



Siteimprove

CSR  
**REPORT**  
2015-2016





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# 01 / LETTER FROM THE **CEO**

Since starting this company in 2003, I have had the great pleasure of seeing it grow from strength-to-strength. Not only have we developed from a three-man company to a multinational company employing more than 370 employees across 19 markets, but we have also matured our mission and vision; something which I hope will be obvious to you in this report.

In 2010, Siteimprove officially established our Corporate Social Responsibility (CSR) program and joined the United Nation's Global Compact. Since then, we have established a number of CSR initiatives worldwide, with a particularly strong focus on the UN's recommended categories of human rights, labor rights, and environment. Where possible we try to form programs with a strategic reference to our global company mission, which is to make the web a better place for everyone.



Financially we can see that the desire to do business with a socially responsible company whose key business functions help make websites better and more accessible continues to be popular. In 2015, we experienced a growth of 66%, a revenue increase of 73%, as well as early success in our new subsidiaries in Austria, Australia, Canada, Finland, France, and Switzerland. At the end of 2015, we also welcomed a \$55 million (USD) minority investment from global growth equity firm Summit Partners that will allow us to continue to develop our solutions to the benefit of our customers.

Financial stability aside, we have also been lucky enough to be named one of Minnesota Business Magazine's Top 100 Companies to Work For, for four years in a row! (2012, 2013, 2014, and 2015). We credit this to having built a company culture that utilizes the best of both worlds - the relaxed atmosphere and open office space from Denmark, and the results-driven 'work hard, play hard'-mentality from the U.S.

Additionally, in 2015, we were named one of Denmark's best workplaces and one of Denmark's 10 best IT workplaces by Great Place to Work®, a global research, consulting, and training firm. This was a fantastic acknowledgment of the hard work we have put into making labor rights a priority, and it has fueled our fire to keep improving and investing in employee satisfaction and development.

To this extend we also invested in moving into larger office premises in both Copenhagen and Minneapolis in January 2016, so that we can continue to provide our employees with the space and amenities needed for them to embody our corporate mission of being people-centric, passionate, and innovative.

Looking ahead to the remainder of 2016, and 2017, we expect customer and revenue growth to continue above 50%. Furthermore, we plan to open more offices and continue hiring talented employees in all offices and across all functions.

Kind regards.



**MORTEN EBBESEN**  
CEO, Siteimprove

# 02/

## INTRODUCING **SITEIMPROVE**

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### **WHO IS SITEIMPROVE?**

Siteimprove is an international software-as-a-service company founded in Copenhagen, Denmark, in 2003 by Morten Ebbesen who is still CEO of the company today. We deliver web governance tools that help companies and organizations control, manage, and maintain their websites, and our product suite is used by over 4,000 customers across Australia, Europe, and North America.

We employ over 350 employees, mainly within our headquarters in the heart of Copenhagen and our office in Minneapolis, however, we also have offices in London, Berlin, Vienna, Zürich, Amsterdam, Oslo, Toronto, and Sydney. Over 20 different nationalities are represented in our headquarters alone, making Siteimprove an incredibly diverse workplace.

### **WHO BENEFITS FROM OUR SERVICES?**

Siteimprove's product suite automates the process of identifying errors and problems on websites, and helps web teams and editors create strong web content strategies. Our scalable software brings value to both newly established companies and large corporations with websites containing vast amounts of information.

Organizations and companies with complex, resource heavy websites particularly benefit from our product suite as it makes the daily web management process much more efficient. In the public sectors, our customers are typically ministries, educational institutions, and councils. In the private sectors, our customers are found in various industries such as financial, insurance, and medical industries.





## **SITEIMPROVE'S INNOVATIVE PRODUCT SUITE**

Our product suite consists of six solutions: Quality Assurance, Policy, Analytics, SEO, Response, and Accessibility. We have improved and fine-tuned our suite for more than ten years, and usability has always been a main priority. We want everyone with web responsibilities to be able to utilize our tools successfully regardless of technical skills. We therefore offer our customers unlimited training and support.

**Quality Assurance** automatically identifies website errors such as misspellings and broken links. Our tool crawls the website every five days and communicates content issues in easy to understand reports.

**Policy** allows web teams to make sure that content, media files, branding, and HTML language comply with organizational standards. This tool scans the website for everything inconsistent with legal, branding, and style policies. It is possible to create rules concerning offensive language, consistency in branding and trademarks, file sizes for documents and images, page structure, and much more.

**Analytics** measures, simplifies, and reports web analytics data. This information can be used to sort and optimize website content and target web teams' efforts strategically. Many web analytics tools are difficult to understand and use, but Siteimprove Analytics provides the user with the necessary information and overview to make important decisions.

**SEO** (search engine optimization) helps users of the tool to strengthen their online presence by identifying website problems that should be addressed in order to achieve a higher ranking in search engines.

**Response** monitors website performance and potential downtime 24/7 and immediately alerts those responsible.

**Accessibility** identifies violations of the globally accepted guidelines for digital accessibility, WCAG 2.0, that are meant to aid in making the online world more inclusive to people with disabilities. Including an accessibility tool in the web management process does not just help ensure legal compliance, it also increases the general usability of the website allowing everyone regardless of ability to visit and utilize the website.

Siteimprove helps web teams reclaim control of their websites. Functional websites are crucial in a digitalized world where an increasing number of self-service and business critical activities are exclusively available online. We have positioned ourselves as a global pioneer and leader in web governance software that allows customers to strengthen their digital presence through the effective management of the user experience on their websites. As companies and organizations increasingly recognize the importance of managing their websites, demand for Siteimprove's software increases.

## **ACCESSIBILITY:**

*OUR WEAPON AGAINST  
DIGITAL EXCLUSION*

Since 2010, Siteimprove has been a member of the United Nations' Global Compact. The Global Compact is the largest corporate sustainability initiative in the world, working for a sustainable and inclusive global economy that delivers lasting benefits to people, communities, and markets.

We have made it our mission to make the web better and more inclusive for all. We believe that accessing and utilizing websites is a fundamental right and that it is wrong to exclude people with disabilities from utilizing websites. Increasing awareness of the importance of accessible websites has become an important social responsibility concern for Siteimprove.

Disabilities include everything from colorblindness or age-related conditions, to complete vision impairment. People with disabilities are not necessarily able to access and utilize websites as intended. The potential accessibility issues are many, ranging from simple content problems such as poor color contrast between text and background, to more technical problems that ultimately exclude those who utilize assistive technologies.



# ***HUMAN RIGHTS***

## ***03 /***

### ***Global Compact Principles 1-2:***

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

As part of Siteimprove's on-going work to actively put digital accessibility on the agenda and support an inclusive web for all, we have held several web accessibility conferences around the world in the past year. We have also entered into official partnerships with accessibility professionals who share our passion for making the web better and accessible to all regardless of ability or technical expertise. Read about our efforts within digital human rights in this section.



# *SPREADING THE **WORD*** **WORLDWIDE** *FOR A BETTER WEB!*

As Siteimprove continues to grow so too does our commitment to meeting our company mission of making the web better and more inclusive for all.

One way in which we do this is by holding various conferences all over the world that focus on highlighting digital accessibility, explaining what it is and why it is important, and giving practical advice on how best to implement it.

In September 2015 and May 2016, we held two accessibility events in Reykjavik, Iceland, each for 150 web editors, web masters, and marketers who wished to learn more about digital accessibility and how best to ensure their website is accessible to as many users as possible. Topics covered included why accessibility is a need-to-have, not a nice-to-have, live case studies of how other Icelandic companies have succeeded, and presentations about the positive overlaps between SEO and accessibility.

In October 2015, we also held an important presentation, in partnership with Danish accessibility consultancy firm, Diversa, in which accessibility consultant Lars Sørensen, who has a congenital visual impairment, shared his experiences of using magnification and screen reader programs to access the web for the last two decades.

Finally, in May 2016 we also attended a conference organized by the CMS (Content Management System) provider Prokom in Oslo, Norway, where we educated 90 Norwegian councils about how to implement digital accessibility through the use of live examples.

## **TARGETING THE TWIN CITIES:** *SHARING KNOWLEDGE IN OUR FIRST ACCESSIBILITY MEETUP*

In collaboration with Target's digital accessibility team, Siteimprove co-hosted a digital accessibility meetup kickoff on February 23, 2016 at Target Plaza Commons in downtown Minneapolis, USA. Target is the second-largest discount retailer in the United States, and the second biggest company in Minneapolis, Minnesota. The meetup was established to connect passionate accessibility professionals living in and around the Twin Cities area. The group hopes to continue with these events in the future in order to create an inclusive meetup



for people from all sectors and backgrounds interested in digital accessibility.

The goal of the kickoff meeting was to start a discussion, ask the attendees what they thought a successful group would look like, and get a good feel for the different skill sets the group would bring together. The results of the survey distributed during the meetup showed that all skill levels, abilities, and disciplines were represented: web accessibility professionals, developers, designers, user experience professionals, as well as those brand new to the field or those working with accessibility all their lives. All agreed that networking, building a community of accessibility evangelists, and learning from each other were the desired outcomes from the meetup group.



