

United Nation Global Compact (UNGC) –Communication on Progress November 30th 2017

Commitment Letter from Managing Director

Human Rights Principles

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2: Make sure that they are not complicit in human rights abuses.

Assessment, Policy and Goals

We, New Link Marketing Limited, conduct with enormous efforts to develop an organizational culture which supports internationally recognized human rights and avoid any involvement in the abuse of human rights. Furthermore, we make ensuring of welcoming atmosphere which supports and promotes equal opportunities, dignity and mutual respect. Also in our Human Rights & Sustainability Policy which is expressed in our own employee handbook, there are vividly stated above propositions.

Implementation

We, New Link Marketing Limited, endeavor to create a culture in which employees respect mutually the dignity and worth of individuals. We make an enormous effort to develop respect for human rights in our atmosphere. In doing so, New Link Marketing Limited is committed to develop an environment that encourages employees to understand and realize importance of human rights.

By providing equal employment opportunities, New Link Marketing Limited absolutely adores the statement of Equal Employment Opportunity and Respect for Human Rights. To treat our

employees with no illegal discrimination based on race, religion, gender, social status, physical or mental disability, and sexual orientation, we are always committed.

Announcing all job vacancies publicly is tradition of New Link Marketing Limited and we do not discriminate in employment based on gender and/or race. As a developing country, in Myanmar, senior citizens have desire to work on after their retirement because of finance, working environment and spirit of sharing experience but according to Myanmar Labor Law, employees are to retire at 60. In this regard, we have under its workforce, a number of staff aged over 60. Eligible age for the recruitment of New Link Marketing Limited is at least 18 years. It is obvious that many of our workforce passed matriculation examination but still studying at various universities. In some ways, we take part in reducing human trafficking.

Compliance with Employment Laws and Regulations

New Link Marketing Limited adheres to the applicable laws and regulations which it operates in dealing with our employees.

Measurement of Outcomes

As a result of these measures, we believe there were no employees regarding any violation of Human Rights. Through our yearly employee survey, we monitor and evaluate performance in accordance with UNGC's principles. In fact, the survey supports us to measure the index of how the employees regard working in New Link Marketing Limited. Moreover, there are appraisals which is conducted yearly and arranged to discuss one by one. So, we can make assessments properly to every employee. For a little bit more detail, we offer totally transparency to every staff that they have right to know how the company monitors and evaluates performance. Moreover, for our valuable staff, we have Human Rights awareness programs. That is why they get awareness of HIV/AIDS, HUMAN TRAFFICKING, BIRTH SPACING AND SEXUAL HEALTHCARE, CHILD RIGHT and HUMAN RIGHT.

Labor Principles

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: The elimination of all forms of forced and compulsory labor.

Principle 5: The effective abolition of child labor.

Principle 6: The elimination of discrimination in employment and occupation.

Assessment, Policy and goals

New Link Marketing Limited, as a vanguard company of in its industry, we really respect right of employees, the freedom of association and collective bargaining. Every employee can report their complaints to their superior managerial personnel and the Human Resources Department. It is daily practices of our company and you can say it, open door policy. There is no room for forced labor in our company because we deeply realized that kind of operation management is fundamental violation of human rights. So, needless to say if we manipulate child labor or not. It is obvious, there is not a bit of working force of our company is child labor as we totally against these practices. All job applications are monitored closely and so carefully by our Human Resources Personnel. Not only that, every employee of New Link Marketing Limited finds it fair, proper and equal opportunities in regard with promotion. Their job promotion is based on reasonable criteria such as academic qualifications, technical skill and working experience.

Implementation

We, New Link Marketing Limited, always support the freedom of association and the effective recognition of the right to collective bargaining. Our policy is to be transparent about the working terms and conditions, before we make employment. Our employee's policies is bounded and specified in accordance with employment contracts. In the mentioned contracts, we vividly expressed the actual working conditions, respective responsibilities and rights. In this way, every employee is fully comprehended the contracts and to agree upon it by his free will before signing. New Link Marketing Limited always makes great enormous efforts to develop, achieve and maintain a working environment, which is a working place to be in good health, safe and inspirational for employees. To allow for communication between the Top Management and the Staff for Complaints/Suggestions, we have effective communication system. We have appointed a professional HR counselor to reduce stressful conditions in working places and for the welfare of every staff.

Measurement of outcomes

The organization structure is not hierarchy. So, everyone from top management level to staff find it easy, timely and effective ways to use line of communication between them. Every staff can directly submit his or her idea and constructive suggestions without any kind of obstacles. They are encouraged to reveal their stress and emotional hardships. This situation makes a good ground for better productive working environment. As far as the specific time of this reporting was submitted, there were no complaints. In dealing with all employees, we adore their human dignity. There is also mutual respect between us. Moreover, we do not use corporal punishment or threats of violence or other physical or mental abuse to our employees, in case of someone break the rule and regulation. If so, we will take action him or her in accordance with the law.

Environment Principles

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote environmental responsibility.

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

Assessment, Policy and goals

Implementing our business operation or conducting daily business activities, we strive to protect and making certain positive impacts on the local environment. Before the implementing every new projects, we conduct environmental assessments to be ensure the protection of ecosystem. Our operation management team realizes the international norm regard with avoidance and reducing the environmental risk, which is of vital importance for our mankind. We are fully aware the threats to current and future environment. With the sophistication of modern hardware, software and Internet services, paperless offices are growing in popularity. Going paperless is a greener option than using reams of paper. We are aware of the effects of environmental issues. Even though there are some disadvantages of being paperless office, we enforce the use of internet, emails and internal network among staff which reduces the wastage of paper. But absolute paperless office is far away, for the time being. Together with customers and society, we will expand our contributions for facing environmental challenges, by increasing the deployment of ICT throughout society.

