

**ANNUAL CORPORATE SOCIAL
RESPONSIBILITY REPORT**

2017

**MEDIA
MONKS**

PREFACE

MediaMonks is one of the biggest and fastest growing creative production companies in the world. In the past couple of years we not only opened new offices around the globe, all our international offices experience a continuous growth. Today, our relatively new offices in Buenos Aires, São Paulo, Mexico City and Stockholm combined already count 150+ employees. We are highly aware of the fact that our leading position comes with great responsibility and the opportunity to contribute to a better world.

We strongly believe in the power of combining strengths and creating shared value in efforts to contribute to society. As a creative production company, we dedicate ourselves to produce digital innovations. Therefore, we are most valuable when we allow other parties to benefit from our digital expertise.

Being part of the global digital advertising industry, we realize that our business and growth put great pressure on the environment. The emissions expelled by the industry as a whole shouldn't be underestimated. Therefore, we continuously strive to optimize our own organizational processes and make them more energy efficient. In the coming year, we will decrease the amount of physical servers we use by optimizing the employment of virtual ones, which will result in an immense improvement in energy-efficiency. This next to our successful endeavor to continuously increase the amount of solar energy we generate. Although our practices will have a certain positive effect, we know that in order to make a real impact we have to get others on board as well. That's why we involve our stakeholders and employees every step of the way and actively encourage them to, together with us, keep reducing the energy footprint.

OUR WAY FORWARD

In the upcoming years we want to continue deploying our expertise and services to support projects and processes that help better the world by offering modern solutions for modern problems. This includes encouraging (gender) diversity in the digital sector, boosting energy-efficiency, stimulating e-learning as well as advancing other important social, environmental and educational undertakings that strive to improve the establishments that mark modern society. The digitalization of the economy is an ongoing development and as a leading party within the industry, it's our job to make sure this development happens as responsible as possible.

In the following report you will find the results of our 2017 operational daily practices as well as the choices we've made in our efforts to become a more responsible global company.

VICTOR KNAAP

Main Monk

This report reviews MediaMonks' Corporate Social Responsibility performance of 2017. Complying with United Nations Global Compact, the report follows the GRI guidelines. MediaMonks is a member of the United Nations Global Compact since 2012.

GLOBAL REPORTING INITIATIVE (GRI)

The Global Reporting Initiative is a non-profit organization that promotes economic, environmental and social sustainability. GRI provides all companies and organizations with a comprehensive sustainability reporting framework that is widely used around the world.



UNITED NATIONS GLOBAL COMPACT (UNGC)

The United Nations Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate Social Responsibility is a form of corporate self-regulation integrated into a business model. CSR is titled to aid an organization's mission as well as a guide to what the company stands for and will uphold to its consumers.

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MANAGEMENT SUMMARY

MEDIAMONKS 2017

MediaMonks is a creative production company that works for and with advertising agencies to craft amazing digital work for global brands. You can find us anywhere online as well as in Amsterdam, London, Stockholm, Dubai, New York, LA, Mexico City, Buenos Aires, São Paulo, Singapore and Shanghai. As of 31.12.2017, MediaMonks consists of an in-house team of 600+ Monks that are versed in a wide range of digital disciplines, jointly able to produce digital projects from A to Z. We're very proud that MediaMonks is being awarded the most FWA's worldwide and that, also in 2017, we've received numerous Webbies and Cannes Lions.

CREATING SHARED VALUE

MediaMonks strives to be the best creative production company in the world. This requires taking initiative, responsibility and adding long-term value with regard to our stakeholders and the world around us. In 2017, we have actively addressed the exercise of creating shared value, aiming to go beyond a regular Corporate Social Responsibility (CSR) program.

We can be most effective in creating shared value when we tap into and apply our core business and expertise. Our evaluation of our sources, abilities and expertise has led to formulating the following three pillars which we've incorporated in our business strategy:

1. Giving talents the opportunity to grow

At the heart of our business are the people who work here, their talents form the engine that keeps our business going. MediaMonks aims to be the best employer possible by taking care of its people on a both a personal and professional level. Since the physical health and mental well-being of our employees are a top priority to us, we have a company doctor available at all our offices.

Also, as an international company, we attract people that have to emigrate in order to kick-start or advance their career at MediaMonks. To help new hires experience an easy and pleasant move, we provide housing at the start of their employment. At MediaMonks, we are keen to offer students a great learning environment and therefore we also offer housing to local interns facing an infeasible commute.

