



COP 2020

DRIVING SUSTAINABILITY





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CEO STATEMENT

António Gutierrez
Secretary-General
United Nations
New York, NY 10017
USA

March 8th, 2022

Dear Mr. Secretary-General,

2020 was a challenging year, largely due to the global pandemic. Our entire organization moved to remote working in mid-March 2020. Eight Sprinklr offices had reopened by September 2021 and all others have remained remote. To support employees during this difficult time, a variety of health and wellbeing programs were implemented across the globe including walking challenges, daily meditation and breathwork breaks, and more.

Sprinklr began rolling out a new HR system (Work Day) in 2020 and completed the implementation in 2021. This provides us with a world-class data management system and improves employee experience significantly with regards to payroll, benefits and career opportunities. A new talent management system was also implemented - Greenhouse. This enables us to hire at a far quicker pace, and has been designed to promote internal mobility vs. external hires. Backed by a solid organizational structure and years of experience, our company continues to transform itself with a continuous improvement mindset at the heart of all that we do.

Sprinklr, by embracing the values of the UNGC and displaying a responsible attitude, is ready to respond to the social, environmental and economic challenges of today's world. We recognize that a key requirement for participation in the Global Compact is submitting an annual Communication on Progress (COP). We commit to yearly communicate the initiatives we have implemented according to the Global Compact COP policy, which includes:

- A statement signed by the Chief Executive expressing continuous support for the Global Compact and renewing our ongoing commitment to the initiative and its principles.
- A description of the practical actions we have undertaken to implement The Ten Principles.
- Measurement of outcomes of our initiatives.

I am personally committed to supporting the Global Compact and acknowledge that we all have a role to play in this initiative. Respecting the Ten Principles of the UNGC and engaging our stakeholders is very important to us.

Sincerely yours,

Ragy Thomas

Ragy Thomas
CEO



COMPANY OVERVIEW

As the only unified customer experience management platform (Unified-CXM), Sprinklr helps the world's biggest companies — and now the most beloved teams — make their customers and fans happier. Across 30+ digital channels, our industry-leading AI creates insights for deeper and more real-time customer and fan experiences.



Our Mission

To enable every organization on the planet to make their customers happier.



Our Vision

To be the world's most loved enterprise software company, ever.



Offices in
25
countries



Living in
24
time zones



Speaking
27
languages

32%
YoY Growth
Q3 Total Revenue

\$459M
Total RPO¹

80%
Subscription
Margin¹

\$60Bn
TAM¹

1,100
Customers

\$364k
ASP¹

80
\$1M+ Revenue
Customers

117%
Net \$ Expansion¹



EMEA HQ:
London



HQ in:
NYC



APAC HQ:
Singapore



BOARD & MANAGEMENT



Ragy Thomas
Founder & CEO



Pavitar Singh
Chief Technology Officer



Luca Lazzaron
Chief Revenue Officer



Diane Adams
Chief Culture & Talent Officer



Neeraj Agrawal
General Partner
Battery Ventures



John Chambers
Founder and CEO
JC2 Ventures



Carlos Dominguez
Vice-Chairman of the Board & Chief Evangelist



Ed Gillis
Business Consultant and Private Investor



Dan Haley
General Counsel & Corporate Secretary



Grad Conn
Chief Experience Officer



Manish Sarin
Chief Financial Officer



Matthew Jacobson
General Partner
ICONIQ



Yvette Kanouff
Partner
JC2 Ventures

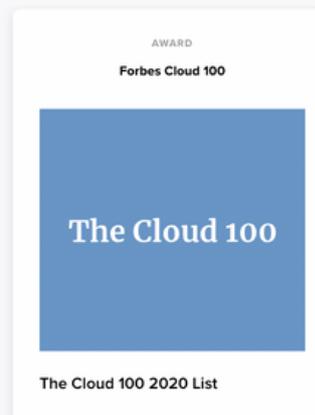
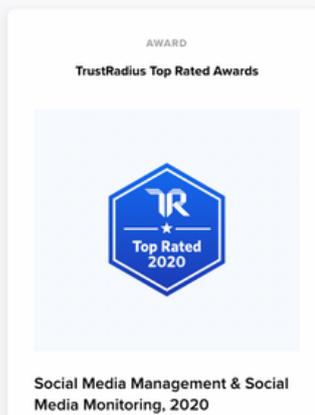
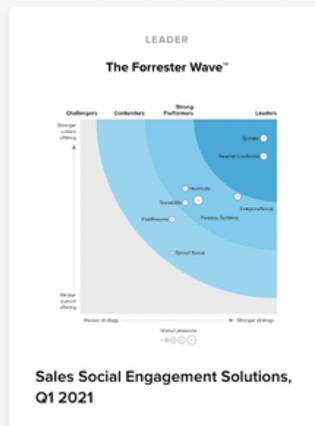


