

**ANNUAL CORPORATE SOCIAL
RESPONSIBILITY REPORT**

2018

**MEDIA
MONKS**

PREFACE

MediaMonks is one of the biggest and fastest growing creative production companies in the world. Over the last few years, we've not only opened new offices around the globe, but each of our international offices are steadily growing. Today, our recently opened offices in Buenos Aires, São Paulo, Mexico City, Stockholm, San Francisco and Bangalore already reach 200+ employees combined. We are highly aware of the fact our leading position comes with great responsibility and an opportunity to contribute to a better world.

We strongly believe in the power of combining our strengths with others and creating shared value in an effort to contribute to society. As a creative production company, we dedicate ourselves to producing digital innovations and working on projects that contribute to a better world and society. Therefore, we can provide the most value when we allow other parties to benefit from our digital expertise.

As part of the global digital advertising industry, we realize that our business and growth puts great pressure on the environment. The emissions created by the industry as a whole should not be ignored. Therefore, we focus on creating the best methods that allow us to continue innovating in a conscious way. We strive to optimize not only our own organizational processes and make them more energy efficient, but also look for ways to innovate and combine technologies to inspire the market, and in turn, change it for the better. Having merged with S4Capital in the last year, we are joining a company who considers sustainability as a top priority. With our joint efforts, we're hoping to make a significant change.

In the coming year, there are many steps we're planning to take to improve our energy efficiency. For one, we hope to decrease the number of physical servers we use by optimizing the employment of virtual ones. Additionally, we will continue to increase the amount of solar energy we already generate. Although our practices will have a 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 keep reducing their energy footprint – together with us.

OUR WAY FORWARD

In the upcoming years, we want to continue deploying our expertise and services to support projects and processes that better the world by offering modern solutions to modern problems. This includes encouraging (gender) diversity in the digital sector; boosting energy-efficiency; stimulating e-learning; and 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 responsibly as possible.

In the following report, you will find the results of our 2018 daily operational practices and more information on how our efforts and projects contribute to a better world. The projects we delivered in 2018 contribute to the Sustainable Development Goals (SDGs) in a variety of ways, addressing the global challenges that we face from poverty, inequality and climate change to social peace and justice. Later in this report, we will showcase how our projects enabled us to specifically make impactful contributions by supporting the SDGs, raising awareness, and putting important issues on the map.

2018 was a significant year for us in being able to showcase the value of our range of work and the benefits of technology in general – which we elaborate on under 'Projects for Good'. Beyond our projects and productions, this report reflects on the various choices we've made in an effort to become a more responsible global company, both from a social and environmental angle. We strive to continue increasing these efforts in the years to come.

VICTOR KNAAP

Main Monk

This report reviews MediaMonks' Corporate Social Responsibility performance of 2018. 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 2018

MediaMonks is a creative production company that works for and with advertising agencies to craft a variety of digital work for global brands. As well as its online channels, MediaMonks can be found in Hilversum, Amsterdam, London, Stockholm, Dubai, New York, LA, San Francisco, Mexico City, Buenos Aires, São Paulo, Singapore, Shanghai and Bangalore. As of December 31, 2018, the MediaMonks in-house team consists of 950+ Monks well-versed in a wide range of digital disciplines, allowing them to collectively produce digital projects from A to Z. We're very proud that MediaMonks in 2018 were awarded the most FWAs worldwide, alongside 18 Cannes Lions awards and 8 Webby awards.

CREATING SHARED VALUE

MediaMonks strives to be the best creative production company in the world. This requires us to take initiative, responsibility and add long-term value to our stakeholders and the world around us. Over the past few years, we have been actively addressing the creation of shared value and aim to go beyond a regular Corporate Social Responsibility (CSR) program.

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

1. *Giving our talents the opportunity to grow*

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

In addition, as an international company, we often attract people who have to emigrate abroad to kick-start or advance their career at MediaMonks. We help new hires have an easy and pleasant move by providing housing at the start of their employment. We're also keen to introduce students to a great learning environment and therefore offer housing to local interns who would face an unfeasible commute.

Many of our employees start their working careers 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 this responsibility seriously and provide our employees with a work environment that is dedicated to creating a unified culture, to appeal to everyone and allow them to feel comfortable to grow on both a personal and professional level.

A fair number of our employees can be considered as part of Generation Y, a demographic also known as Millennials. This generation is shown to have an increased use and understanding of media, communications and digital technologies. We not only want to learn from their ideas and know-how, but are very keen to provide them with time and resources to allow them to explore and advance in their fields of interests.

As the growth of our people and the evolution of our industry are very important to us, we aren't just concerned with developments inside our own company, but we also focus on external initiatives we can help develop. To give a few examples: we are furthering our "Women in Tech" initiative to actively diversify the workforce and make the tech industry more accessible and appealing among different social groups. MediaMonks is also part of the "Get it Done" initiative which stimulates cross-learning between young professionals and foundations, offering great advantages to both parties. We do this with the Future NL foundation which is an initiative that teaches primary school kids how to code. In the future, we want to expand the above-named initiatives with even more projects and dedication to create a bigger impact in today's tech era.