While this group is just getting started, we are excited to see how the progression helps shed light on how we can make the world a little better for everyone by making physical and digital spaces accessible for all!

## SITEIMPROVE'S **BETTER WEB AWARDS**

Having previously nominated and awarded the Web Enthusiast of the Year, we decided to take it to the next level with Siteimprove's Better Web Awards in the fall of 2015. The nominees were all individuals or web teams who had demonstrated willingness and ability to improve the quality and accessibility of their organization's website.



The award ceremony took place in Copenhagen, and prizes were given in four different categories:

1. The Quality Assurance Award
2. The Accessibility Award
3. The Award for 0 Misspellings and Broken Links
4. The Better Web Enthusiast of the Year

The winners received trophies and medals, as well as monetary awards to donate to a charity of their choice.



## PARTNERSHIP WITH DANISH ACCESSIBILITY EXPERTS: **DIVERSA**

In the spring of 2016, we entered into an official partnership with the Danish accessibility consultancy firm Diversa. We announced this on May 19, to coincide with Global Accessibility Awareness Day: GAAD.

The founders of Diversa, Lars Holm Sørensen and Christina Nahnsen, are visually impaired and have made it their mission to make the digital world accessible to all. They are experts at locating accessibility issues on websites and apps – including issues that are difficult for automated tools to identify.

Regarding the partnership, Diversa said:

“ When you have a disability, you already face a number of challenges in your everyday life. Being excluded from common online activities shouldn't be one of them. Combining Siteimprove's automated accessibility tool with our manual expertise and firsthand experience provides the customer with a much more extensive and time-efficient service. ”

## **IMPROVEMENTS TO SITEIMPROVE'S ACCESSIBILITY MODULE**

### *MOTIVATING OUR USERS*

As part of our continued focus on making the web more accessible for everyone regardless of disability and level of digital expertise, we are constantly working on new ways of improving our Accessibility module. More than two thirds of Siteimprove's users utilize this module, and we know that many of them are working hard to improve the accessibility of their website. We realize that going through the list of website accessibility issues can be overwhelming. However, a little effort can go a long way, so we decided that a little encouragement was in order.

To boost our users' motivation and to acknowledge their efforts, we have introduced a new progress feature bar within the Accessibility module that shows users an overview of their

progress. The user can therefore easily know the number of accessibility issue types and errors they have addressed. The number of issues still requiring attention are also illustrated, as well as the specific number of individual pages affected by each issue type.

This progress bar makes it much easier for our users to track their accessibility efforts and see what they are doing well, motivating them to go the extra mile.

To further increase the value of our Accessibility module, we are working on making it possible to create customizable policies, which would allow our users to conduct more personalized website checks and thereby target accessibility issues that are specifically important to their organization.

## **A NEW PERSPECTIVE: NAVIGATING THE INTERNET WITH ASSISTIVE TECHNOLOGIES**

As part of our initiative to increase the focus on accessibility education and awareness, Siteimprove brought in Keith Bundy, Assistant Dean for Student Development at Dakota State University, and a JAWS certified teacher, to teach about web accessibility along with Kevin Rydberg, Senior Digital Accessibility Consultant at Siteimprove. The purpose of the event was to help educate staff on some of the different assistive technologies and techniques people use. Keith also spoke about communication and interaction with individuals with disabilities.

## **ANNUAL INTERNATIONAL ASSOCIATION OF ACCESSIBILITY PROFESSIONALS CONFERENCE**

In October 2015, Siteimprove representatives attended the annual International Association of Accessibility Professionals conference in Nevada, USA. With nearly 160 attendees, including representatives from companies such as Microsoft, Adobe, and IBM, they participated in sessions covering cognitive accessibility, integration of accessibility principles and prioritizing accessibility issues. They were able to share their knowledge and experience with other companies in the industry, and we are determined to continue developing our knowledge within accessibility for a positive and sustainable change in digital accessibility.



“ Keith has been blind since birth and is still one of the best web directors I have seen work. He ‘reads’ the web faster than I can scan a page for a phone number. It is very impressive to see him work with assistive technology. Not only can it be humbling, but it also gave me a much better understanding and appreciation of the work Siteimprove does with people with disabilities ”

**Steve Reese,**  
Account Executive,  
Higher Education.

At Siteimprove we know that we can not expect our customers to trust us if we do not practice what we preach. As such we knew that when we

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.

Keith was kind enough to agree to be one of our ‘beta users’ who would check the website throughout the redesign process to give us vital feedback on how he, as a blind user, experienced navigating our website. At Siteimprove we always recommend that any company or organization going through a website redesign enlists the services of various disability and usability experts to ensure that they are seeing their website from as many perspectives as possible.

The benefits of involving people with disabilities in web projects far outweigh the extra work, as you gain a much deeper understanding of how users with disabilities are motivated, how efficient your site may be, and how effectively all of your users can be while using your site. By enlisting Keith’s assistance, we were able to

quickly identify potential accessibility issues and address them before the problem escalated or before it became too late in the process to make those changes.

One of the main mantras that we try to teach people when we talk about web accessibility is that ‘it is a process, not a project’. This requires that we stay educated on the developments in accessibility,

which is why we ensure ongoing staff education and training.

# ***PRACTICE WHAT YOU PREACH - THE ROAD TO AN ACCESSIBLE WEBSITE***

decided to start our website redesign process in September 2015, we had to ensure that the finished product was a fully accessible website that met the WCAG 2.0 AA guidelines.

In order to achieve this, one of the first things we did was consult with our Senior Accessibility Consultant, Kevin Rydberg, to make sure that all the necessary steps such as choosing a CMS and choosing a coding provider were done correctly. Once the project had commenced we then enlisted the help of Keith Bundy. Keith is the Assistant Dean for Student Development





# ***LABOR RIGHTS***

# ***04 /***

## ***Global Compact Principles 3-6***

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



# **SITEIMPROVE** *EMPLOYEE* **SATISFACTION**

**Our employees are our biggest asset and their happiness determines our success. It therefore brings us great joy when we are officially recognized as a top workplace.**

In June, 2015, Siteimprove was recognized by the Star Tribune as a top workplace in the state of Minnesota, USA. Star Tribune's Top Workplaces Award recognizes the most progressive companies in Minnesota based solely on employee opinions measuring engagement, organizational health, and satisfaction. The analysis included responses from over 69,000 employees in public, private, and non-profit organizations. We are excited and proud to see our efforts recognized.

In November, 2015, Great Place to Work®, a global research, consulting, and training firm, named Siteimprove one of Denmark's best workplaces and one of Denmark's 10 best IT workplaces. The assessment was made based on Great Place to Work's rigorous Trust Index Employee Survey. 127 companies in Denmark participated in the survey that evaluates workplaces against five criteria.

The first three – credibility, respect, and fairness – give an insight into whether employees trust management, while the remaining two – pride and community – assess whether employees are proud of their role in the company and the company as a whole.

## **BREAKING DOWN THE NUMBERS**

The main results from the Great Place to Work® employee satisfaction survey found that Siteimprove is:

- A friendly workplace where you can be yourself.
- A place where management is honest and ethical in its business practices, and it trusts people to do a good job without watching over their shoulders.
- Great at celebrating special events.

## **FOCUS ON WHERE WE CAN DO BETTER**

We are very proud of the assessments, as they confirm our perception of Siteimprove as a great workplace. There are, however, areas where we as an ambitious, fast growing organization wish to improve. As a result, we have launched a number of initiatives together with the consultants from Great Place to Work® with the purpose of clarifying what we can and should do in order for Siteimprove to be the best possible workplace.

Increasing our focus on professional employee development is a main priority, which is why we in May 2016 hired an experienced Human Resource Director. With her expertise, we will be able to improve our approach to employee development, and address the employee feedback from the satisfaction surveys. In the fall of 2016, Great Place to Work® will carry out a new assessment among all Siteimprove employees allowing us to determine the impact of our initiatives and track our progress.

## **ABSENCE DUE TO SICKNESS**

As is common practice, we track employee absence due to illness. In our European offices, the number has risen from 1.41% in 2013 to 2.25% in 2015, however we are not hugely alarmed by this increase as it is still below the average for private sector companies. We will, however, continue monitoring the development just as we continue our focus on creating a good work environment for all Siteimprovers.



# MOVING ON UP: **OUR VERY OWN BUILDINGS**

**December 2015 was a particularly busy month for Siteimprove, as our organizational growth made it necessary to find new premises in Copenhagen and Minneapolis.**

The Minneapolis Siteimprove team packed their boxes and said goodbye to the Normandale Office Park in Bloomington, Minnesota, and moved to a brand new building. This new space includes a gym space with showers, and gives us the possibility to enjoy a daily lunch service.

