



PRESENT  
PERFECT

H O W   T O   W I N   F R I E N D S

# Sustainability Report 2020/2021

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Communication of Progress to the United Nations  
Global Compact 2020/2021

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## Statement of continued support

Dear Ladies and Gentlemen,

Since 2018, the Present Perfect Group has developed a structured sustainability management system. To demonstrate our dedication, we signed up to the 10 Principles of the UN Global Compact and documented our commitment towards creating a sustainable business in our first sustainability report in 2019. Despite the economic challenges of the Covid-19 pandemic, this report aims to showcase our resilience and hence our progress towards our sustainability goals.

According to a study, conducted by the GWW (Gesamtverband der Werbewirtschaft e.V.) and IFH (Institut für Handelsforschung), revenue in the entire branch dropped by 26% in 2020 and 38% in the first quarter of 2021, with around 60% of companies resorting to temporary work. Although we could not entirely avert the economic setbacks that our whole industrial sector has seen due to the ongoing global pandemic situation, we were able still to recover a vast part of lost revenues by including sanitary products and Covid-19 rapid tests into our product line. During the second half of 2021, we have observed a significant increase in orders, both with our more recent products, as well as our 'classic' product line, nevertheless a full economic recovery is not expected before 2023. Since we were forced to put most of our staff on temporary work to avoid layoffs, we had to postpone our transformational projects, especially in regard to the planned changes in our product line to a more sustainable range. In October 2021, we were able to terminate temporary work for all our staff and we are now back on track to carry out the projects that will redefine our future. We have identified two key milestones for our future: First, we aim to transform the entirety of our company and achieve climate-neutrality by 2030. And second, we will intensify our efforts and investment in the digitalisation of our purchasing process. Aside from our already entirely digitalised purchasing service for merchandising goods, we plan to offer our customers 'touchable' advertising mediums from one source. This includes print products, workwear garments and sanitary articles. With the entirely digitalised ordering process our customers can save costs and through coordination of demand and optimisation of supply and delivery we can reduce our customers' carbon footprint.

Despite the challenges the Covid-19 pandemic has forced upon us, we are determined in our commitment to improving our sustainability practices and supporting the principles outlined by the UNGC. This report also outlines our progress regarding our Sustainable Development Goals (SDGs).

We encourage all business partners, clients, suppliers, and competitors to join forces during these challenging times in order to build a more resilient and sustainable industry post-Covid-19.

Hamburg, December 2021

Jörg Grube

Managing Director



## About Present Perfect GmbH

PRESENT PERFECT Group is one of the leading companies for full-service promotional products and merchandise in Germany. The group encompasses four companies including PRESENT PERFECT Marketing GmbH, PRESENT PERFECT Incentive GmbH, PRESENT PERFECT GmbH Agentur für Promotion & Werbung and PRESENT PERFECT Projektentwicklungsges. mbH.

Due to a change in proprietors PRESENT PERFECT Products GmbH separated from PRESENT PERFECT Group and is now part of FreshID Group. Along with the secession, the company's name has been changed to FreshID Products Berlin GmbH. Accordingly, PRESENT PERFECT Products GmbH (now FreshID) will be disregarded in this report. The secession was performed in mutual agreement, and both companies continue to successfully cooperate in various operational fields.

The PRESENT PERFECT team consists of around 27 permanent staff members located in two company locations in Hamburg and Berlin.

For several decades, PRESENT PERFECT has been recruiting staff via the combined work and training program for marketing communication, and thus boasts a team of experts that includes experienced 'veterans' as well as young career-starters. All managing directors of the various PRESENT PERFECT companies are actively involved in day-to-day business and are always available to both clients and colleagues. The in-house IT department, which currently consists of three full-time employees, ensures the smooth execution of our full-service projects and web shop solutions. Hence, most of our added value is generated by ourselves.

## Human Rights

**Principle 1: We support and respect the protection of internationally proclaimed human rights**

**Principle 2: We make sure that we are not complicit in human rights abuses**

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

**Principle 5: The effective abolition of child labour;**

The Present Perfect Group is fully committed to the United Nations Universal Declaration of Human Rights. To demonstrate our commitment to upholding human rights, we implemented our Labour Policy and Code of Conduct in 2018, both of which reflect human rights related aspects. These policies are reviewed by the management team on an annual basis and are made available to all internal and external stakeholders via our website.

Our offices are located both in Hamburg and Berlin. According to the Verisk Maplecroft Human Rights Risk Index 2019, Germany has a low prevalence of human rights-related risks. We have implemented several measures to ensure the prevention of any human rights related incidents including child and forced labour.

As part of the launch of our sustainability management system, a whistleblower mechanism was introduced in 2018, overseen by our company lawyer, Arne Brauer. Anonymous complaints regarding any human rights issues can be reported to an email address, we have installed for this purpose ([whistleblower@hh.present.perfect.de](mailto:whistleblower@hh.present.perfect.de)). Through human rights training and via an official



announcement letter on our information board, all employees have been informed about this measure.

From July 2020 to July 2021, we have reported no human rights violations via the whistleblower mechanism.

