

CSR report

2014 - 2015



Siteimprove

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Letter from CEO

For over 10 years, Siteimprove has been using our values; people-centric, innovative and passionate, to guide us in our mission of making the web better for all through our easy to use online web management solutions. These values and mission are embodied through the strategic work we do with corporate social responsibility, and I encourage reading more about our work and achievements throughout the year in detail in this report.

In the last year, our revenue grew by 54 per cent and we hired 100 new employees, and while rapid growth is not always easy the outcomes have been absolutely amazing. We have opened three new offices in Norway, Canada and the Netherlands, providing job opportunities and solutions for real business problems.

Another key growth area for Siteimprove has been the work we do in the accessibility sphere. Besides updating our tool to the benefit of our 2700+ customers, we have also collaborated with key accessibility consultants to highlight how we help make the digital world a better place for everyone, regardless of ability. The partnerships between Siteimprove and these consultants, all of whom are blind, has cultivated in a number of hugely successful accessibility events in which people have thrived from seeing first-hand the difficulties an inaccessible website can cause.

In 2015, we also held our biggest accessibility awareness event to date in Copenhagen, in collaboration with the Danish Association of the Blind. Promoting Global Accessibility Awareness Day, which occurs annually on 21 May, we organised the world's largest tandem cycling event. Promoting an accessible and inclusive society for all, regardless of disability, 200 people rode 100 tandem bikes to display a truly accessible Copenhagen cycling experience. Siteimprove employees, prominent members of the Danish community and blind or partially sighted members of the Danish Association of the Blind participated.

More than 350 people took part in the festive day, including American Ambassador Rufus Gifford and his Canadian counterpart, Ambassador André Francois Giroux. Other prominent guests included Klaus Bondam, CEO of the Danish Cyclists' Federation, and Bjarne Corydon, the Danish Minister of Finance. Upon course completion, Siteimprove donated the bikes to various blind cycling associations, as well as blind individuals in need.

Another significant area of focus for us in the past year has been our employees' wellbeing. After the success of the 2014 pedometer challenge, we launched a campaign to coincide with World Health Day, called Fitimprove15, which was a series of global fitness challenges to get all Siteimprove employees moving.

We used a mobile app to monitor participants' fitness activities throughout April in two categories cycling and running/walking. The four Siteimprovers who cycled and ran/walked for the longest time and longest distance in each category were awarded with something that definitely contributed to keep them on the right track: a brand new Apple Watch!

Proof of our ongoing employee satisfaction was seen by being named one of Minnesota Business Magazine's Top 100 Companies to work for, having also achieved the honour in 2012 and 2013. We credit this to having built a company culture that utilises the best of both worlds - the relaxed atmosphere and open office space from Denmark, and the result driven 'work hard, play hard' mentality from the US.

I would like to take this opportunity to thank all of our employees for their hard work. We will continue to move forward together toward securing our position as the world's leading provider of web governance tools and solutions.

Kind regards.

MORTEN EBBESEN

CEO, Siteimprove

A handwritten signature in black ink, appearing to read 'Morten Ebbesen', with a stylized, flowing script.

The background of the page is a black and white photograph. On the left, a person is riding a bicycle away from the camera on a path. In the background, there are modern apartment buildings and some trees. The right side of the page is covered by a large blue rectangle that contains the title and the main text blocks.

Human Rights

GLOBAL COMPACT PRINCIPLES 1-2:

1. The company should support and respect the protection of internationally declared human rights
2. Ensure that the company does not contribute to the violation of human rights

As part of our on-going work to actively put digital accessibility on the public and private agenda, as well as inform people about the challenges that disabled users experience when navigating the web and utilising self-service solutions, we have partnered with a number of disabled consultants who are able to educate through their own first hand experiences. Read more about our advocacy partners' valuable engagement with Siteimprove later in this report.

CYCLING IN COPENHAGEN

A Right for All

In our continuous quest to increase awareness about accessibility, we decided to, in collaboration with the Danish Association of the Blind (DAB), arrange Denmark's (probably even the world's) largest ever tandem bike ride. The goal was to promote an accessible and inclusive society for all, regardless of disability, and the date of the event coincided with the yearly celebration of Global Accessibility Awareness Day (GAAD) on 21 May 2015.

Covering a beautiful 3.5 kilometre seaside route in 'Amager Strandpark' east of Copenhagen, Siteimprove employees, prominent members of the Danish community and blind or partially sighted members of DAB strapped on a helmet and rode the 100 tandem bikes to showcase a truly accessible Copenhagen cycling experience. It was a spectacular sight!



THORKILD OLESEN, PRESIDENT OF DAB



RUFUS GIFFORD, AMERICAN AMBASSADOR

More than 350 people took part in the festive day including Rufus Gifford, American ambassador, Klaus Bondam, CEO of the Danish Cyclists' Federation, and Bjarne Corydon, the Danish Minister of Finance.

"Accessibility is a human right. May it be access to bike riding or access to the internet."

Morten Ebbesen, CEO of Siteimprove.

Upon completing the course, Siteimprove donated the bikes to various blind cycling associations, as well as blind individuals in need.

"On behalf of the Danish Association of the Blind, I would like to thank Siteimprove for an incredibly well-planned and well-executed event. We have received so much positive feedback from our members, it has been a huge success! We thank you for your efforts that made it possible. "