2. *Sharing our expertise*

We believe that digital design and production can contribute to a better world as it offers innovative solutions to contemporary challenges. In 2018, we offered our talents and expertise to a variety of projects and social initiatives for the greater good.

For example, together with SpaceFoundation and Dutch astronaut André Kuipers, we're working to launch the global Spacebuzz project in the coming year: an educational VR experience for school children. The experience shows them Earth from orbit in virtual reality, allowing them to see the beauty and vulnerability of our tiny planet. With this VR experience, Spacebuzz hopes to inspire school children to take climate action and protect our planet as the ambassadors of our future.

We also actualized Bancolombia: the School of Sustainability, an online web model that allows people to explore the entire island of Santa Cruz del Islote. The digital experience encourages people to learn about the spectacular Santa Cruz community and how it effectively sustains itself, and in doing so, learn more about sustainability as a wider practice.

You can read more about these projects and others in detail after page 10.

3. *A fair, sustainable and effective way of working*

MediaMonks puts a great effort into fair, sustainable and effective work as this benefits not just the company, but also the world. Being the best can only be achieved when a sustainable way of working is applied and maintained throughout the entire company. We have deliberately chosen not to create a separate department for sustainability, but integrate it into our general procurement and facility management. As a result of our efforts, we have successfully optimized energy efficiency at our headquarters.

Over the coming year, we aim to continue increasing the amount of renewable energy we generate via our solar panels, allowing us the means to significantly reduce our physical servers and replace them with virtual ones. In addition to this, we have replaced the plastic water coolers at our headquarters with (tap)water installations, effectively reducing our plastic waste. When it comes to our offices, we always look for ways to increase sustainability. In the near future, we'll be moving to a new office that will be completely renovated with sustainable solutions in mind. This will enable us to maintain an energy label of A.

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

PERFORMANCE 2018

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

This report contains the 2018 performance overviews of our Hilversum, Amsterdam, London, New York, LA, Stockholm, São Paulo and Buenos Aires offices. The overviews of the smaller offices in Shanghai, Singapore, San Francisco, Mexico City, Dubai and Bangalore are not included as they operate according to their own conduct of business.

2018 IN NUMBERS

14

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

950+

EMPLOYEES

2150

PRODUCTIONS DELIVERED

115,4m

TURNOVER IN EUROS

2145 tonnes

CO2 EMISSIONS

8

CHARITIES SUPPORTED

*Figures at 31.12.2018

MOST IMPORTANT FIGURES

PEOPLE

Employee / Employer ratio	0.09	<i>lowest gross income / highest gross income [ratio]</i>
Health & Safety		
<i>Absenteeism</i>	3.46%	<i>absent hours / yearly worked hours [%]</i>
<i>Accidents</i>	3	<i>number / year [#]</i>
Training & Education	453	<i>€ / FTE [€]</i>
Nationalities	49	<i>number [#]</i>
Diversity	0.26	<i>female / male [ratio]</i>
Diversity without tech	0.33	<i>female / male [ratio]</i>

ENVIRONMENT & ENERGY

	CO2 emission [tonne]	CO2 emission [kg] / FTE
Mobility		
<i>Car</i>	209	329
<i>Public Transport</i>	38	60
<i>Flights</i>	1382	2172
Energy	494	775
Water	1918	3.01

BUSINESS

Innovation	24,750 hours / yearly worked hours [#]
Suppliers	
<i>CSR policy</i>	55% number of top 20 suppliers [%]
<i>Publically disclosing CSR policy</i>	50% number of top 20 suppliers [%]

COMMUNITY

Donations	
<i>Charities supported</i>	8 charities per year [#]
<i>Projects for Good</i>	11 projects per year [#]

GIVING TALENT THE OPPORTUNITY TO GROW

I PEOPLE

PERFORMANCE 2018

Employee / Employer ratio	0.09	<i>lowest gross income / highest gross income [ratio]</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 the important safety procedures and standards in place, such as emergency response qualified staff (in Dutch: BHV) and all necessary health and safety regulations enacted (in Dutch: ARBO).

We also make sure we provide healthy catering. We make it a priority to offer nutritious meals that also contribute towards a sustainable outlook. To specifically accomplish the latter, we've introduced 'Vegetarian Tuesday' and work with local food suppliers as much as possible. We aim to increase the amount of local and organic products we consume, and boost the level of fairtrade catering.

Moreover, to promote a healthy lifestyle, we encourage our employees to take part in sporting events such as the annual ski trip, Kika Run and bootcamp sessions.

As well as having health and safety measures that concern our employees' professional lives, MediaMonks also offers support when it comes to their personal lives. If needed, we will provide loans and assistance with debts, general advice, and administrative support. As many of our employees come from all over the world, we concern ourselves with aiding them with matters such as accommodation. We not only offer assistance in helping them find a house, but each MediaMonks office has one or more MediaMonks houses where employees are offered a room at low cost and interns a room at no cost.