## **Labour Principles**

### **Working conditions**

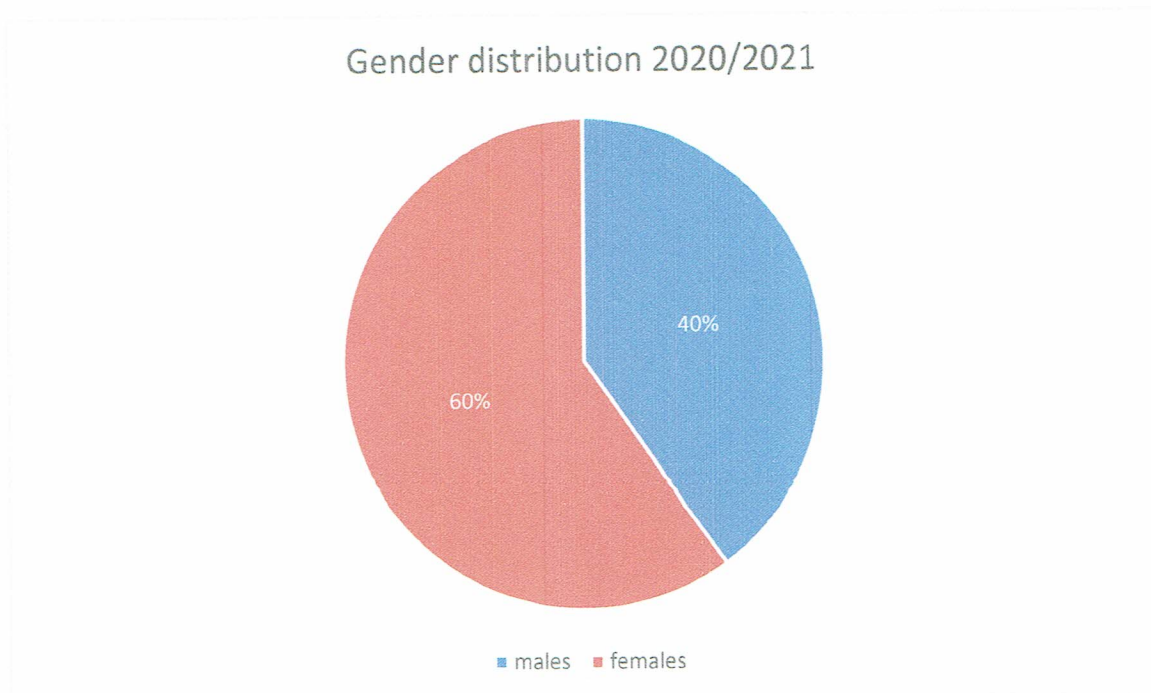
**Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;**

**Principle 6: The elimination of discrimination in respect of employment and occupation**

At Present Perfect, we strive to create a safe and inspiring work environment for our employees, free of health hazards, both physical and psychological. To ensure that our high standards regarding fair working conditions and health and safety are met, we introduced our Labour Policy in 2018. This policy institutionalizes numerous aspects such as non-discrimination, freedom of association and collective bargaining, career management, general working conditions according to the standards set out by the ILO and health and safety at work.

To prevent discrimination within our organization, we ensure that recruitment of staff is based on skills, performance, and experience rather than age or gender. Our general recruiting process and the aforementioned parameters are outlined and communicated to all applicants.

Within the reporting period, 35% of our new recruits were above 50 years old (up from 25% compared to the base year 2018) and the share of employed women has increased by 4% to 60%. Due to the pandemic, the management team decided to cancel all anti-discrimination related training planned for the reporting period.



*Figure 1: gender distribution*

At Present Perfect, we grant all employees their right to freedom of association and collective bargaining. To strengthen this commitment, we established a works council consisting of two representatives from each of our companies, representing 100% of our employees. These representatives are elected for 24 months and meet every six months with the first meeting having been in November 2018. During the current reporting period, no incidents have been reported to or from the workers council.

As a service provider, we consider our employees as our biggest asset. Hence, we encourage our staff to pursue continuous training and skill development programs. In annual performance review meetings we evaluate potential courses and programs. During the reporting period, 100% of our employees received a performance review and 80% enrolled in and completed a skill development program. In 2018, we launched our own sustainability training program, in which we introduced our employees to our Labour Policy and Code of Conduct. This training course was attended by 100% of our staff. In response to the Covid-19 pandemic, the management team decided to postpone this training to 2021. Nevertheless, our employees are being kept informed on implemented sustainability measures, our respective progress on these measures and general updates.

Apart from furthering our employees' development, we also strive to retain talent by being an attractive employer for them. This includes the provision of apprenticeships to attract young talents, offering payment for child-care services, subsidies for glasses, an employer's pension scheme and an outplacement service in case management decides that release an employee. From July 2019 to July 2021, 85% of our employees signed up to the pension scheme, 30% took advantage of the subsidies for glasses, while five apprentices are currently under contract. We also try to adhere to our employee's individual needs by offering flexible working models. During the lockdown periods in 2020/2021, we focused especially on supporting all employees with children and expanded our digital office. During the current reporting period, 80% of our employees used the opportunity to work from home. Furthermore, 100% of employees were offered a permanent contract, of which 20% work part-time. Two employees have been newly recruited, and all our staff are paid above minimum wage.