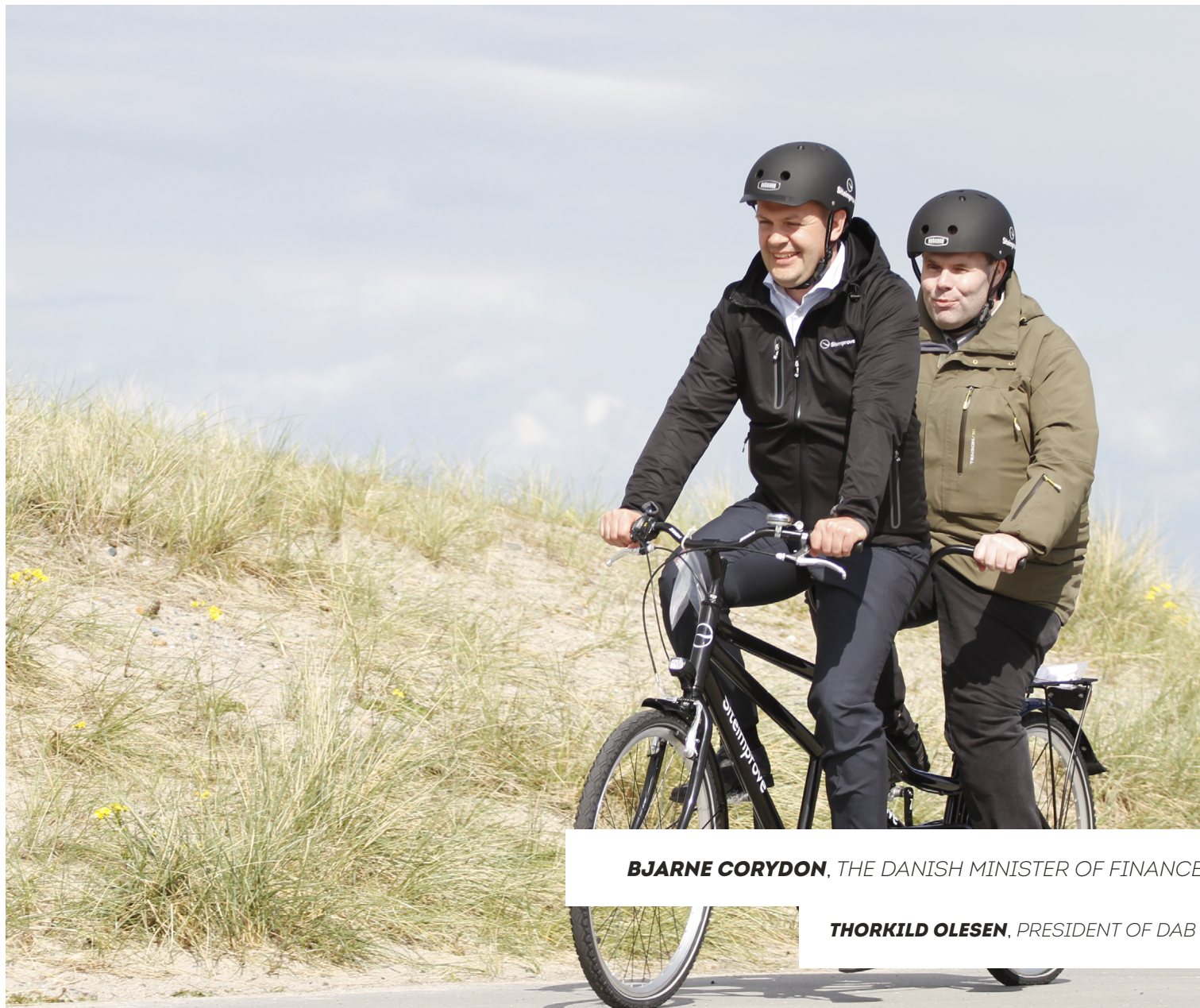
Thorkild Olesen, President of DAB



“At the Danish Association of the Blind, we very much appreciate collaborating with Siteimprove. It makes perfect sense for us to partner up with a SaaS company that works with digital accessibility, since exactly this contains many challenges and difficulties for people with impaired vision. Furthermore, we are extremely thankful for the donation of no less than 100 tandem bikes. Many of our members do not have the financial resources necessary to buy a tandem bike, but now it will be possible for them to take part in the fun and join friends and family on bike rides.”

Tanja Vegeberg Andersen, Executive Committee Member at DAB





BJARNE CORYDON, THE DANISH MINISTER OF FINANCE

THORKILD OLESEN, PRESIDENT OF DAB



“Our tandem bike was stolen about six months ago and since then, getting around in Copenhagen has proved quite challenging. My husband, John, is visually impaired and it was truly amazing to see so many happy blind and visually impaired people on bikes in Amager Strandpark. John rode a tandem with the American ambassador, and when it was all over, we brought the beautiful bike with us home. Watch out Copenhagen, we’re back on wheels!”

Nina Faartoft, Member of DAB

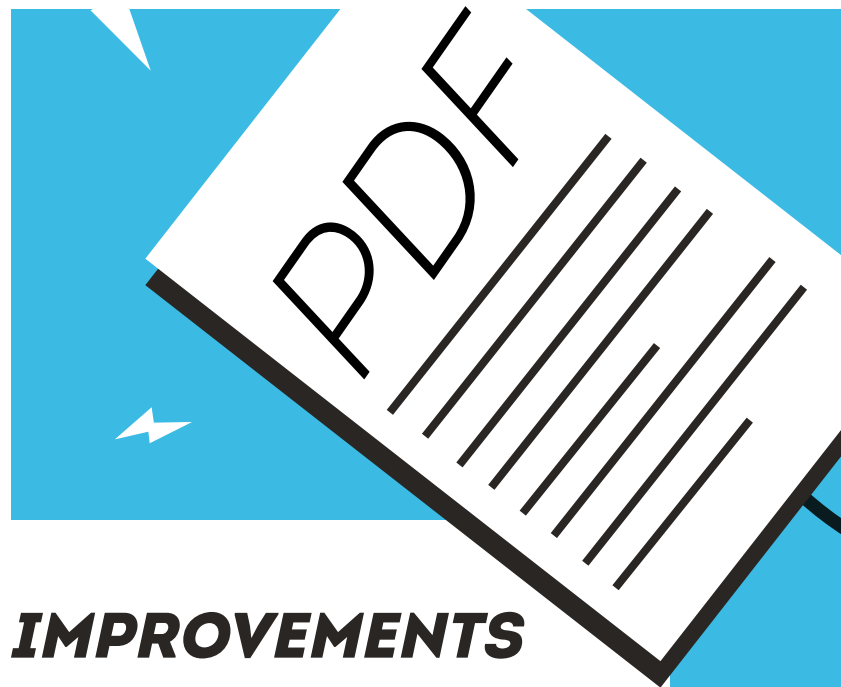
DIGITALLY

ACCESSIBLE PDFs

In 2014, we continued to increase the overall sustainability of digital accessibility by developing new initiatives towards a more accessible web for our clients, such as the development of our PDF checker. As part of our continued focus on making the web more accessible, we are constantly looking for new ways to improve our accessibility product offering. One major area in which we made substantial improvements was within the field of checking Portable Document Formats (PDFs) for possible accessibility issues.

It is a common misunderstanding that PDFs are inaccessible but in fact, a PDF is a document format that can be greatly accessible to many users. With an easy and simple layout, the new product enhancement makes it easier for businesses and organisations to ensure that all web content meets accessibility standards.

Furthermore, in 2014, we developed two online accessibility certification courses for our US and European customers and in doing so became the first private company to do this globally. The certification is designed for customers who want to enhance their web skills, best practices and develop their knowledge on accessibility. The two courses, technical and non-technical, are offered online and available for the participant any time anywhere. Each course consists of a series of videos and corresponding quizzes. The customer has to pass all quizzes with at least an 80 per cent final score to be awarded a certificate.