This allows more people around the world to work at MediaMonks, and makes their relocation a far less stressful experience.

According to the CBS (Centraal Bureau voor de Statistiek), there was an average of 4.30% absenteeism in the Netherlands in 2018. At MediaMonks, we score below that average, with 3.46% absenteeism last year. We are proud to see our company fall below average every year. Our entire company and individual Monks alike are conscious about their personal health and well-being, reflected in these numbers year after year.

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. Their numbers show that the information and communication sector has an employer/employee income ratio that increased from 10,7 in 2016 to 12,7 in 2017. With an employer/employee income ratio of 9, we score better than the average company in our sector – a performance we are quite proud of, as we believe lower income gaps contribute to a healthier and more pleasant work environment.

A DIVERSE FAMILY WITH EQUAL FAMILY VALUES

Diversity in cultures, nationalities and backgrounds is both unique and valued at MediaMonks. Currently, we have 49 different nationalities working at MediaMonks that make up our full-time and part-time staff across the globe. Our management encourages this diversity as it really benefits our organization and stimulates cross-cultural learning. In an effort to attract the most talented people in our field and create a positive work environment, we pay a lot of attention to maintaining values and work ethics that can create a pleasant, safe and fair atmosphere for all Monks. We are careful to preserve MediaMonks' cultural values for the entire family across the globe – and dedicate ourselves to creating one culture throughout the company.

Diversity in tech

Over the years, we've acknowledged that many companies specialized in digital services and tech have more male employees than female employees. At MediaMonks, we put great effort in doing what we can to create both a highly diverse company and changing the status quo of the industry as a whole. To pave our way in both these areas, we created the "Women in Tech" initiative. This initiative intends to inspire, advise, and sponsor women hoping to enter or find success in the tech industry. In lieu of the success of this initiative, the Women in Tech group is now furthering its activities with an external-facing content series of videos and podcasts, which profile the expertised and experienced women working at our company. This series is both a great resource for people within MediaMonks and potential (future) employees.

The current female/male ratio in our industry is due, for a large part, to the reality that the vast majority of people graduating from studies related to digital technology (digital design, software development, etc.) are male. This automatically results in the majority of applicants responding to vacancies in digital technology to be male. To combat this alongside 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 such as sales, PR, HR, finance, facility, legal, creatives, producers, and project managers. In our company, the gender balance including tech-heavy roles is 0,26. When we exclude these tech-heavy roles, the gender ratio rises to 0,33.

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

II EDUCATION & INNOVATION

PERFORMANCE 2018

Innovation

24,750 hours / yearly worked hours [#]

It's our ambition to be at the top of 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, providing them with an environment that allows them to be enthusiastic about our 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 rest of the world, but we also aim to optimize our own in-house knowledge further.

Therefore, there is a relatively big budget in place to spend on the training and education of our employees. At MediaMonks, we care about the development of our employees and invest in their talent to give them the opportunity to grow. As a whole, MediaMonks drives innovation in a proactive (internally driven), reactive (driven by clients and projects) and creative way. This is our method to be at the top of renewal and come up with new solutions that will drive our business and sector forward.

LEARNING THROUGH AUGMENTED REALITY

Being at the forefront of our industry, MediaMonks aspires to strengthen the relationship between digital innovation and education. Over the past few years, we've immersed ourselves in creating new forms of (digital) learning and using gamification for education. New technologies, such as augmented reality, can be interesting and effective tools to help gain insights and knowledge in a different way. In line with this, we have worked on several interesting educational projects over the last period:

Santander: In Someone Else's Shoes

In Someone Else's Shoes is an augmented reality app that shows the arresting day-to-day life of a homeless woman. It tells the story of her struggle and perseverance as she goes about her normal working life. The app was part of a 3-day experiential event, enabling passersby to see (and experience) what modern homelessness is really like. A microsite supported the experience with additional facts and figures to allow people to truly be able to walk around in someone else's shoes.

Google: Plan Your Planet

On the Plan Your Planet platform, people can find out how making small changes to their lifestyles can have a large positive impact. We gamified and curated an overview of easy lifestyle adjustments, like changing light bulbs and taking shorter showers, that can be greatly beneficial for the environment. This showed many people how tiny actions can mount up to major milestones for our planet – all in a simple and easy-to-digest way.

DIGITAL LEADERSHIP & INNOVATION

Through researching upcoming tech and applications of tech, we want to educate ourselves adequately to inform clients about the current and future opportunities technology offers us. In the light of this, we've set up a R&D department in Stockholm, purely focused on innovation. This is part of our goal to continuously strengthen our position as an innovative tech company while also enabling us to explore the boundaries of tech itself. Below are a few examples of how MediaMonks has explored cutting-edge innovation:

As part of our collaboration with Google, we work on innovative projects involving Google's voice assistant. In these projects, we look at both what is said and how it's said: recognizing how tone and sentiment can help us generate answers on a whole new level of a human-like conversation.