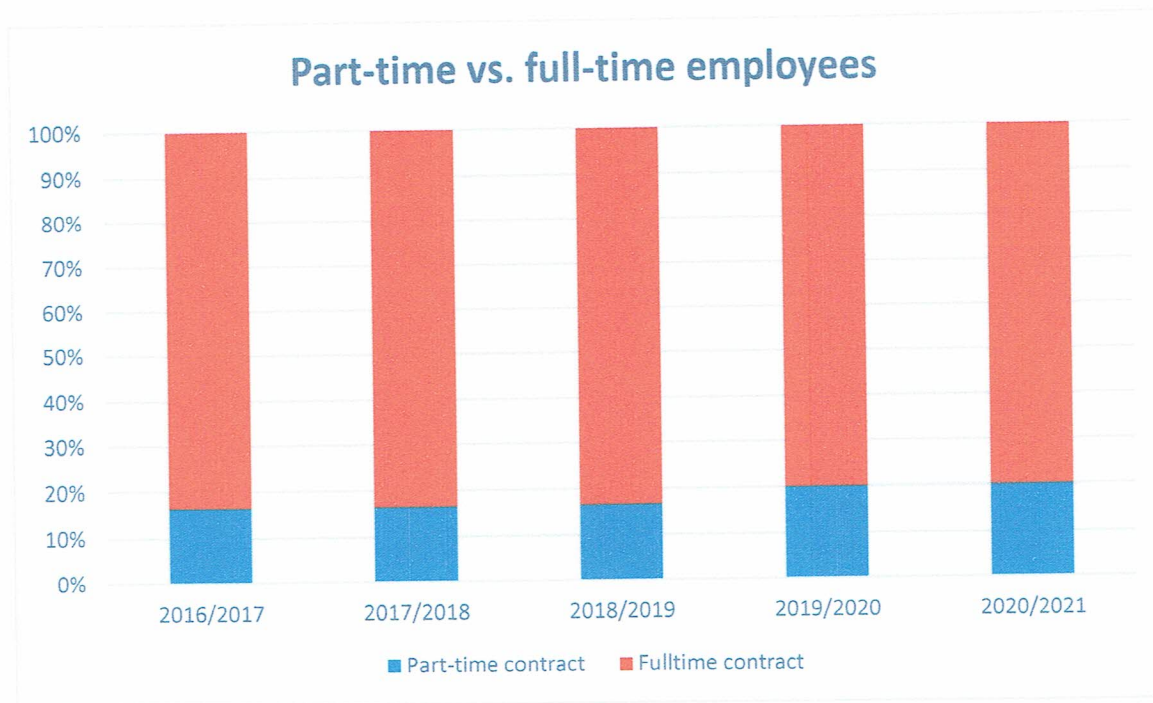
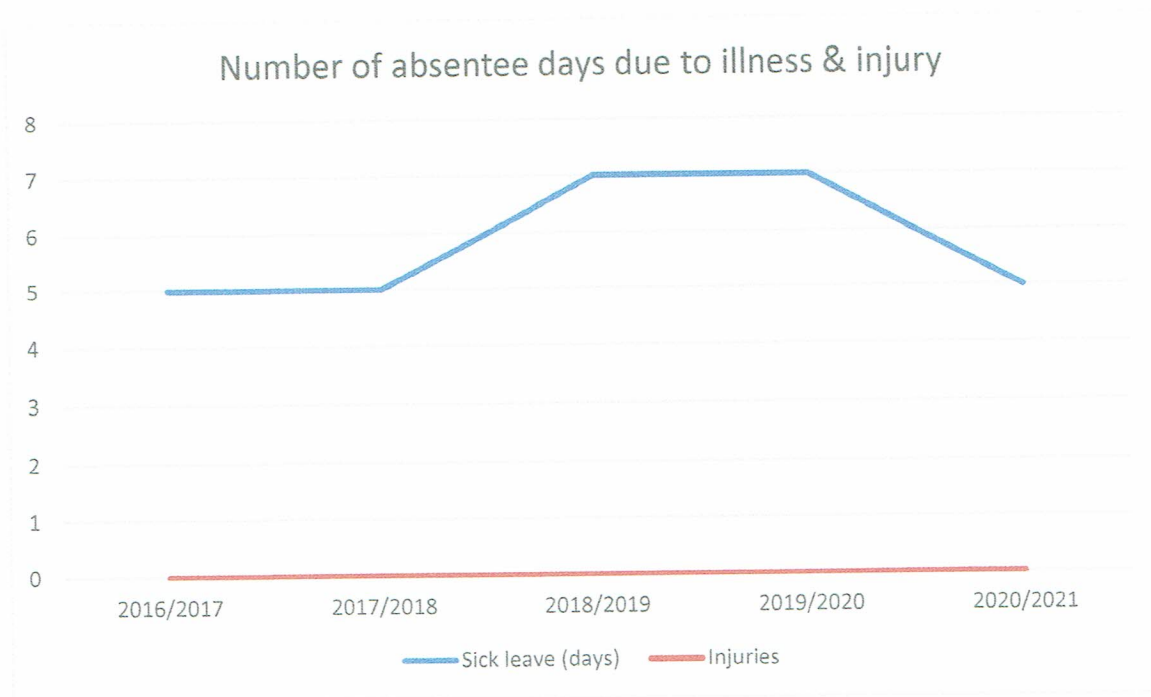