Eileen Schloss
Human Capital Operations Advisor



Tarim Wasim
Partner
Hellman & Friedman (H&F)

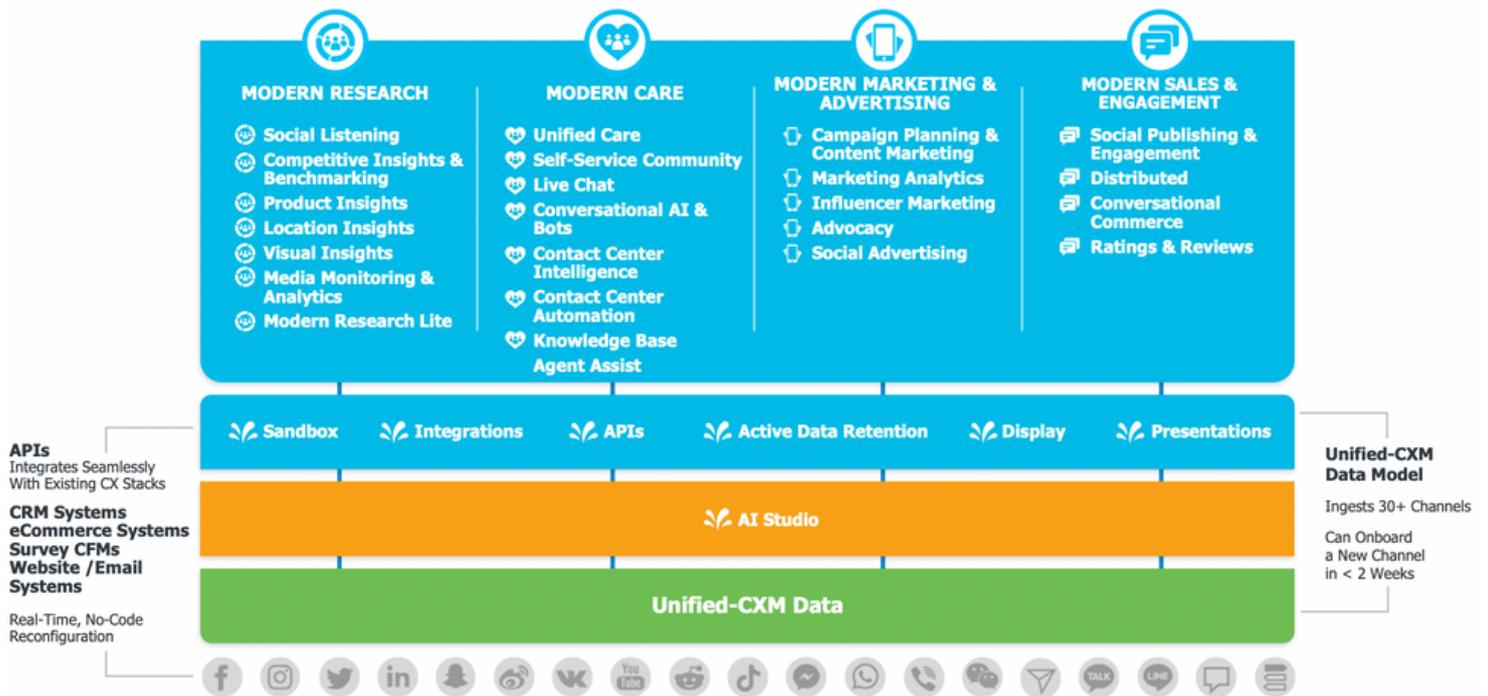
Recognized as the definitive industry standard in helping enterprises make customers happier.





PRODUCTS & SERVICES

Four industry-leading products. Together on the only Unified-CXM platform.



We believe that technology, no matter how powerful or well designed, is only as good as the people and process that complement it:



Moderation Services



Strategy & Analysis



Managed Services



Transformational Services



Enablement



Success Management



STAKEHOLDERS

People

Expectations: Sprinklr employees want to work in the best possible working conditions, to have the opportunity to evolve and grow inside the company, and to be recognized for their achievements.

