

BRAND
empowering people to choose



United Nations
Global Compact
Report on
Communication of
Progress for Brand ID
Technologies (EA) Ltd
- 2019

Brand ID Technologies (EA) Ltd
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Statement of continued support of the United Nations Global Compact

Brand ID Technologies EA Limited continues to be a strong supporter of the United Nations Global Compact principles of upholding high standards of Human Rights, Labor Rights, Environmental practices and Anti-corruption. Our daily operations, principles and policies are strongly aligned to all the ten principles of the UNGC. Through this report, we are able to transparently communicate with all our stakeholders on various levels of engagement with them which reaffirms our commitment to the Global Compact Network COP policy.

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

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'Allan Thomson', with a large, sweeping flourish extending upwards and to the left.

Allan Thomson

CEO, Brand ID Technologies EA Ltd.

Brief description of Brand ID Technologies nature and business.

Name: Brand ID Technologies EA Limited
Sector: Software & Computer Services
Number of employees: 4
UN Global Compact Signatory since: October, 2016
Contact Person: Mark Irura
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Brand ID Technologies EA Ltd is an IT technology and service provider that conceives, designs, develops and operates solutions; employing a unique system architecture combined with leading-edge hardware and software components sourced worldwide. Our lean and flexible approach to architecture and programming results in ultra-high performance and feature-rich real-time systems, which support a range of innovative business applications. These include brand authentication and asset tracking services, instant-win competitions, loyalty programmes and voucher management services for entitlements to TV content, Internet bandwidth, charitable grants, prizes, and many other services. All of these applications require very comprehensive and secure real-time voucher creation, management, tracking and reporting capabilities and need to be accessible to the widest variety of “developed world” and “developing world” users, on a once-off or repeat basis, via ordinary cell-phone SMS text messaging, Smart phones, USSD or an ordinary web browser. Such services rely on robust and reliable operations on a continuous 24/7/365 days basis with running upgrade capability, and capacity to cope with 10s of thousands of transactions per second.

We deliver to the East and Central African market complete, trusted business solutions derived from combinations of the specialist products and services offered by its sister companies. Sales, marketing, implementation and local logistics are completed in East Africa by staff permanently located in Nairobi. It is also a centre of excellence and innovation providing unique robust solutions to the growing problem of brand loyalty, big data analytic services, and brand protection needs facing the EAC Region; with reseller branches in Kenya, Uganda, Rwanda and Zambia.

Our people are uniquely experienced and highly qualified. Their reach across Southern, Central and East Africa provide ‘local’ service with ‘continental wide’ reach. Our people are driven by being:

- **Conscientious:** We are not just dedicated to hard work, we believe in doing the right thing in the right way through perseverance. Whenever a task is put in front of us, we put all our effort in an intense, single-minded focus to get it done.
- **Team Spirit:** we work with our clients in synergy and focus on building a long-term relationship based on mutual trust.
- **Trustworthiness:** we understand the needs of our clients when it comes to confidentiality and conflict of interest. We hold ourselves to high standards of internal governance when it comes to our clients’ confidential information.
- **Responsiveness:** We always strive to understand our clients’ industries in order to develop plans that address their needs both in the short and long-term. We harness technology effectively and efficiently to ensure that our clients’ concerns are addressed quickly in the right way.
- **Passionate:** We really love what we do – seeing our clients succeed is what drives us.

Scope of the CoP

All the activities, initiatives and measures put in place to ensure full compliance and implementation of the UNGC principles in the last one year are discussed in this report.

In the different areas of the principles, Brand ID Technologies East Africa Limited's management also has mechanisms of measurement of the results against the set goals in line with UNGC's Human Rights, Labour, and Environment and Anti-corruption policies.

1. Human Rights

UN Global Compact Principles covered:

Principle 1: Business should support and respect the protection of internationally Proclaimed human rights.

Principle 2: Business should make sure that they are not complicit in human rights abuses.