The Copenhagen office moved into a beautiful office building in central Copenhagen with a view of the harbor. The new headquarters has four times as many square meters than the previous office providing each employee with more space, more meeting rooms, an in-house gym, a sunlit outside terrace, and a custom-made lounge bar where employees can socialize after work.



# HEALTHY BODY AND HAPPY MIND

**We believe that good health contributes towards being a happy employee which is why we try to make it as easy as possible for Siteimprovers to take care of their health. One initiative we have established is an in-house fully equipped gym in the headquarters in Copenhagen. The main objective is to support our employees' health and well-being by providing the necessary facilities for physical workout at a convenient location.**

We know that regular exercise improves people's overall health and resistance to illness. Physical exercise promotes the release of mood-elevating endorphins, and it reduces stress, and boosts energy levels. We offer a professionally instructed yoga class each month that focuses on strength and flexibility for a balanced and productive body and mind.

For those who prefer to exercise externally, we offer special membership agreements with two of the biggest fitness chains in Denmark.

## **WALKING AND TALKING FOR HAPPINESS**

Every second week, Siteimprove's London office takes a half an hour to walk as a group to one of the many excellent cafes in the surrounding area.

The idea is simple: get everybody out of the office for some fresh air in the middle of the day, while enabling people from different teams to talk and socialize. A simple but effective scheme, this has had a positive impact on productivity and happiness within the office.



## **MENTAL HEALTH AWARENESS DAY -** *DID YOU KNOW 1 IN 4 ADULTS HAVE MENTAL HEALTH PROBLEMS?*

The London office took part in Mental Health Awareness Day on 10 October 2015. The idea behind the annual day is to raise awareness of what can be done to ensure that people with mental health problems can live with dignity. Considering 1 in 4 adults in the United Kingdom suffer from mental health problems, Siteimprove wanted to support the awareness campaign and bring to life some of the actual effects from these illnesses.

The day was divided into different sections starting with healthy breakfast smoothies. This set the tone for what would be a cleansing and relaxing day at the office.

Various facts and statistics relating to different conditions were on display throughout the office to educate about the different aspects of mental health and how it can affect people.

A healthy lunch was provided, along with information about how different types of food can help improve concentration, happiness, productivity, and overall positivity within the work environment. Pamphlets were also handed out summarizing the important statistics.

Throughout the day 20-minute massage slots were available, and at the end of the day a 15-minute group meditation session was held. Everybody supported the day and the feedback was great. Overall, it enhanced knowledge of how to support a great psychological work environment, and since then monthly massages have been introduced.

## *LUNCH TIME* **TED TALKS**

TED is a non-profit devoted to spreading ideas, usually in the form of short, powerful talks.

Every second week, the London office sees a different and topical TED Talk. After the talk, the office spends 10-15 minutes discussing the content of the talk and everybody comes out feeling energized, engaged, and ready to continue their day.





#FITIMPROVE 2016

# ***LET'S GET MOV- ING!***

Following on from the success of the 2015 Fitimprove competition, which we organized in recognition of WHO's World Health Day in April, we decided to organize a new round of fitness challenges across all offices: Fitimprove16. The goal was to motivate our employees to get up and get moving while having fun doing it!

There were two main categories during the month of April: cycling and running/walking. The main purpose of Fitimprove is not to reward those who can run or cycle the longest, but to acknowledge those who make an effort to lead a healthier lifestyle. Therefore, we tracked both distance and time spent. At the end of the month, four employees' consistent efforts were rewarded with Apple Watches and Garmin tracking devices.

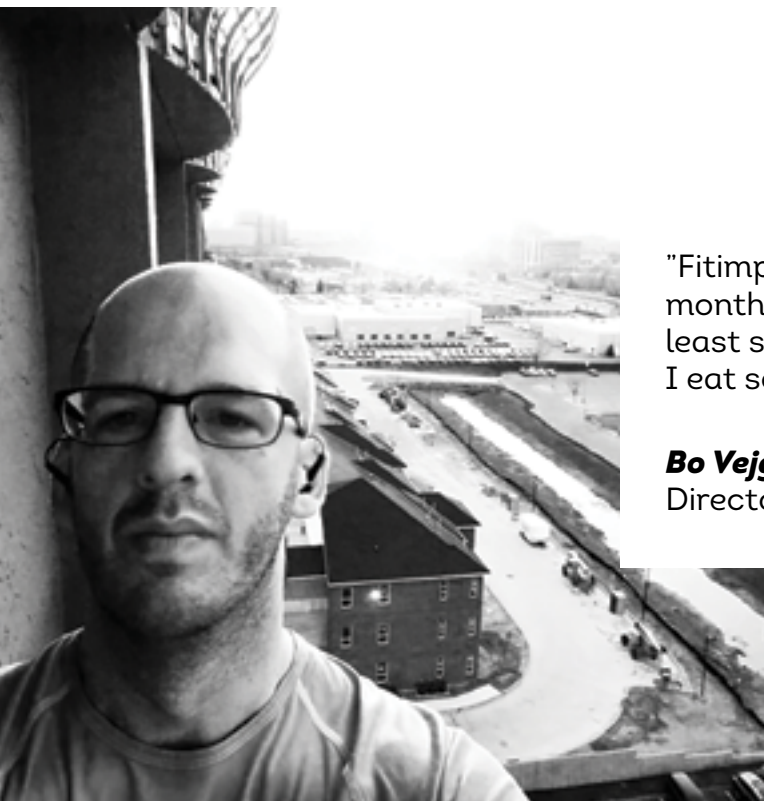




To boost motivation even more, weekly challenges were arranged throughout the month. They involved exercising with friends, planking and push up competitions across all offices, and dressing up in eye-catching workout outfits. The winners were rewarded with restaurant dinners, new sportswear, and relaxing massages to tend to sore muscles.

A Social Ambassador prize was also awarded to the person who shared the most Fitimprove16 moments on social media using the hashtags #fitimprove16 and #siteimprove. The Social Ambassador won a GoPro camera for capturing more beautiful moments.

One of our cycling winners even decided to donate his Garmin prize to the non-profit organization Médicos Sin Fronteras that delivers emergency aid to people threatened by armed conflicts, violence, epidemics, and natural disasters. Ultimately, Fitimprove16 was a great success! In total, our Fitimprovers managed to walk/run 2,375 km and cycle 5,684 km.



"Fitimprove16 has been a fun social event the whole month, and while I haven't lost any weight it has at least succeeded in making me think about it before I eat something I shouldn't eat."

**Bo Vejgaard,**  
Director of Business Innovation, Denmark



"Fitimprove was the reason I started working out again after having been "pregnant" along with my fiancée for the last 9 months. It was so nice to go out for a run again and the pants already fit better!"

**Sigurður Orri Guðmundsson,**  
Key Account Manager, Iceland





"Being new in the company, the Fitimprove challenge made it super easy to connect with my sporty colleagues. Sometimes it even felt like a virtual race. Overall, I cycled about 750 km through sun, snow, rain, and wind."

**Julia Grässer,**  
Account Manager, Switzerland

"This competition has helped me being more active, and I think that competing against other coworkers was a real motivation factor. It made it ten times more fun!"

**Christoph Zerr,**  
Market Analyst, Denmark



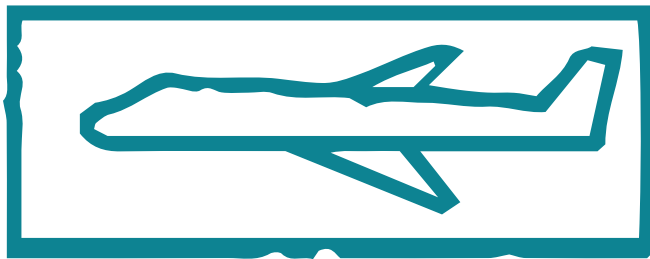
"I love working for a company that invests in the health of their employees. This challenge has definitely upped my game and made me more fit to participate in other active groups. Seeing what coworkers have accomplished and knowing that you're not in it alone is a huge motivation."