Challenges: Wellbeing@Work, Employee engagement, Brand appeal.

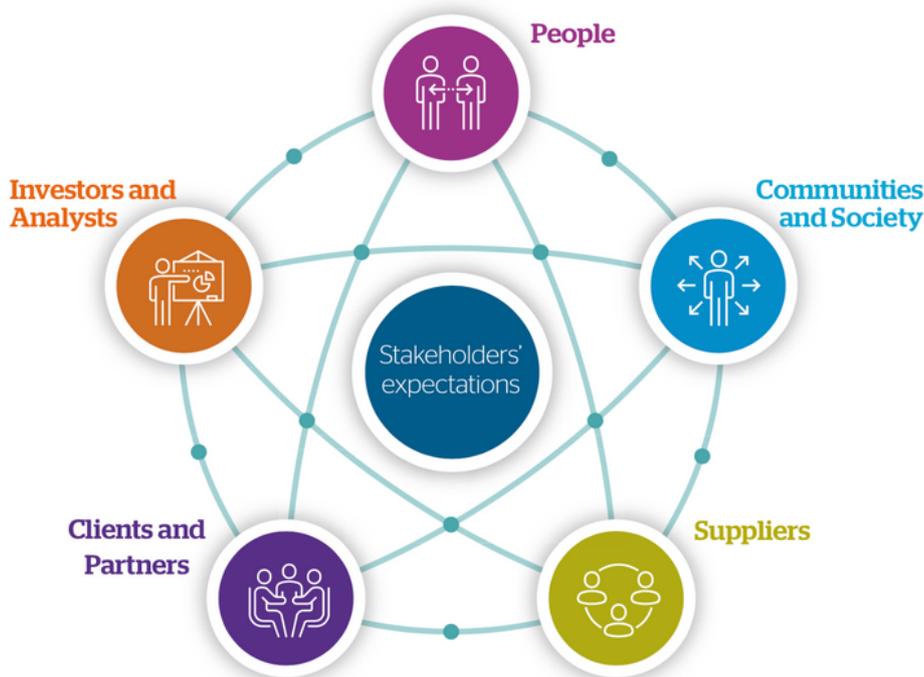
Value created by Sprinklr: Generate employees' satisfaction, Develop knowledge and skills, Focus on Talent Management, Encourage social collaboration, Instill Sprinklr culture.

Communities and Society

Expectations: Civil society and local communities expect from Sprinklr a positive socio-economic impact from the Group's operations, job creation, new technologies and the use of digital solutions to drive progress while preserving the environment.

Challenges: Savings, Performance, License to operate.

Value created by Sprinklr: Reduce and offset environmental impacts, Generate sustainable profits on operations to support innovation, Have a positive and long-term impact on local economies, Power social progress and digital inclusion.



Investors and Analysts

Expectations: Sprinklr investors expect profitability, clarity and transparency. They need to be informed about the Group strategy and how Sprinklr will allocate its resources.

Challenges: Integrated thinking, Transparency, Credibility.

Value created by Sprinklr: Develop long-term relationships with investors, Disclose publicly sustainability KPIs, Better integrate non-financial and long-term factors.

Clients and partners

Expectations: Against a backdrop of dramatic technological and social change, Sprinklr's clients expect to benefit from the right digital tools and expertise to meet their own challenges and to develop their own businesses. They expect Sprinklr to be a dependable, resourceful and committed partner on their digital transformation journey.

Challenges: Customer satisfaction, Client trust, Anticipation of future clients' needs.

Value created by Sprinklr: Accelerate leadership, Develop market share, Build competitive advantages, Power innovative mindsets and capabilities. Maintain mutual trust with our business partners.

Suppliers

Expectations: Sprinklr has developed a strong ecosystem of suppliers to help it build new services and reach new markets. Sprinklr suppliers expect a long-term contractual relationship from Sprinklr, based on trust, fairness and shared ethical values. Challenges: Collaboration, Knowledge sharing, Efficiency.