Current Commitment

Brand ID Technologies East Africa Limited as a company is committed to family-friendly policies that provide employees with a safe and conducive working environment in line with the international human rights as well as adequate resources to perform optimally in their roles. These policies are aligned to the employment act to ensure full compliance with the law.

A brief description of our Processes or System

We have a HR management team who ensure that the rights of our employees and stakeholders are adhered to. These policies are made clear to the employees through the company's handbook.

- We have 30 annual leave days per year to all employees to enable them to have ample rest as required and are approved by respective manager, up to 10 days compassionate leave for employees who are bereaved in their immediate family or other immediate family members' matters. Also, our employees are entitled to sick leave with full pay on production of a certificate of incapacity to work signed by a duly qualified Medical Practitioner or a person acting on the Practitioner's behalf from an acceptable Medical Centre.
- Maternity/paternity leave: We also offer female employees (3) three months maternity leave with full pay in addition to their annual leave entitlement while male employees are entitled to two (2) weeks paternity leave
- We have a safe, secure and neat working environment.
- Similarly, we host all our clients' data with a reputable service provider – Amazon Web Services. We also use secure encryption mechanisms to ensure that client data is not breached so that individual and personal data is not revealed. This is an important issue given that millions have suffered harm and risk due to poor data security measures.

Measurement of outcomes

Despite a difficult economic situation in the first 2 quarters of 2019, we have retained all of our staff by cutting back on expenditure so as to ensure that all these families remain catered for.

We measure this indicator through the number of leave days with paid leave. In the past year, 1 male staff member has proceeded to paternity leave. Additionally, one staff member has also proceeded to 3 months of paid maternity leave.

None of our IT systems have been breached this year; ensuring that our brand protection software solution assists our client with the correct data and parameters to detect counterfeiters.

Sources of this information

We presently keep manual records and are guided by our own HR manual. We also draw this information from our balance sheet and income statements.

2. Labour Rights

UN Global Compact Principles covered:

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

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Current Commitment

The company is committed to employee policies that are in adherence to the labour laws of Kenya, International Labour Organization (ILO) Conventions and other International Standards, thereby, eliminating all forms of Labour malpractices and also enforcing a culture of Brand ID being an equal opportunity employer in support to a zero tolerance attitude in respect to employment and occupation.

A brief description of our Processes or System

The company has an able HR team which ensures that the rights of its employees and stakeholders are adhered to and none

- The Company does not treat an employee or job applicant less favorably for any reason relating to their disability, gender, race or tribe. We are an equal opportunity employer and aspire to grow based on these principles.
- Brand ID Technologies East Africa Limited does not utilize or promote forced or child Labour of any kind. The company adheres strictly to country laws governing Labour standards; all our employees are over 18 years.
- Brand ID Technologies East Africa Limited aims to attract and retain skilled employees and enhance the life/work balance of each individual. The group offers its staff a range of benefits including a pension Scheme, health insurance as well as maternity and paternity leave amongst others.
- Employees are frequently offered personal development and training programs designed to enhance their skills.
- Brand ID Technologies East Africa Limited regards direct or in direct discrimination, victimization and harassment. All Breaches of this principle are regarded as a serious disciplinary matter and are subject To Company's Disciplinary procedure outlined in the HR Manual.
- We ensure that people living with HIV or AIDS are given the same rights, benefits and Opportunities as people living with other life – threatening conditions. We have thus put in place a HIV/AIDS Policy to ensure it is clear and observed.

Labour Rights Future Activities planned for next year

- Brand ID Technologies East Africa Limited still plans to add more employees into its workforce with a projected significant expansion in its business operations.
- The company plans to put into full implementation more employee wellness weeks that take them through health checks and financial guidance.
- Brand ID plans a full impactful incorporation of a working and operational industrial training calendar

Measurement of outcomes

Due to a difficult financial outlook in 2019, we were unable to add more employees and significantly grow our business. However, as stated, we have not retrenched any staff.

