

CRB COP Report 2020-2021

Communication on Progress report

Reporting Period	2020-2021
Status	Electronic
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Reviewer(s)	As above

1 Introduction

As a signatory to the UNGC, Cerebriu submits a Communication on Progress (COP) to the UNGC on an annual basis.

The report highlights select activities of Cerebriu in relation to the UNGC's 10 principles, for the reporting period 31 July 2020 to 30th of June 2021.

1.2 Statement of Continued support by CEO



To our stakeholders.

I am pleased to confirm that Cerebriu 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,

Robert Lauritzen

CEO



10-06-2021

2. Cerebriu's vision and mission

Cerebriu provide faster and personalized radiology for better patient care.

Vision

- We are **automating MRI for the future** of evolving high-growth diagnostic imaging, relying less on scarce radiologists and advanced technologists.
- We believe non-invasive **MRI will continue to grow at accelerated pace** driven by advent of mobile and portable MRI becoming available in emergency departments and smaller communities.

Mission

- We automate brain MRI for faster scan, faster and confident treatment, and reduced length of stay.
- We provide MR first healthcare providers with a comprehensive stroke MR suite for improved outcomes.
- We provide workflow optimization to healthcare providers diagnosing patients with headaches and unclear new neurological symptoms

Organization

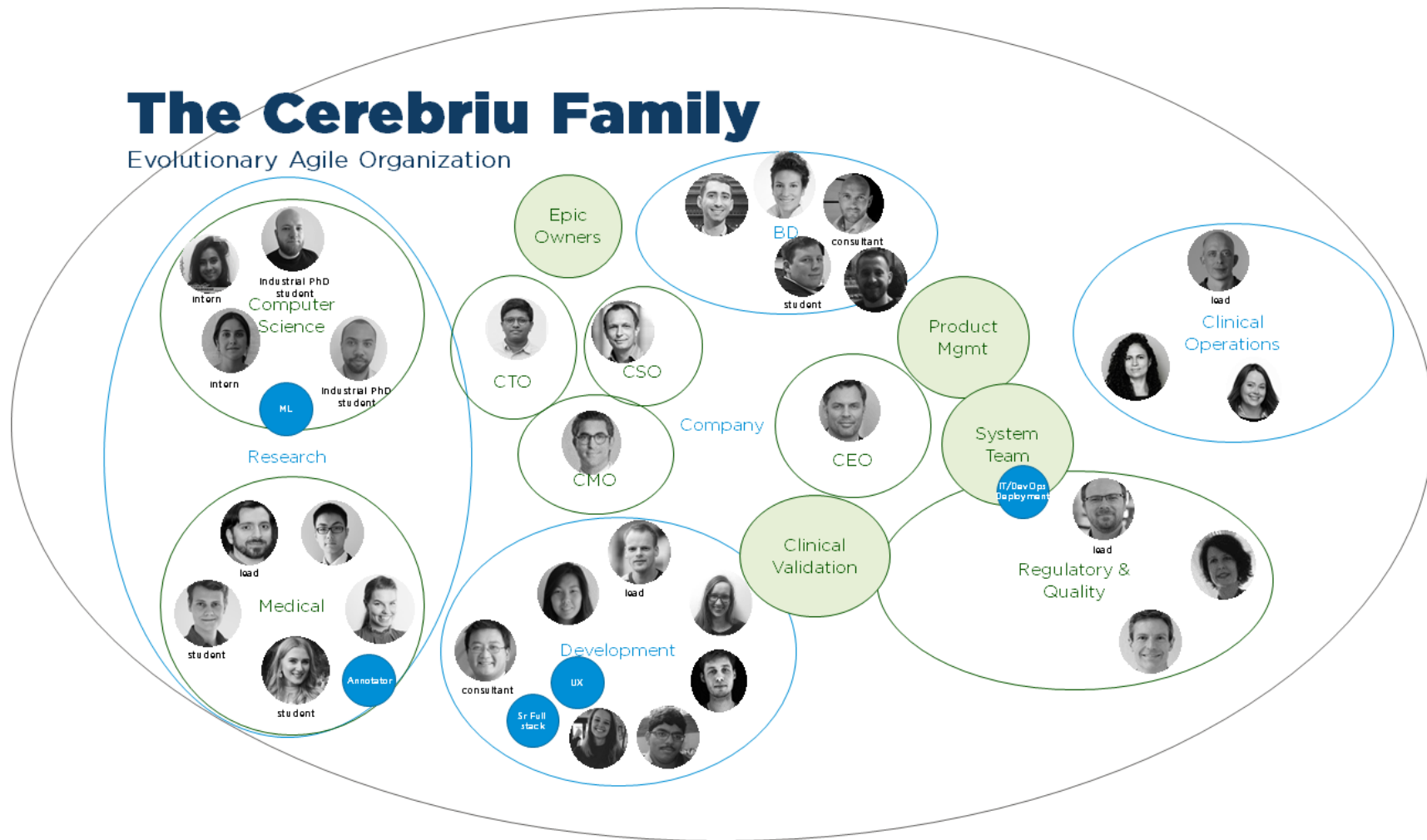
Cerebriu believe in flat organizations and initiated formalizing holacratic principles (teal organization) in 2021, initially focusing on self-management, followed by wholeness and evolutionary purpose. This originates from our development approach of agile organizations focusing on roles, teams and individual contribution to and performance of the activities at hand over hierarchy and traditional management structures.