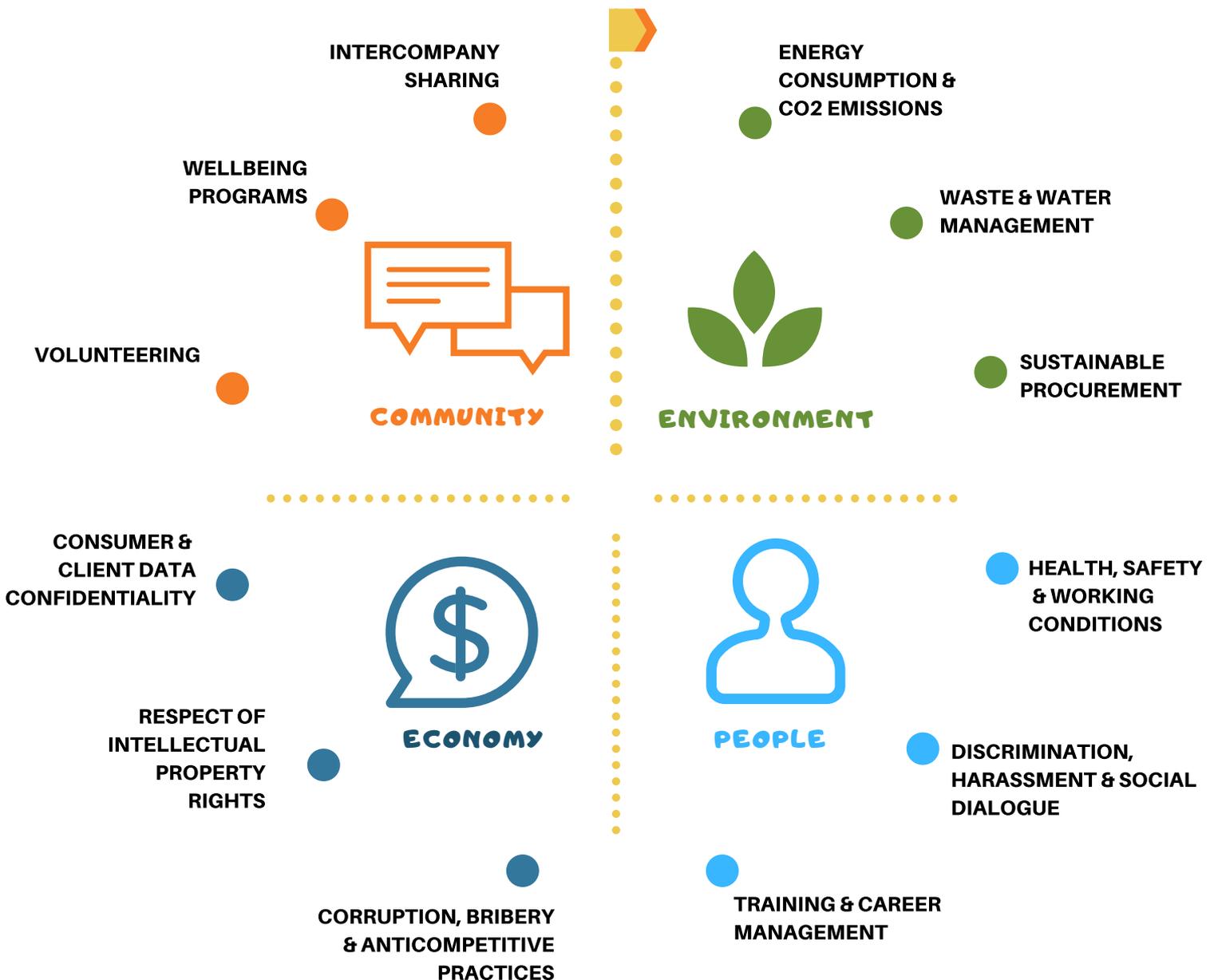
Value created by Sprinklr: Guarantee high quality of services, Create synergies within Sprinklr ecosystem, Minimize risks within the supply chain.



SUSTAINABILITY

Our Sustainability Strategy enables us to better manage the diverse areas that are important to both us and our Stakeholders. Our Strategy is based on a Sustainability Model covering 4 pillars, where all business areas work together as an integrated management system; ensuring all objectives, activities and results are met.

Sustainability falls under the responsibility of the HR and Legal departments, where a specific team of people are dedicated to ensuring our strategy keeps moving forwards: embracing opportunities, reducing risks and contributing to a better world. However, this system also ensures that everyone in the organization is aware, informed and part of the sustainability journey, as sustainability itself is part of the core values of our organization.