Each of our staff members have attended at least 1 paid organization training (financial skills management) and 1 inhouse training (customer service) this year.

Sources of this information

Internally, these records are manually maintained.

3. Environment Rights

UN Global Compact Principles covered:

Principle 8: undertake initiatives to promote greater environmental responsibility; and

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

Current Commitment

Brand ID Technologies East Africa Limited understands as a company, we are committed in ensuring that we operate and take initiatives that will promote our company as environmentally responsible and a company that embraces environmentally friendly technologies in its businesses. Being primarily an IT services company, important to us are three main factors: the number of servers running, the total energy required to power each server, and the carbon intensity of energy sources used to power these servers which all impact carbon emissions. We also understand that Amazon web services are run by solar farms and wind farms.

Environment –Future Activities planned for next year

A client is planning to serialize battery (which contain lead) and we hope to influence them to have greater say in how product take-back and recycling scheme will operate, enabling them to plan as well as secure better access to secondary materials for their own supply chain. This will greatly improve/enhance their recycling capabilities which are already in place.

Measurement of outcomes

- Tree planting:
 - Brand ID technologies has supported the national drive towards planting of trees in 2019. Our staff planted 100 more seedlings.
- Hosting:
 - A typical large-scale cloud provider achieves approximately 65% server utilization rates versus 15% on-premises, which means when companies move to the cloud, they typically provision fewer than ¼ of the servers than they would on-premises
 - In addition, a typical on-premises data center is 29% less efficient in their use of power compared to a typical large-scale cloud provider that uses world-class facility designs, cooling systems, and workload-optimized equipment.

Sources of this information

Our IT systems database contains the unique identifiers which were allocated to products. Internally, these records are manually maintained.

4. Anti-Corruption

UN Global Compact principles covered

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

Current Commitment:

We remain committed to implementing the 10th principle of anti-corruption and ensuring its total elimination in all its forms, including extortion and bribery.

A brief description of our Processes or Systems

- We have clearly demarcated governance structures that all employees are aware of and that have the full backing of the management.
- We have guidelines and policies on anti-corruption. Corruption remains an offence in Brand ID Technologies East Africa Limited and the offence is punishable by termination and prosecution. For example:
 - To maintain business and personal ethics, cumulative annual value of all gifts or entertainment an employee may receive from any one gift giver cannot exceed 5000/= . If it does, or for some reason they HAVE to accept it, they have to disclose this to the management.
 - Altogether, as a rule we encourage employees (and in some cases enforce) to decline gifts, entertainment, etc. from companies who are competitors or whom we are doing business with.
- We also have a policy in place to curb any conflict of interest and to ensure that all tenders are analyzed and opened before a panel to ensure transparency and accountability.
- Our products and services promote transparency and accountability to stamp out counterfeits and monies accruing out of illicit trade.
- A proper remuneration plan is in place and will provide employees with the necessary and sufficient resources to match their needs. This way, there will be elimination of conflict of interests in the company's operations.
- Brand ID Technologies East Africa Limited has published its a code of ethics internally which, together with education and awareness, will enhance transparency among all staff hence averting any possible cases of corruption.

Measurement of outcomes

- We have continued declined to pay facilitation payments in the last year – at great cost to our firm. In fact, where it has been demanded or implied, we have chosen not to do business.
- We have been able to realize actionable data for our clients – that shows data evidence in trends in counterfeiting – by quantifying the problem, they can practically survey the market and tackle the problem using the help of enforcement agencies and measure success. There have been 2 successful raids as actioned from data we have mined from our system.

Sources of this information

This information can be verified from our existing clients and now also in the media.

5. How do we intend to make this CoP available to our stakeholders?

This Communication on Progress will be shared internally every 6 months via email, the Global Compact Website, as well as regular briefings made with all levels of staff. Important excerpts of it will can be shared upon request from external stakeholders and further expounded upon.