Another area our R&D department works on is exploring the ways we can use emerging tech. For instance, in one case we researched a way to accurately measure the size of your feet with a smartphone camera to decrease the number of returns of home-delivered shoes.

All the while, we're still involved with the Digital Design Master by offering students from different educational backgrounds an opportunity to follow a traineeship or internship. MediaMonks is certified to offer internships for two relevant schools: ECABO and GOC, focused on the creative industry, communication and management assistance.

The above fits our general intention of playing a leading role in advancing digital design and digital communication.

As a result, MediaMonks is involved in improving and optimizing its organizational processes, as well as sharing our findings, learnings and integrated improvements with other parties both within and outside the sector along the way. The research we conduct, and developments that come from it, are openly publicized on a monthly basis. This makes MediaMonks an appealing company for future clients and employees, and offers inspiration at the same time.

Collaborating instead of competing with one another is also part of our shared values and vision. By sharing our latest innovations and findings with our clients, suppliers and partners, we enable them to grow alongside 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 Bevordering Speur en Ontwikkelingswerk). In 2018, 24,750 hours of WBSO grant have been assigned to MediaMonks, which amounts to 2,02% of the total amount of hours worked. This gave us the time and capacity to perform research & development activities and search for innovations regarding new software and creative products.

OFFERING OUR TALENTS AND EXPERTISE

I CHARITIES & PARTNERS

PERFORMANCE 2018

Donations

<i>Charities supported</i>	8 charities per year [#]
<i>Projects for Good</i>	11 projects 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 is able to provide modern-time solutions to modern-time problems. 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 are able to satisfy our sustainability goals. This means we provide voluntary hours to help build digital communication platforms, educational applications, tools or productions to help achieve or relay an initiative's objectives. It's a positive asset and contribution that MediaMonks are able to help an increasing number of charitable organizations over the past few years, through supporting some of them on certain projects.

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

We are also investing a substantial amount of resources into great charitable projects. In 2018, we donated approximately 50k to eight different charities and foundations for public good from our headquarters, São Paulo and New York. Our aid goes to a wide variety of charities, with a main focus on healthcare related projects (like Kika or GAJEC) and educational projects, such as boosting technological knowledge exchange (e.g. Get It Done or the Step Up women's network).

NEW PARTNERSHIPS

In 2018, we have continued our valuable relationship with our partners, to get even more out of the projects we have set up with them. Our current partners are JustDiggIt, NL2025, FutureNL, Global Compact, SpaceBuzz and Get It Done. We detail a few of them further below:

JustDiggIt

JustDiggIt is a dedicated environmental organization that aims to cool down the planet. Their approach is straightforward: vegetation acts as the natural 'air-conditioning' of our planet, and therefore, they want to re-green the world. JustDiggIt makes dry areas of land green again by collecting rainwater and introducing sustainable agriculture to create healthy ecosystems.

Get it Done

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

FutureNL

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

II PROJECTS FOR GOOD

MEDIAMONKS X SUSTAINABLE DEVELOPEMENT GOALS

Besides contributing to charitable projects, we aim to contribute to society and the needs of the planet with our projects. By relating our Projects for Good to the UN's Sustainable Development Goals (SDGs), we're able to gain insight into the broader social and sustainable impact of our projects. The SDGs are 17 global goals that are established by the UN as a shared blueprint for prosperity and peace for both people and the planet. Most of our projects target specific SDGs, allowing us to be able to increase the positive impact we make through our work.

Below we will showcase how our projects throughout 2018 have related and contributed to these Global Goals:

GOAL 1: NO POVERTY

End poverty in all its forms everywhere.

Santander: In Someone Else's Shoes

This Augmented Reality app showcases the reality of modern-day homelessness. We produced an experiential event where passersby could experience what it's like to be homeless through one woman's story of struggle and perseverance. In addition to the 3-day event featuring a physical installation, we built a microsite with facts and figures about homelessness, creating awareness around the issue. With over 100 million people experiencing homelessness globally, this is an important topic to target, especially because it's estimated that this figure will double in the next 15 years.

See also: Nest: The Power Project under goal 11.

GOAL 4: QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

UNICEF: Generation Unlimited Hologram

To seize the attention of decision-makers and raise awareness for UNICEF's Generation Unlimited initiative, we created a holographic animation telling the story of a young person struggling to build a brighter future. Set up as an installation inside UNICEF's HQ during the 73rd UN General Assembly, the vivid animation was projected in mid-air as a 3D floating visual with a captivating voiceover. The hologram and installation were designed to draw attention to this topic in an unmissable and unforgettable way. We were honored to work with the Generation Unlimited initiative, who work to ensure access to quality education for all young people around the globe.

GOAL 5: GENDER EQUALITY

Achieve gender equality and empower all women and girls.