ENVIRONMENT

At Sprinklr, we are aware of the global challenges the environment is continuously facing and want to take an active role in assuring the impact of our activities is controlled, prevented and measured in order to continuously improve. In this sense, we have developed this policy on Environment and Sustainable Procurement to establish a common understanding of our principles, commitment and responsibilities.

UN PRINCIPLES

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
SDGs: 7, 12 & 13

To manage energy consumption, we commit to:

- Measure, record, and report on significant energy consumption, using methods well defined in internationally agreed standards.
- Realize energy savings wherever possible in the organization, including purchasing of energy-efficient goods and development of energy-efficient products and services.
- Promote and train all employees on energy consumption best practices.

To manage climate change impacts and CO2 emissions, we commit to:

- Identify the sources of CO2 emissions and define the boundaries (scope) of our responsibility.
- Measure, record, and report on significant CO2 emissions, using methods well defined in internationally agreed standards.
- Implement optimized measures to progressively reduce and minimize CO2 emissions within our control and encourage similar actions within our sphere of influence.

To manage waste impacts, we commit to:

- Identify the sources of waste.
- Measure, record and report on our significant uses of waste.
- Implement resource efficiency measures to reduce the production of waste considering best practice indicators and other benchmarks.
- Use recycled materials and reuse waste as much as possible.
- Promote sustainable procurement.
- Promote sustainable consumption.

To manage water impacts, we commit to:

- Identify the sources of water.
- Measure, record and report on our significant uses of water.
- Implement resource efficiency measures to reduce the production of water, considering best practice indicators and other benchmarks.

To promote social responsibility in our value chain, we recognize our accountability in:

- Integrating ethical, social, environmental and gender equality criteria, and health and safety, in our purchasing, distribution and contracting policies and practices to improve consistency with social responsibility objectives.
- Encouraging other organizations to adopt similar policies, without indulging in anticompetitive behavior in so doing.
- Carrying out appropriate due diligence and monitoring of the organizations with which we have relationships, with a view to preventing compromise of the organization's commitments to social responsibility.
- Promoting fair and practical treatment of the costs and benefits of implementing socially responsible practices throughout the value chain, including, where possible, enhancing the capacity of organizations in the value chain to meet socially responsible objectives.

This includes adequate purchasing practices, such as ensuring that fair prices are paid and that there are adequate delivery times and stable contracts.



ENVIRONMENT

RESULTS

KPIs / Indicator	Target	Metric	2017	2018	2019	2020
ENVIRONMENT						
Electric Consumption	<4000000	KWH	8858967	9552433	6075933	3749185
CO2 Travel Emissions	<1000000	Kgs CO2	1450221	1452738	4551777	991004
% Energy Star, Environmentally friendly equipment replaced	100%	%	N/A – Data not held.	100%	100%	100%
% of total employees working in an area with energy consumption stickers displayed.	100%	%	N/A – Data not held.	43%	100%	100%
% of people with access to recycling bins	95-100%	%	100%	99%	100%	100%
# Printing	<1000000	#	447435	493113	218825	69827
% of total employees that work with Printers set up to print in black and white and double-sided by default	95-100%	%	N/A – Data not held.	97%	100%	100%
% of total employees working in an area with printing consumption stickers displayed.	100%	%	N/A – Data not held.	43%	100%	100%
% of total employees working in an area with water fountains available?	95-100%	%	N/A – Data not held.	99%	100%	100%
% of total employees in facilities where plastic bottles of water being purchased for consumption on site?	0%	%	N/A – Data not held.	38%	0%	0%
% of total employees working in an area with water consumption stickers displayed.	100%	%	N/A – Data not held.	43%	100%	100%
% of all buyers across all locations who received training on sustainable procurement	100%	%	N/A – Data not held.	100%	0%	0%
% of all suppliers which has gone through a CSR assessment / audit		%	100%	100%	100%	100%
% of suppliers in line with our Code of Conduct & Supplier code of conduct		%	84%	100%	100%	100%

POLICIES & PROCEDURES

- Code of Conduct
- Health & Safety Policy
- Travel & Expense Policy



PEOPLE



We believe that our workforce is vital to the success of our business. We acknowledge that we all spend a great deal of our lives at work, therefore our teams should be happy and fulfilled in their working lives.

UN PRINCIPLES

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.