Figure 2: part-time vs. full-time employees

### Health and safety

To ensure a healthy and safe work environment, we performed a risk analysis evaluating any potential risks to health and safety in our offices. Among others, we have identified stress due to office noise and repetitive strain injuries (RSI) from sedentary work as potential health risks. To prevent these risks from occurring, we provide standing desks in our offices so staff can choose between sitting and standing. We commenced providing noise cancelling headphones, so employees are undisturbed by office and traffic noise while working. During the reporting period, two standing desks were available to staff and around 30% of employees have been handed out noise cancelling headphones. To promote physical health, we encourage our employees to participate in the annual B2Run corporate run. Due to the pandemic, the event has been cancelled once again this year but previously, 85% of our staff took part in the race. Our team in Hamburg was awarded the first prize and deemed the fittest company in 2018. Health and safety issues are communicated as part of our sustainability training, which 100% of all staff attended in the previous period.

With 0 incidents due to injury and only 5 days of combined sick leave, our health and safety KPIs reflect our successful approach to provide our employees with a healthy and safe work environment.



*Figure 3: number of absentee days due to illness & injuries*

### Our response to Covid-19

In response to the Covid-19 pandemic, our group's companies were obliged to implement appropriate health and safety measures to ensure the physical integrity of their employees.

Therefore, additional health and safety measures were implemented to avoid the spread of the virus amongst staff. Our staff were divided into several teams, which would go to the office on a rotation-based system, provided with masks and disinfectants. Office cleaning was increased to three times per week, all business trips were called off and workshops postponed. All employees are provided with free FFP-2 masks and in addition to the provision of free test kits for self-administration, our staff is granted and encouraged to get tested at official certified testing facilities during working hours. Consequentially, we encourage our employees to get vaccinated during working hours.

All these measures to counter the spread of Covid-19 have been repeatedly evaluated during the reporting period and, if necessary, adjusted to our company's and staff's needs. As a result, fortunately none of our employees contracted the virus.

We will keep these measures in place for the duration of the pandemic and adapt them if necessary.



## 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**

Present Perfect Group introduced its first Environmental and Sustainable Procurement Policy in 2018. The policy is supposed to provide guidance to all employees on how to reduce our company's energy consumption, greenhouse gas emissions (GHG), and amount of waste generated as well as on how to promote environmentally sustainable merchandise products.

### Energy and greenhouse gas emissions

As our business activities are solely office-based, the main sources of our energy consumption and greenhouse gas emissions are related to the usage of IT equipment, office lighting and heating as well as travel to and from work and client meetings. To reduce the impacts, we have begun to replace lightbulbs with energy-efficient LED lamps throughout our offices. This measure has increased the percentage of LED lights installed from 12% to 15%, compared to the previous period which represents an overall increase of 5% relative to the base year 2018. Consequentially, we only use energy-efficient printers which are certified with the 'Blauer Engel' label due to its energy-saving properties. Our data is stored in a cloud datacenter, rather than on a local server, which further reduces the energy usage and associated greenhouse gas emissions in the office. We were also able to decrease our daily electricity consumption to 120kWh per day. This number is especially low, due to the separation of FreshID products from the PRESENT PERFECT Group.

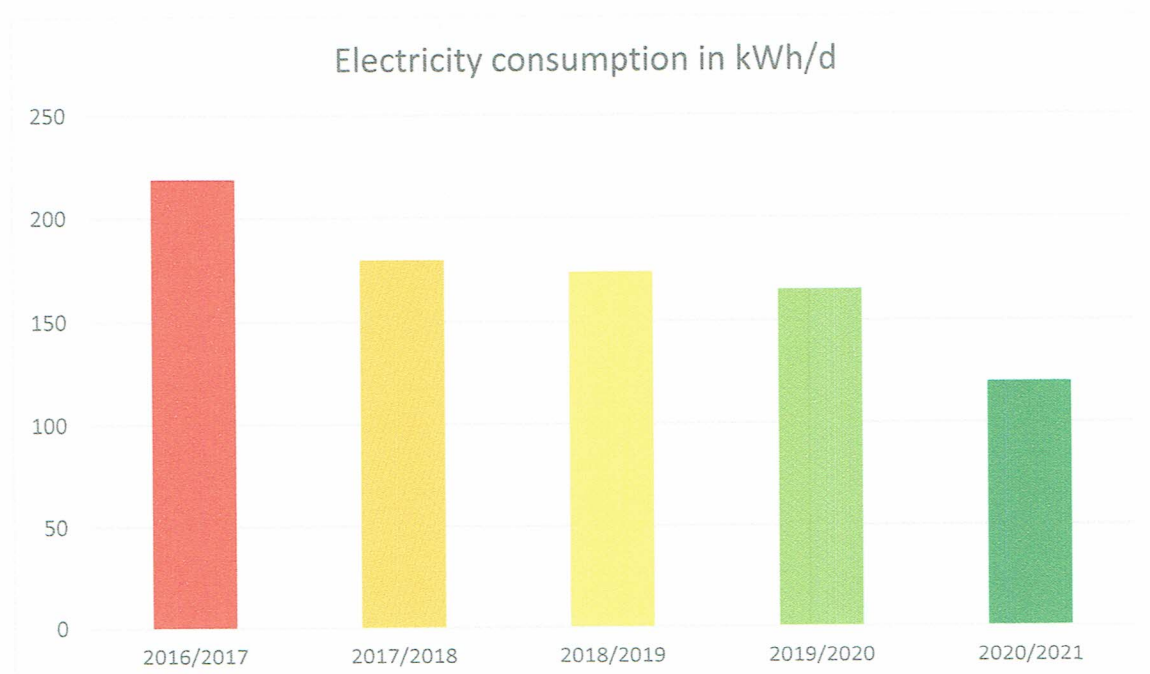


Figure 4: electricity consumption

In 2020, we shifted our electricity and heating supply to a green energy provider, resulting in a 100% usage of green energy both in Hamburg and Berlin. Subsequently, we will calculate all GHG emissions across the entire group.