Many of our employees start their working life at our company and consider MediaMonks to be a home base. As these employees enter MediaMonks at a young age, it's also the place where they develop themselves. We take our responsibility in this matter utterly serious and provide our employees with a work environment and company culture that allows them to grow on both a personal and professional level. Quite a few of our employees can be considered to belong to Generation Y, the demographic cohort that's also known as Millennials. This generation is ascribed to show an increased use and understanding of media, communications and digital technologies. We do not only want to learn from their notions and know-how, we're very keen to provide them with the time and resources to further explore and advance these fields of interests.

As the growth of people and the evolvement of our industry are very important to us, we don't just concern ourselves with developments inside our own company but also focus on external causes we can help forwards. To give a few examples: we are involved in educating new talent by means of the internationally recognized Digital Design Master. We're also furthering our "Women in Tech" initiative to actively diversify the workforce and make coding more accessible and appealing among the different groups that make up our society. MediaMonks is also part of the "Get it Done" initiative that stimulates cross-learning between young professionals and foundations, offering great advantages to both parties. In the future, we want to expand the above-named initiatives with even more projects.

2. Offering our talents and expertise

We believe that digital design and production can contribute to a better world as they offer modern solutions to contemporary challenges and problems. In 2017, we made our talents and expertise available to various projects and social initiatives. To give a couple of examples:

Together with the SpaceFoundation and Dutch astronaut André Kuipers, we have worked to globally launch the ongoing Spacebuzz project which is created to offer an educational VR space experience to school children around the world. By showing children Earth from orbit in virtual reality and allowing them to see the beauty and vulnerability of our tiny little planet, Spacebuzz aims to inspire them to take action as the ambassadors of our future.

In 2017 we also produced a SnapGuide video tour for the Rijksmuseum of Amsterdam. By using modern day technology and one of the most popular social media platforms around, we were able to help the Rijksmuseum introduce art in a new and personal way to high school students.

Furthermore, we tapped into our augmented reality prowess to produce an environmental education project in collaboration with WWF and created a tool used at the British Library's Harry Potter exhibition that aims to broaden people's historical knowledge. You can read more about these projects on page 9.

3. A fair, sustainable and effective way of working

MediaMonks puts a strong effort in working fair, sustainable and effective as this benefits the world as well as the company. Being the best can only be achieved when this way of working is applied and maintained throughout the entire company. We deliberately have chosen not to dedicate a separate department to this end, but we make sure it's integrated in our general procurement and facility management. As a result of our efforts, we have successfully optimized energy efficiency at our headquarters. We already doubled the amount of renewable energy we generate via solar panels and coming year, we will significantly reduce the number of physical servers we run by replacing them with virtual servers. In addition to this, we have replaced the plastic water coolers at our headquarters with (tap)water installations, effectively reducing our plastic waste.

With these collective efforts we aim to achieve our energy efficiency goals and environmental objectives.

PERFORMANCE 2017

MediaMonks has started with measuring its performance on CSR indicators with the evaluation of the year 2012. We have and will continue this type of assessment yearly as it forms the foundation of our improvement policy.

This report contains the performance overviews of 2017 of our Amsterdam, London, New York, LA, Stockholm, São Paulo and Buenos Aires offices. The overviews of the smaller offices in Shanghai, Singapore, Mexico City and Dubai are not included as they operate according to their own and separate conduct of business.

2017 IN NUMBERS

11

**OFFICES (AMSTERDAM, LONDON, STOCKHOLM,
DUBAI, NEW YORK, LA, MEXICO CITY, BUENOS AIRES,
SÃO PAULO, SINGAPORE AND SHANGHAI)**

600+

EMPLOYEES

2200

PRODUCTIONS DELIVERED

75,6m

TURNOVER IN EUROS

1635 tonnes

CO2 EMISSIONS

8

CHARITIES SUPPORTED

*Figures at 31.12.2017

MOST IMPORTANT FIGURES

*The MediaMonks CSR performance figures are based on the yearly average number of 507 employees in 6 countries.

