





SUSTAINABILITY REPORT



SUSTAINABLE OPERATIONS WITHIN DIGITAL SIGNAGE

As a company, ZetaDisplay is well placed to contribute to positive societal development through its work within the environment, social issues and business ethics. On the basis of stakeholders' expectations of ZetaDisplay, our sustainability efforts are directed at the areas where we do the most good. Through our leading role in Digital Signage, we have good opportunities to set standards and contribute to a more sustainable industry. In 2020, ZetaDisplay signed the UN Global Compact's ten sustainability principles, prepared a new sustainability strategy and began implementation. In 2021, the Group's sustainability activities will be developed further, with additional goals, activities and key figures.



Energy consumption, logistics and business travel are three important areas for promoting sustainability aspects. During the year, a working group with members from four countries defined the level of ambition and areas of work. The work of creating measurability and installing reporting routines will continue during 2021.

ZetaDisplay is a service and system provider and does not itself produce any physical products that are part of a larger value chain. Our cloud-based product offering is used by customers to interact with consumers and visitors in physical environments through digital communication. Our services around the core offering are mostly done digitally via a hardware that is sold to the customer in connection with installation.

Sustainability work is given high priority within ZetaDisplay. Our Code of Conduct, our membership and our commitment to support the ten principles of the UN Global Compact and a number of internal policies provide guidance for how ZetaDisplay acts as a good business partner, employer and social actor.

OUR CODE OF CONDUCT

ZetaDisplay's Code of Conduct clarifies how we do business, what requirements we place on our business partners and otherwise act responsibly. The code clarifies our positions on environmental impact, respect for human rights and international

labour law issues, and countering corruption.

ZetaDisplay is committed to compliance with the UN Global Compact, the UN Principles for Responsible Investment and the OECD Guidelines for Multinational Enterprises.

ENVIRONMENTAL WORK

In the environmental challenge confronting the world, everyone must contribute to ensuring reasonable living conditions for future generations. ZetaDisplay's direct environmental impact as a service and system supplier is relatively minor, and consists mainly of energy consumption and heating of offices for 158 employees and their business travel. Our main contribution to reducing the environmental footprint is made instead by supporting the customer with the hardware used in the installation of our systems. By offering energy-efficient hardware and systems that minimise the hardware's energy consumption, and providing support with recycling at the end of the hardware life cycle, we contribute to minimising customers' consumption of energy, resources and transport. In step with the increased

use of Digital Signage in marketing, the subject is becoming increasingly important for environmentally conscious customers and for ZetaDisplay it is an important means of competition.

Our Code of Conduct makes it clear that ZetaDisplay makes demands on its customers and suppliers to work for minimised environmental impact through responsible handling of natural resources, energy and water, emissions and waste.

In 2020, ZetaDisplay began collaboration with hardware manufacturers on optimised packaging. The aim is to reduce the sending out of hardware parts that remain unused with customers, thus reducing customers' resource consumption and transport in connection with hardware purchases with our installations. ZetaDisplay also initiated a survey of customers' recycling needs. At present, customers are supported with locally adapted guidelines for recycling, this is something that in the long term can be developed through various types of collaborations. Energy-saving driver routines are continuously installed in customers' systems. The Group's business travel decreased during the year by more than 50%, largely as a result of the pandemic.

During 2020, a number of customer systems were updated, including energy-saving driver rou-

“We have our roots in the Nordic region. Our societal traditions and our corporate culture involve a natural and obvious commitment to sustainability issues. We are putting that into effect now.”

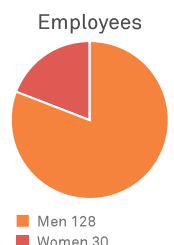
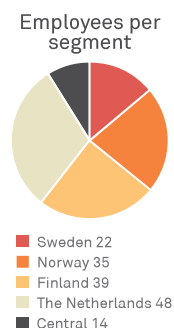
Daniel Oelker, Chief Communication Officer and responsible for sustainability issues in the Group.

tines. In connection with business that included new hardware, ZetaDisplay provided the customer with locally adapted recycling guidelines.