**Aleah Niemczyk,**  
Graphic Designer – Multimedia  
Specialist, USA

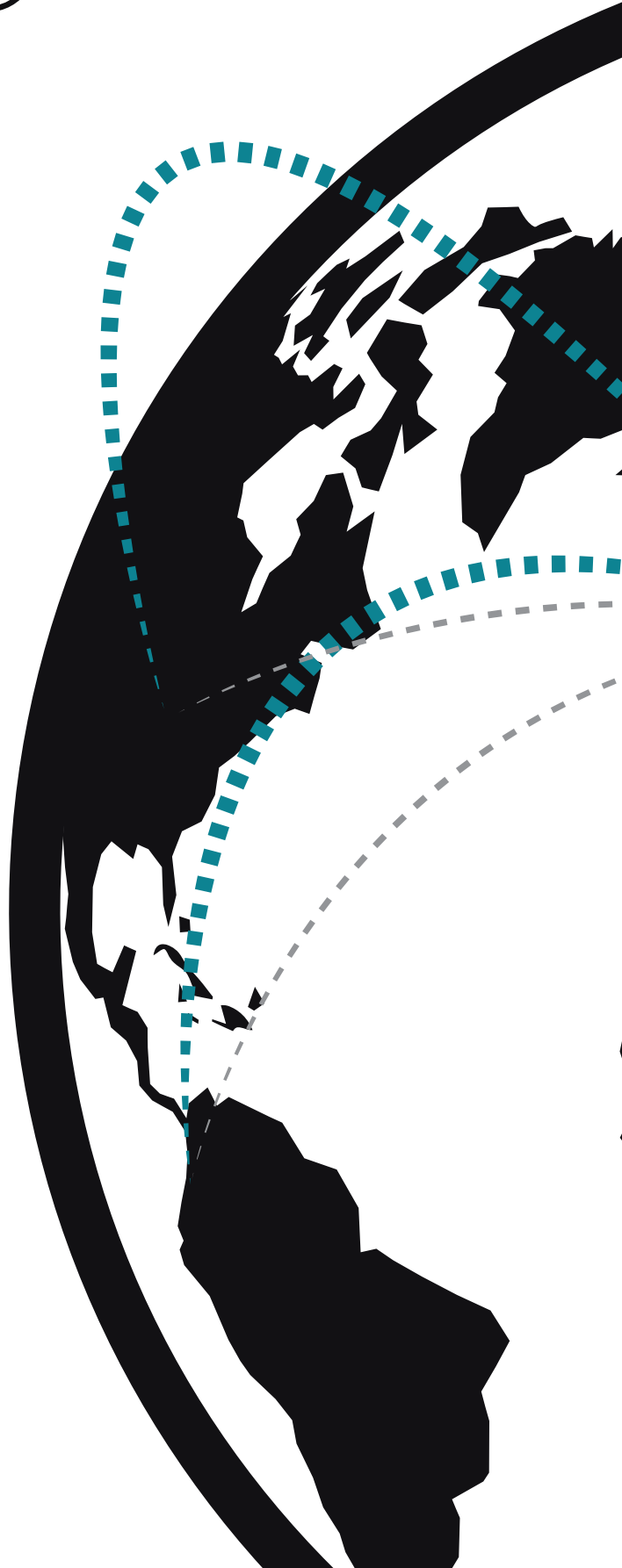


# ***SITEIMPROVE*** *CROSSING* ***BORDERS***

Siteimprove operates  
in **19 markets** and  
employs **25 different**  
**nationalities** around  
the world. Meet some  
of our employees  
**who crossed borders**



**DEPARTURE**





## U S IMMIGRATION



**TORBEN  
RYTT**

CEO of  
Siteimprove Inc.

**TORBEN**, from Denmark to  
Minneapolis

### How did you end up working in Siteimprove's Minneapolis office?

I fell in love with a woman from Minnesota and decided to move to Minneapolis to be with her. Looking back at it now, it ended up being a great decision! I was able to convince her to marry me and was put in charge of opening Siteimprove's office in Minneapolis, which has turned into a huge success!

### What is it like working in an international environment at Siteimprove?

Different backgrounds and nationalities bring many different perspectives, which broadens everyone's mindsets towards life and work-related tasks. It enables us to solve situations more efficiently and see opportunities for the future.



DEPARTURE

## DEPARTURE



**KRISTINE  
CHRISTENSEN**

Office Manager

**KRISTINE**, from Denmark to  
Sydney

### How did you end up working in Siteimprove's Sydney office?

In 2015, Siteimprove was looking for an Office Manager for the launch of the Sydney office. The combination of my Danish background and more than 12 years' professional experience working in Australia made the job right for me – luckily Siteimprove thought the same and I joined the company in October 2015.

### What is it like working in an international environment at Siteimprove?

At Siteimprove we are one global team – the physical distance is no boundary in the digital age and the cultural diversity represented across the company's different offices creates a work environment enriched by diversity of thought and makes it a rewarding place to work.







**VIJAYA  
NATARAJAN**

*Director of Quality  
Engineering*

**VIJAYA**, from India to  
Copenhagen

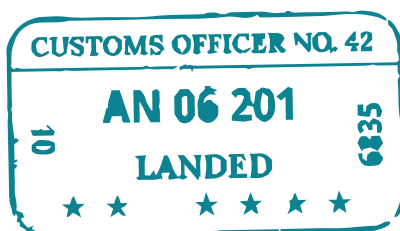
### How did you end up working in Siteimprove's Copenhagen office?

I have been living and working in Copenhagen for almost 11 years now.

One of my ex-colleagues currently working at Siteimprove approached me asking if I would be interested in a position with Siteimprove. After hearing all the good words he had to say about the company, I read about the company and it has a fascinating history which inspired me to work at Siteimprove.

### What is it like working in an international environment at Siteimprove?

The international environment at Siteimprove is admirable. It makes the teams multi-dimensional and encourages us to look at the work and problems from different perspectives, which enables us to arrive at creative solutions. It's a lot of fun to work with so many nationalities, we never run out of interesting topics to talk about.



**VICTOR  
RIOS**

*Front End  
Software Developer*

**VICTOR**, from Colombia to  
Copenhagen

### How did you end up working in Siteimprove's Copenhagen office?

I came to Denmark to work as a software developer and gain experience in a foreign country. Siteimprove offered me the ideal conditions in order to develop my career and my skills as a front-end developer. It is very exciting to contribute to the great success that the company is currently experiencing

### What is it like working in an international environment at Siteimprove?

It is great to hear about different perspectives and different backgrounds. An international environment helps us to understand our customers' needs better since we are expanding all over the world. It is also great to learn about all the different cultures and learn about so many places I have not visited yet.



# SAY *HELLO* TO *OUR*

It is common for students in Denmark to have a part-time job related to their studies. It is a great way for them to learn about the business community and apply their theoretical learnings, and it is a great way for companies to work with young and ambitious talents. Siteimprove employs 32 part-time student assistants in our HQ in Copenhagen. Say hello to three of them!



**METTE  
ROZARIO**

*Development  
Assistant*

Meet **METTE!**

#### **What do you study?**

I study Computer Science at Copenhagen University.

#### **What do you do at Siteimprove?**

I work in the Platform team in Development and assist in various projects. My latest project included designing API keys for our system.

#### **What do you like about working at Siteimprove?**

I like working in a challenging and fast moving environment. You will never get bored at Siteimprove!

# PART-TIMERS!



**AGATA  
SNIECIKOWSKA**

*Market Analyst*

Meet **AGATA!**

## **What do you study?**

I study Organizational Innovation and Entrepreneurship at Copenhagen Business School.

## **What do you do at Siteimprove?**

I monitor and gather a lot of information about the market conditions and look for potential business opportunities. I monitor sales trends, prepare reports and present them to management.

## **What do you like about working at Siteimprove?**

I like the atmosphere and the feeling of being part of one big family.



**ELIAS  
BORENSTEIN**

*Graphic Design Assistant*

Meet **ELIAS!**

## **What do you study?**

I study Digital Concept Development at Copenhagen School of Design and Technology.

## **What do you do at Siteimprove?**

I work in marketing to help ensure that Siteimprove's visual identity is maintained and continuously developed.

## **What do you like about working at Siteimprove?**

Working together with talented people, who have a common goal.

# STUDENT EMPLOYEES JOINING US FULL TIME



**Meet Andreas and Maria and hear about their Siteimprove experience!**

## ANDREAS, 25

**Software Developer**, *Siteimprove's Analytics Team*

Education: Master in Information Technology  
Bachelor in Software Development

**Andreas joined us as a full time software developer in the fall of 2015, but has actually been a Siteimprover since 2011 when he joined us as a student worker.**

*How would you describe your Siteimprove experience as a student employee?*

Having a part time job next to my studies worked quite well for me, as my colleagues highly respected that school was my first priority. Whenever I had a deadline at school, they were very flexible with my working hours.

*Were your work tasks related to your studies?*

The tasks I carried out when I was a student were somewhat different from my class syllabus, however, I think that was positive because school tends to be very theoretical whereas a job offers real experience.

However, I would say that the tasks I was responsible for when I was a student are quite different from the ones I carry out now, since being at work two or three times a week did not always harmonize with team deadlines. Now I have many tasks and more deadlines, which is good and what I wanted.

*How was the transition from student employee to full time employee?*

It was really good. My managers really wanted me to join the team full time, which made me feel that my contribution truly mattered. Socially, I have always felt 100% involved, but it wasn't until I started full time that I felt like a "true developer", which feels great!

*Do you see yourself working at Siteimprove in five years?*

Yes, I think I do. I want to see what the company evolves into - what my part will be, how I'll contribute, and what I'll learn. On one hand, it can be challenging to grow as fast as we do, but on the other hand, that growth also makes room for career development, which I think is important.