During 2021 we've implemented a governance model distributing the organizational governance through three key concepts, tying associates (individuals working for Cerebriu through any means of association), to roles with a purpose, domains of control and accountabilities.

Teams (or Circles) are a kind of roles that can contain roles but also governing roles including a role lead, facilitator and administrator, to enable self-managed integrity of and alignment throughout the organization. The lead ensures role assignments in the team to associates, and aligns with the super team. The facilitator facilitates governance meetings within the team and audits sub-teams as needed. The Administrator captures and publish governance records and metrics. Teams elect their own governing role members. Activities performed by a role link to role metrics for performance management. Metrics follow the Objectives and Key Results methodology.

The Cerebriu Family


Evolutionary Agile Organization



3.Actions, Highlights and Aspirations

The following table provides an overview of how Cerebriu has implemented the Ten Principles across our business.

	Principle	Commitment	Systems, Procedures and Values	Highlights	Aspirations
Human Rights					
1	<u>Businesses should support and respect the protection of internationally proclaimed human rights:</u>	Cerebriu recognises that human rights are an integral part of corporate citizenship and we respect and support the Universal Declaration of Human Rights and the Guiding Principles on Business and Human Rights.	<ul style="list-style-type: none"> Code of conduct Policy 	<ul style="list-style-type: none"> Cerebriu have not identified any instances of associates causing or contributing to any adverse human rights incidents. 	In future Cerebriu aspires to Implement the United Nations' Protect, Respect and Remedy Framework' by creating a Human Rights Statement, in line with international best practice.
2	<u>and make sure that they are not complicit in human rights abuses.</u>	<p>Cerebriu ensures associates are provided safe, suitable and sanitary work facilities</p> <p>Additionally Cerebriu has implemented Systems, Procedures and Values to protect its associates from workplace harassment, including physical, verbal, sexual or psychological harassment, abuse or threats</p>			

Labor							
3	<u>Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining:</u>	Cerebriu and its collaboration partners does not participate in any form of forced or bonded labour and comply with minimum wage standards.	<ul style="list-style-type: none">• Code of conduct Policy• <u>Code of Ethics</u> inspired by the Institute of Electrical and Electronics Engineers (IEEE) and Association for Computing Machinery (ACM)• Recruitment and selection policy (Employee Lifecycle Guideline)• <u>Diverse team of associates</u>• <u>1 Female board member out of 4</u> (and 1 Female observer)	<ul style="list-style-type: none">• Commitment to participation in the '<u>Projektet Det Digitale Etikkompas</u>' Hosted by Dansk Industri through DanishDesign Center• PM completed the UN Global Compact Academy Course 'Gender Equality: How Business Can Accelerate the Pace of Change.' <div>PDF</div>	During 2021 Cerebriu aims to participate in ' <u>Projektet Det Digitale Etikkompas</u> ' by affiliating 6 employees.		
4	<u>the elimination of all forms of forced and compulsory labor:</u>	To ensure that employment-related decisions are based on relevant and objective criteria, Cerebriu follows its Recruitment and selection policy (Employee Lifecycle Guideline). Aiming for a recruitment and selection process that is fair and effective in hiring great people. Cerebriu supports freedom of association and, where applicable, recognises the right to collective bargaining.					In future Cerebriu aims to become a signatory of the <u>UN's Women's Empowerment Principles</u> .
5	<u>the effective abolition of child labor:</u>						
6	<u>and the elimination of discrimination in respect of employment and occupation.</u>						