PEOPLE

Employee / Employer ratio	0.10	<i>lowest gross income / highest gross income [ratio]</i>
Health & Safety		
<i>Absenteeism</i>	2.40%	<i>absent hours / yearly worked hours [%]</i>
<i>Accidents</i>	0	<i>number / year [#]</i>
Training & Education	751	<i>€ / FTE [€]</i>
Nationalities	45	<i>number [#]</i>
Diversity	0.21	<i>female / male [ratio]</i>
Diversity without tech	0.26	<i>female / male [ratio]</i>

ENVIRONMENT & ENERGY

	CO2 emission [tonne]	CO2 emission [kg] / FTE
Mobility		
<i>Car</i>	167	280
<i>Public Transport</i>	34	66
<i>Flights</i>	1051	1721
Energy	366	529
Water	1685	2.57

BUSINESS

Innovation	27,242 hours / yearly worked hours [#]
Suppliers	
<i>CSR policy</i>	50% number of top 20 suppliers [%]
<i>Publically disclosing CSR policy</i>	40% number of top 20 suppliers [%]

COMMUNITY

Donations	
<i>Projects for Public good</i>	8 causes per year [#]
<i>Unpaid / voluntary hours</i>	964 hours per year [#]

GIVING TALENT THE OPPORTUNITY TO GROW

I PEOPLE

PERFORMANCE 2017

Employee / Employer ratio	0.10	<i>lowest gross income / highest gross income [ratio]</i>
Health & Safety		
<i>Absenteeism</i>	2.40%	<i>absent hours / yearly worked hours [%]</i>
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TAKING CARE OF OUR MONKS

The health and well-being of our employees is an important and serious matter to us. Our Monks work hard and we want to ensure that they are provided with a safe and healthy work environment. Besides having a company doctor, we have all important safety procedures and standards in place, such as having emergency response qualified staff (in Dutch: BHV) and applying all health and safety regulations (in Dutch: ARBO).

We also make sure to provide healthy catering. We concern ourselves with both offering nutritious meals as well as contributing to sustainability. To accomplish the latter issue, we've introduced 'vegetarian Tuesday' and work with local food suppliers as much as possible.

Moreover, to promote a healthy lifestyle we encourage our people to take part in sport events such as the annual skiing trip and outdoor activities like the Kika Run and bootcamp sessions.

Next to installing health and safety measures that concern employees' working life, MediaMonks also offers support to its employees when it comes to their personal lives. If needed, we will provide loans and assistance with debts as well as offer general advice and administrative support. As many of our employees come from all over the world, we concern ourselves with the issue of housing and accommodation. We not only offer assistance in finding a house, each MediaMonks office has one or more MediaMonks houses. Employees are offered a room at low cost and interns at no cost at all. This doesn't only contribute to the potential for people from abroad to work at MediaMonks, it makes their move and relocation a far less stressful experience.

In 2017, the combination of an outstanding working environment and our health and safety measures have led to the successful prevention of any accidents and, again, a decrease in absenteeism among employees. According to the CBS (Centraal Bureau voor de Statistiek), there was an average of 4% absenteeism in the Netherlands in 2017. At MediaMonks, we had an absenteeism of only 2,4% in the same year. We are proud to see we score better than average and value our low rate of absenteeism as it reflects the well-being of our employees.

Offering a great place to work also includes having a transparent and fair management policy. The CBS states that the "income gap" in the Netherlands is growing and their numbers show that for the information and communication sector the employer/employee income ratio increased from 10,7 in 2016 to 12,7 in 2017. With an employer/employee income ratio of 10, we have a better score than the average for our sector, a performance we are quite proud of as it, in our opinion, contributes to a healthy and pleasant work environment.

A DIVERSE FAMILY WITH EQUAL FAMILY VALUES

Diversity in cultures, nationalities and backgrounds is both unique and valuable to MediaMonks. Currently, we have people from 45 different nationalities from all over the world working at MediaMonks. MediaMonks' management encourages this diversity as it really benefits our organization and stimulates cross-cultural learning. In our effort to attract and attach the most talented people in our field to our company and create a positive work environment, we pay a lot of attention to maintaining values and work ethics that create a pleasant, safe and fair atmosphere for all Monks. We are careful to preserve MediaMonks cultural values among the entire family across the globe.

Diversity in tech

We recognize that many companies specialized in digital services have more male than female employees. At MediaMonks, we not only value and embrace diversity, we put great effort in creating a highly diverse company and changing the situation in the industry as a whole. To succeed in both, we installed the "Women in Tech" initiative which is intended to sponsor, inspire, and advice women who aspire to be successful in tech. Started by our team in Buenos Aires, this initiative is now implemented at our headquarters and actively promoted company wide.

The current female/male ratio in our industry has, for a big part, to do with the reality that the vast majority of people graduating from studies related to digital technology (digital design, software development, etc) is male. This automatically results in the fact that the majority of applicants responding to vacancies concerning digital technology is male. Besides our "Women in Tech" initiative, we work to create an equal female/male ratio by tapping into the opportunities available outside of the digital tech departments (sales, PR, HR, creatives, producers, project managers, etc). The positive impact of our efforts can already be seen when looking at the difference in female/male ratio when including all roles versus excluding the tech-heavy positions; with the ratio improving from respectively 0,21 to 0,26.