*Would you recommend "the Siteimprove experience" to other students?*

Yes, I would and I have been doing so. It is great to get work experience while studying, and this is a workplace that appreciates that you are studying. For me it was really good. Siteimprove is a very student friendly company and I would definitely recommend it.





## MARIA, 26

**Strategic Communications Specialist,**  
*Siteimprove's European Marketing Team*

Education: Master of Arts in International  
Business Communication  
Bachelor in International Business  
Communication, European Studies and English

**Maria joined our European marketing team full time in the spring of 2016. However, she has been a Siteimprover since the fall of 2013 when we were only 60 employees globally.**

*How would you describe your Siteimprove experience as a part time employee?*

I enjoyed my student position very much. My tasks were interesting and I knew my contributions mattered. I was provided with the flexibility I needed to combine my studies with work, which was especially important during exams or the final weeks of writing my master's thesis.

*Would you say your work tasks were related to your studies?*

Yes, professional communication in Danish and English has been a distinct focus area throughout my education and I definitely utilized this knowledge in my student position, such as translating material regarding new updates to Siteimprove's product suite.

*Can you tell us about the transition from student employee to full time employee?*

I had already been working here for two and a half years when I started full time, so I knew the house, management, and my colleagues here in Copenhagen. Contributing full time is an exciting challenge, but it was a definite upside that I was already a Siteimprover as my new responsibilities and work load kept me busy without also having to figure out who's who and what's what.

*Do you see yourself working at Siteimprove in five years?*

I do. I feel like I have a lot to do, and space to evolve in the company. If you had asked me three years ago though, I don't think a software company would have been my immediate answer. That's one of the reasons why it is so beneficial to have a part-time job whilst studying - it can open your eyes to companies and industries you didn't know could be a good match for you.

*Would you recommend "the Siteimprove experience" to other students?*

Definitely. Siteimprove offers a great professional environment but also a fantastic social environment. It's fun to be a part of a company in such rapid growth as it creates exciting opportunities. I've found that responsibility is given to those who opt in and can manage it.









## **WELCOMING NEW COLLEAGUES - FIRST IMPRESSIONS MATTER**

It is of great importance that new employees feel welcome and are properly acclimated when they join Siteimprove. As such, all new employees take part in an introduction program. We run introduction programs approximately once a month. The program consists of different sessions that we believe are useful for getting started in the best possible way, such as product demonstrations, and an overview

of the various departments. We typically arrange a mix of theoretical knowledge, hands-on training, and social activities such as team dinners and after work drinks with new colleagues.

In addition to the introduction program, new employees are assigned a mentor to help answer any questions. Normally, new employees start in groups of two to six, so no one goes through the introduction week alone.

At the end of the introduction week, we ask participants for feedback in order to help us keep improving our program. New employees often report that the program was very useful, and that they find it a good start to their employment with Siteimprove.



WE **VALUE** OUR **EMPLOYEES'**  
**PROFESSIONAL DEVELOPMENT**, AND AS  
SUCH INDUSTRY RELEVANT **CONFERENCES**,  
**SKILL TRAINING**, AND **KNOWLEDGE**  
**SHARING** ARE A **PRIORITY** TO US.

HERE IS A SELECTION OF THE ACTIVITIES  
SITEIMPROVE EMPLOYEES PARTICIPATED IN,  
IN THE PAST YEAR:

Our American sales  
department completed  
custom-made sales training.

Members of Accounting completed  
professional development courses  
in the areas of statistics, VAT, and  
payroll systems.

Our Product Owners attended a  
Best Brains certification course  
relevant to their responsibilities.

Members of Accounting went  
across the Atlantic for internal  
knowledge sharing.


The Minneapolis office created a Learning and  
Development Business Partner position with the  
purpose of delivering a world class employee  
development program.

Human Resource staff participated  
in a HR network group for knowledge  
sharing facilitated by Great Place to  
Work®.

Our Information Security Manager  
participated in an information security  
conference to remain updated on the latest  
industry knowledge.

Members of Business Intelligence and  
Development completed an Advanced  
C# course facilitated by an external  
consultant.





The German-speaking sales team went to the Minneapolis office for sales training and team building.

Our European sales departments travelled to Copenhagen for strategic sales training.

A member of Support attended AlterConf – a conference debating the limited definitions of diversity to create a deeper and more nuanced conversation in the tech and gaming culture.

Customer Experience went to the Minneapolis office for knowledge sharing and team building.

User Experience employees took part in a user-generated conference for inspiration and knowledge sharing to learn how to make Siteimprove's tools more engaging and even easier to use.

Our Chief Technology Officer completed a supplementary education in Management for Growth.

A member of Marketing completed a Google AdWords workshop.

A member of Development attended an international accessibility conference focusing on how to improve the accessibility of PDFs.

## ***FUN FACTS:***



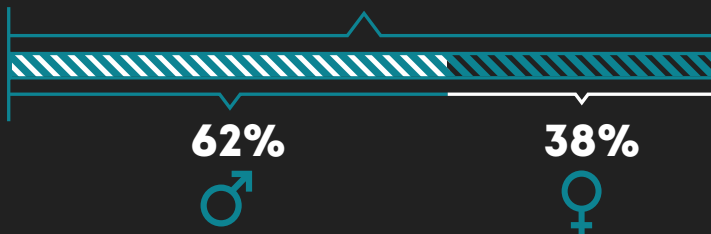
***AVERAGE AGE: 30***



***NEW HIRES SINCE MAY 2015: 199***

***EMPLOYEES:***

**350**

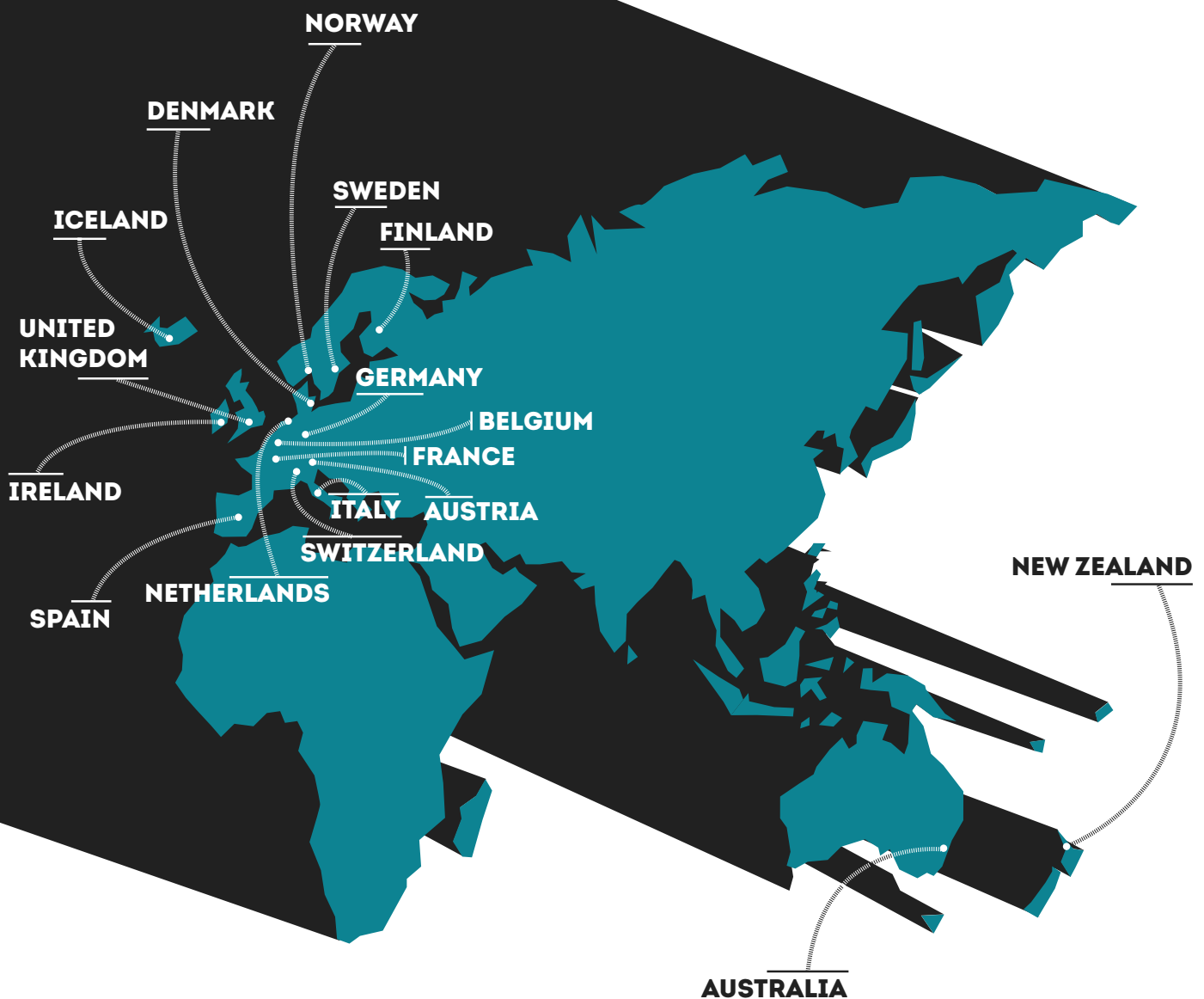


**CANADA**

**UNITED STATES**

# ***SITEIMPROVE***

## *MARKET PRESENCE*







# ***ENVIRONMENT***

## ***05 /***

### ***Global Compact principles 7-9:***

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



# MINIMIZING **SITEIMPROVE'S** CARBON **FOOTPRINT**

As a software-as-a-service company, we are concerned with the amount of energy used to cool our data servers. As such, we have chosen a data center that meets our expectations regarding sustainable energy consumption and optimal data security.