Meanwhile, we have been reducing carbon emissions from travel by increasingly replacing onsite meetings with web-meetings via Skype. This development was intensified by the lockdown measures, introduced in 2020, and we have increased the use of web-meetings further since then. In 2019, we acquired an electric car (Smart Car) for local travel and provide our staff with a 'Bahncard' – a discount card on train journeys – to encourage low-emission travel. The percentage of all trips undertaken by train rather than by car or plane during the reporting period amounts for 30% of all business travel (up from 20% in 2018).

Due to these measures, we have been able to further reduce our fuel consumption from our petrol and diesel cars to 6,000 liters. The latest decrease is partly induced by the separation of FreshID products from the PRESENT PERFECT Group.

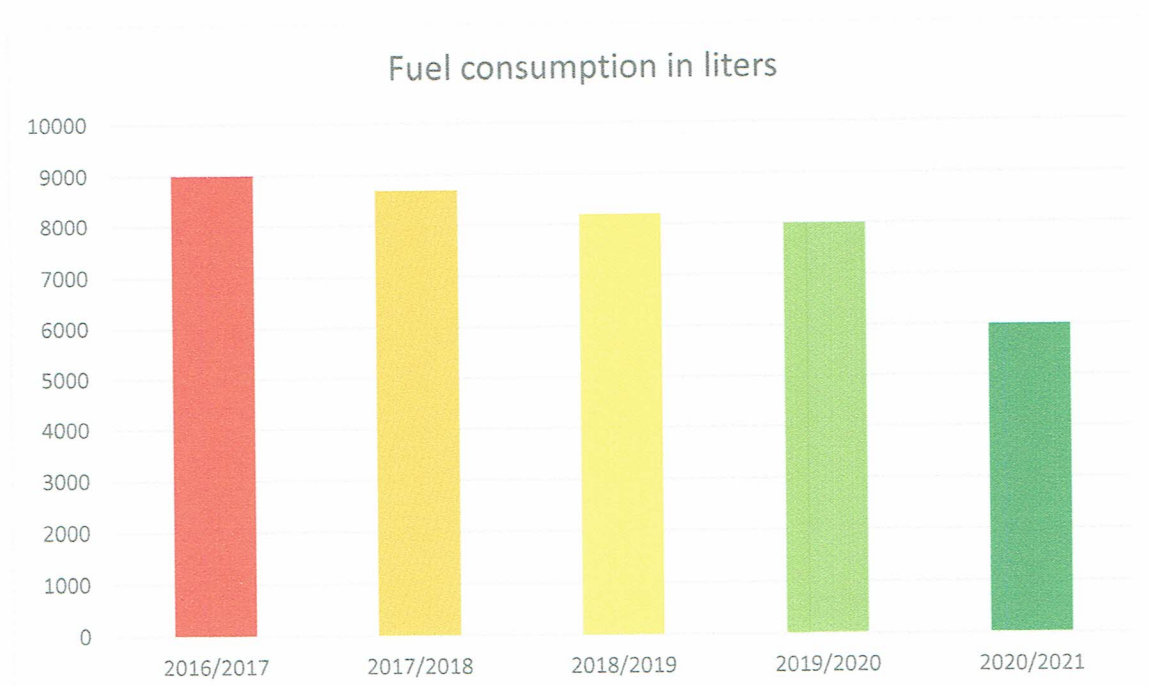


Figure 5: fuel consumption

### Resource efficiency and waste

As part of our daily business routine, our resource use is limited to office supplies, such as paper and cardboard, plastic foil and cartridges. To make sure, that maximum resource efficiency and minimum waste generation is granted, we adhere to the creed: refuse – reduce – reuse – recycle.

At Present Perfect, we refuse to use new resources wherever possible. For instance, by using a 3D printer to develop prototypes for our corporate customers, we managed to save 3,5 kgs of material during the reporting period. To further reduce our material input, such as copy paper, we have set all our printers to automatically print double-sided. This way, we were able to reduce the amount of copy paper used down to 171 tons. At the same time, our cartridge use decreased to 1,8kg.



We instruct our employees to reuse intact cardboard boxes and plastic foils from our inward freight as packaging material where possible. Recycling is common practice across all our offices in Germany, which means we separate our waste into cartridges, paper and cardboard, plastic foils and residual waste. The percentage of recycled cartridges amounts to 100%, recycled plastic foils to 48% and recycled residual waste 55% during the reporting period. Used cartridges are disposed of by our IT equipment supplier.