Moreover, as part of our hiring policy, for many functions we ask applicants to fill out an online test as a first round of assessment. By implementing this procedure, we feel confident that we invite the people most qualified for the job based on their professional abilities and background.

II EDUCATION & INNOVATION

PERFORMANCE 2017

Innovation

27,242 hours / yearly worked hours [#]

It's our ambition to be at the top in digital design and inspire young talent as we work to achieve our goal. We want to offer talented people a platform where they can develop themselves and provide them with an environment that allows them to get enthusiastic about our working field. We also continuously strive for innovation within our sector and are always searching for the latest technologies that will contribute to improving the world of digital design. Not only do we aim to transfer our in-house (digital) knowledge to the world, we also aim to optimize our in-house knowledge. Therefore, the budget spent on training and educating employees greatly increased over the past year. At MediaMonks, we care about the development of our employees and invest in their talent to give them the opportunity to grow.

LEARNING THROUGH AUGMENTED REALITY

Being at the vanguard of our industry, MediaMonks aspires to improve the connection between digital innovations and education. Over 2017, we immersed ourselves in new forms of (digital) learning by means of new technologies, like augmented reality. AR has turned out to be an effective tool to transfer insights and knowledge in a new, innovative way. Based on this technology, we set up three interesting projects over the last year.

Snapguide

We collaborated with the Rijksmuseum and various influencers to create the Rijks Snapguide which offers a modern way of guiding young people through the museum and educates them via Snapchat exercises.

Into the Wild

In cooperation with WWF, we produced the AR experience "Into the Wild" that transforms a museum into a virtual rainforest you can physically explore by walking around. The app combines computer vision and augmented reality to let visitors learn about the devastating effects of deforestation first hand.

Harry Potter Celestial Globe

For the British Library's Harry Potter exhibition, we created an interactive display that lets visitors discover ancient constellations that inspired the names of J.K. Rowling's characters.

DIGITAL LEADERSHIP & INNOVATION

Part of our involvement in the Digital Design Master entails offering students from different educational backgrounds an opportunity to follow a traineeship or internship. The master started in September 2016 with 25 international students. In the years to come, we will intensify our efforts to support the development of young talent and in making the Digital Design Master a comprehensive and progressive master study. MediaMonks is certified to offer internships for two relevant schools: ECABO (for future Assistant Communication, Marketing employees Or management/ CEO assistants) and GOC (for creatives).

In general, MediaMonks wants to play a leading role in advancing digital design and digital communication. This involves improving and optimizing all our organizational processes as well as sharing our findings, learnings and integrated improvements with other parties both within and outside the sector. Collaborating instead of competing with each other is also part of our shared value-vision. By sharing our latest innovations and findings with our clients, suppliers and partners, we want to enable them to grow along with us. Openly sharing the latest software developments and updates via an online platform is an example of how we employ our shared value-vision.

MediaMonks' innovation and development work is eligible for the fiscal stimulus of WBSO (Wet Bevorderende Speur en Ontwikkelingswerk). In 2017, 27,242 hours of WBSO grant have been assigned to MediaMonks, which amounts to 3,35 % of the total amount of hours worked. This gave us some time and capacity to perform research & development activities and search for innovations regarding new software and creative products.

OFFERING OUR TALENTS AND EXPERTISE

I CHARITY

PERFORMANCE 2017

Donations

<i>Projects for Public good</i>	8 projects per year [#]
<i>Unpaid / voluntary hours</i>	964 hours per year [#]

OFFERING OUR EXPERTISE WHERE NEEDED

Another way we employ our ambition to contribute to society is by actively sharing our expertise and offering it to social initiatives and charity projects. As indicated before, we believe that our expertise in digital design and communication provides modern time solutions to modern time problems in society. From our point of view, digital design and communication can be strong drivers to enhance positive social change. By making our knowledge and resources available to social initiatives and charity projects, we contribute to the corresponding goals. This means we provide voluntary hours to help build digital communication platforms, educational applications and tools or productions to help achieve or relay a project's intended objectives. Comparing this year's numbers with those from the previous year, the amount of charities and charitable projects we took part in has increased as did the amount of voluntary or unpaid hours worked by our employees, counting up to a total of 964 hours which is the equivalent of 120K of commercial value.

