



**Think
Globaly
and be the
precursor**

United Nations Global Compact

Communication on Progress

From: 12 November 2020

To: 23 November 2021



Statement of Continued Support by the Chief Executive Officer

Date : 16 February 2021

To our stakeholders,

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

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

Sincerely yours,
Hamid Tavasoli,
Chief Executive Officer,



Behin Technology at a Glance

Behin Technology, is one of the most popular and reputable companies in the IT industries in Iran that could present trustworthy and faithfulness to its customers. with more than 28 years of experience in the IT industry, by manufacturing and supplying products in the field of technology, and offering powerful services, besides proper support.



Behin Technology at a Glance

From now on, Behin Technology is proud to lead an organization with a mission that not only upholds the 10 principles of the United Nations General Compact but also, measurably contributes to the Sustainable Development Goals.



Behin Technology During 2020

In nearly every way, 2020 has challenged us to learn and adapt to advance our mission in the face of the pandemic. Looking back, I see that it was the dedication, resilience, and innovative approaches of our talented workforce and unwavering commitment to our values that allowed us to continue our work. We did almost everything in every aspect to prepare a convenient environment to continue our mission align with our values during the covid-19 era. To certify the health of our workforce, we took the PCR test from all the staff in an organized time, we let our staffs work remotely, part-time and also, we gave a chance to all of our workforces to have mask and sanitizers, not only for themselves but also for their families.

On the other side of view, Behin Technology, wisely try to affect the life of the people out there, especially, children and students who are going to build the future and Covid-19 affect their life in a way that they have to study online, we are trying to facilitate them with the best technology to study with the most qualified electronic devices, such as tablets, laptops, etc. moreover, We found that one of the best ways to achieve this goal, is to try to cooperate with the United Nations Global Compact (UNGC).



Our Purpose

**Empower
Humanity**



Our Mission and Vision

Mission

Our Core mission is to provide the best international quality IT Production and services based on the latest technology, all over the world

Vision

We certainly believe that we would be at the top level of IT products and services based on the latest technology in the world by the year 2025, between Iranian IT Companies.



Our Core Values

Commitment

Trust

Loyalty

Support

Superior

Value

Performance

Routine

Pioneer
This value differentiates our
company
(Ever Onward)

Learning

Joy

Excitement

1
**No
Poverty**

2
**Zero
Hunger**

3
**Good
Health and
Well-being**

4
**Quality
Education**

5
**Gender
Equality**

6
**Clean
Water and
Sanitation**

7
**Affordable
and
Clean Energy**

8
**Decent Work and
Economic Growth**

9
**Industry
Innovation and
Infrastructure**

10
**Reduced
Inequalities**

11
**Sustainable
Cities and
Communities**

12
**Responsible
Consumption and
Production**

13
**Climate
Action**

14
**Life Below
Water**

15
**Life on
Land**

16
**Peace, Justice
and Strong
Institutions**

17
**Partnerships
for the Goals**





Behin Technology Core SDGs

7

Affordable and
Clean Energy

4

Quality
Education

9

Industry
Innovation and
Infrastructure

Progress Toward SDGs

4

**Quality
Education**

Quality Education is one of the most significant goals in Behin Technology. We aim to provide the most qualified electronic educating system nationally and globally. We strongly believe that the first step to achieve this goal is to educate our workforces in every aspect. We have done some certain activities to aim this first step:

- Holding monthly behavioral education classes
- Holding specialized production classes for relevant personnel

Progress Toward SDGs

4

**Quality
Education**

- Holding goal setting and strategy classes to advance the goals
- Assigning manufactured products to provide the necessary equipment for employees and their families for training with qualified facilities and products
- Design and production of products according to the needs of the country's education sector and sales and transfer to relevant institutions and bodies with special facilities

Progress Toward SDGs

7

Affordable and
Clean Energy

As the vital Sustainable Development Goals in Behin Technology, Affordable, and clean energy, plays the most significant role, here is the boldest actions are done in this part:

- Utilizing recyclable disposable containers
- 30% increase in the use of recyclable classification equipment

Progress Toward SDGs

7

Affordable and
Clean Energy

- Continuous maintenance of the heating system at specific times to prevent pollution
- Full support for the recycling cycle to prevent environmental pollution
- Utilizing useful and high efficiency methods to make products with the least waste and the healthiest type of energy
- Designing the production hall in such a way as to save fifty percent in electricity consumption

Progress Toward SDGs

9

Industry
Innovation and
Infrastructure

- Our core business is Information, Communication, and Technology. We customize computers for banks that need new computers to support their full range of devices with old connectors.
- Our main customers are Banks, insurance companies and government offices, IT engineers, and Procurements, that related to B2B section. We facilitate them with innovative industries and infrastructures, such as All-In-One (AIO) computers, Mini-PCs, Powerbanks, etc. mostly assembled in Behin Technology's factory, here in Iran. Recently, we have introduced our customized brand, Univo. And we are planning to develop it soon.