IMPROVEMENTS

TO SITEIMPROVE'S

ACCESSIBILITY

SERVICE

We firmly believe that websites should be accessible for visually impaired users as well as users affected by cognitive and physical disabilities. With more services becoming available online, and some made exclusively available online, there is an even greater need to ensure that all users are offered the opportunity to independently utilise online services.

It is rare to encounter an organisation that does not want to make their website accessible, however, the very nature of digital accessibility can make it difficult to start addressing important accessibility issues.

To make working with accessibility easier to our customers, we made significant changes to our Accessibility service in 2014 by assigning accessibility issues to three different roles. This way, our users no longer have to relate to all issues, but are instead presented with a list of issues relating to their skill set and knowledge.



WEBMASTER

Issues assigned to this role focus on making sure that content is created simply and in a way that it can be interpreted by assistive technologies (like screen readers).

For example, the `` tag is often used to emphasise text on a page, but `` means “bold” and is related to the style of the content - which means nothing to a blind user. By using a semantic tag like `` instead, you are now giving an indication as to how the content should be understood and if text is being read aloud then this could be displayed through changing the tone.

EDITOR

Assigned issues that relate to the content creation process.

For example, when adding links on a page, the link texts should always make sense when read out of context. Link texts such as ‘Read more,’ ‘Here,’ ‘Click here,’ should be avoided.

DEVELOPER

As a developer, it is important to ensure as many users as possible can use your web application.

For example, the use of colour. In order to make sure that all users are aware that an element on a web page has a certain function or status, it is important not to give information solely by the use of colour. For users who cannot see colours or are affected by colour blindness, that information can be lost.

OUR **ACCESSIBILITY** CONFERENCES IN **EUROPE**



SWEDEN

On 15 October 2014, Siteimprove held our largest web accessibility conference to date at the Quality Hotel Globe in Stockholm. The event raised awareness about the new discrimination law that came into effect in Sweden on 1 January 2015.

Stand-up comedian Jesper Odelberg kicked off the event, followed by Kevin Rydberg, Siteimprove's American accessibility specialist, who went through how to get started with the process of making a website accessible. Fredrik Ahlqvist demonstrated how he as a visually-impaired person navigates the web, and then Par Lannerö from the E-delegation spoke about why it is important to have accessible web as well as the extended legal requirements. With fantastic speakers, over 130 participants and a 96 per cent satisfaction rating the event was a great success.



THE NETHERLANDS

On 16 April 2015, Siteimprove held its first Dutch focused accessibility event in the tranquil neighbourhood of Soest, strategically located between three of Holland's largest cities. The five hour afternoon seminar, designed primarily for those in the Dutch public sector, was attended by over 50 participants eager to learn about how to build a business case for having an accessible website. With an educational and informative line up, participants were given the chance to learn quick tips and tricks from a real life case study, as well as hear which direction accessibility legislation was heading in. Renowned international accessibility expert Professor Jonathan Hassell was one of the day's most popular speakers with his session on how to tie accessibility and a return on investment together in a way that could convince any management board to make positive changes. A recognised voice of expertise, Jonathan is best known for authoring the BS 8878 Web Accessibility standards in the UK. Blind comedian and Dutch radio host Vincent Bijlo also presented at the event, and was met with squeals of laughter as he brought humour to the stage whilst highlighting the very real difficulties blind users face when accessing the internet.

Later on in 2015, Siteimprove will host similar events in Norway, Sweden, the United Kingdom and Ireland.

SITEIMPROVE'S ADVOCACY **PARTNERS**

Over the years, Siteimprove has enjoyed collaborating with many amazing partners who share our passion for creating awareness about accessibility and ultimately trying to make the web accessible for everyone. Keith Bundy, Fredrik Ahlkuist and Daniel Gartmann are living proof that being blind or partially sighted does not have to be a hinder for accomplishing dreams and living life to its fullest.

However, the life of people with difficulties utilising the web could be significantly improved if companies and institutions worldwide went the extra mile and took it upon themselves to make their websites accessible. These men have all played important roles at Siteimprove's accessibility conferences and we sat down with them to hear their thoughts.





KEITH BUNDY, USA

Keith is the assistant Dean for Student Development at Dakota State University and is a JAWS certified teacher. He has been a guest speaker at several events for Siteimprove where he talked about the importance of digital accessibility and demonstrated live how blind people navigate the internet using a screen reader.

What do you think of the accessibility conferences you helped us with in Ontario, Canada, in 2014?

I think both events that I helped Siteimprove with were extremely valuable in showing professionals the need for accessibility in the technology area. There were many valuable presentations at the events, and I believe that ours showed that accessibility and usability are very achievable. One of our main talking points was that although it is true that attaining accessibility and usability takes extra work, with the right forethought and a little dedication, this is not a 'Mission Impossible'.

Why have you chosen to collaborate with Siteimprove?

I have chosen to collaborate with Siteimprove for two reasons. One reason is my relationship with Kevin Rydberg, Siteimprove's eAccessibility Consultant, who I previously worked with at Dakota State University. I was excited to see him hired by Siteimprove and when he asked me to work with Siteimprove it seemed like a great opportunity to help to promote accessibility and usability of software and technology. The second reason I collaborate with Siteimprove is that it is a very positive, stable, and progressive company. I believe in what Siteimprove does, and I believe very strongly in the accessibility assistance offered by the company.

What are the benefits of having an accessible website?

An accessible company website makes me feel valued by that particular company. It makes me feel like the company is putting forethought into reaching all members of the general population – including those of us with special access needs.

How do you think Siteimprove helps create awareness on the subject of digital accessibility?

I believe that Siteimprove helps to create awareness in several ways. The company has hired an eAccessibility consultant, which, in itself, says that it wishes to promote accessibility. Secondly, this eAccessibility consultant is very visible in attending several technology events and doing presentations to promote accessibility. Finally, the accessibility certification workshops and the blog posts dealing with this subject promote an awareness of accessibility to the technology world.

FREDRIK AHLKVIST, *Sweden*



Fredrik works as an external consultant advising companies on how to become more accessible in terms of digital information, recruitment, physical accessibility, etc. He has been blind since the age of 15, but he has never let his disability become a hindrance in living his life.

Fredrik joined us at our event in Stockholm in October 2014 where a newly passed Swedish accessibility law was discussed. He also joined us in Malmö in May 2014, where he clearly demonstrated how important accessibility is as he browsed websites live using a screen reader. Unsurprisingly, the majority of the randomly chosen websites proved to be partially inaccessible, which made them unreadable to the screen reader and thereby Fredrik.