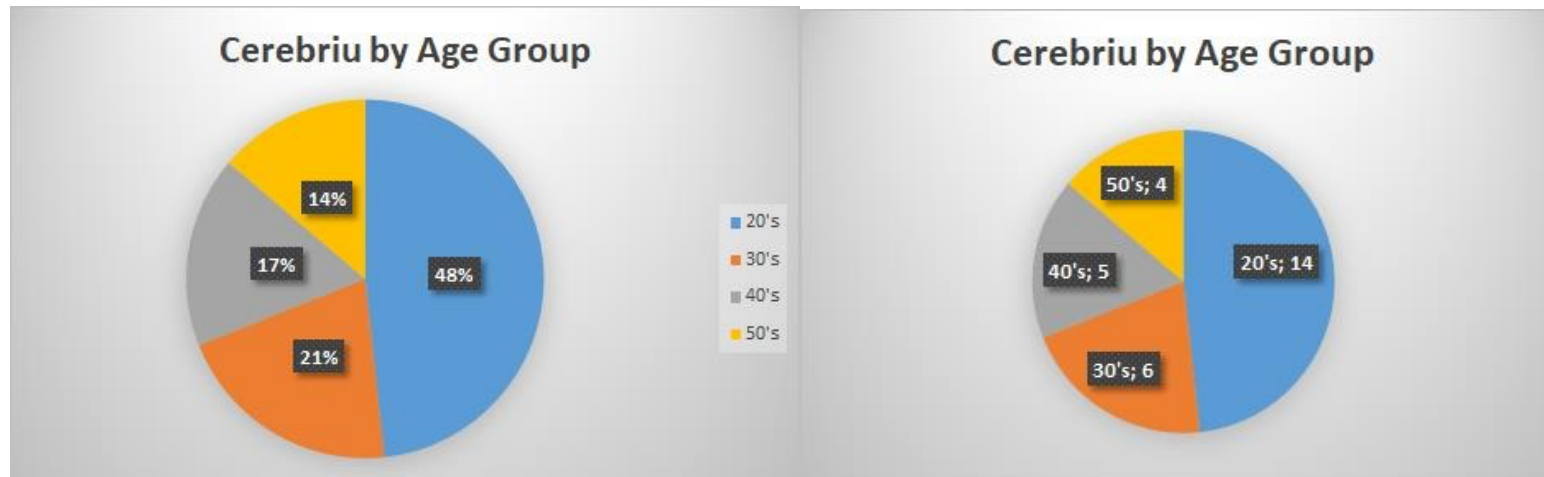


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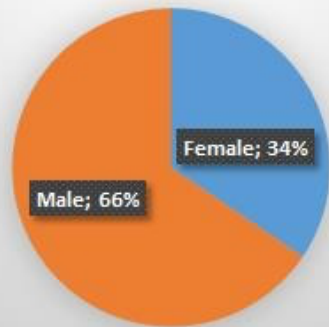
Environment					
7	<u>Businesses should support a precautionary approach to environmental challenges;</u>	We aim for the reduction of Gadolinium-based-contrast-agents (GBCA) in radiology but providing insights during diagnostic examination whether the use of GBCA is likely needed for differential diagnosis.	<ul style="list-style-type: none">Product development oriented around our value proposition looking to improve workflow efficiency and reduce unnecessary components for differential diagnosis.Clinical validation based on clinical research foundation and best practices.Waste research during clinical validation.	<ul style="list-style-type: none">Cerebriu have through meeting numerous hospitals across the world seen variance in use of GBCA between 20-80% of all brain MRI in primary diagnostics.	We believe that we even in low GBCA using countries like Denmark can reduce the use to well below 20% across the globe.
8	<u>undertake initiatives to promote greater environmental responsibility; and</u>				
9	<u>encourage the development and diffusion of environmentally friendly technologies.</u>				
Anti-Corruption					
10	<u>Businesses should work against corruption in all its forms, including extortion and bribery.</u>	<p>Cerebriu is committed to achieving a high standard of ethics and take steps to ensure that anti-corruption and ethical behavior is in focus when engaging with business partners.</p> <p>Cerebriu ensures that its internal procedures support the company's anti-corruption commitment</p>	<ul style="list-style-type: none">Code of conduct Policy<u>Code of Ethics</u> inspired by the Institute of Electrical and Electronics Engineers (IEEE) and Association for Computing Machinery (ACM)Tax Policy https://www.cerebriu.com/mission/	<ul style="list-style-type: none">Cerebriu's implemented code of ethics	In future Cerebriu aspires to Implement a dedicated Anti--corruption policy