Our data center, Interxion, has received multiple environment awards. They support and consume energy from sustainable and low carbon sources to the greatest extent practical, and 90% of their power comes from sustainable sources, including water, solar, and wind.

Interxion operates with innovative technology that utilizes groundwater as a cooling agent for the servers. The system makes it possible to store cold winter air 70 meters below ground and utilize it for continuous cooling in the summer. This ensures the right temperature for the servers at all times, whilst minimizing the need for traditional cooling compressors.

Interxion's continuous focus on optimizing their energy efficiency, reducing carbon emissions, and cutting waste reassures us that they are the right data center for Siteimprove.





### ***SUSTAINABLE ENERGY CONSUMPTION***

For a number of years, Siteimprove has had a climate partnership with Denmark's largest energy provider, DONG Energy, through which we have supported the production of sustainable energy. Having recently moved into new headquarters, we are now in the process of carefully examining the options available via DONG Energy to ensure Siteimprove operations are supported by carbon-neutral energy production.

### ***NO REASON FOR FOOD WASTE***

In an effort to eliminate food waste in the office, we encourage our employees to bring home excess food from the daily lunch caterer. Both our employees and the environment benefit from this policy!



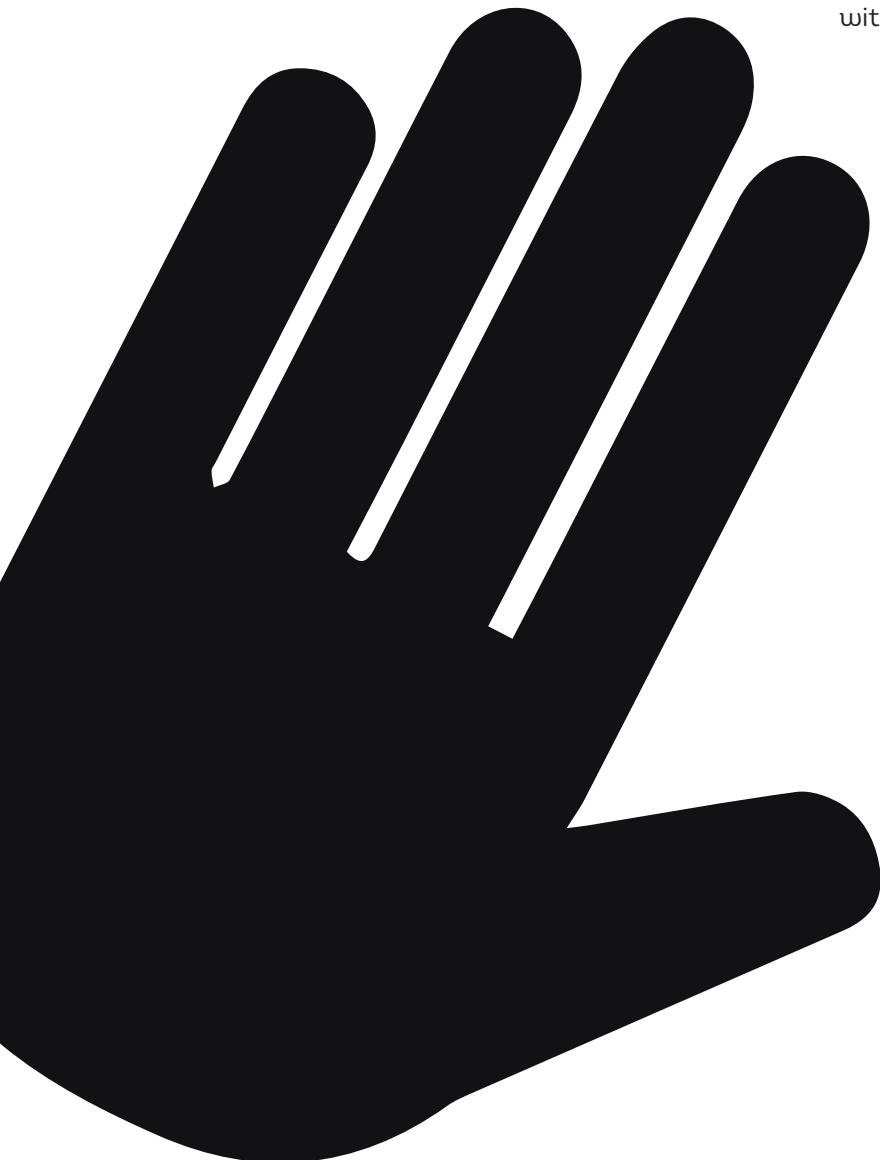
# ***ANTI-CORRUPTION***

# ***06 /***

## ***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 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***

# ***07 /***

At Siteimprove, we realize that we are in many aspects fortunate individuals. In the past year, we have tried to support our local communities by providing a helping hand, either literally or financially, to a number of causes.





# PRODUCING SMILES: CREATING **THERAPY TOYS** FOR FRASER CHILDREN

Siteimprove partnered with Fraser, a local nonprofit in Minneapolis serving children and adults living with disabilities, to create therapy toys that help with learning and sharing.



Siteimprove employees gathered to create “floam” for the Fraser’s Day Treatment Program. Floam is not only a delightful toy that brings smiles to children’s faces, but it is also commonly used in learning and therapy settings. Fraser uses floam to teach children colors, help them learn to count, and help them discover different shapes. They also use floam to ease anxiety, demonstrate the concept of sharing, and encourage flexibility.



As a whole, Siteimprove made a total of 110 bags of floam, giving 110 children in the Fraser’s Day Program toys.

# *SUPPORTING THE WORK OF **DAN CHURCH SOCIAL** IN DENMARK*



In 2015, Siteimprove entered into a partnership with Dan Church Social, a voluntary social charity organization that supports the socially marginalized. Through this partnership, we have committed to financially supporting the work they do to help the homeless, the lonely, and families in need.

In addition, Siteimprove employees donate used but functioning mobile phones once a year to those less fortunate. Dan Church Social ensures that the phones are passed onto individuals who need them, and in 2016, our phones were donated to a homeless shelter in Copenhagen that is open day and night for people in need of food, care, and a place to rest.



# ***SPONSORING LOCAL SOCCER TEAMS***

We are proud to employ people who actively contribute to the development of their local communities. One example is IT operations' Michael Curran. He is part of a team of volunteers who coach three local soccer teams in Copenhagen comprised of boys from

19 different nationalities and various social backgrounds. Soccer is far from the only skill taught at practice as most of these boys come from homes with very few financial and social resources.





During practice, mutual respect and positive attitudes are just as important as fast dribbling and spot on passing. Playing soccer brings these boys together. They do not just learn how to play as team, they also learn what it means to be part of a team and to support and respect each other and their differences.

In May 2016, the boys and coaches went to Prague for the international Strahov Cup, an event attended by more than 130 soccer teams from more than 16 countries. Siteimprove CEO Morten Ebbesen decided to sponsor a complete set of sportswear for each of the boys, making this their first time playing in matching gear like a true team!

The boys were thrilled. Not only did they have matching Nike sportswear both on and off the field, they also brought home medals and a beautiful trophy for securing both a second and sixth place position.



# 08 / ***SOCIAL EVENTS***





**CORPORATE SOCIAL  
RESPONSIBILITY TAKEOFF:**  
*LAUNCHING A NEW COMMITTEE*

In our efforts to drive engagement among employees, Siteimprove's Minneapolis office created a Corporate Social Responsibility Committee, consisting of three coordinators and two office heroes. These are rotating positions that allow employees to have a greater voice in regards to CSR. The coordinators hold their position for a year, and plan quarterly outreach events, that also focus on bringing the company together as a whole. The office hero positions rotate every three months with a focus on planning a variety of activities for Siteimprove staff to make the workplace more fun. Throughout the past year, office heroes have planned:

- **Bagel Monday** - The CSR heroes ordered bagels for the whole office. No small feat - this office can eat!
- **Love is in the air** - Bringing us back to elementary school days, the CSR heroes brought in Valentine's Day balloons, cards, and candy for the whole office.
- **Fuel Up** - Chef Colin helped the CSR heroes whip up some great and healthy smoothies! Green, purple, and gold smoothies were provided for all to enjoy.
- **Aaaand Stretch!** - In mid-March, the CSR heroes had a yoga instructor come in and lead a class for our hard working Siteimprovers.
- **Second Harvest Food Drive** - After being pampered all quarter long, we decided to give back. From March 8 to March 22, 2016, our CSR heroes led an office-wide food drive where the winning team received a gift card to their favorite restaurant.
- **Yogurt Parfait Day** - Since breakfast is the most important meal of the day, and many skip due to busy mornings, the office heroes created a yogurt parfait bar. Employees were welcomed to create their own parfaits with a mix of Greek yogurt, granola, and assortment of fruits.