Vodafone: Shine a Light Campaign

In our first-ever production in South Africa, we helped celebrate Vodafone Foundation's partnership with Girl Effect by producing an empowering, global campaign. The campaign comprises four striking cinemagraphs that highlight their mission to connect young girls across Asia and Africa to online services. Each cinemagraph was custom-designed for both social media and large-scale billboards, aiming to embrace the personal and public impact of the initiative. We also produced an in-store phone donation station at Vodafone headquarters to raise further support. Launching on International Day of the Girl, the campaign shines a light on the importance of open online access: an important issue as 184 million fewer women than men own a mobile phone in low and middle income countries.

GOAL 10: REDUCED INEQUALITIES

Reduce inequality within and among countries.

UNICEF: Longest Goal

Turning a lens into a challenge, we helped raise awareness for UNICEF's World Cup campaign, 'What Excites Us Unites Us'. With this campaign, UNICEF wanted to show how similar we all really are by celebrating how we all cheer in the same way and support the same 7 flag colours. We captured this message in a Snapchat lens challenging users to share their #LongestGoal. The longer you shout goooooaaalllllll, the longer the lens and its 7-colour animations last. People could share their #LongestGoal online to spread the word and the message. This project was part of UNICEF's larger campaign fighting discrimination in Syria and helping displaced Syrian children through sports and community.

GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable.

Nest: The Power Project

We supported Nest's endeavour to educate people about energy poverty and help lift the energy-bill burden that affects millions of Americans with The Power Project. The Power Project is a fundraising platform allowing people to search ZIP codes to learn about energy poverty in their communities and make a direct donation. People in need can also use the site to find aid programs that already exist in their area. By showing the close-to-home energy struggles through personal stories and hard numbers, The Power Project puts the overlooked issue of energy poverty on the map with the aim of erasing it. The money raised through the platform will help give energy-saving thermostats to 1 million families in need by 2023.

GOAL 13: CLIMATE ACTION

Take urgent action to combat climate change and its impacts.

Spacebuzz: VR Education Programme

To encourage children to change their perspective on Earth and protect the planet, we created SpaceBuzz, that will be launched in 2019. SpaceBuzz is one of the most innovative and ambitious education concepts to have been made, consisting of a 15-minute virtual reality experience that launches a classroom into orbit for a trip around the Earth. Through the VR spaceflight, children are able to see Earth from space and experience the Overview Effect that changes your perspective of Earth forever. The spaceflight happens inside a 12-metre long spacecraft, complete with moving seats that are synchronized with the VR visuals for a heightened, powerfully immersive experience. The VR spacecraft will travel around the Netherlands, with plans to take it worldwide, so that children all across the globe can be inspired to take climate action and support our future.

Bancolombia: School of Sustainability

We built a WebGL 3D model that lets people explore the entire island of Santa Cruz del Islote to learn more about their community, which is known for being highly sustainable and self-reliant. The digitally-reconstructed island allows you drop down to any location and explore it by foot in a Street View-like experience. Combining high-end photospheres with a real-time 3D sky, the model takes people on a tour where you learn how the community sustains itself through a rich collection of content and classes, collectively telling the story of 500 people living on 3 acres. As one of the most sustainable banks around, Bancolombia encourages the practice of learning from communities like this to improve our own approaches to a sustainable lifestyle. The experience is part of the School of Sustainability, where people can watch video lessons and learn more about sustainability topics, which all derive from data collected during this project.

Google: Your Plan Your Planet

Helping save the planet can seem big and daunting, so we created a platform showing you how making small changes in your life can have a surprisingly big impact. Using scientific facts and insights from the California Academy of Sciences, we curated an overview of easy lifestyle adjustments. Using gamification techniques such as charming animations and compelling interactions, we engaged users with beneficial environmental actions like changing light bulbs and taking shorter showers. We helped Google in their mission to draw more attention to our carbon footprint and the many simple and accessible ways we can reduce it. Your Plan, Your Planet shows and proves how tiny actions can amount to major milestones for our planet's future and help us live more sustainably.

GOAL 14: LIFE BELOW WATER

Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Adidas x Parley: Run for the Oceans

To raise awareness for the increasing threats facing our oceans, adidas partnered with the Parley movement to launch Run for the Oceans: a fundraiser inspiring people across the world to protect our most important ecosystem. With 8 million metric tonnes of plastic currently ending up in our oceans, Run for the Oceans helps combat marine pollution. We helped Run for the Oceans by producing a website where people could register for the fundraiser and find out more about the sponsors in a beautiful WebGL data visualisation. Over 12 million kilometers of kindness and financial aid were run, supported by a platform as strong as the initiative itself.

GOAL 15: LIFE ON LAND

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat deforestation, halt and reverse land degradation and halt biodiversity loss.