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 labour;

Principle 5: the effective abolition of child labour; and

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

SDGs: 4 & 5

Health and Safety:

- Risk Assessment of Health and Safety in all offices (labor risks).
- Provision of protective equipment to all impacted employees, if applicable.
- Formal targets to reduce occupational injury and illness rates.
- Provide the possibility to create joint labor management and health and safety committees
- Training / Newsletters to all employees on health and safety risks and good working practices.
- Mandatory health check-ups for all employees.
- Regular inspections and/or audits to ensure safety of equipment and facilities.

Discrimination & Harassment

- Proactive measures to prevent discrimination during recruitment phase, such as not being required to specify gender, race, religion or age.
- Awareness training / newsletters to prevent discrimination and/or harassment.
- Auditing of internal controls to prevent discrimination and/or harassment.
- Provision of working conditions and infrastructure to accommodate employees with disabilities (e.g. work stations), if applicable.
- Whistle-blower procedure on discrimination and harassment.
- Measures to promote wage equality in the workplace (e.g. equal pay for equal work).
- Measures to promote gender and racial equality in the workplace, such as being an equal opportunities employer.

Working Conditions:

- Interactive communication sessions with employees with regards to working conditions (e.g. seminar, working groups).
- Company-wide promotion of employee initiatives regarding working conditions, including encouraging employees to request changes to their working environment.
- Official measures to compensate for atypical working hours.
- Official measures to promote work and life balance.
- Additional rest periods or vacations, above legal requirements.
- Company-specific health care programs for employees.
- Transparency (process and criteria communicated to all employees) on our remuneration system.
- Policy to have fixed salaries systematically above minimum legal requirements (when applicable).
- Company Chart or code of conduct on personal usage of IT by employees.
- Transparency to employees on security and monitoring devices.

Social Dialogue

- Public commitment to promote and facilitate structured labor relations.
- Local employee representative bodies.

Training & Career Management:

- Transparent recruitment process (communicated clearly and formally to all candidates).
- Regular assessment (at least once a year) of individual performance.
- Setting of individual development and career plans for all employees.
- Official measures promoting career mobility.
- Priority given to internal recruitment.
- Provision of skills development training.
- Official measures to anticipate or reduce layoffs and associated negative impacts (e.g. financial compensation, outplacement service).

PEOPLE



RESULTS

KPIs / Indicator	Target	Metric	2017	2018	2019	2020	
PEOPLE							
% of all operational sites for which an employee health & safety risk assessment has been conducted.	100%	%	100%	100%	100%	100%	
% of the total workforce across all locations represented in formal joint management-worker health & safety committees*	> 4%	%	3.06%	2.61%	5%	5%	
% of the total workforce across all locations who are covered by formal collective agreements concerning working conditions *	> 4%	%	3.06%	5.44%	8,93	6,77	
a. Minimum number of weeks' notice typically provided to employees and their representatives prior to the implementation of significant operational changes that could substantially affect them.	> 8 weeks	#	N/A – Data not held.	8-12 weeks' notice	8-12 weeks' notice	8-12 weeks' notice	
b. For organizations with collective bargaining agreements, report whether the notice period and provisions for consultation and negotiation are specified in collective agreements.	Yes		N/A – Data not held.	Yes	Yes	Yes	
% of the total workforce across all locations who are covered by formally- elected employee representatives	> 4 %	%	3.06%	2.61%	8,93%	6,77%	
% of the total workforce across all locations who received regular performance and career development reviews	100%	%	100%	100%	100%	100%	
% of the total workforce across all locations who received career- or skills-related training	100%	%	100%	100%	100%	100%	
% of the total workforce across all locations who received training on preventing discrimination and human rights violations	100%	%	100%	100%	100%	100%	
% of all operational sites that have been subject to human rights reviews or human rights impact assessments	100%	%	100%	100%	100%	100%	
Total number of employees that were entitled to parental leave	Male	Descriptive Information we	#	5	18	12	28
	Female	Descriptive	#	5	11	26	24
Total number of employees that returned to work in the reporting period after parental leave ended.	Male	90- 100%	#	5	18	12	28
	Female	90- 100%	#	5	11	26	24
Total number of employees that returned to work after parental leave ended that were still employed 12 months after their return to work	Male	90- 100%	#	5	18	9	27
	Female	90- 100%	#	5	11	21	22
Return to work and retention rates of employees that took parental leave.	Male	90- 100%	#	4	17	9	27
	Female	90- 100%	#	4	19	21	22
# discrimination incidents	0	#		0	0	0	
Percentage of disabled workers out of total workforce		Descriptive Information we don't set a target	%	Not available	N/A – Data not held.	0,23	0,29
Percentage of women in top executive positions.	> 35 %	%	20.68%	29%	19%	19%	

