



MEDIAGENIX

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**COMMUNICATION ON
PROGRESS 2021**



1 STATEMENT OF CONTINUED SUPPORT BY THE CHIEF EXECUTIVE OFFICER

To our stakeholders:

I am pleased to confirm that MEDIAGENIX reaffirms its support to 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 the actions we took to continuously 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 communication channels.

Focus on creativity and innovation

In 2021 the prolonged pandemic continued to considerably impact the broadcasting and media industry. The decrease in advertisement revenue drove some industry players to radical change, and evolving consumer behavior put more pressure on their existing business models.

MEDIAGENIX has embraced this as an opportunity to continue its focus on the challenges of the multiplatform era.

Creativity and innovation were fostered within its product teams and have proven to solve operational and strategic challenges unique to the complexities of this multiplatform era. By co-creating and co-innovating with our clients worldwide, we increased their trust in our services and partnership.

We enable our clients to better engage their audiences, contain costs and optimize content ROI, a vital role we are proud to play.

Remote working remained the norm in 2021

Government COVID19 regulations were extended and forced MEDIAGENIX to continue working in a hybrid environment. This was not a shock to our system. Remote collaboration was already well embedded in our company before the pandemic, mainly to reduce unnecessary travels and time lost in traffic. Since the start of the pandemic, our entire staff has been working from home under the "Artful working program". This program aims to find a good balance, on the one hand, to stay connected and collaborate, on the other hand, to keep a sense of belonging within the team and the broader MEDIAGENIX organization.

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After the pandemic, we intend to continue using and further implementing an activity-based working system. This new way of collaborating will enable our employees to work from the place best suited for the task at hand, which is not necessarily the office.

Keeping an eye on the team's cohesion and regional differences, each team can decide whether certain activities can best be done at home or presence at the workplace is more beneficial.

Instead of issuing guidelines and rules that are the same for everyone, we want to avoid a "one-size-fits-all" working strategy. Empowering teams and individuals to self-organize when it comes to deciding when and where to work while keeping our team activities, project and customer agreements top of mind is the main driver of the continuation of the artful working program. This "best of both worlds" approach will drive personal engagement and motivation.

With this new way of working, we will rise to new challenges. As a team, we will combine our spirit of cooperation and collective responsibility with effective decision-making.

Our horizontal organization allows employees to set their own career paths based on distributed leadership, knowledge sharing, and mutual respect.

By encouraging this diversity and inclusivity, we are sure to benefit from each other's growth.

Sincerely yours,

Fabrice Maquignon
CEO



2 DESCRIPTION OF ACTIONS

2.1 HUMAN RIGHTS

- MEDIAGENIX upholds the human rights of workers and treats them with dignity and respect as understood by the UN Global Compact Principles 1,2,3,4,5, and 6.
- According to our newly updated values, “respect is at the heart of everything we do”.
- MEDIAGENIX acknowledges and respects the principles of freedom and association and the right to collective bargaining of its employees.
- MEDIAGENIX supports diversity and employment equity.

2.2 LABOUR

- MEDIAGENIX ensures that wages, working hours, holidays, maternity protection, occupational safety, and training opportunities comply with national laws and standards. Remuneration is reviewed yearly.
- As MEDIAGENIX is an international organization, it has a significant number of different nationalities in its workforce. MEDIAGENIX offers extensive guidance before, during and after their relocation. We make sure to comply with all applicable laws in regard to working and residence permits, and we share as much inside information as we can about their new working and living environment.
- To ensure our employees’ professional and personal development, we provide personal coaching for all employees. Coaching is based on the individual development plans discussed and agreed upon during yearly performance management reviews.
- To ensure the professional development of our employees, we organize company-wide and individual training sessions throughout the year. Every employee is entitled to 10 training days a year.
- MEDIAGENIX has implemented the *Artful Working program*, a framework empowering teams and individuals to self-organize when it comes to deciding when and where to work while keeping the team’s activities, project and customer agreements top of mind.
- MEDIAGENIX created MPOWERED, an interactive program to ensure employee wellbeing. Every year, the program offers different themes with a focus on mental, physical, and social wellbeing. In 2020, the focus was on physical health, specifically on eating healthy, exercising and resting well. In 2021, the program focused on Social Wellbeing. There were different kinds of initiatives, with an extra focus on connecting with colleagues. Some examples:
 - March & April 2021: MGX organized a laughing session, yoga session, mindfulness session and a shape & stretch session;
 - May & June 2021: MGX organized different activities with social interaction (keeping the current COVID-19 restrictions in mind);
 - September & October 2021: MGX organized a walking challenge;
 - November & December 2021: we organized different board game evenings (keeping the current COVID-19 restrictions in mind).

2.3 ENVIRONMENT

- The MEDIAGENIX product suite WHATS'ON has low environmental impact.
- MEDIAGENIX has low impact on greenhouse gas emissions. Meetings are organized online, and international travel is only allowed when necessary.
- MEDIAGENIX is further investigating the electrification of its fleet and has installed several reload points for employees who already have an electric or hybrid car at their disposal.
- During onboarding, every new hire of MEDIAGENIX receives a reusable water bottle.
- Additionally, MEDIAGENIX installed water taps to reduce the use of plastic bottles.
- MEDIAGENIX invested in Studio M. Our brand new studio in HQ enables us to create the professional experience customers expect from us in our remote contacts. When life returns to normal, we aim to strike the right balance between the undeniable benefits of in-person contacts and the undeniable efficiency of remote meetings, demos, workshops, and webinars.
- We set up digital meetings to avoid traffic to the office.
- With a bike allowance we encourage our employees to commute to the office by bicycle.
- A couple of years ago, we moved headquarters to the Business Center Brussels West in Groot-Bijgaarden (Belgium). Our move was motivated by the fact that it is a very energy-friendly building.

2.4 ANTI-CORRUPTION

- All Customer and Supplier contracts contain an anti-corruption clause.
- MEDIAGENIX has a Suppliers Code of Conduct to make sure our business partners comply with all governing anti-corruption laws.
- All our suppliers are screened via D&B or other sources before signing any agreement.

3 MEASUREMENTS OF OUTCOMES

- All MEDIAGENIX employees have been able to benefit from the Artful working program since the outbreak of the COVID-19 crisis.
- In the PEAKON employee experience survey we achieved a 77 % engagement score throughout the said crisis.
- Over 2021 we welcomed 50 new colleagues in our global teams.
- Absence of labour conflicts brought to tribunals.
- Improved waste-management measures.

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FROM

MEDIAGENIX nv
Nieuwe Gentsesteenweg 21/1
1702 Groot-Bijgaarden Belgium

Legal team

E legal@mediagenix.tv

Referred to as MEDIAGENIX



MEDIAGENIX



MEDIAGENIX nv

Nieuwe Gentsesteenweg 21/1
1702 Groot-Bijgaarden - Belgium

+32 2 467 34 30
www.mediagenix.tv

info@mediagenix.tv



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