Our BRAND CLAIM AND POSITIONING STATEMENT / VALUE PROPOSITION

Our responsibility is to provide customized products based on customers' needs with superior quality, based on new technologies, to satisfy users with their purchase and also, empower them to manage, control, and centralize products in their workspace.

Our BRAND CLAIM AND POSITIONING STATEMENT / VALUE PROPOSITION

Nowadays, the Banking system is more and more dependent on the Internet. So, they need new, innovative devices to do their calculation more accurately and more securely, based on Internet Banking. On the other hand, most of their devices such as printers, scanners, pin pad, COM, and parallel ports. cannot be used, because they could not be supported by the new technology of the Internet Bank. Their issue is losing a huge amount of investment so, they need a solution. We can provide them new products with customized connections so they can use new technology and old devices simultaneously. IT and procurement will be their organization hero by finding us and they can save their investment and reduce their costs.

Our BRAND CLAIM AND POSITIONING STATEMENT / VALUE PROPOSITION

UNIVO allows customers to give the best service to their clients by facilitating branches with new customized computers. **UNIVO** allows customers to give the best service to their clients by facilitating branches with new customized computers.



Progress Toward SDGs

9

Industry
Innovation and
Infrastructure

Our BRAND Properties

Tailor-made products

Innovating Secure Products

Superior Quality

Key Account for VIP
Customers

VIP Service

Made in Iran

Our Action Steps

Change the concept of advertising based on the AIDA

Improve company CRM system and make Buyers persona

Review our marketing budget and place of advertising and focus on segmentation

Human Rights

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

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

We all know that women play a significant role not only in our core family but also in each part of society. Behin Technology, with 28 years of experience in the IT industry, tries to hire more and more women workforce, and all women who work here experience a safe environment, especially in the aspect of sexual harassment. Behin Technology's women are respected in every aspect, Here in Behin Technology, no one is forced to wear a uniform and everyone is free to wear any clothes, based on their own opinion. Every department in Behin is facilitated with a Disinfectant, Water cooler device, and Medical Chair, for staff to feel more comfortable work environment. On the other hand, all the staff could benefit from free transportation service. Also, we are going to consider some recreational services, such as volleyball court for our staffs beside a reasonable break time for them. They have about one hour of break time during their 8 hours of work.



Human Rights

Insurance services are one of the most significant aspects for us when we hire a workforce. Here, almost all our workforces benefit from supplementary insurance. Here in Behin Technology, the Department of Human Resources, consider strong supervision for recruitment in the work environment, to maintain the status of employees of all faiths and religions, and genders.

Labor

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

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

Principle 5: the effective abolition of child labour; and

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



Labor

Here in Behin Technology Company, no one is forced to do heavy works and actually, works that are beyond their physical power and ability. We never hire workforces below the legal age and if someone faces physical problems related to their health, we completely support them, mentally and financially. In a way that, they could work here with less responsibility and the same salary. As mentioned above, Insurance services are one of the most significant aspects for us, when we hire a workforce. Here, almost all our workforces benefit from supplementary insurance. Recently, we have increased the losses due to labor insurance and also, we have raised the ceiling for worker disability to increase the safety of worker during work accidental issues.

Environment

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

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

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

We all know everything about the UN Global Compact Principles and sustainable development goals especially, in the area of the environment. To go through these principles and goals, we are trying to produce minimum waste and pollution in our production sector. On the other hand, as our work field is mainly investigated on assembling the products, we mostly utilize clean energy in our factory and also we pay some amount of money to the recycling and waste organization, to recycle our waste and prevent them to cause environmental issues.



Anti-Corruption

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

During 28 years of experience in the IT industries, Behin Technology always steps against corruption, especially, in the field of extortion and bribery. We have always been committed to our responsibility and values and with this commitment and humanity, never let this kind of problems, happen in our company.