# **SITEIMPROVE SUMMER PARTIES 2015**

## **SUMMER BOAT PARTY ON LAKE MINNETONKA**

Employees from the United States and Canada boarded the biggest boat to date for the annual boat cruise on Lake Minnetonka. It was a perfect summer afternoon – the sun was out,



the weather was warm, and the drinks were cold. Between the on-boat DJ and the wide array of food choices, Siteimprovers had an amazing time. It is always fun when the team kicks back and relaxes together.

## **SUMMER SPORTS IN THE PARK**

Playing sports together is great for building team spirit and bonding between colleagues. Our London office decided to combine the yearly office summer party with a fun sports day in a Central London park. The afternoon was laid out to promote competitiveness and physical activity, and everyone was split into four random teams – ready to race!

The variety of races included three legged, hopper balls, egg and spoon, wheel barrow, and passing a pint of water through the team without spilling. We continued with a variety of ball sports followed by a final game of rounder. Afterwards, the group headed off for a fun filled evening of food and drinks.

The event was thoroughly enjoyed by all, with the new starters quickly picking up on the Siteimprove culture and everybody getting to know each other better.

In similar style, our Copenhagen office arranged for a fun afternoon of games and sun bathing in one of the city's beautiful parks. Afterwards, everyone went for dinner and drinks at a popular Copenhagen restaurant.

## **BARBECUE, DRINKS AND A 5K RUN IN COPENHAGEN**

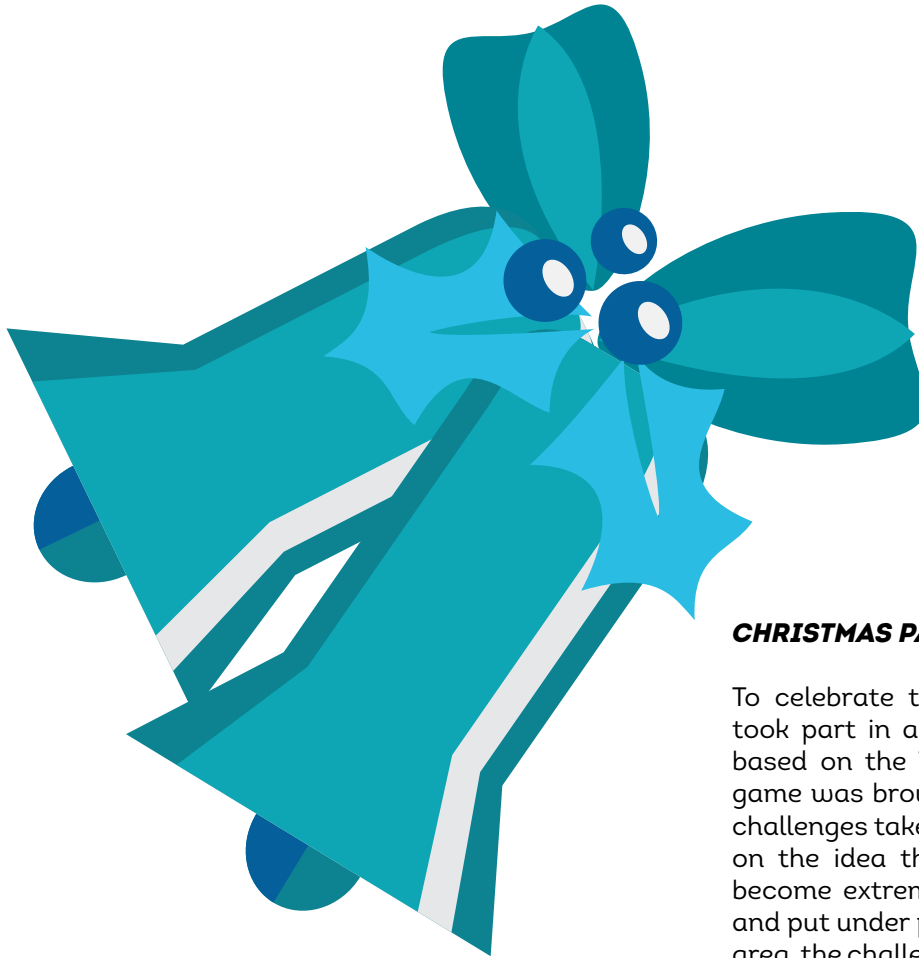
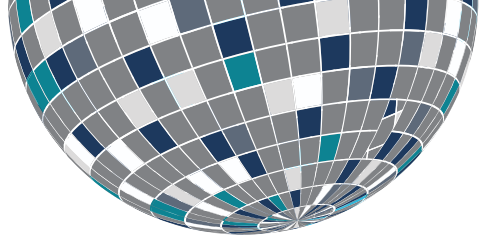
We are a competitive bunch who never passes up on the opportunity for good food and drinks.

Participating in the yearly DHL Stafet (a five kilometer relay race) in Copenhagen has therefore become a true Siteimprove tradition.

The last Friday of August 2015, our Siteimprovers reported for relay or cheering duty at our designated tent. It was a fun and festive day with cold drinks and delicious barbecuing. We are looking forward to doing it again in 2016!



# ***SITEIMPROVE CHRISTMAS HOLIDAY PARTIES 2015***



## ***CHRISTMAS PARTY TEAM BUILDER***

To celebrate the holidays, our London office took part in a surprise team building activity based on the TV game show "The Cube". The game was brought to life with a real cube and challenges taken directly from the show. Based on the idea that even straightforward tasks become extremely challenging when confined and put under pressure inside a small, enclosed area, the challenge involved catching, throwing, estimating, reacting, memorizing, balancing.

The event was thoroughly enjoyed and set the tone for a well-deserved end of year party. The Cube really brought out the competitiveness of individuals as well as the tactical genius in others.

## ***BACK IN THE 1970's!***

Groovy guys and gals from the United States office donned their best 70's apparel for this year's throwback-themed holiday party. It is always neat to mingle with coworkers and meet their families around the holidays. With live band Boogie Wonderland, a funky photo booth, and a cool costume contest, the evening was totally rad. It was the perfect time to reflect on another year of accomplishments and hard work.

## ***CHRISTMAS DINNER & DANCING***

Our Copenhagen based Siteimprovers closed a fantastic 2015 in style with a festive Christmas party at our new headquarters. A beautiful buffet dinner was served and professional bartenders made sure no one went thirsty – this was particularly important as the dance floor was on fire! It was a fun night enjoyed by all.

# FANTASTIC TEAM SPIRIT

At Siteimprove, we are committed not only to our customers but to each other. What better way of building upon this than to share the emotional roller-coaster ride of glorious wins and hurtful defeats that are common in team sports? Join us for a quick sports coverage around the world and get to know our Siteimprove employee sport initiatives.

## **SYDNEY, NEW SOUTH WALES, AUSTRALIA**



“ If you told me half a year ago that I would be playing volleyball again... with my colleagues, during lunchtime? I would have laughed and not believed a single word . ”

- **Kenny Wiguna**, Account Executive in the Health and Government sector, Siteimprove Australia.

It is the first day at Siteimprove's brand-new Australian office which opened in 2015. Opening an office in the land down under marked another milestone in Siteimprove's incredible growth process. During their very first lunch together, the newly formed Australian team quickly discovered a

common passion for sports. When our Sydney-siders heard about team competitions in a nearby recreation center, they did not hesitate. Soon, the first Siteimprove Volleyball Team was officially registered and new jerseys ordered.

Just one catch: nobody in the office had ever played indoor volleyball before except for Kenny who was immediately appointed captain, coach, and team manager. From this point, the office meeting room was regularly transformed into a coaching zone after work.

After a bumpy start, the season began and our brave Aussies won their first matches. They even competed for a top position that could earn the team playoff honors in the first season. More important, however, is the distinct joy and team spirit the weekly games have created within the office.

“ It really gets our blood pumping, which is especially great after being busy in the office all morning, and everyone in the office plays. We started with six people and the team has grown with each new hire. We don't even mention it as an optional activity anymore – it has almost become mandatory, ”

- **Kenny Wiguna**





PHOTO BY SHARYN MORROW

## MINNEAPOLIS, MINNESOTA, THE UNITED STATES

Warm weather and ever-lasting sunshine might not be the first things that come to mind when thinking about the Twin Cities. Winters in the Midwest tend to be long and spring is the season that everyone looks forward to. The reason for this? Spring season is softball season in Minneapolis.