What do you think of the accessibility event you helped us with in Stockholm, Sweden, in 2014?

I thought it was a really good event where all the speakers complemented each other very well. Furthermore, I thought it was a great way to combine Siteimprove's accessibility tool with a living example, me, of why it is important that companies make their websites accessible.

Why have you chosen to collaborate with Siteimprove?

I think that we complement each other very well. Siteimprove is trying to make websites more accessible, which is something that I strongly stand for as well.

What are the benefits of having an accessible website?

It is essential that companies address accessibility issues in order for their websites to be accessible for people with impaired vision. It is very important to share the knowledge in order for companies to understand that they actually exclude people when they decide to overlook accessibility issues.

How do you think Siteimprove helps create awareness on the subject of digital accessibility?

From what I could see at the event, Siteimprove reached a large variety of segments, which I think is very important.



DANIEL GARTMANN, *Denmark*

Daniel works as a consultant specialised in information and communication technologies at IBOS- the Danish Institute for Blind and Partially Sighted. He has a master's degree in Spanish and social studies and has lived with impaired vision his entire life. Daniel joined us at our accessibility conference in Aarhus in November 2014 where he helped explain the importance of digitally accessible websites.

What do think of the accessibility event you helped us with in Aarhus, Denmark, in 2014?

I think it was a very exciting event with many visitors who showed great interest in what we are trying to do with digital accessibility and making the internet available to everyone.

What are the benefits of having an accessible website?

I think it is very important to work with the issue of making websites accessible. From a consumer perspective, it is essential that the internet is accessible in order for no one to be excluded due to e.g. impaired vision. But it is also interesting to look at from a company's perspective. If a website is accessible to everyone, chances are also higher that more products will be sold. It is a win-win situation!

How do you think Siteimprove helps create awareness on the subject of digital accessibility?

Siteimprove creates great awareness about the issue of navigating the internet when blind because their software focuses on making it possible for visually impaired people to independently navigate the internet.

SITEIMPROVE & THE MINNESOTA WILD HOCKEY TEAM

In 2014, a strategic partnership was established between Siteimprove and the Minnesota Wild Hockey Team, which play within the National Hockey League (NHL).

Web governance is the practice of managing the quality and consistency of your online presence through organised systems, policies, and tools, which is exactly why the Minnesota Wild has partnered with Siteimprove.

The Siteimprove Web Governance Suite will also help the Wild manage their website's accessibility. The NHL and Wild both recognise that improved accessibility will provide a better experience for all hockey fans - whether they are at the game or follow it online.

“A tool like Siteimprove's will help us provide the best online fan experience possible.”

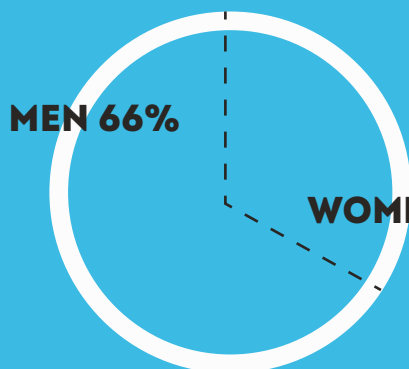
Matt Minnichsoffer,
Manager, Web and Creative Services for the Minnesota Wild.



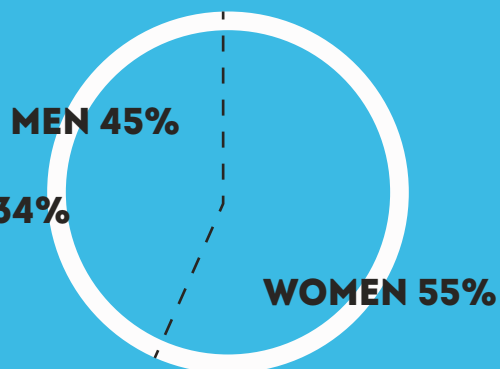
188



GENDER DIVISION



OVER ALL



MANAGEMENT

8 COUNTRIES



New hires since May 2014:

/100

Average employee age:

/32

8 OFFICES



SYDNEY

Average time employment
in days:

/634

Nationalities employed
by Siteimprove:

/22



Labour Rights

GLOBAL COMPACT PRINCIPLES 3-6:

3. The company should support the right to unionise and effectively recognise the right of collective bargaining
4. Support the eradication of all forms of forced labour
5. Support the effective eradication of all forms of child labour
6. Eradicate discrimination in respect to employment and occupation

FITIMPROVE 15

Let's get moving **part 2**

After the success of the pedometer challenge held in 2014, we decided to renew our commitment towards encouraging a healthier lifestyle among our employees. On 7 April 2015, World Health Day, Siteimprove launched Fitimprove15, a series of global fitness challenges to get all Siteimprove employees moving!

We used a mobile app to monitor participants' fitness activities throughout April. During that time, employees challenged themselves in two categories: cycling and running/walking. At the end of the month, the four Siteimprovers who cycled and/or ran/walked for the longest time and longest distance in each category were awarded with something that definitely contributed to keeping them on the right track: a brand new Apple Watch!

Furthermore, all participants were entered into a random drawing for a 70-euro gift card of their choice. The same prize went to the 'Best Social Ambassador' award winner for being the one who made the most noise on social media. Under the hashtag #Fitimprove15, we collected beautiful pictures of landscapes from the lakes of Minneapolis, the streets of London, and the Danish countryside, as well as countless selfies of our sweaty Fitimprovers!

To further motivate our employees, we also held two short contests on 21 May 2015, when all Siteimprove employees were present in the Copenhagen office for our global meet-up event. Participants from all our offices around the world challenged themselves in a planking and push-up competition with separate categories for men and women. The four global champions each won a massage voucher to help their sore muscles.

The goal with Fitimprove15 was to motivate all employees to lead a healthier lifestyle with regular exercise, rather than only awarding those who could run, walk, or cycle the fastest. We wanted to inspire people to get healthy and get moving, regardless of whether it was a long run or simply jumping off the bus two stops earlier than they usually would have.

“This contest showed me I can move more, which I didn’t think was possible.”

said Raneë Flory, US Administrative Assistant, who won the walking challenge for the longest time spent moving.

“Instead of wearing uncomfortable heels, I just put on my sneakers and walked to the office in the morning. I realised I could walk for 60 kilometres a week instead of taking the metro.”