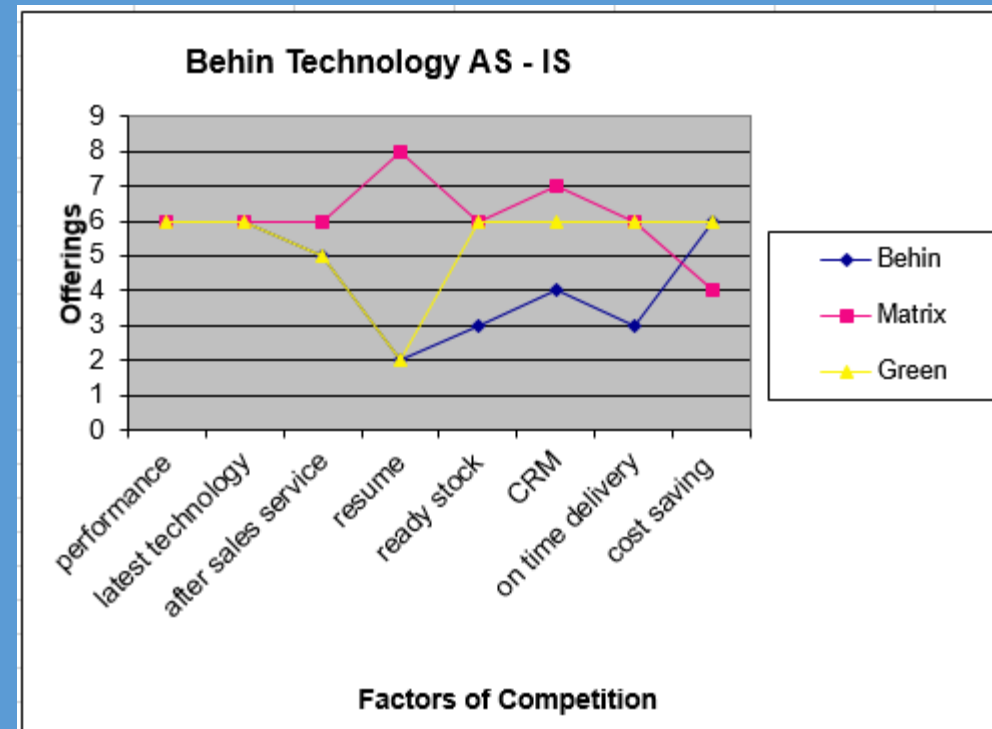
Measurement of Outcomes

During the past few years, Behin Technology has been mainly active in assembling All-In-One (AIO) Computers and Mini-PCs. The outcome in these sectors has been graphically shown in the following pages:

Measurement of Outcomes

Behin Technology AIO manufacturing T225, T240

Value Element	Behin	Matrix	Green
performance	6	6	6
latest technology	6	6	6
after sales service	5	6	5
resume	2	8	2
ready stock	3	6	6
CRM	4	7	6
on time delivery	3	6	6
cost saving	6	4	6