In working on charity projects, we make sure to always coordinate with our clients: for many years now we've supported our largest clients to develop the best and most innovative charitable campaigns by contributing our talents and skills in digital communication.

We are investing a substantial amount of resources into great charitable projects. In 2017, we donated a total of €16,925,12 to six foundations and projects for the public good in the Netherlands and to two in Brazil. Our aid goes to a wide variety of charities, from health care related projects (like Kika or GAJEC) to projects for technological knowledge exchange (like Stichting Drupal).

NEW PARTNERSHIPS

In 2017, MediaMonks set up new partnerships with the initiatives Get It Done and FutureNL and project SpaceBuzz.

Get it Done

Get it Done is an initiative that enables young, talented professionals to work on impactful projects of various foundations. Connecting well-known brands, young professionals and foundations, Get it Done allows for the exchange of knowledge to help reach the foundation's goals. This approach closely aligns with our own ideas, as we believe that there is an endless value in mutual learning.

FutureNL

Besides being involved with the overarching Get it Done project, MediaMonks also works on one of the foundations it supports, namely FutureNL. FutureNL strives to make the education in digital skills part of the curriculum for elementary and secondary schools across the Netherlands, preeminently a cause we can help bring forward using our particular expertise. Together with McKinsey and the Rabobank, we work to help FutureNL grow and gain influence.

SpaceBuzz

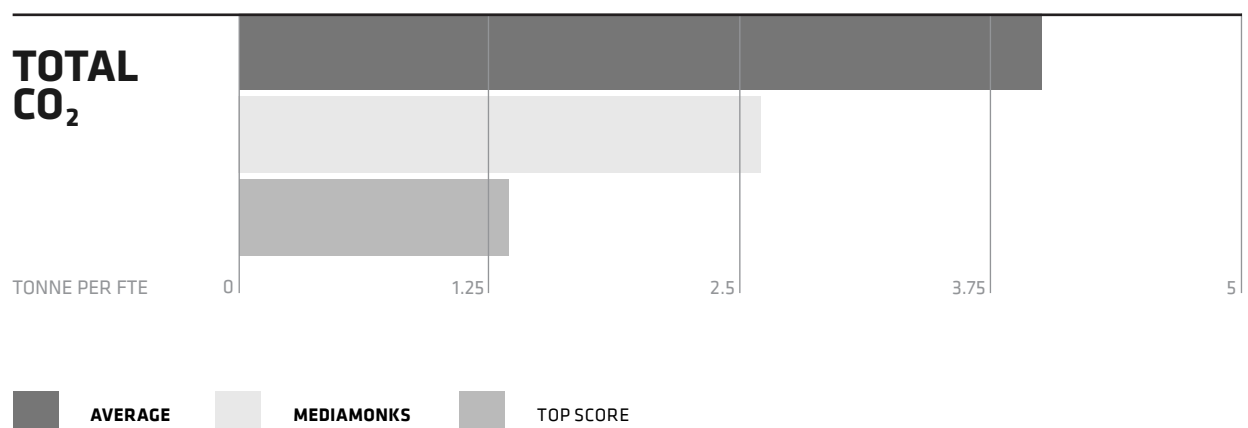
SpaceBuzz aims to teach children about the environmental vulnerability of our planet by means of augmented and virtual reality. We are happy to support SpaceBuzz with their proof of concept development and use of virtual reality technology. With this partner, we are able to support a scalable concept that educates our future leaders about sustainability and Earth, via digital technology.

A FAIR, SUSTAINABLE AND EFFECTIVE WAY OF WORKING

I ENVIRONMENT & ENERGY

PERFORMANCE 2017

		Amount	CO2 emission [tonne]	CO2 emission [kg] / FTE
Mobility				
<i>Commuting</i>	<i>Car</i>	675,776 km	149	243
	<i>Public Transport</i>	5,703,014 km	34	66
<i>Business</i>	<i>Car</i>	80,672 km	18	37
	<i>Flights</i>	6,797,555 km	1051	1721
Energy	<i>Gas</i>	21,250 m ³	40	83
	<i>Electricity</i>	501,812 kWh	326	446
Water		5,653 m ³	1685	2.57



MediaMonks strives to be the best in all its doings. Therefore, we also pay a lot of attention to the way we organize our business processes and how we handle the impact it has on the world. In our notion, the ICT industry can play a major role in contributing to a low-carbon society and can be of great influence when it comes to pushing the world in this direction. Digital communication products provide a low-carbon alternative to the printing industry. And the digital interfaces we build can offer people concerned with sustainability innovative and low-carbon tools.

