>In 2014, the response rate of the employee engagement survey was 87 per cent. The survey focused on PFA as a performance organisation. The level of employee satisfaction increased from 74 to 77 out of 100. And, at the same time, the level of employees that would recommend others to apply for a job at PFA increased from 75-77.</li> </ul>	1,6

### Responsible Value Creation

Focus on Health and Prevention	<ul style="list-style-type: none"> <li>During 2014, PFA has carried out a significant amount of health screenings for companies with a PFA pension plan. Based on the results from the screening, PFA develops solutions for the customers involving advice, analyses and a health strategy.</li> <li>PFA's Active Claims handling scheme has assessed 1,726 cases and engaged in dialogue with 410 customers.</li> <li>PFA has continued the partnership with the Danish organisation, Børn, Unge &amp; Sorg, to draw attention to the organisation, which helps children and adolescents face either illness or death in their immediate family.</li> </ul>	1
Responsible investments	<ul style="list-style-type: none"> <li>PFA continues to support and uphold the six UN-backed Principles for Responsible Investments (PRI), but is no longer a formal signatory. PFA withdrew from PRI at the end of 2013 due to governance issues observed in the organization.</li> <li>In 2014, the RI Board continued to assess different issues such as investment in the energy sector, taxes as an element in the investment process and companies with activities around occupied territories such as Western Sahara and the West bank.</li> <li>In 2014, PFA closed externally managed index-linked funds and chose to develop and set up four index-linked funds managed by PFA. The decision was made to ensure that the costumors who choose to select index-linked funds through PFA's invest platform do not invest in companies that manufacture unconventional weapons such as cluster munitions and anti-personnel landmines.</li> </ul>	1-10

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Environment and climate policy	<ul style="list-style-type: none"> <li>PFA's environment and climate policy is founded on broadly integrating environmental initiatives into our business, including how PFA makes purchases and investments, runs its headquarters and involves employees.</li> <li>In 2014, PFA reviewed five years of focus with climate initiatives. A solid part of the initiatives is the climate partnership PFA has with Dong Energy. The goal was to reduce CO2 emissions by up to 30 % within five years. The climate partnership achieved in 5 years a 25.6 percent reduction, but this does only include initiatives on the building and not initiatives related to transport and waste management.</li> <li>In 2014, PFA renewed the climate partnership with Dong Energy and, at the same time, decided to include PFA's portfolio of investment properties. PFA expects to set measures for the partnership in 2015.</li> </ul>	1-10
Energy efficiency at the headquarters	<ul style="list-style-type: none"> <li>PFA's total CO2 reduction in 2014 was 114.5 t.</li> </ul>	7,8,9
Waste management	<ul style="list-style-type: none"> <li>PFA reduced 86.1 t CO2 by recycling paper and cardboard.</li> <li>In 2014, PFA estimated a reduction of 15.5 CO2 from sending letters to customers digitally through e-Boks instead of physical letters.</li> <li>PFA launched an internal information campaign with focus on reducing food waste from the cafeteria. The goal of 1 ton of food was achieved after six month.</li> </ul>	8

### Relationships and Dialogue

Promoting understanding of pension	<ul style="list-style-type: none"> <li>In 2014, PFA launched My PFA – a portal that collects individual figures, personal information and recommendations that are relevant to the individual customer.</li> <li>PFA has strengthened its reputation and public visibility. The objective is to ensure a higher level of familiarity with PFA as a business and to create an understanding of pension as a vital part of society's economic foundation.</li> <li>PFA has made strong progress in image surveys. On Berlingske Business' 2014 PR barometer, PFA advanced 20 places to an eleventh place out of 54, while PFA holds the position as number 26 in the image survey in Berlingske Business' Gold number, which investigated 140 companies.</li> </ul>	Increasing transparency
Customer dialogue	<ul style="list-style-type: none"> <li>In 2014, PFA continued to use the online tools to engage in dialogue with customers. During the first six month the new portal My PFA had more than 330.000 visitors</li> <li>Over all there has been an increase in customer contact and enquiries in 2014 with more than 100.000. This includes call and emails to the Health and Claims Centre and the Advisory Services Centre as well as meetings and consultations with customers.</li> </ul>	1
Customer satisfaction	<ul style="list-style-type: none"> <li>In 2014, PFA received 453 complaints.</li> <li>In 2014, the Customer Representative received 62 queries.</li> <li>PFA set up a Customer Trust Unit in 2014, which supports the PFA Customer Representative. More than 50 per cent of the complaints to the Customer Representative were accommodated in 2014.</li> </ul>	1

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PFA Live Life Foundation	<ul style="list-style-type: none"> <li>• In 2014, the below five organisations were selected as the causes of the year and received donations: <ul style="list-style-type: none"> <li>- BørneLungeFonden</li> <li>- Gigtramte Børns Forældreforening</li> <li>- Hjernebarnet</li> <li>- Neonatalstrik</li> <li>- Hjerneskaedeforeningen</li> </ul> </li> <li>• The foundation also decided to bring attention to six of the nominated causes, which were offered to have an information video produced to promote their causes.</li> <li>• In addition the foundation also decided to make a donation to Danske Hospitalskløvn together with an information video.</li> </ul>	
Support for associations and voluntary works	<ul style="list-style-type: none"> <li>• PFA has through partnerships and support activities assisted in improving social conditions in Denmark and around the world. The names of the organisations are listed in an annex.</li> </ul>	
Awards received	<ul style="list-style-type: none"> <li>• The Direct Marketing Award in the category Business to Customer for the Pension Estimator campaign.</li> <li>• Echo Awards, third place for Pension Estimator campaign.</li> <li>• The Advertising Effectiveness Award, AEA 2014 PFA Optimator.</li> </ul>	