Metsä Group: Innovation Center Installations

To showcase Metsä's answer to sustainable tree farming, we produced two multi-sensory installations. One installation uses five interactive touchscreens to showcase Metsä's impressive Bioproduct mill through pulsing hotspots and synchronising animations that exhibit how the mill runs entirely on its own byproducts. In another space, we replicated a Metsä farming forest with real trees, ambient sounds and scents, and wall-to-wall displays. Embedded touch points within the forest let visitors activate data visualisations illustrating Metsä's smart forest-management systems. Made to immerse and inform, both installations managed to convey Metsä's philosophies in a way that's as innovative as the company itself.

GOAL 16: PEACE, JUSTICE AND STRONG INSTITUTIONS

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels.

Reporters Without Borders: Uncensored Playlist

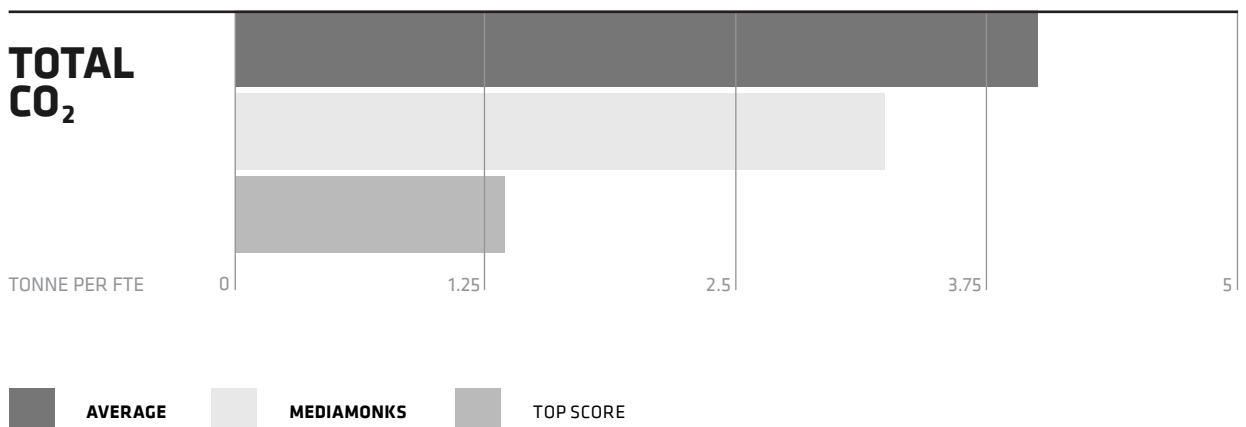
Using music as a loophole, The Uncensored Playlist is an initiative for sharing news stories in censored countries through platforms like Spotify, Apple Music and Deezer. Targeting the fact approximately two-thirds of the world's population lives under regimes of government censorship, The Uncensored Playlist transforms stories into songs using unsuspecting titles and artwork, getting the work of censored journalists across the border and into people's playlists. Just like other pop songs, the music spreads through word of mouth, turning breaking stories into hits. We developed the online platform to help promote the initiative on the open Web, raising awareness not just for the individual stories, but also for the bigger story of Cyber Censorship.

**A FAIR,
SUSTAINABLE
AND EFFECTIVE
WAY OF WORKING**

I ENVIRONMENT & ENERGY

PERFORMANCE 2018

		Amount	CO2 emission [tonne]	CO2 emission [kg] / FTE
Mobility				
Commuting	Car	837,441 km	184	289
	Public Transport	6,387,965 km	38	60
Business	Car	115,778 km	25	40
	Flights	8,981,550 km	1382	2172
Energy	Gas	26,113 m ³	49	77
	Electricity	684,956 kWh	445	698
Water		6,436 m ³	1918	3.01



MediaMonks strives to be the best in everything we do. Therefore, we pay a lot of attention to the way we organize our business processes and how we handle the impact it has on the world. Our belief is that the IT industry can play a major role in contributing to a low-carbon society and can be a great influence when it comes to pushing the world in this direction. Digital communication and its tools provide a low-carbon alternative to the print industry, and the digital interfaces we build can offer people who are concerned with sustainability an innovative and low-carbon option.

We are highly aware of the fact that companies in the IT sector are big consumers of electricity as the intensive use of computers, displays and servers require a considerable amount of energy. To tackle issues like this, we feel it's of the utmost 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 airline 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 few years. Over this time, we've distinguished three key areas: energy, waste, and sustainable procurement.

ENERGY EFFICIENCY MEASURES

To lower our carbon footprint, we can be most effective when conserving energy. One way we do this is by applying some basic efficiency measures to our electricity and energy usage which, as a company working in the IT sector, is one of our largest emissions. In addition to purchasing green-certified electricity and energy-saving lights, we've been working to implement additional measures. We're in the process of reducing our number of physical servers from 20 to just 3. Replacing our physical servers with virtual ones helps us become more energy-efficient through using less energy and using hardware more efficiently.

With the shift from television to social media, we are also developing creative solutions for integrated productions. This means we work on productions that are suitable for different social media formats. The efficiency-gain that comes from this development enables us to improve our productions while spending less time, consuming less energy and travelling less to create them. The realization of integrated production goes hand-in-hand with continuous research and innovation to explore how we can best deploy the possibilities of modern tech to improve our productions and make decisions that are better for the planet.