Impact measurements of environmental gains for customers will be introduced during 2021 in the framework of the new sustainability strategy.

SOCIAL ASPECTS

ZetaDisplay is developed by the talents of its employees. Our ability to achieve the Group's business goals depends on our ability to recruit, retain and develop employees with these talents. Competitiveness



ZetaDisplay's stakeholders and their expectations

	IMPORTANT ISSUES	DIALOGUE
Market environment	Business ethics, counter corruption Reduce resource consumption and climate impact (hardware, energy efficient systems, transport) Social responsibility of subcontractors Operational reliability Data integrity	Business Delivery Ongoing customer contact Annual customer satisfaction survey
Employees	Opportunity for development, competence Equal opportunity Well-being Stable employer	Employee dialogue Working group sustainability Ongoing
Investors	Handling of sustainability issues Transparency Financial durability	Annual General Meeting Investor meetings NASDAQ
Society, industry	Business ethics, counter corruption Assumption of social responsibility Reduced resource consumption, reduced climate impact	Media etc. Trade shows



Digital Signage is a modern complement to internal communication with clear environmental benefits.

improves with committed, motivated employees. ZetaDisplay's flat structures invite employees to participate proactively in the Group's growth, including international career opportunities. Employees in six European countries and the United States are offered market conditions and a non-discriminatory workplace where diversity and equal opportunities are advocated. We give priority to safety and health, in which national legislation is a minimum requirement for the working environment. New employees are given an introduction with information and training about ZetaDisplay and internal processes and policies.

In 2020, routines on health and safety in ZetaDisplay were expanded to protect employees during the pandemic. During the year, a broad working group of employees was established regarding a sustainable ZetaDisplay. The aim is to strengthen the sustainable customer offering and develop the company's internal work, which includes personnel issues.

Customers make ever greater demands on the traceability of goods and on manufacturing methods, as well as on the handling of social issues by subcontractors. The greatest risks of human rights violations in ZetaDisplay's operations are at the supplier level. There is a lesser risk that our customers' systems are used to market goods, services or information that in some way risks harming people or violating human rights.

ZetaDisplay respects human rights, and in all

business decisions considers how possible violations can be prevented. By ensuring that our hardware suppliers, other subcontractors and customers act responsibly and in accordance with ZetaDisplay's Code of Conduct, we prevent human rights violations and promote international labour law principles.

The Group has chosen to work only with partners, both customers and suppliers, who have the same view of sustainability as ZetaDisplay regarding the environment, labour law, human rights and corruption, such as internationally well-known hardware suppliers and well-established companies and organisations with leading sustainability work.

In 2020, new customer and supplier agreements included ZetaDisplay's Code of Conduct. A process for follow-up on partners' consistency and compliance with ZetaDisplay's Code of Conduct will be developed in 2021. Finally, in 2020, an international NPS survey was conducted with over 400 respondents in the Group's main markets to deepen dialogue on customer satisfaction and sustainable future.

LONG-TERM, BUSINESS ETHICS AND ANTI-CORRUPTION

Within ZetaDisplay, operations are conducted on the principle that business acumen and a stable financial base go together with full ethical behaviour. This is a basic prerequisite for maintaining long-term relationships with customers, partners, employees, investors and society in general. Risk of corruption



Sustainability development ladder 2020/2021



and bribery arises above all in connection with meetings with customers and suppliers. Internally, no bribes or corruption are accepted, this is clearly communicated in our Code of Conduct and to all partners. Also, corruption is checked through the Group's values, clear leadership and training in our Code of Conduct. In 2020, no incidents of bribery or corruption were reported within the Group. The Code of Conduct is clearly available for all employees. In connection with the implementation of the new 2021 sustainability strategy, we will consolidate the Group's business ethics and work to counter corruption.