We are highly aware of the fact that companies in the ICT sector are big consumers of electricity as intensive use of computers, displays and servers requires a considerable amount of energy. To tackle issues like this, we feel it's of importance to have an understanding of the impact caused by our sector as a whole. All the data centers in the world combined, consume 2% of the global electricity supply, which is similar to the carbon footprint of the airlines industry.

MediaMonks has the ambition to bring down this amount of consumption considerably. We are constantly looking for ways we can decrease the environmental impact of our operations. To this end, we've implemented the necessary means to improve our business processes and reduce emissions over the last years. In doing so, we distinguished three key areas: energy, waste and sustainable procurement.

ENERGY EFFICIENCY MEASURES

Regarding our carbon footprint, we can be most effective in the conservation of energy. One of the means to reduce our carbon footprint is applying some basic efficiency measures in our electricity and energy usage which is, as a company working in the ICT sector, one of our largest emissions. Next to purchasing green-certified electricity and energy-saving lights, we've been working to implement additional impactful measures. We're in the process of reducing our amount of physical servers from up to 20 to just 3. Replacing the physical servers with virtual ones, helps us become more energy-efficient: using less energy and making efficient use of hardware.

To improve our energy label, we've placed solar panels on our HQ rooftops. With these solar panels, we were able to generate the amount of energy needed to sustain 3,6 households for one year. In 2016 we already gained energy label A, and we plan to further advance this important development in the coming years.

Also, we keep looking for ways to improve our energy efficiency in collaboration with our strategic partners. For example, we strive to constantly apply the latest

innovations to our data center. We've deliberately chosen a data center that makes use of cold corridors, smart meters and extensive virtualization of its servers. The adjustments we made have paid off; like in the previous years we have experienced decreases in electricity and gas use.

As we're an international company that experiences continuous growth, our carbon footprint, due to mobility (especially international transportation), increases as well. In 2017, the kilometers traveled by air almost doubled. Therefore, we have been encouraging our Monks to use public transport when commuting to work. We offer every employee a yearly subscription for free public transport to and from work. Furthermore, we made the careful decision of situating our headquarters next to the train station. As in the years before, this led also in 2017 to a growing number of Monks that commute to work by train. As for our increasing number of flights abroad, we opened offices in those parts of the world we were visiting regularly, such as Singapore, New York, London, LA, Dubai and very recently Stockholm, São Paulo, Buenos Aires and Shanghai. By promoting video conference calls and reducing the need to go abroad to visit our partners, we try to actively decrease our carbon footprint.

OUR WASTE HANDLING

Working in the digital field has the advantage of producing minimal physical waste. Due to the use of digital administrative processes and our efforts to use as less paper as necessary, we produce hardly any paper waste. In addition to paper and glass recycling, MediaMonks also collects plastic waste. Over the last year, we reduced the amount of waste by installing (tap) water coolers at our HQ, replacing the use of 1560 plastic water bottles annually. Notably, the majority of waste produced at MediaMonks is organic, and therefore biodegradable. As MediaMonks is growing, we see it as our responsibility to have all our employees cooperate in keeping physical waste production to a minimum.

Moreover, we also apply a sustainable end-of-life policy regarding old hardware. This policy distinguishes three scenarios:

1. In case of malfunctioning hardware, we first try to repair it. If this turns out to be impossible, the hardware will be recycled in appropriate ways.
2. Workable parts of old hardware will be re-used;
3. Hardware (or parts of old hardware) that we cannot use anymore will be sold.

II SUSTAINABLE PROCUREMENT

PERFORMANCE 2017

Suppliers	
<i>CSR policy</i>	50% number of top 20 suppliers [%]
<i>Publicity disclosing CSR policy</i>	40% number of top 20 suppliers [%]

We put a lot of effort in making our supply chain more sustainable, which can be seen in the good performance of our supply chain management. In 2017, half of the top 20 suppliers used by our headquarters has a CSR policy in place, and 40% is publicly disclosing their CSR policy. This is a result of our policy to make a conscious decision when choosing suppliers. For all business partners and suppliers, we apply basic sustainable procurement principles. By taking the size of potential orders and the influence it has on our operational excellence into consideration, we're able to make the best decision when it comes to sustainability. Moreover, we encourage our suppliers and business partners to pay attention to CSR by underlining its importance. We make sure to carefully look at energy, office supplies and other facility requirements when assessing procurements. This approach helps us to maintain a fair and transparent relationship with all parties involved. Following our headquarters in the Netherlands, our offices in London, New York, LA, Stockholm, Sao Paulo and Buenos Aires are increasingly aware of the importance of sustainable procurement. Due to this development, these offices now also work with a growing number of partners that are working with or on a CRS policy.