Playing softball has become a team tradition for our American colleagues. More than three years ago, the first Siteimprovers gathered for a round of pitching, hitting, and catching after work. Today, our mixed team regularly competes in the local league, and around 15 Siteimprovers typically participate, supported by cheering colleagues and friends.



PHOTO BY SHARYN MORROW

aid:

“ After a long, dark winter, it feels so great to finally get outside again and enjoy the fresh air without freezing your fingers off ”

- **Lauren Bachmeier,**

a hard-working Account Executive and extremely talented catcher. The upcoming season will be her second for the Siteimprove Softballers, whose fellowship and welcoming atmosphere is highly appreciated.

“ On match days, we leave the office together and arrive in good time to set up a barbecue. After the match, we eat together - everyone is welcome and friends and family sometimes join us. It's a great way to get to know each other better ”

## **COPENHAGEN, DENMARK**

Using the weather as an excuse has never appealed to our Icelandic sales superstar Orri Guðmundsson. Coming from an island surrounded by the rough North Atlantic and cold Artic Oceans, he is basically immune to wind, rain, and low temperatures:

“ It takes a real force of nature to stop me from playing football ”

**- Orri Guðmundsson**

This was a lesson many Siteimprove opponents had to learn the hard way during last year's season. The multicultural environment characterizing Siteimprove can easily be seen on a given seven-a-side match, as there are often as many different nationalities on the field as there are Siteimprovers.





The team also enjoys watching international games together. Though they might not always agree on which team to support, all is quickly forgotten once setting foot on the field. Sports brings us closer together and that is what Orri values most:

“Playing with the guys is fantastic and even if we do not win every single game, we have a superb time!”







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

***09/***

Abstract white geometric shapes on a teal background, including a curved line and two parallel diagonal bars.

## HUMAN RIGHTS

### CONTRIBUTE TO MAKING THE WEB BETTER AND MORE INCLUSIVE TO ALL

## GOALS ACHIEVED AND ACCOMPLISHMENTS 2015/2016

We improved our accessibility service by introducing a new progress feature bar within the accessibility module that shows users an overview of their progress. This makes it much easier for our users to track their accessibility efforts and see what they are doing well, motivating them to go the extra mile.

We introduced the possibility of creating customizable policies, which allows our users to conduct more personalized website checks and thus target accessibility issues that are especially important to their organization.

We hosted accessibility conferences and events in Iceland, Denmark, and Norway.

We hosted the Better Web Awards in Copenhagen, where Siteimprove customers received trophies and checks for charity in recognition of their willingness and ability to improve the quality and accessibility of their organization's website.

In collaboration with senior accessibility consultant, Kevin Rydberg, we re-designed and launched Siteimprove's website in compliance with WCAG 2.0 AA guidelines.

We hired an accessibility expert and product owner based in our headquarters in Copenhagen.

## GOALS FOR 2016/2017

Continue developing the Siteimprove Accessibility module to help private and public web teams increase the accessibility of their organization's website.

Continue offering Siteimprove Accessibility Certifications free of charge to customers.

Continue hosting accessibility themed events for customers and non-customers in 2016 and 2017.

Continue to work closely with accessibility experts to continuously increase our knowledge of digital accessibility.

Siteimprove's London office is looking at two options for raising awareness within accessibility in corporation with the charity Orbis.

**FREE ACCESSIBILITY  
CONSULTING AND  
EDUCATION**

In celebration of Global Accessibility Awareness Day (GAAD) on 19 May 2016, we produced a number of free educational materials on accessibility. The content included a video, an eBook, and a blog post.

To maintain experienced and new staff's general knowledge of accessibility, we had accessibility experts Keith Bundy and Kevin Rydberg educate the Minneapolis office in the field of assistive technologies.

Continue offering educational material on web accessibility in multiple languages on Siteimprove's website free of charge.

**PARTNERSHIPS  
WITHIN  
ACCESSIBILITY**

We entered into an official partnership with the Danish accessibility consultancy firm Diversa that will benefit all Siteimprove customers in Denmark.

We will continue to look for partnerships that can support our mission of making the web more inclusive to all.

**FACILITATION OF  
NETWORKING**

In collaboration with Target's digital accessibility team, we co-hosted an accessibility meetup kickoff in February in Minneapolis, USA. The meetup was established to connect passionate accessibility professionals living in and around the Twin Cities area. Attendees included web accessibility professionals, developers, designers, user experience professionals, as well as those brand new to the field and those working with accessibility all their lives.

Siteimprove's Dutch Customer Success Manager will participate in quarterly web accessibility expert group meetings facilitated by the Central Government in the Netherlands.

## LABOR RIGHTS

### GOALS ACHIEVED AND ACCOMPLISHMENTS 2015/2016

### GOALS FOR 2016/2017

#### **ENSURE A HEALTHY PSYCHOLOGICAL WORK ENVIRONMENT FOR ALL SITEIMPROVE EMPLOYEES**

Siteimprove was officially recognized as a great workplace twice in 2015:

- We were named one of Star Tribune's Top Workplaces in Minnesota based solely on employee opinions measuring engagement, organizational health, and satisfaction.
- Global research, consulting, and training firm Great Place to Work® named Siteimprove one of Denmark's best workplaces and one of Denmark's 10 best IT workplaces.

As a result of the employee satisfaction survey conducted by Great Place to Work® in Siteimprove's headquarters, we hired an experienced Human Resource Director who will be responsible for improving our approach to professional employee development.

Continue our focus on creating a good and inspiring work environment for all Siteimprovers. We will track our progress with a second Great Place to Work® assessment covering all Siteimprove's offices in the fall of 2016.

#### **ENSURE AND ENCOURAGE A PHYSICALLY HEALTHY WORK ENVIRONMENT FOR SITEIMPROVE EMPLOYEES**

Our Copenhagen and Minneapolis offices moved into new premises providing much more space for Siteimprove activities and employees.

An ergo-therapist came and gave advice on correct desk work positions.

#### **CONTINUOUS FOCUS ON EMPLOYEE WELFARE**

We continued holding bi-weekly or monthly staff meetings across our offices with colleagues working from satellite offices attending via live feeds.

We introduced special membership agreements with two of the biggest fitness chains in Denmark.

Continue biweekly staff meetings to share internal news and updates. Introduce internal newsletters to make this information more accessible to all employees.

	<p>Our London office initiated bi-weekly walks to get everyone out of the office for some fresh air and socializing in the middle of the day.</p> <p>We arranged Fitimprove for the second time: a companywide fitness challenge to encourage employees to increase their physical activities.</p> <p>We now run introduction programs in our Copenhagen and Minneapolis offices approximately once a month for new hires. The program consists of different sessions that we believe are useful for getting started in the best possible way, such as product demonstrations, and an overview of Siteimprove's various departments. New employees are also assigned a mentor to help answer any questions.</p>	<p>In-house gym space in our Copenhagen and Minneapolis offices to make it as easy as possible for our Siteimprovers to take care of their physical health.</p> <p>Continue our focus on health-improving initiatives in all Siteimprove offices.</p> <p>We will continue facilitating annual Fitimprove challenges in all offices.</p> <p>Our Copenhagen office will once again participate in the yearly 5 km relay race called "DHL Stafetten" in August 2016.</p> <p>We will continue improving our introduction program based on feedback from both new and experienced Siteimprove staff.</p>
<b>COMPANY BONUS PLAN</b>	<p>Company bonus based on 2015 results allocated among all employees (hired before 2016) in the spring of 2016 based on length of employment.</p>	<p>In future years, the company bonus may be paid as determined in the sole discretion of the board of directors.</p>

<b>ENVIRON- MENT</b>	<i>GOALS ACHIEVED 2015/2016</i>	<i>GOALS FOR 2016/2017</i>
	<p>We continuously collaborate with environmentally responsible data centers.</p> <p>We encourage our employees to bring home excess food from the daily lunch caterer to minimize food waste.</p>	<p>We will continue our collaboration with green primary suppliers.</p> <p>Upon moving into new headquarters, we are now working on examining the options available via DONG Energy to ensure Siteimprove operations are supported by carbon-neutral energy production.</p> <p>We will continue our focus on minimizing food waste.</p>



## **SOCIAL ACTIVITIES AND CHARITY**

### *GOALS ACHIEVED AND ACCOMPLISHMENTS 2015/2016*

In the past year, we have arranged several social events and parties for our Siteimprovers to enjoy. We believe this is important, as it creates fun memories and strengthens employee ties.

In the past year, we have provided a helping hand to a number of local charities.

### *GOALS FOR 2016/2017*

We will continue prioritizing social events such as Christmas and summer parties in the year to come.

We will continue to search for charities and initiatives that support Siteimprove's ultimate goal of securing an accessible web for all.



***SITEIMPROVE.COM***