Caroline Olsson, Market Analyst, DK

Throughout the Fitimprove15 challenge, our employees ran and cycled more than 500 hours and more than 6,000 kilometres in total. We are very proud of their results, and we look forward to creating new fitness challenges to inspire our employees to get moving in the future!

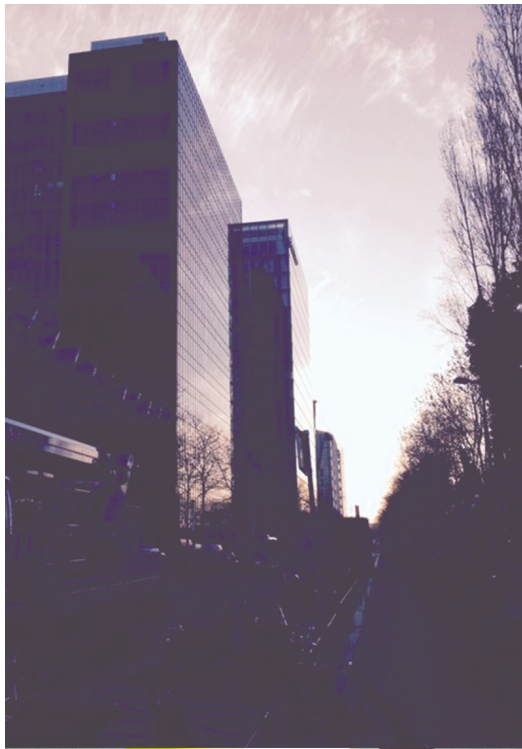
“This was a perfect time to initiate a competition! I wanted to start commuting to work but just needed the push.”

Sara Krueger, Account Executive, US

We walked
6,852
kilometres
which

constitutes the distance between our Copenhagen office and Minneapolis office





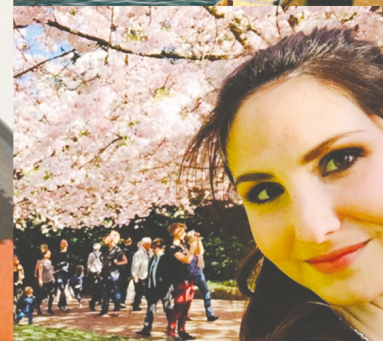
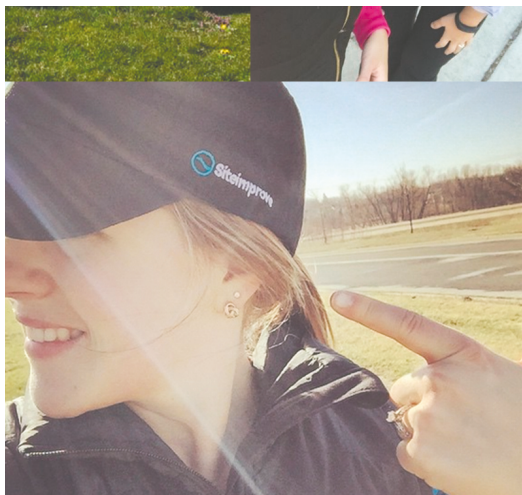
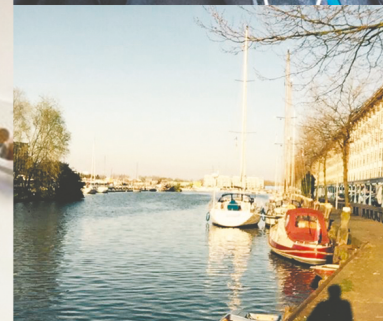
"This initiative has made me go even more to the gym for spinning/training. So it worked! And I lost almost 5 kg in this month!"

Frans Doldersum, Senior Account Manager, NL



"Normally, I would go cycling as well, but the Fitimprove challenge was a real motivator to bike more often and further than I otherwise would have."

Arend Vosmaer, QA Engineer, DK





SITEIMPROVE *WELLNESS*

Campaign

In 2015, one of Siteimprove's social responsibility efforts focused on internal staff through promoting health and wellness according to three different parameters:

- 1/ Cognitive Health - Reducing stress and tension and helping colleagues cope with the challenges of the human experience
- 2/ Physical Health - Helping colleagues complete daily activities without undue stresses and pains
- 3/ Social Wellness - Providing a safe space to relate and connect with colleagues and create a positive outlook on life



Wellness initiatives in US office

With the three dimensions of wellness in mind, Siteimprove hosted a variety of in-office activities including an office-wide walking competition to encourage blood circulation. The total number of steps taken among all US staff was 104,576 steps with a covered distance of 73.3 kilometres.

In addition to walking for physical health, our staff also attended yoga sessions led by their fellow colleague, Lindsay Makarem, who shared how yoga encourages her to push out of her own physical and cognitive boundaries. Furthermore, two local masseuses provided ten-minute chair massages to help US staff manage stress. Many studies have shown that massage is an effective alternative treatment to manage and reduce stress, and also serves as a supplementary way to decrease anxiety, enhance sleep quality, and improve concentration.

To round off these activities, Siteimprove hosted a salad bar lunch to help encourage healthy eating habits among staff.



Wellness initiative in our headquarters

Positive word of the yoga session quickly spread, and Siteimprove on the other side of the pond arranged for an early morning yoga session in the Danish office where participants were guided on how to maximise their breathing and find inner harmony to energise their bodies and minds.



To further support good physical health across Siteimprove offices, European management has arranged for professional consultants to come and perform individual health checks for interested employees. Focus will be on body fat percentage, calculations of BMI, blood pressure and blood sugar and cholesterol levels.

Wellness initiatives in UK office

In April 2015, the UK and Irish teams took some time out to think about a healthy work-life balance. Brett Sizeland from Concept Fitness, a qualified strength and conditioning coach, as well as Andy Scrags, a qualified nutritionist working with international athletes and performers, were invited into the offices to share their expertise.

The aim was to offer staff more information on hydration, healthy work-life balance, foods for the brain, healthy alcohol levels and sleep patterns. Relating this back to our role at Siteimprove, creating the necessary steps to ensure we optimise our working performance through nutrition and hydration.

Individuals also had a one-to-one session with Andy and Brett to tailor questions to their personal circumstances and gain personal nutrition and lifestyle advice.



Minnesota Business Magazine's Top 100 Companies

Siteimprove is very proud to have again been named one of Minnesota Business Magazine's Top 100 Companies to work for, having also achieved the honour in 2012 and 2013.

We credit this to having built a company culture that utilises the best of both worlds – the relaxed atmosphere and open office space from Denmark, and the result driven 'work hard, play hard' mentality from the US.