Implementation

Unnecessary paperwork is being diminished by the New Link Marketing, within the precinct of its working environment and we encourage our employees to use recycle paper. Moreover, we educate them that unnecessary paperwork makes negative impacts on the sustainability of

Mother Nature. So, we simply encourage them to correspond and communicate via electronic mail to minimize page usage. Our employees are aware of global warming and environmental issues. But attitude is no substitute for competence of something. So, we need to discuss with our employees and arrange several chances to practice their environmental sustainability concept in real world. That is why we arrange our employees to collect and get rid of non-recyclable rubbish at somewhere during their annual trips. Moreover, there is another countrywide practice of environmental awareness for us. It is staff training program, collecting and properly getting rid of rubbish in the areas after the training program. Through intranet or local wide area network, emails and shared network drives, we are implementing the centralized electronic communication system to reduce unnecessary paperwork. To promote clean energy in the environment, we utilize energy saving lights bulbs and lamps. Sometime, the line between the right and wrong ethically is so slim and dim. But as a distribution organization we, New Link Marketing Limited care with tremendous concentration not to deal with Suppliers or Supply chains who do not take environmental accountabilities seriously. (E.g. Kimberly Clark)

Measurement of outcomes

Through the monthly electricity bill, water bill, gasoline bills, and purchase of papers, warehousing and usage of resources, we are monitoring and checking environmental footprint of our company. To reduce all resources to the smallest possible amount or degree in accordance with our environmental footprint, we make assessments and reviews monthly on supply chain activities. It is noticeable and obvious that our managers, supervisors and employees are so responsible in protecting the environment and supporting company's policy, as they are being educated regularly. Furthermore, there are several knowledge-sharing activities among our working forces, especially certain personnel from the middle management level have to share their teams, to understand and improve methods to protect the environment and to reduce wastages which make stains to natural environment. It is our development team, which monitors spending amount of paper due to paperwork, petroleum and electricity usage. So, it is obvious that we are saving energy in our office by using green energy as much as possible to promote clean energy in the environment.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Assessment, Policy and goals

In dealing with our customers, employees and other companies and organizations, transparency is the trademark of New Link Marketing Limited as we consider transparency is essential in having authentic relationship and spotless dealings. Moreover, our staff must have integrity in the approaches of every issue. All forms of bribery, corruptions are zero tolerance issues. We practice zero tolerance in the matter of such misconducts activities; not only among our staff but also dealing with others business atmosphere.

Implementation

Honesty and Openness is our corporate traditional culture. Internal communication tools which is standardized to international norm, is used to interlink our employees and policies, which is also developed by international custom. That is why we, New Link Marketing Limited can create a good ground, which is intrinsically strong point, to get rid of all forms of corruptions. That ground will also produce positive impacts for ensuring that various corruptions do not happen in the precinct of our business surroundings. Internal and external check and balance system over transactions of our company were audited by internal audits, external audits, Finance, Administration and HR department, over the past years. The company rules and policies clearly

defined proper policies in regarding with acceptance of gifts and overall upgrading of moral and ethic.

Measurement of outcomes

We strive to keep corruptions to its minimum level at our company. All forms of corruptions are fully comprehended by every employee. The practices of anti-corruption/ anti bribery measurement are also aware among them. Occasional incidents are reported, so, we assess and evaluate those incidents and measure the severity of that situations. Yearly internal audits are carefully systematically conducted by personnel of top managerial level, within each department. These practices ensure all our employees and other managerial level to stick on the anti-corruption policies.

Additionally, New Link Marketing is fully committed and supports the SDG goals of UN. We supported 7 SDG goals this year, contributing in the CSR events and other occasions stated below.

SDG Goal #1: No Poverty;

SDG Goal #2: Zero Hunger

- ❖ From the staff fund, short period loans were provided without interest for lower income staff.
- ❖ Free Lunch was also provided to the staff at the office.

SDG Goal #3: Good Health & Well-being

- ❖ Supported staff in the case of illness, accidents, birth and death of near relatives.
- ❖ Provided counseling sessions to INGO staff from Maung Daw Area.(near Bangladesh)

SDG Goal #4: Quality Education

- ❖ **Our people**
- ❖ Served as a panelist for Middle management Level of Young People at Mawlamyine. (Lower Myanmar).
- ❖ Served as a speaker for Capacity Building of Business Community at Pakkoku (Upper Myanmar)

- ❖ Served as mentor for Capacity Building of Business Community at Bagan (Upper Myanmar)
- ❖ Served as an Educator and a Counselor for young teacher for Child Psychology and Teaching Style. (YGW, Young Generation Wave) at Irrawaddy Division.
- ❖ Serves as a speaker for young star “The way of the Leader.”in Yangon.
- ❖ Contributed USD 1,000 for orphanage “Lapyiwun Children Development Family Garden” at Hmawbi Township(Remote area of Yangon).
- ❖ Contributed Teachers’ salary for Education and General Development of the Children at Sandayama Monastic School, Hlaing Thayar Township.
- ❖ Served as trainer for JRS Job Readiness Skills Training for Youth in Yangon.

SDG Goal #5: Gender Equality; Goal

- ❖ Served as a panelist for the discussion about “How women can be more successful in work place” at the Yangon University of Economics (MBA Programme).

SDG Goal #7: Partnerships for the goals

- ❖ Conducted several training programs related to strengthening and capacity building of government officials/staff who are engaged in SME development (Ministry of Industry, Nay Pyi Daw)
- ❖ Served as a Trainer for “Idea Platform for Innovation and Strategy Development” SME programme (Upper Myanmar)

We, New Link Marketing Limited, proudly embrace the 10 UNGC Principles and, we are working towards the fulfillment of SDG goals set forth by the UN.