SUPPLIER ASSESSMENT

We are aware of the fact that our choice of supplier has a significant impact on the total of our environmental footprint. By annually tracking the CSR policies and publications of the 20 largest suppliers in the countries we have an office, we are able to assess the sustainability levels of our current suppliers. By doing so we ensure the transparency of our sourcing. As indicated above, 40% of our suppliers is transparent about their CSR policy and activities and present them openly on their website or in online publications. Examples of our top 5 suppliers who are transparent and serious about CSR efforts are Schiphol Travel, NS, Aces Direct, Sligro and Colliers.

MediaMonks has updated its internal policies to ensure compliance with the General Data Protection Regulation ('GDPR'). Our policies and procedures enable our clients and end-users to practice their privacy rights in accordance with the GDPR and provide guidance for controlling and processing data. The installed policies regulate the handling of data and uphold a high level of security. The renewed policies apply to all MediaMonks offices and include procedures for all phases of a project.

When desired, customers can require individual MediaMonks project team members to sign a special non-disclosure agreement.

CLIENTS

Our business exists by the virtue of our clients. Therefore, we take our relationship with them, their data security and their privacy very seriously. Our approach in this is twofold:

1. Confidentiality

Both customer data and information about productions are treated completely confidential. We don't accept any form of breaking this confidentiality. All MediaMonks employees have signed a confidentiality agreement/ nondisclosure agreement, acknowledging that they cannot disclose data or information from MediaMonks, our customers or other business partners. All our external creative, production and business partners and individuals working with our customers on our behalf, sign a confidentiality agreement as well.

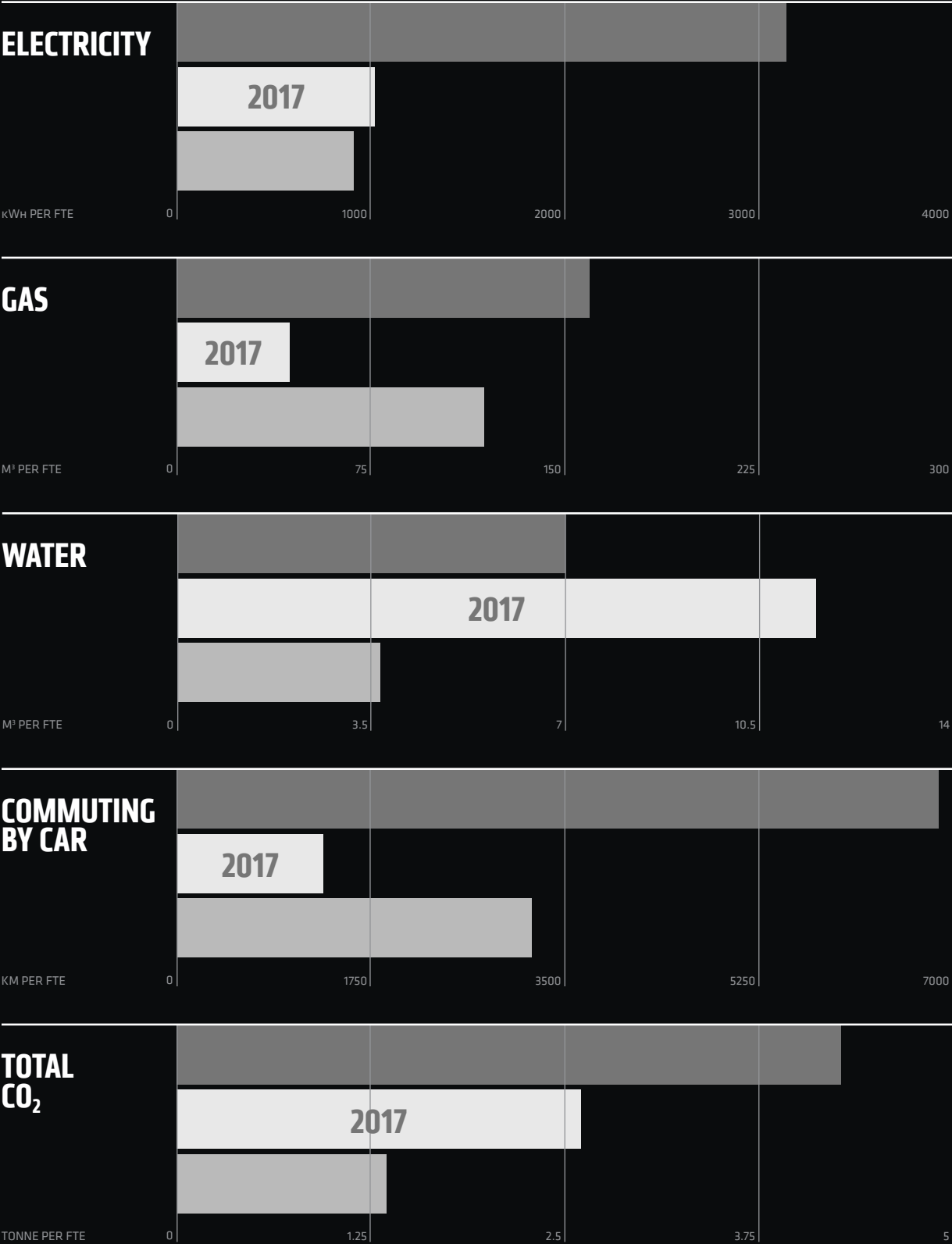
Also, in 2017 our data and our office have been secured by following the highest industry standards. This is a result from the measurements we take to optimally secure all our and our customers' data and information. All our NDA work is processed on in-house servers, managed by certified datacenter managers and secured by hardware firewalls. And our in-house servers are protected by an alarm and secured electric gates.