***KEEPING
A FINGER ON
THE PULSE***



ANNUAL *EMPLOYEE* *SURVEY*

Siteimprove is a fun and successful company, but also a company characterised by many changes and a high pace of work due to our 55 per cent annual growth rate. We rely 100 per cent on the well being of our employees, which is why we try to keep a finger on the pulse by conducting an annual anonymous employee survey that tracks the overall well-being and satisfaction levels of our employees.

OVERALL RESULTS FROM 2014/2015

- Management has become better at communicating goals and expectations
- Expressions of appreciation and acknowledgement from management have increased compared to last year's results
- The work pace is high and some employees sometimes feel they get behind on their work
- Corporate values are not communicated consistently and therefore not well known among employees

Management shared the results of the 2014/2015 survey with employees including focus areas for the coming year.

HERE ARE THE HIGHLIGHTS:

- Keep focusing on communicating company progress and goals
- Include 'satellite offices' in biweekly/monthly staff meetings via video calls
- Keep focusing on reducing work-place stress and lowering work pace when too high
- Improve communication on Siteimprove's corporate values:

People Centric, Innovative & Passionate





Environment

GLOBAL COMPACT PRINCIPLES 7-9:

- 7. The company should support a careful approach to environmental challenges
- 8. Take initiatives to promote increased environmental responsibility
- 9. Encourage the development and dispersion of environmentally friendly technologies

Minimising Our Carbon Footprint

As a SaaS company, Siteimprove is concerned with the inevitable CO2 emissions caused by our many servers. Storing the data needed to provide our services requires a vast amount of energy, and we strive to choose the most sustainable solution. In an attempt to leave the smallest possible carbon footprint, we have chosen a data centre that fulfils our expectations, both in regards to being sustainably powered and energy efficient as well as maintaining optimal data security. Our data centre in Denmark, Interxion, has received multiple awards for sustainability and supports more than 90 per cent of its energy consumption through sustainable sources including hydroelectric, solar and wind energy.

Interxion continues to develop and improve its systems in a manner that affects the environment as little as possible. In May 2015, they introduced a new technology that utilises groundwater as a cooling agent for the data centre's servers. Interxion describes the new technology as *"a system that, both summer and winter, delivers continuous cooling to ensure the right temperature for the servers alongside reducing the energy consumption significantly."*

The new groundwater cooling system allows Interxion to store the cold air from the winter months to cool thousands of servers during the summer. This is yet another step towards their goal of providing a 'carbon minus' data centre, preventing any negative impact on the environment. These continuous improvements towards developing environmentally friendly solutions reassure us that we have made the right choice in choosing our data centre.

DONG Energy Partnership

Since 2011, Siteimprove has been a member of a climate partnership with the largest provider of energy in Denmark, DONG Energy. Through this partnership, we support the production of sustainable energy in Denmark, along with more than 130 other Danish companies. Together we can make a difference.

Earth Day

On Earth Day 2015, Siteimprove staff met with 10 participants from RISE, a local non-profit organisation dedicated to providing job opportunities to over 3,500 people annually who are living with a variety of disabilities (cognitive, hearing, physical, etc.). As a team, we visited the Como Park Zoo and Conservatory in St. Paul, Minneapolis, to assist with several spring gardening tasks including washing garden pots, picking up debris, and raking leaves. During this time, Siteimprove staff also had a chance to mingle with those from RISE and learn about their personal goals to reduce the stigma around disabilities whilst also promoting environmental sustainability.



Anti corruption

GLOBAL COMPACT PRINCIPLE 10:

10. Businesses should work against all forms of corruption including extortion and bribery

Despite working in a low risk market, we have a very firm policy in regards to corruption and bribery. In the event that an employee should receive a present, or any form of bribery from a supplier or customer, the employee must notify his or her manager immediately. Failure to report may have consequences for future employment with Siteimprove.



DONATIONS AND CHARITY

Fundraising for the Danish Cancer Society

In connection with the Danish Cancer Society's annual 'Knæk Cancer' campaign, which occurs each fall, Siteimprove developer Jesper Bromose suggested a donation pool to help raise money for this good cause. The aim of the nationwide campaign was to create awareness about cancer prevention and to raise money for scientific research. Acknowledging Jesper's excellent idea, CEO Morten Ebbesen agreed to double whatever amount Jesper could raise among his colleagues during the designated week.

Jesper was ready! Sending encouraging and informative emails, making himself available for questions and generally sharing the positive initiative, he provided every opportunity for the office to support the good cause.

"I was genuinely impressed with how much money we managed to raise. Before we started, our goal was to raise

DKK 5000 (USD 750) amongst the employees - this was reached within the first two days! After that we sat the bar a little higher, and with Morten doubling the amount, we reached DKK 20,000 (USD 3,000) by the end of the week."

If it ain't broken – don't throw it out

As part of our environmental initiatives, Siteimprove donated several used computers and switches to CoderDojo, a global volunteer-led community that provides free programming education for youth. Participants learn to code and develop websites, apps and much more. By passing along the pre-owned hardware to the community, more children can learn and participate in the emerging technology industry in addition to reducing electronic waste.



Sharing a Win

In January 2015, Siteimprove kick-started the New Year with an in-house competition with a fantastic prize of DKK 5,000 (USD 750) which the winner could donate to a charity of their choice. Jonathan Peyron from the European Marketing Department won after having completed a tricky obstacle court while blindfolded, forcing him to rely on his remaining senses. Jonathan chose to donate the money to Lidingö Särskola, a Swedish school for children with special needs, who used the money for a fun day of bowling for the children.

“We are so thankful for the donation which made it possible for us to arrange an inspiring and fun sports event for our children.”

Annika E. Axelsson,
Headmaster of Lidingö Särskola



Living Well Disability Services

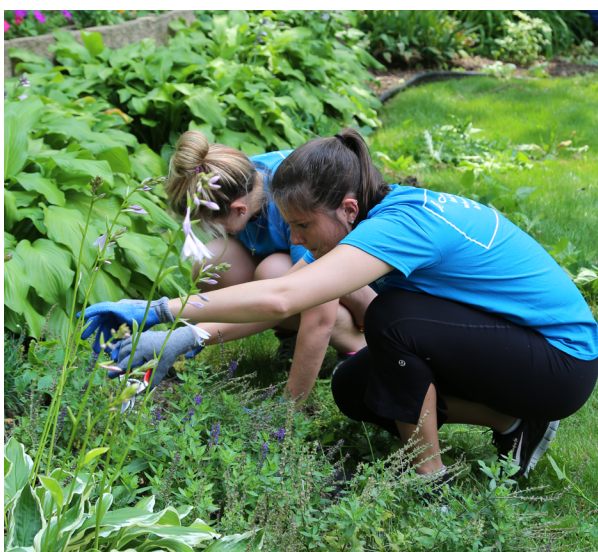
In 2014, Siteimprove increased its charitable giving in the US through the installation of quarterly community engagement events in which they partner with local philanthropic endeavours.