ZetaDisplay's prerequisite for growth is based on customers, talent and investors perceiving us as stable, and having the ability to satisfy customer requirements and rules and to guarantee high integrity and customer confidentiality. Therefore our systems have a high level of security in respect of both infrastructure and system processes. Also, there are clear internal processes for compliance with the GDPR. Transparent reporting is made in accordance with the listing requirements, both financially and regarding sustainability and business events.

A CLEAR SUSTAINABILITY STRATEGY IS EMERGING

In 2020, internal work was carried out to create control and follow-up of our most important sustainability issues. This resulted in a strategy and a framework in which the Group addresses sustainability issues in a more structured and targeted manner. The ambition is to make sustainability an increasingly integrated part of our way of working. As a leading European actor, this work can contribute to influencing other companies in the industry.

The strategy and framework are developed by a

working group with members from all parts of the organisation. As ZetaDisplay is a large international organisation, the success of our sustainability work depends on how well implemented the approach is among the employees. The organisation's internal commitment is decisive.

The strategy and framework are formulated in three parts – sustainable solutions, relationships and business, and are based on mapping of needs and existing activities made in the Group during 2020. In 2021, additional objectives, activities and key figures will be worked out. The strategy is intended to integrate sustainability work at all levels in the company as well as in the company's overall strategy process. Coordination of all sustainability activities and programmes lies with Corporate Communication. Requests for more information should be directed to info@zetadisply.com.

SUSTAINABLE SOLUTIONS

To contribute to customers' sustainability work, we have chosen to focus on developing the offer within three areas:

Energy consumption – Solutions for the customer: considerations about what screens are installed, how they are optimised for low energy consumption, how our installations are put into operation, how our design and our operating routines contribute to energy savings. Our own operations: optimised energy consumption in our own offices.

Hardware life cycle – Considerations about how we buy, who we buy from, and what we do with installed hardware at the end of the product life cycle.

Transport – Considerations about where we buy our hardware from, how we can optimise distribution to partners and customers and how we handle the organisation's business travel.

SUSTAINABLE RELATIONSHIPS

We operate in a B2B environment and are dependent on well-functioning relationships with customers, suppliers and partners. Our installations are a significant investment for customers and the seamless interaction between product and concept development with external partners along the value chain forms an important basis for long-term success.

Business partners – Provide transparent, consistent business agreements and run the company on the basis of long-term relationships with business partners and assume responsibility for full ethical behaviour towards internal and external stakeholders.

Talents – As growth companies which originated from small entrepreneurial companies, we have an obligation to help current employees develop and to attract new talented people and make them feel at home once they have joined us. Our talented employees are the company's ambassadors, both internally and externally.

Investors – A basic requirement for trust as a stock-exchange listed company is that the Group delivers reliable key figures, quarter after quarter. We are committed to transparent and proactive financial communication. We are constantly striving to improve understanding of our short-term and long-term goals to increase shareholder value and the attractiveness of the share. Internally we ensure that transparent, reliable planning and reporting processes are important pillars in our daily operations.

SUSTAINABLE BUSINESS OPERATIONS

Financial stability – While the company grows organically and through acquisitions, we make sure that ambitions for growth are balanced with sound financial planning and follow-up. Growth and / or processes of change must never compromise finan-

cial stability and commitment to our employees, business partners and the world of finance.

Long-term business strategy – While market conditions may cause a need for rapid changes in our business strategy, these changes should always conform to the Group's strategy. The business strategy is the guideline to unify our teams, reach out to new customers, increase interest in investing in us, improve our reputation as a sustainable company and drive concept and software development. The Group's sustainability strategy will be reviewed regularly in line with the overall Group strategy process.

Responsibility – The sustainability strategy and responsibility lie with the Executive Management and its CEO. Sustainability issues are an integrated part of management meetings, of the company's Annual Report and of the Group's internal and external communication.