2. Integrity

To maintain fair relationships with our customers, our employees are prohibited from purchasing goods or services from a client, unless the purchase is made at the same price and if it is subject to the same conditions as in place for the public. Furthermore, MediaMonks doesn't allow employees to accept money, gifts or goods or oblige oneself in any way to the client. As in previous years, also in 2017 we made sure this regulation was executed.

MEDIAMONKS ENVIRONMENTAL PERFORMANCE 2017

The results below indicate MediaMonks' performance relative to the 'average' office and best practices in the Netherlands. The scores are based on a benchmark set by the Dutch government.



APPENDIX

TEN UNIVERSALLY ACCEPTED PRINCIPLES

The UN Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labour standards, the environment and anti-corruption:

PRINCIPLES UNITED NATIONS GLOBAL COMPACT		PAGE
Principle 1	Support and respect protection of internationally proclaimed human rights MediaMonks takes a clear position and global responsibility against violations of basic human rights, such as the right to privacy and integrity.	7, 8, 15
Principle 2	Make sure business is not complicit in human rights abuses We contribute to this by promoting fair labour conditions in all our offices, and have integrated this in our human resource policy and procurement policy.	7, 8, 15
Principle 3	Uphold freedom of association and right to collective bargaining MediaMonks respects the freedom of association and employees' rights to organize or join employee organizations.	7, 8
Principle 4	Support elimination of all forms of forced and compulsory labor Diversity is a prerequisite for success and all discrimination is prohibited. For example, in total 28 different nationalities are working for MediaMonks.	7, 8
Principle 5	Support effective abolition of child labor We do not tolerate bullying or other physical or verbal acts of an abusive character. Decisions that concern employment, promotions, development and compensation are based on the employees' job knowledge and competence.	7, 8
Principle 6	Eliminate discrimination in employment and occupation Active responsible supply chain management helps us track possible human rights violation such as child, forced or compulsory labor.	15
Principle 7	Support a precautionary approach to environmental challenges MediaMonks works actively with minimizing our environmental impact - it is part of our everyday business. Focus areas within our environmental policy are energy, mobility and waste.	13, 14
Principle 8	Undertake initiatives to promote greater environmental responsibility Active sustainable supply chain management helps us raise awareness on energy efficiency amongst our suppliers, and work with them on innovations.	13, 14
Principle 9	Encourage the development and diffusion of environmentally friendly technologies Knowledge is an important factor to our environment and energy management. We work together with our strategic partners on innovative energy measurements. For example with our datacenter supplier.	13, 14
Principle 10	Work against all forms of corruption, including extortion and bribery MediaMonks has zero tolerance with regard to all forms of bribes and corruption. We neither offer nor accept gifts and hospitality that are improper. This is integrated in our contracts with our employees. Also, they have signed a non-confidentiality agreement to prevent data breaches.	15

Our undertaking is to conduct ourselves in an ethically correct manner in everything we do, in compliance with applicable legislation and our company values, industry standards and international guidelines.

OUR CSR PROGRAM

For questions, recommendations or ideas about the MediaMonks policy, please contact us:

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