For our second quarter, Siteimprove partnered with Living Well Disability Services (formerly known as Dakota Communities), a 501 ©3 founded in West St. Paul in 1972 that focuses on transforming the lives of people impacted by intellectual, developmental and physical disabilities (including Cerebral Palsy, MS, Autism, and Alzheimer's).

Currently operating 33 group homes as well as providing in-home services, Living Well hosts many programmes designed to support over 300 adults/young adults in the Minneapolis metro area.

Siteimprove assisted with Living Well's 'Garden Therapy' programme by removing dead debris, weeding backyard gardens, and grooming raised garden beds. Garden Therapy aims to promote the physical, cognitive and emotional well-being of participants by providing a place to reduce stress and encourage free and open thinking.

Siteimprove staff also met Julie Manworren, President & CEO of Living Well who discussed the organisation's mission and the impact of volunteers helping the local non-profit.

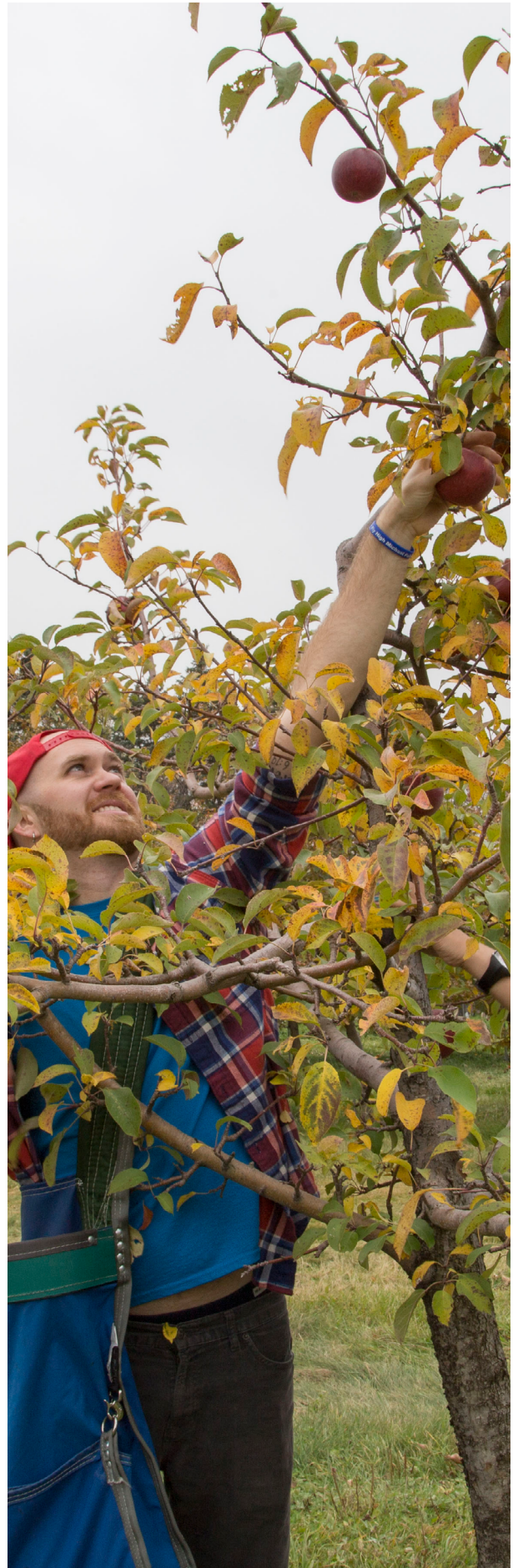


The Minnesota Project – Fruit for the People

For our third quarter, Siteimprove partnered with the Minnesota Project, a local 501 ©(3) non-profit founded in 1978 dedicated to championing the sustainable production of energy and food in communities from across the state of Minnesota's rural, suburban, and metro communities through equitable distribution of nature's bounty.



Over 25 Siteimprove staff members gathered at Carver Nature Centre in Hastings to pick apples for the 'Fruits of the City' programme, which distributes fresh fruit that would otherwise have gone to waste, to emergency food shelves across the state. As a whole, the Siteimprove staff packed over 2,000 kg of apples in 3 hours!



Social Events



At Siteimprove, we believe it is important to arrange for fun activities outside the office. We prioritise social events because we find that they strengthen personal ties between employees, which in turn creates great memories and facilitates better results.

GLOBAL SITEIMPROVE

Meet-Up Event

HELD IN COPENHAGEN, DENMARK



Our biggest and most extensive employee event in the past year was the global company meet up that took place in May 2015 in Copenhagen. The event was planned in association with our tandem cycling event that promoted Global Accessibility Awareness Day. Management invited every single employee to come to Copenhagen to participate in the event, which was the company's biggest accessibility event to date. Over the course of the three-day meet up time was spent on work related teambuilding and getting to know colleagues from across the globe. Activities included a treasure hunt around beautiful Copenhagen – designed to challenge the minds of the smart Siteimprovers.

Delicious dinners and social gatherings were also held, including an extravagant gala dinner at one of Denmark's old renaissance castles called Kronborg. Before the four-course dinner, everyone enjoyed a guided tour of the castle and its dark vaults. After dinner, everyone mingled and danced to live music all night long.



KRONBORG CASTLE

Styrelsen for Slotte og Kulturejendomme

Photographer: Thomas Rahbek

‘DHL Stafetten’ – A little Rain Won’t Kill our Spirit

We are a competitive bunch who never passes on the opportunity for good food accompanied by a cold drink. Therefore, participating in the DHL Stafet (a yearly five kilometre relay race) in Copenhagen has become a true Siteimprove tradition!

The last Friday of August 2014 was a rainy day, however, it did not stop 50 employees from our European offices defying the weather and enjoying a fun afternoon of competitive running and cheering. Eventually, the rain stopped and the rest of the evening was spent barbequing, talking and laughing in the DHL tent. It was indeed a good day and we look forward to doing it again in 2015!



High-Reaching Teambuilding

In line with our appreciation of social events with a competitive twist, we decided to take our teambuilding to a whole new level – literally – when we went climbing in connection with the 2014 summer party. In groups of four, the goal was to help each other through the climbing obstacles – 15 metres above ground! It was a day of great

team building and working together in a different setting outside our comfort zones. Afterwards, we had dinner at one of Copenhagen’s many delicious restaurants.