To improve our energy label, we've placed solar panels on the rooftops of our headquarters. Our solar panels generate 29,376 kWh, enough to power 10 households for a whole year. For the last 3 years, we've had an energy label A and we plan to maintain and further this important development in the future.

We're also always 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 features Cold Corridors, smart meters and the extensive virtualization of its servers. The adjustments we made have paid off: we've experienced decreases in electricity and gas use – just as we have in previous years.

Because we're an international company that experiences continual growth, we have a relatively large carbon footprint, mainly due to mobility and international transportation. Because the amount of kilometers traveled by air is increasing over time, 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 the years before, these aspects have helped the number of Monks choosing public transport to grow. This year, 87% of our HQ personnel travel to work by public transport.

As for combating our increasing number of flights abroad, we've opened offices in the cities we were visiting regularly, such as Singapore, New York, London, Stockholm, LA, São Paulo, Buenos Aires, Dubai, and recently San Francisco, Mexico City, Shanghai, Mumbai and Bangalore. We also pair the now reduced need to go abroad to visit our partners by promoting video conference calls, all in an effort to actively reduce our carbon footprint.

OUR WASTE HANDLING

Working in the digital field has the advantage of producing very little physical waste. Due to the use of digital administrative processes in addition to our efforts to use as little paper as necessary, we produce hardly any paper waste.

For what we do use, MediaMonks recycles paper and glass, and also collects plastic waste. Moreover, the majority of waste produced at MediaMonks is organic, and therefore biodegradable. As MediaMonks grows, we see it as our responsibility to have all our employees cooperate in keeping physical waste production to a minimum.

Furthermore, we also apply a sustainable end-of-life policy regarding old hardware. This policy refers to 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 appropriately.
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 2018

Suppliers	
<i>CSR policy</i>	55% number of top 20 suppliers [%]
<i>Publically disclosing CSR policy</i>	50% number of top 20 suppliers [%]

We put a lot of effort into making our supply chain more sustainable, which can be seen in the strong performance of our supply chain management. In 2018, more than half of the top 20 suppliers used by our headquarters have a CSR policy in place, and half of them are publicly disclosing this policy. Our policy is 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, São Paulo and Buenos Aires are increasingly aware of the importance of sustainable procurement. In line with 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 our total environmental footprint. By annually tracking the CSR policies and publications of the 20 largest suppliers in the countries where we have an office, we are able to assess the sustainability levels of our current suppliers. This ensures transparency in our sourcing. As indicated above, 50% of our suppliers are 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 Incentro.

(‘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 policies in place 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 also require individual MediaMonks project team members to sign a special non-disclosure agreement.

CLIENTS

Our business exists by 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 confidentially. 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.

Additionally, our data and our office in 2018 have been secured by following the highest industry standards. This is a result from the measurements we take to optimally secure our own and our customers' data and information. All our NDA work is processed on in-house servers, managed by certified data center managers and secured by hardware firewalls. And our in-house servers are protected by an alarm and secured electric gates.