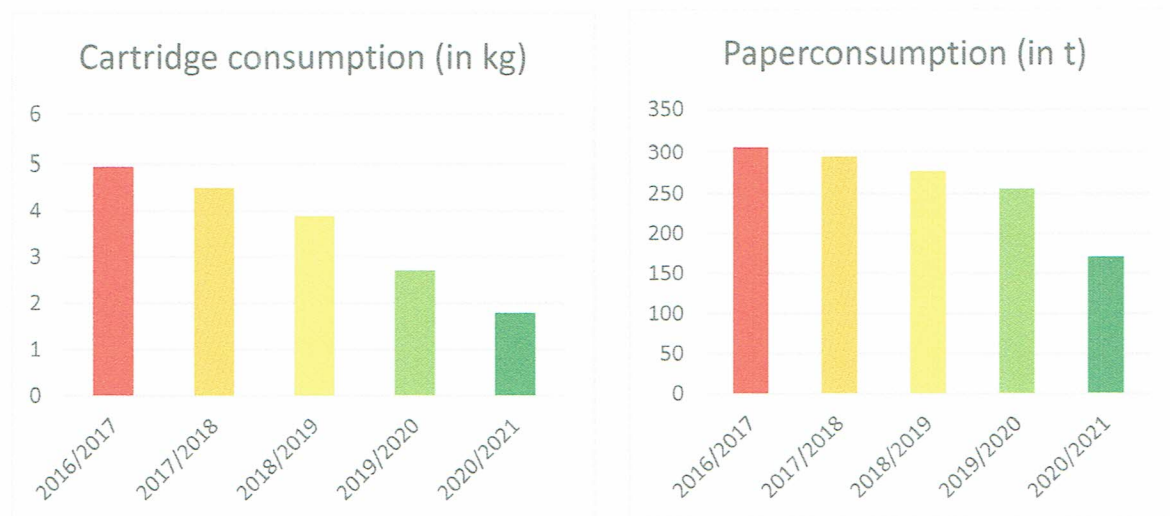


Figure 6: cartridge and paper consumption

Our measures to optimize resource efficiency and waste management have reduced our annual amount of waste produced down to 41 tons during the reporting period. Mind, that the most recent drops in consumption are partly induced by the separation of FreshID products from the PRESENT PERFECT Group.

## Advocacy

As a promotional product and merchandise retailer, we believe, that it is our obligation to promote a sustainable choice of products. To exercise our responsibility as an advocate of sustainability, we have increasingly been educating our internal stakeholders, such as employees as well as our external stakeholders, most prominently our clients and suppliers, on sustainability issues. Our employees have undergone extensive sustainability training as part of which 100% of staff in all offices were informed about all sustainability issues associated with our operations and our sustainability strategy. We have also started to engage with our suppliers and customers by launching a sustainability section on our website and promoting sustainable products in our newsletter. Additionally, we have launched a project under the name "Jetzt Buchen buchen" ("Book a Beech") to promote an eco-friendly choice of products and counter climate-change induced deforestation in Germany.

When selling products, we also ensure that full details on all sustainability aspects are being communicated to the client, either as part of the product label or the product data sheet. This includes information on the composition of the product or its recyclability. By now we have obtained

BIO-certificate EU-ÖKO-009 for a range of products, which we have included in our sustainable product line.

During the reporting period we held our share of environment-friendly products of 90% which means an increase of 40% in total compared to the base year 2018.

## Compliance

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

We, the Present Perfect Group, condemn all types of corruption, extortion, and bribery. Consequentially, we promote the virtues of transparency, honesty, integrity and fairness in each and every business activity. These values are reflected in our company's Code of Conduct, which was introduced in 2018 and covers numerous aspects, such as human rights, compliance with the law, child and youth protection, respectfulness and equal opportunities at work, anti-corruption, data protection, and responsible marketing. The Code of Conduct has been signed and its validity confirmed and acknowledged by 100% of our employees.

## Anti-corruption

According to Transparency International's Corruption Perceptions Index 2019<sup>1</sup>, Germany has a 'low' risk of corruption. Nevertheless, we established some pre-emptive counter measures, such as a whistleblower mechanism and a procedure for gifts and business travel. Any breaches relating to our Code of Conduct can be reported anonymously to our Ombudsman Mr. Arne Brauer via [whistleblower@hh.present.perfect.de](mailto:whistleblower@hh.present.perfect.de). Present Perfect guarantees full anonymity and immunity to the whistleblower.

In 2020, we implemented additional measures to minimize the threat of corruption related incidents within our business operations. To evaluate the likelihood of such risks, we created a self-evaluation questionnaire to identify potential corruption risks in our sector, supply chain as well as in our own organization. The data, obtained via this questionnaire, is used to conduct a risk analysis in order to define appropriate countermeasures. In addition, we developed a third-party due diligence checklist and implemented a questionnaire for our business partners to disclose information on their organizational structure, financial issues, and general business ethics practices. Lastly, we have formalized our internal audit of control procedure.

According to our procedure for gifts and business travel, employees may freely accept gifts up to 35 Euros, whereas gifts above 35 Euros require approval by management and are to be rejected if they are intended to gain favorable treatment.

Overall, 0 incidents in relation to corruption, anti-competitive practices or general business ethics issues were reported through the whistleblower mechanism during the current reporting period and 0 fines had to be paid due to business ethics breaches.