World-Class Teamwork

Siteimprove highly values teamwork and leading a healthy lifestyle, which is why in August 2014, we sponsored a sailing team that one of our employees was a part of. The sailing team participated in the world championship in ORC sailing in Kiel, Germany. Having trained for the event for three years, the team of 11 put in a great effort and utilised the Siteimprove spirit of excellent cooperation to bring themselves across the finish line after a tough competition. Following the event, Siteimprove chose to give employees a chance to experience sailing for themselves, and the day was a great success with employees enjoying the opportunity to learn new skills, work together and embrace a healthy lifestyle activity.



***GOALS
ACHIEVED
AND SET FOR
THE NEXT YEAR***

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HUMAN RIGHTS	GOALS ACHIEVED 2014/2015	GOALS FOR 2015/2016
Contribute to making public and private websites more accessible	<p>We improved our Accessibility service, dividing issues between three different roles in an organisation; the webmaster, the editor and the developer, to support and simplify the difficult task of making websites accessible</p> <p>Hosted accessibility conferences in Sweden, the Netherlands and the UK</p> <p>To celebrate the annual GAAD, we held Denmark's largest tandem bike event together with the Danish Association of the Blind. Siteimprove employees from every office together with 100 members from the Danish Association of the Blind as well as prominent Danes and US and CA ambassadors took part in the festive day</p> <p>Inspired by the successful initiative in the US, we have started offering Accessibility Certifications to all customers in Europe</p>	<p>Continue development on the Siteimprove Accessibility tool to support private and public webmasters in quality assuring accessible websites</p> <p>We will host accessibility conferences in Norway, Sweden, United Kingdom and Ireland during 2015</p> <p>Continue offering and further developing our Accessibility Certifications</p> <p>Hire expert eAccessibility Consultant for Canadian market</p>
Partnerships within accessibility	<p>Established advocacy partnerships with accessibility experts with impaired vision for the Danish, Swedish, Dutch and American markets</p> <p>We have established partnerships with:</p> <ol style="list-style-type: none"> 1. Danish Association of the Blind 2. The International Association of Accessibility Professionals (IAAP) 3. Open Inclusion 4. STIFTUNG barrierefrei kommunizieren! 5. Web for all 6. The Minnesota Wild Hockey Team 7. Wisconsin CESA 7 	<p>Continue to work closely with the disabled community in regards to digital accessibility</p>

HUMAN RIGHTS	GOALS ACHIEVED 2014/2015	GOALS FOR 2015/2016
Free consulting and education	In the past year, we made a total 147 blogs, whitepapers, check-lists, e-books and webinars concerning accessibility available to customers and prospects free of charge across all markets	Continue to offer educational material on accessibility free of charge
Facilitation of networks		Continued contact with the Accessibility Advisory Board

LABOUR RIGHTS	GOALS ACHIEVED 2014/2015	GOALS FOR 2015/2016
Ensure a healthy psychological work environment for Siteimprove employees	Decreased levels of stress globally and increased levels of support and acknowledgement from management according to most recent annual employee survey	Increase overall job satisfaction across all markets even further, and continue our focus on minimising stress even though we grow rapidly as a company
Ensure and encourage a physically healthy work environment for Siteimprove employees	<p>Fitimprove15 global fitness challenge to encourage employees to increase their physical activities</p> <p>Increased general focus on physical and cognitive health amongst employees via yoga sessions and expert counselling on nutrition and physical health</p> <p>Visit from ergo-therapist to give advice on correct deskwork positions. Ergonomic chairs to ensure correct sitting</p> <p>Finished work on beautiful outdoor patio with flowers and plant life in DK office</p>	<p>Continue our focus on supporting a physically healthy work environment for Siteimprove employees</p> <p>Professionally conducted, individual health check sessions offered to employees in connection with European office meet up in Copenhagen in August 2015</p> <p>Our European offices will once again participate in the yearly relay race 'DHL Stafetten' in Copenhagen in August 2015</p>

LABOUR RIGHTS	GOALS ACHIEVED 2014/2015	GOALS FOR 2015/2016
	Upgrading of UK office facilities with water dispenser and general improvements to the lunch area and game room	
Expand our US on-boarding program to the EU markets in order to provide new hires with better training	<p>We have set up extensive on-boarding training for all new Siteimprove sales staff</p> <p>We have hired professional human resource recruiters for European and North American markets</p>	We are planning to develop the on-boarding program to include all departments
Employee welfare	<p>Improved in-house knowledge sharing via communication software Slack available to all employees</p> <p>Thorough update of employee handbook + creation of a Siteimprove intranet</p> <p>Biweekly/monthly staff-meetings in DK and US updating employees on current activities, developments, new offices, new employees and travel plans</p> <p>All Customers Success employees completed external training within customer success management</p>	<p>Continuous focus on fun, social activities to strengthen ties between 'old' and new employees as we continue our rapid growth</p> <p>Arrange for our satellite offices to join biweekly/monthly staff-meetings via conference/video calls</p> <p>Continue training and skill development of our Customer Success teams to ensure well-designed and rewarding training of Siteimprove customers</p>
Bonus scheme	Profit sharing from 2014 completed among all Siteimprove employees in March 2015	To be decided

ENVIRONMENT	GOALS ACHIEVED 2014/2015	GOALS FOR 2015/2016
Reducing Siteimprove's carbon footprint	<p>Siteimprove has chosen data centres that prioritise innovative and sustainable solutions for cooling our servers in Europa and North America</p> <p>We are still an active DONG Energy climate partner</p> <p>Bicycle kit available in DK office allowing employees to mend potential bicycle punctures. Bicycle lights also available for loan during fall and winter months to support traffic safety</p> <p>We try to reduce our food waste by encoring employees to bring home left over lunch by the end of the day</p> <p>More than 25 Siteimprove employees picked 2,000 kg of apples in the US to help redistribute fresh fruit that would otherwise go to waste</p>	<p>Continue collaborating with green primary suppliers</p> <p>Continue successful climate partnership with DONG Energy</p> <p>We will continue our efforts to minimise food waste in the office</p>

CHARITY AND SOCIAL ACTIVITIES	GOALS ACHIEVED 2014/2015	GOALS FOR 2015/2016
	We have established a US employee run board that decides which social activities we participate in. Siteimprove has provided financial resources for the board as well as the authority to ask employees to volunteer up to three full workdays per year	We will continue to search for charities and initiatives that support Siteimprove's ultimate goal of securing an accessible web for all





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