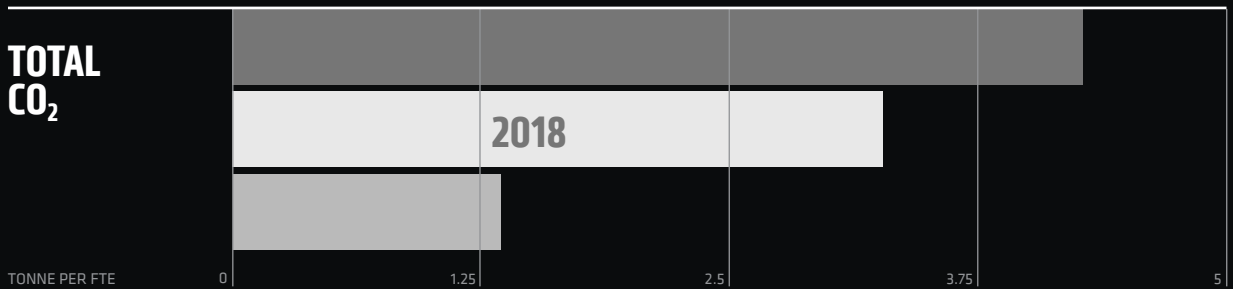
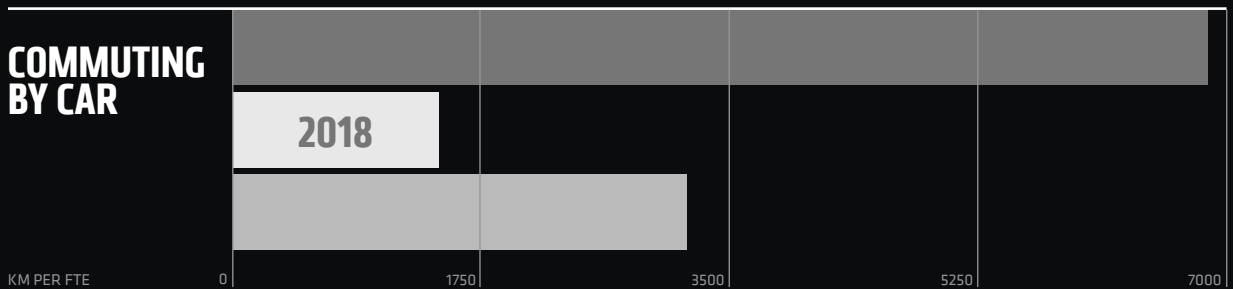
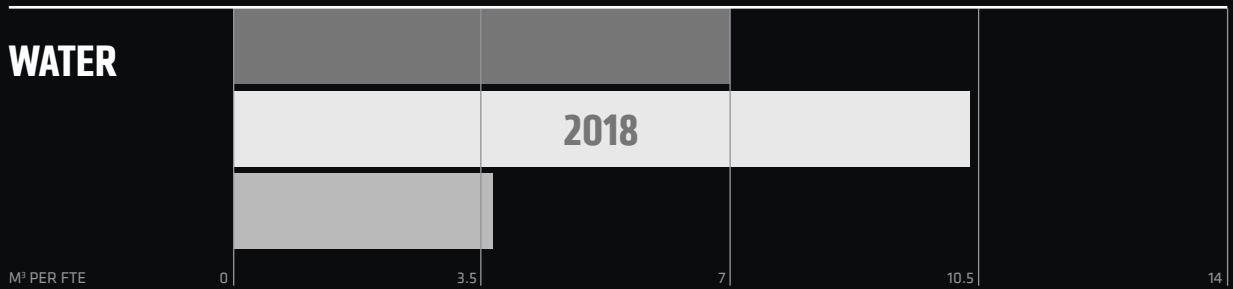
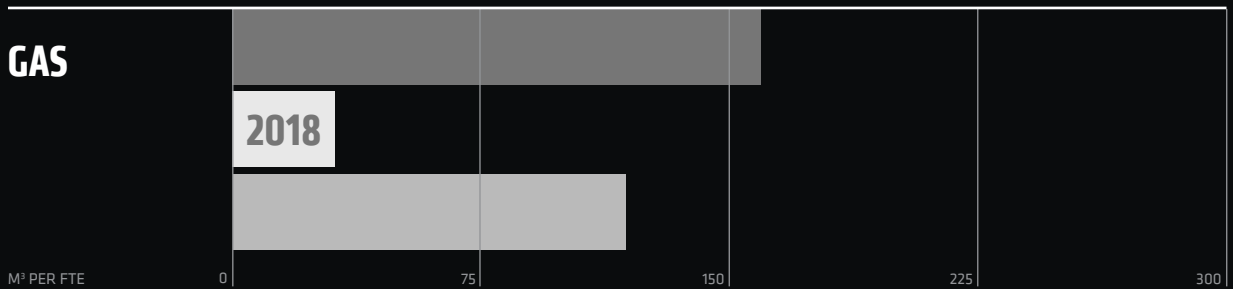
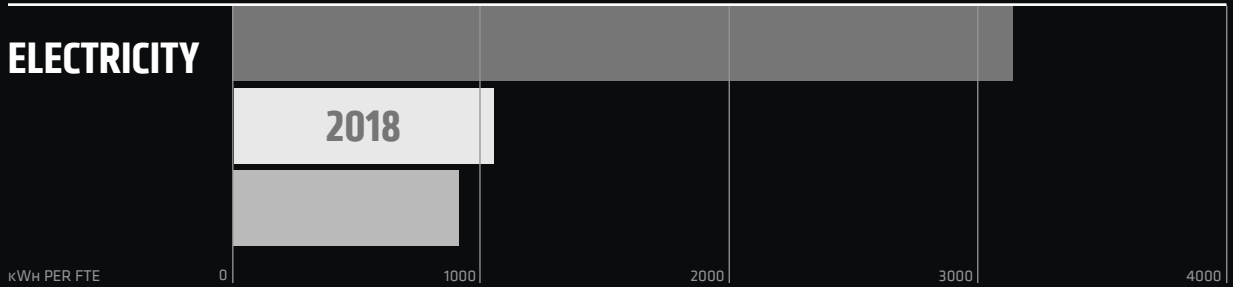
2. Integrity

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 we have in previous years, we made sure this regulation was carried out in 2018.

MediaMonks has updated its internal policies to ensure compliance with the General Data Protection Regulation

MEDIAMONKS ENVIRONMENTAL PERFORMANCE 2018

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, 19
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, 19
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.	19
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.	17, 18
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.	17, 18, 19
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.	10, 17, 18, 19
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.	19
	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:

facility@mediamonks.com

**MEDIA
MONKS**

www.mediamonks.com