4. Diversity and inclusion - Analysis of associate diversity

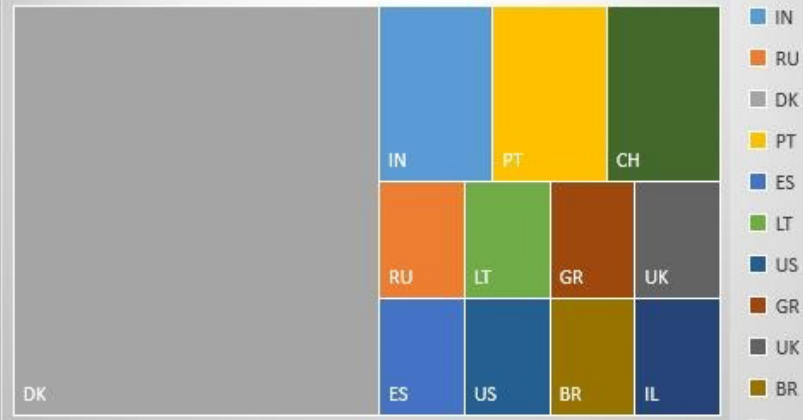
Cerebriu's 29 associates make up a highly diverse group across all parameters such as Age, Gender, Academic credentials and Nationalities. Cerebriu aims to build an inclusive high-performance work culture that allows all associates to enrich their professional skills and career without discrimination.



Cerebriu by Gender



Cerebriu Nationalities



Cerebriu by Academic Credentials



Cerebriu Academic Associates



Examples of Implemented inclusive employee benefits during 2021

- Paid Leave
 - Employees get additional 5 free days per year beyond statutory 5 weeks according to Danish Law.
- Transportation
 - Employees (full-time permanent positions only) may opt in on a JOOLL bicycle lease option (taxable).
- Flexible Scheduling
 - self-management on when you work, supporting work from home
- Family Planning
 - Employees have the right to parental leave in Denmark. They also get first child day or animal sick day off.
- Transgender-Inclusive Healthcare
 - Employees can be granted time-off for elective surgery/procedure and recovery.
- Student Loan Debt Repayment Programs
 - Employees may transfer paid time off to pay off student loans, up to 5 days per year.
- Financial Wellness
 - Employees get time-off (½ day per year) to consult with financial advisor (bank, insurance, etc) to help manage your money, pay off debts, build savings and plan for retirement.
- Employee health
 - Cerebriu does not discriminate against people with disabilities or health conditions, we want to do everything possible to help employees stay healthy. At a minimum, we provide time off for treatment and recovery to all eligible employees. Employee mental health is supported through optional health insurance.
 - We have also established non-smoking and substance abuse policies to protect employee health. We will create a workplace with minimal noise and good lighting and offer free access to free fruit & nuts and access to gym facilities.

5. Collaborations (Partnership criteria, partners, ethics and diversity)

Technology validation on a global scale to ensure suitability to all human being

In order to meet the global need for accurate, faster and automated MRI workflow, Cerebriu establishes research partnership with partnering hospitals on a global scale.

As of now, we have reached hospitals throughout 3 continents (Asia, Europe, North America). We aim to reach more hospitals and more regions in order to ensure accuracy regardless of gender, race, age and medical condition. In Cerebriu we live to the motto Diversity is our strength.

Company Ethics Policy for Partners, Investors and Customers

Cerebriu will not collaborate with companies, groups or individuals who:

1. Have direct investment in, or as a main activity is manufacturing tobacco, alcohol, weapons or other harmful products.
2. Might otherwise cause damage to the reputation of Cerebriu or Cerebriu's partners.

Ethics Policy for Research & Development

Our R&D ethics are based on IEEE/ACM's 8 principles of ethics

1. **Public:** Software engineers shall act consistently with the public interest.
2. **Client and Employer:** Software engineers shall act in a manner that is in the best interests of their client and employer consistent with the public interest.
3. **Product:** Software engineers shall ensure that their products and related modifications meet the highest professional standards possible.
4. **Judgement:** Software engineers shall maintain integrity and independence in their professional judgment.
5. **Management:** Software engineering managers and leaders shall subscribe to and promote an ethical approach to the management of software development and maintenance.
6. **Profession:** Software engineers shall advance the integrity and reputation of the profession consistent with the public interest.
7. **Colleagues:** Software engineers shall be fair to and supportive of their colleagues.
8. **Self:** Software engineers shall participate in lifelong learning regarding the practice of their profession and shall promote an ethical approach to the practice of the profession.

Tax Policy

Cerebriu's tax policy is founded on compliance and transparency.

Our partners must comply and pay statutory tax. We have zero tolerance of illegal tax evasion, and will notify authorities if detected, while stopping any further collaboration with the partner.

Cerebriu does not contribute to tax speculation or tax evasion and expects the same from all our business partners. We comply with international principles of taxation in all countries in which we operate.

Cerebriu acts with full transparency with the tax authorities. Cerebriu wants to be a responsible company that bases its business on responsible tax practices.