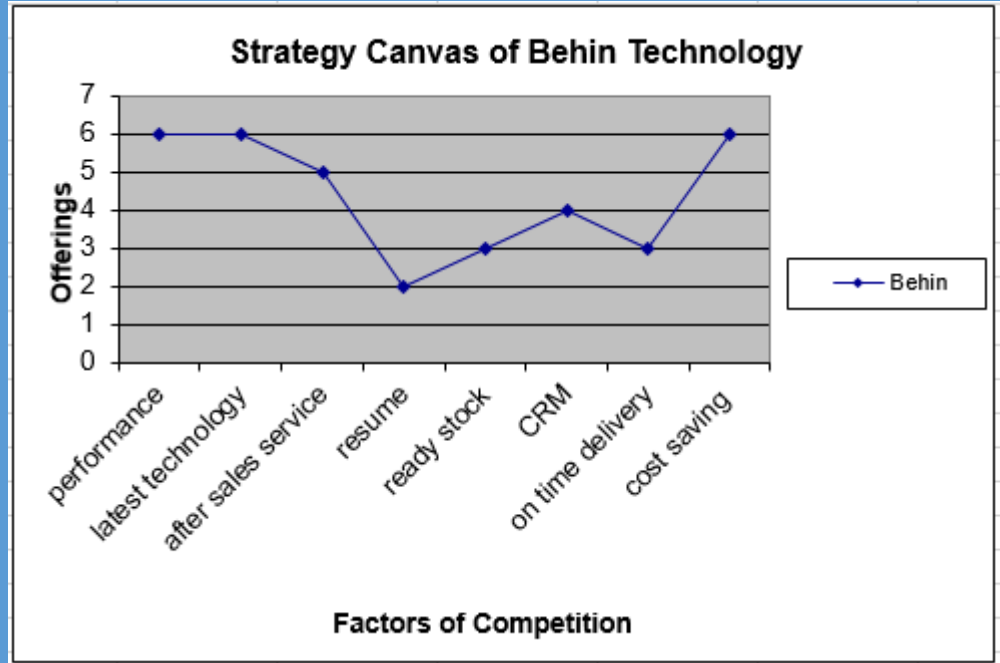




Measurement of Outcomes

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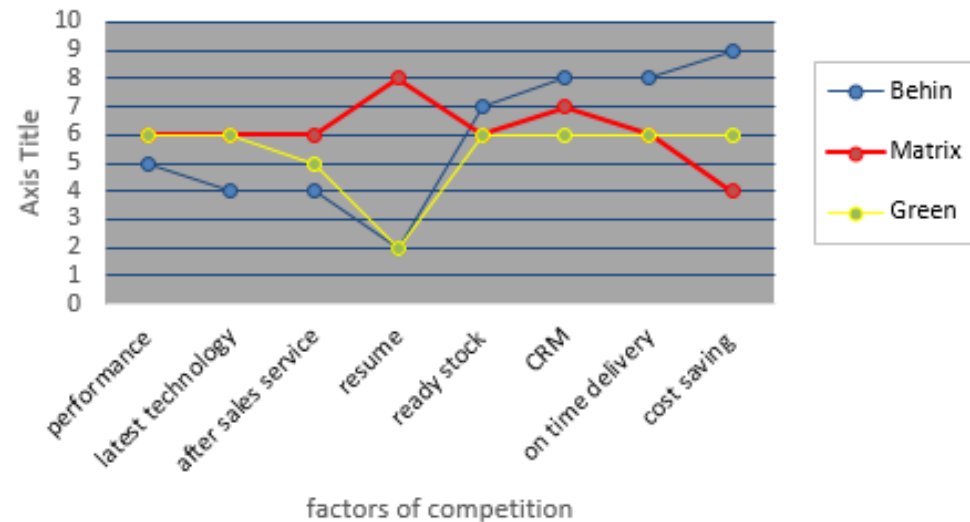


Measurement of Outcomes

Behin Technology AIO ECS/ I3 5th production

Value Element	Behin	Matrix	Green
performance	5	6	6
latest technology	4	6	6
after sales service	4	6	5
resume	2	8	2
ready stock	7	6	6
CRM	8	7	6
on time delivery	8	6	6
cost saving	9	4	6

