
4C Strategies AB Communication on Progress 2015

4C Strategies AB's Annual Communication on Progress 2015

Statement of continued support

To our stakeholders:

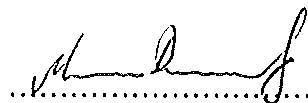
I am pleased to confirm that 4C Strategies reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to share this information with our stakeholders using our primary channels of communication.

The Board annually reviews 4C Strategies' Code of Conduct, which includes an assessment of all 10 UN Global Compact's Principles.

Lastly, we are sorry and embarrassed to say that we are late in reporting but let us assure you that our support of the Principles is unwavering and intact.

Sincerely yours,



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Magnus Bergqvist, CEO 4C Strategies

Stockholm 30.11.2016

Description of actions

Principle 1 and 2 – Human Rights

- **Businesses should support and respect the protection of internationally proclaimed human rights (P1); and make sure that they are not complicit in human rights abuses (P2).**

4C Strategies fully adheres to Swedish and UK legislation and pays special attention to this issue in our Code of Conduct. In addition to that, we will during 2015 take some strategic actions:

- Internal workshops on the use of social media in a professional role. The purpose is to identify and discuss issues related to this area and based on that reach a consensus on what may be considered appropriate.
- A Workplace Committee has been formed with five members (management and staff), The mandate and purpose of the committee is to make sure that all employees' issues related to the working environment is addressed. Issues may be of physical, organizational or psychosocial nature.

Our ambition and goal for the year is to keep our record of no formal complaints or legal breaches in the area of Human Rights intact.

Principle 3, 4, 5 and 6 – Labour

- **Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining (P3)**
- **The elimination of all forms of forced and compulsory labour (P4);**
- **The effective abolition of child labour (P5);**
- **and the elimination of discrimination in respect of employment and occupation (P6).**

4C Strategies fully supports and adheres to the strict laws (of Sweden and UK) pertaining to the freedom of association and labour practices, and actively works to promote equality at the workplace.

Our actions during 2015 are to continue the work of pro-actively striving for a gender balance in the recruitment, retention and promotion of employees. Actions supporting this includes equal salaries for equal jobs, offering favorable terms for maternity and paternity leave, and providing a working environment that is tailored for both men and women. The Workplace Committee mentioned above also serves an important instrument in this context.

Our ambition and goal for the year is to keep our record of no formal complaints or legal breaches in the area of Labour intact.

Principle 7, 8 and 9 – Environment

- **Businesses should support a precautionary approach to environmental challenges (P7).**
- **Undertake initiatives to promote greater environmental responsibility (P8)**
- **and encourage the development and diffusion of environmentally friendly technologies (P9).**

4C Strategies will continue its progressive work (recycling, cyber meetings, minimizing waste etc) in this area. Examples of additional actions in 2015 are:

- When furnishing the new office, strive for products with minimal environmental impact.
- Encouraging all employees to bicycle or commute by public transportation to work, by providing a bicycle & change room and by offering a discounted annual public transportation card.

Principle 10 – Anti-corruption

- **Businesses should work against corruption in all its forms, including extortion and bribery (P10).**

4C Strategies fully supports and adheres to Swedish and UK legislation regarding corruption.

4C Strategies conducts, since a few years back, detailed and regular inspection of all company representation; all bills from travels, dinner and drinks, gifts, conferences, fairs, exhibitions have to be approved by the Line Manager as well as the CEO, and must be presented with a legal receipt or else the employee is not reimbursed.

In 2015 we will launch a new initiative, mandatory for all employees, conducted by our Head of Legal that consists of training and education in all important legal areas of which anti-corruption is one. This training is to be attended once a year.

Measurement of outcomes

Human Rights

We conducted an Employee Satisfaction Survey in February. On the questions related to “harassment” (bullying, sexual harassment, discrimination etc.) 4C Strategies received a score of 4.25 (4.3 in 2014) out of a maximum of 5. This is well above the industry peer average of 3.93. Unfortunately, the intended workshop pertaining to the use of social media was not carried out in 2015 and instead planned for 2016.

During 2015, no formal complaint or legal issue related to Human Rights has been received.

Labour

The average gender ratio for 2015 was 34% women (same as in 2014).

During 2015, no formal complaint or legal issue related to Labour has been received.

Environment

- We use 100% fossil free electricity at the Stockholm office.
- 10% of employees have bought discounted public transportation cards valid for a year.
- Second-hand office desks were bought for newly furnished office.

Anti-corruption

During 2015, no complaint or legal issue related to Corruption has been received.