<sup>1</sup> CPI's result for Germany in 2019: <https://www.transparency.org/en/cpi/2019/results/deu>



## Responsible information management

Simultaneously with the implementation of the EU-DSGVO (Datenschutz-Grundverordnung), the European data protection law, Present Perfect launched its own data protection strategy in May 2018. It includes guidelines on data protection as part of the Code of Conduct, a data protection management system, an access control system, a data storage and back-up system, a record retention schedule as well as an incident response procedure. Our employees are obliged to sign a non-disclosure agreement and are to anonymize paper waste with sensitive information to protect client data. In the reporting period, 0.5% of all paper waste was anonymized. 100% of our employees have been trained on IT security issues.

All IT related risks have been evaluated as part of our general compliance risk analysis within the current reporting period. Moreover, we outsourced the communications server to a certified third-party provider, who is commissioned to take care of data backups.

Due to the small size of our organization, our data protection concept was implemented by an external advisor rather than an internal data protection officer. Hence, any data security breaches are to be reported directly to our Managing Director Jörg Grube. Incidents will be investigated and addressed immediately.

During the reporting period, 0 incidents in relation to data security breaches were reported.

Aside from data protection issues, we consider it our duty to conduct responsible marketing. Both in our internal and external communication we constantly ensure correct and clear messages when promoting our merchandise products. Stereotypical statements about gender roles, religion or other ethnic features are off limits and provide evidence for our marketing statements. Orders for unethical products or products, that contradict our core principles and Code of Conduct are to be disregarded.

When creating a product, we make sure to minimise any potential risks during the concept phase and strictly adhere to health, safety and environmental laws and regulations. Our clients are being kept updated about any potential residual risks and we are committed to initiate product recalls if necessary.

It is our goal to label all our products in terms of their ethical, environmental and health and safety implications.

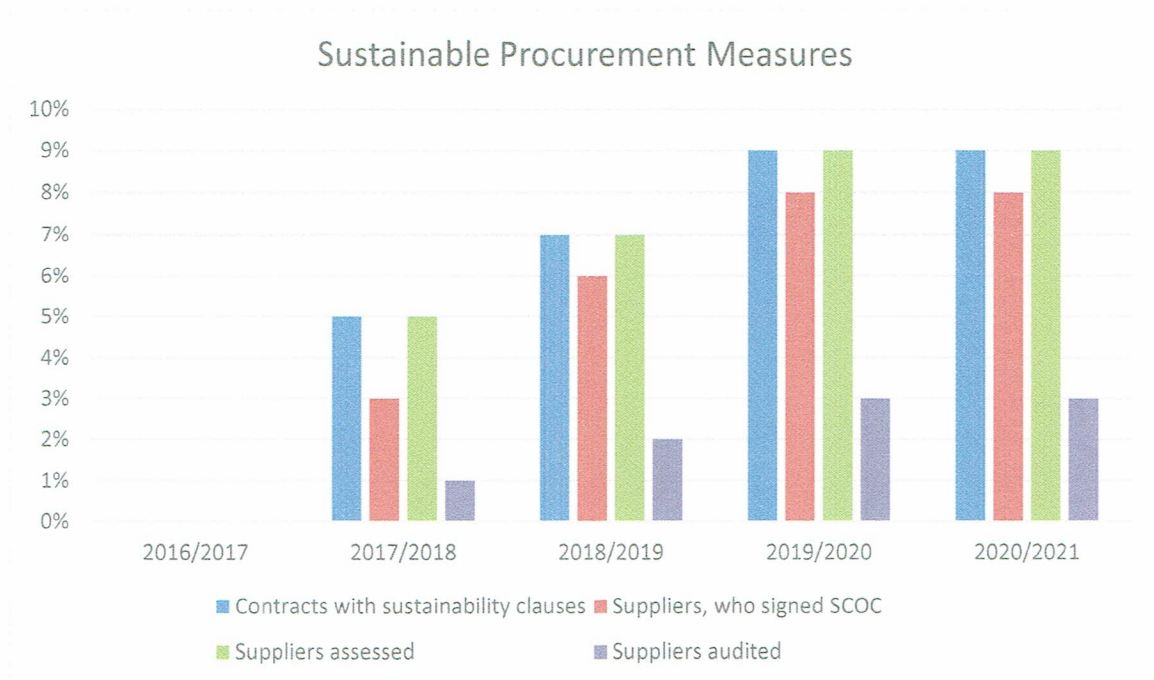
## Sustainable Procurement

As a retailer for merchandise products, ensuring the sustainability of our procurement practices is paramount. We have outlined our guidelines on how to implement and maintain sustainable practices within our supplier base as well as to promote the sustainability of purchased goods in our environmental and sustainable procurement policy

Bound to sustainability within our supply chain, we have implemented a sustainable procurement process. The first step of this process is, that potential suppliers are being screened according to sustainability criteria with the help of our supplier assessment form. Once a supplier passes our assessment, a contract which includes clauses on sustainability is handed out along with a supplier code of conduct. This document is to be returned signed and strictly adhered to. To check on the truthfulness of their statement, random supplier audits such as SEDEX audits are conducted, if



deemed necessary. In 2020, we were able to expand our measures for sustainable procurement: during the reporting period, 9% of our contracts included sustainability clauses, 8% signed our supplier code of conduct and 9% completed our supplier assessment form which means an increase of 2% for each mentioned measure compared to the previous period. Additionally, 3% of our suppliers were audited (1% increase compared to the previous period and 2% increase compared to the base year 2018).