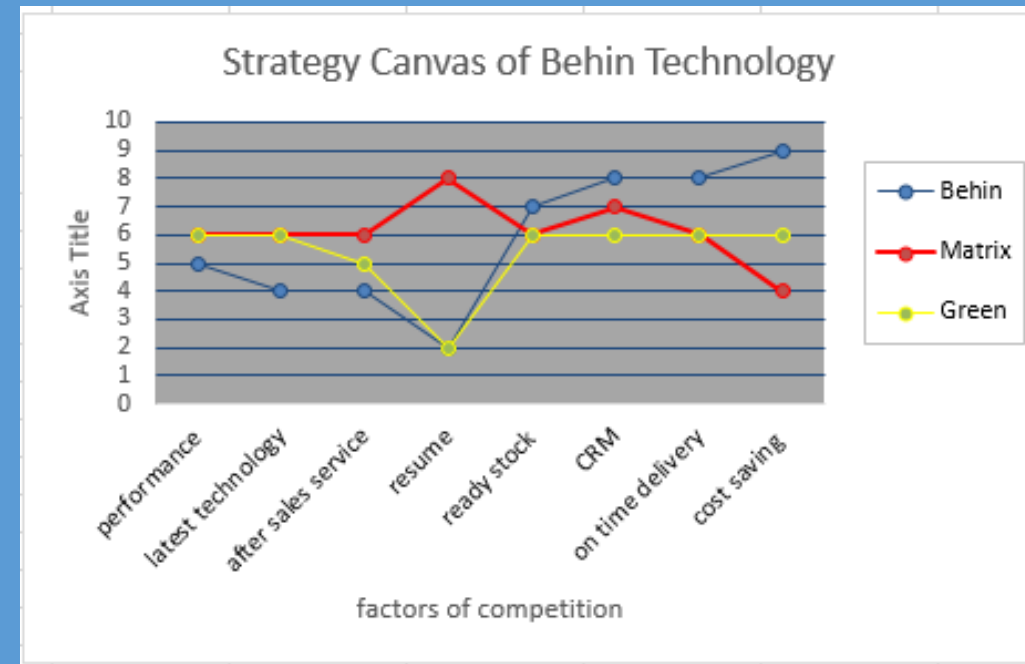
Strategy Canvas of Behin Technology



Measurement of outcomes

Behin Technology AIO ECS/ I3 5th production

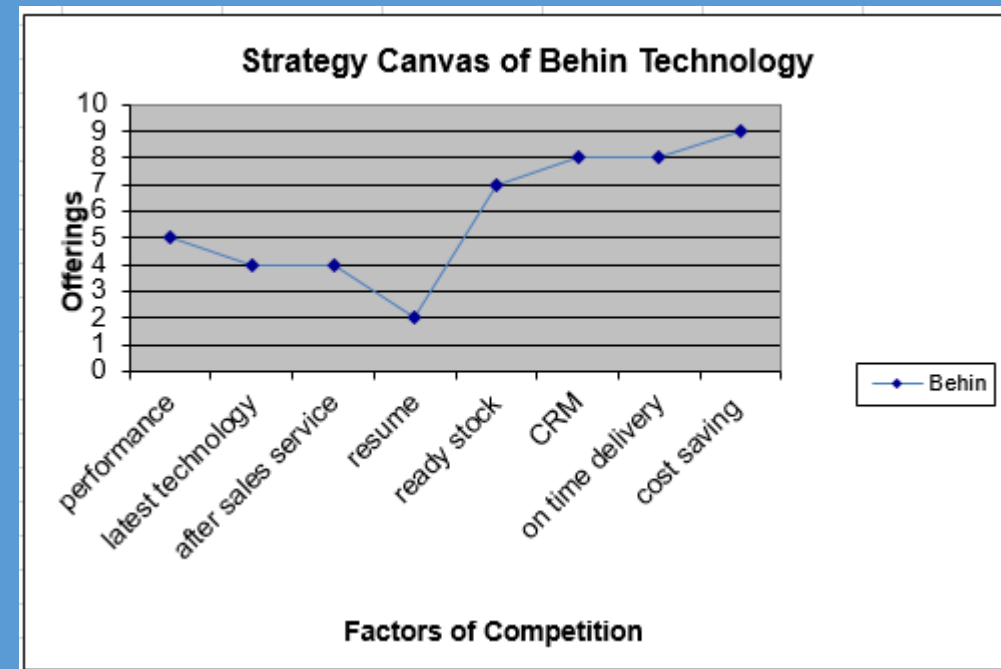
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performance	5	6	6
latest technology	4	6	6
after sales service	4	6	5
resume	2	8	2
ready stock	7	6	6
CRM	8	7	6
on time delivery	8	6	6
cost saving	9	4	6



Measurement of Outcomes

Behin Technology AIO ECS/ I3 5th production

Value Element	Behin	Matrix	Green
performance	5	6	6
latest technology	4	6	6
after sales service	4	6	5
resume	2	8	2
ready stock	7	6	6
CRM	8	7	6
on time delivery	8	6	6
cost saving	9	4	6



Measurement of Outcomes

Data Input for BCG Matrix

Product Name	Volume of Sales		Leading Competitor's	Relative Market	
	This TTM	Last TTM	Volume of Sales	Share	Market Growth
AIO Univo	\$ 400,000.00	\$ 280,000.00	\$ 2,000,000.00	0.20	43%
Mini PC UR1	\$ 100,000.00	\$ 50,000.00	\$ 300,000.00	0.33	100%
Mini PC k3	\$ 300,000.00	\$ 50,000.00	\$ 100,000.00	3.00	500%
Mini PC J4105	\$ 300,000.00	\$ 280,000.00	\$ 50,000.00	6.00	7%
Mini PC J3160	\$ 200,000.00	\$ 260,000.00	\$ 500,000.00	0.40	-23%
zero client w100	\$ 300,000.00	\$ 200,000.00	\$ 200,000.00	1.50	50%
power bank univ	\$ 80,000.00	\$ 50,000.00	\$ 500,000.00	0.16	60%
cable univo	\$ 10,000.00	\$ 20,000.00	\$ 250,000.00	0.04	-50%
smart band	\$ 10,000.00	\$ 30,000.00	\$ 200,000.00	0.05	-67%
latop lenovo	\$ 300,000.00	\$ 300,000.00	\$ 1,000,000.00	0.30	0%