POLICIES & PROCEDURES

- Internal Mobility Guideline
- Whistle blower Policy
- Code of Conduct
- Background Check Standard
- Records Information Management Policy
- Employee Privacy Notice
- Family leave Policy
- We Care Program Guidelines
- Global Referral Policy
- Health & Safety Handbook
- Travel & Expense Policy
- Prevention of Social and Harassment Policy
- Sprinklr Covid-19 Vaccination & Future of Work Standards
- Workplace issues Policy



ECONOMY



It is our policy to conduct all of our business in an honest and ethical manner. We take a zero-tolerance approach to bribery and corruption and are committed to acting professionally, fairly, and with integrity in all our business dealings and relationships, wherever we operate.

Further, we actively implement and enforce effective systems to counter bribery and corruption. We will uphold all laws relevant to countering bribery and corruption in all the jurisdictions in which we operate.

Corruption & Bribery

- Signature acknowledgment of anti-corruption policy required for all employees.
- Specific approval procedure for sensitive transactions (e.g. gifts, travel).
- Specific procedures for retaining and using third-party intermediaries (i.e. due diligence, certifications).
- Structured mechanisms to deal with policy violations.
- Secure communication channel for employees to seek advice or voice concerns.
- Training program on anti-corruption principles.
- Internal audit on compliance, based on our anti-corruption and bribery policy and controls.

Anticompetitive Practices

- Acknowledgement of anti-competitive practices policy required for all concerned employees.
- Structured mechanisms to deal with policy violations i.e. potential sanctions.
- Secure communication channels for employees to seek advice or voice concerns.
- Training program / newsletter on anti-competitive practices.
- Internal audit on compliance, based on our anti-competitive practices policy.

UN PRINCIPLES

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

SDGs: 8 & 10

Respect Intellectual & Property Rights

- Conducting investigations on third parties' patents/ trademarks at initial stages of R&D.
- Conducting investigations on third parties patents/ trademarks at all stages of product development.
- Systematic intellectual property audit to prevent/ identify potential infringements.
- Measures to prevent counterfeiting of other products.

Consumer / Client data protection and confidentiality

- Measures to limit types of data collected and stored.
- Measures to protect customer/client data from unauthorized access or disclosure.
- Measures to consult customers/clients on personal/confidential data.
- Internal data protection audits.
- Web-based or in-person training program on data protection and confidentiality.
- Process to safely destroy confidential data of client/customers.



ECONOMY

RESULTS

KPIs / Indicator	Target	Metric	2017	2018	2019	2020
ECONOMY						
% of the total workforce across all locations who received training (e.g. e- learning) on business ethics issues.	100%	%	100%	100%	100%	100%
% of all operational sites for which an internal audit & control concerning business ethics issues has been conducted	100%	%	100%	100%	100%	100%
% of all operational sites for which a risk assessment concerning business ethics issues has been conducted	100%	%	100%	100%	100%	100%
# confirmed incidents of corruption and actions taken	0	#	0	0	0	0
Total number and nature of confirmed incidents of corruption.	0	#	0	0	0	0
Total number of confirmed incidents in which employees were dismissed or disciplined for corruption.	0	#	0	0	0	0
Total number of confirmed incidents when contracts with business partners were terminated or not renewed due to violations related to corruption.	0	#	0	0	0	0
Public legal cases regarding corruption brought against the organization or its employees during the reporting period and the outcomes of such cases.	0	#	0	0	0	0
Legal actions for anti-competitive behaviour, antitrust, monopoly practices:	0	#	0	0	0	0
Number of legal actions pending or completed during the reporting period regarding anti-competitive behavior and violations of anti-trust and monopoly legislation in which the organization has been identified as a participant.	0	#	0	0	0	0
Main outcomes of completed legal actions, including any decisions or judgments.	0	#	0	0	0	0
% of all operational sites with an information security management	100%	%	100%	100%	100%	100%

POLICIES & PROCEDURES

- Insider Trading Policy
- Corporate Disclosure
- Anti-Corruption policy
- Acceptable Use Standard
- Hosting and Data Migration and Deletion Process
- Change management Standard
- Contingency Management Standard
- Vulnerability Management Standard
- End Point Security Standard
- Network Security Standard
- Sprinklr Social Media policy