**Figure 7: sustainable procurement measures**

To promote the sale of sustainable products, several measures were introduced in 2018 and 2019. A new product evaluation tool was created which allows us to assess the sustainability of a product based on its life cycle. Evidence, such as certificates, product test reports or product plans are requested, to prove the validity of supplier's claims. Our goal is to rate all our products using this tool to create transparency for our clients and promote sustainability aspects as important factor in their decision-making process.

As a long-term goal, we would like to expand the share of sustainable products in our portfolio. During the reporting period, the percentage of sustainable products available to our customers was unaltered at 90%, constituting an increase of 40%, compared to the base year 2018.

Apart from increasing the share of sustainable products in our range, we have also taken focus on sustainable procurement regarding resources for our daily office work, including certified and/or recycled office paper and cartridges, energy-efficient IT equipment, such as computers and printers as well as fair trade coffee and tea and organic milk. During the reporting period, we were able to increase the share of purchased sustainable or certified products: 100% of all office paper was either chlorine-free, recycled or certified, 90% of all computers and printers were energy-efficient, 100% of all cartridges are recyclable, 80% of all coffee and of all tea as well as 100% of all milk was fair trade certified or organic. Overall, 5% of suppliers and 65% of all purchased materials and resources were chosen due to social and environmental factors.

Sustainable procurement for merchandise as well as office products was covered in our sustainability training attended by 100% of all employees.



## Contribution to the Sustainable Development Goals (SDGs)

In summary, our sustainability activities and all implemented measures contribute to a range of the Sustainable Development Goals defined by the United Nations. The following table outlines an overview of our achievements during the reporting period and references our contribution to the SDGs (see table 1). Our goal is to evaluate how our business affects the SDGs as well as quantitatively analyse our social and environmental impact in relation to the SDGs.

Sustainability aspect	UNGC	Achievements 2020/2021	SDG contribution
<b>Human rights</b>	Principles 1, 2, 4, 5	<ul style="list-style-type: none"> <li>➤ 0 human rights related incidents</li> </ul>	Contribution to: <ul style="list-style-type: none"> <li>➤ SDG 5 "Gender equality"</li> <li>➤ SDG 10 "Reduced Inequalities"</li> <li>➤ SDG 16 "Peace, Justice and Strong Institutions"</li> </ul>
<b>Labour</b>	Principles 3, 6	<ul style="list-style-type: none"> <li>➤ 35% of new recruits above 50 years</li> <li>➤ 60% women employed in comparison to whole organization</li> <li>➤ 5 apprentices</li> <li>➤ More flexible working conditions</li> <li>➤ 80% of our employees worked from home</li> <li>➤ 0 accidents</li> <li>➤ Strong measures to response to Covid-19 pandemic</li> </ul>	Contribution to: <ul style="list-style-type: none"> <li>➤ SDG 3 "Good Health and Well-being"</li> <li>➤ SDG 4 "Quality Education"</li> <li>➤ SDG 5 "Gender Equality"</li> <li>➤ SDG 8 "Decent Work and Economic Growth"</li> <li>➤ SDG 10 "Reduced Inequalities"</li> </ul>
<b>Environment</b>	Principles 7, 8, 9	<ul style="list-style-type: none"> <li>➤ Decrease of energy consumption by 5%</li> <li>➤ Decrease of fuel consumption by 2.5%</li> <li>➤ Reduction of waste amount by 3 tonnes</li> </ul>	Contribution to: <ul style="list-style-type: none"> <li>➤ SDG 7 "Affordable and Clean Energy"</li> <li>➤ SDG 12 "Responsible Consumption and Production"</li> <li>➤ SDG 13 "Climate Action"</li> </ul>
<b>Anti-Corruption</b>	Principle 10	<ul style="list-style-type: none"> <li>➤ 0 business ethics related incidents</li> <li>➤ 0 data breaches</li> <li>➤ New implemented measures: due diligence procedures and compliance-related risk analysis</li> </ul>	Contribution to: <ul style="list-style-type: none"> <li>➤ SDG 16 "Peace, Justice and Strong Institutions"</li> </ul>

Table 1: Overview of UNGC principles in relation to our achievements 2020/2021 and our contribution to the SDGs

## Outlook

After a very trying first year of the pandemic, we as a company were able to adapt to the new reality and consolidate ourselves economically by rearranging our range of products. This extraordinary situation has set us back from our initial schedule on the way to reach our sustainability goals, but we are determined as ever to reach our SDGs. Our support and dedication for the UNGC is unaltered.

We will strive for net carbon neutrality and we will continue to expand our measures to ensure a sustainable supply chain.

## Imprint

Sustainability Report 2020/2021 - Communication on Progress 2020/2021 - published in December 2021.

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Katharinenstr. 11

20457 Hamburg

+49 (0) 40 - 431 871 - 0

+49 (0) 40 - 431 871 - 18

[info@present-perfect.de](mailto:info@present-perfect.de)

<https://ppm.present-perfect.de/en/>