Sustainability Report

2021

Siteimprove

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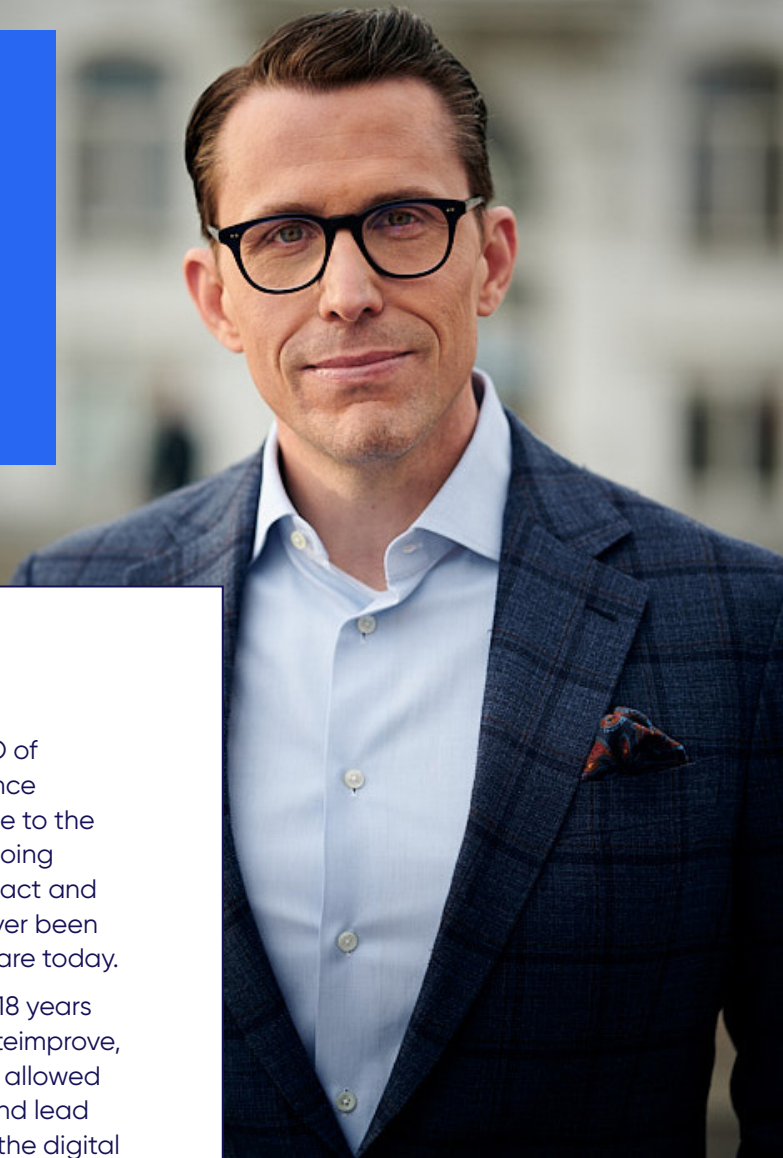
Dear reader,

This year's Sustainability Report is my first as CEO of Siteimprove. The work Siteimprove does to advance digital inclusion around the world is what drew me to the company and I am very proud to uphold our ongoing commitment to the United Nations Global Compact and the Sustainability Development Goals. We've never been more determined to promote inclusivity than we are today.

For Siteimprove, 2021 was an eventful year. After 18 years of setting the course and being at the helm of Siteimprove, our founder, Morten Ebbesen, stepped back and allowed me to take over as CEO of this great company and lead our passionate people on our mission of making the digital world more accessible by providing the solution that allows brands to be truly experienced by everyone.

As with all companies, we have been navigating the continued challenges that COVID-19 brings to our people and our workspaces. The health and welfare of our employees remain a top priority as people returned to our offices, met with customers, congregated in larger groups, and returned to targeted business travel.

Now months into 2022, we are emerging with the hope that the worst of the pandemic is behind us and that we soon can get back to seeing our family, friends, colleagues, and clients face to face without restrictions in most parts of the world. Powerful stories are best told in person. Getting out there and connecting with people is the best way to make an impact and build support for our mission. I'm looking forward to more frequent and in-person dialogue throughout 2022.

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Among our major achievements in 2021, I want to highlight the continued development of our products. We started a key revamp of our product packaging, making sure every customer has the baseline functionality they need to become inclusive. We now have three distinct packages, of which our "Inclusivity" package forms the foundation. This means Siteimprove customers start out with base goals around inclusivity and accessibility compliance and over time leverage that work into bigger and bigger successes related to content experience and marketing performance.

The roll-out of our upgraded and updated accessibility solution, Accessibility NextGen, was another big milestone of 2021. The NextGen module is fully up to date with the latest legislation and standards and was developed as a direct result of the WAI-Tools project Siteimprove participated in under the European Union's Horizon 2020 program. With NextGen at their disposal, Siteimprove's customers have access to a market-leading solution that enables them to create inclusive digital experiences for their users.

Sustainability remains a cornerstone of what we do at Siteimprove. We embrace our responsibility as an employer that puts inclusion and digital accessibility at the center of all we do. Digital accessibility paves the way to a more equitable society, so I want to thank all our partners, our employees, and our customers for joining us on our mission and amplifying our message. It's inspiring to see how committed you all are to making a difference, and I want to encourage everyone to join us. There's always room for more champions on the quest to make the internet of tomorrow more inclusive than it is today.

We are excited to keep raising the bar on our commitments, for our company and our industry, in 2022.

Shane Paladin
Chief Executive Officer

Who we are

We believe in making the internet a more inclusive, accessible place and we're driven by the desire to show brands that they can achieve performance with purpose.

Siteimprove is the go-to solution for organizations who want to empower their marketing teams to optimize their content for accessibility, user experience, and marketing performance. This is how our platform helps brands expand their reach, exceed their marketing goals, and align their content with their brand values.

Over 7,000 companies use Siteimprove to optimize their content for every outcome—and the experts have taken notice. We've been named a Leader in the Forrester SEO Wave Report and are the only company recognized in 4 categories by the peer-to-peer software review site G2.

What sets us apart

Inclusivity thought leader

We work with leading accessibility groups like the International Association of Accessibility Professionals (IAAP), the W3C, and the European Commission's Horizon 2020 Program.

Actions that speak louder than words

We are committed to the United Nations' Sustainable Development Goals, contribute to the World Wide Web Consortium's (W3C) Inclusion Fund on an ongoing basis, and make specific commitments on human rights, labor rights, environmental impact, and anti-corruption.

Driven to innovate

We continuously improve our products and regularly file patents for our new developments, giving existing customers and new users ways to achieve their best, most optimized digital experience.

Ambitious to achieve more

For the 20 years we've been in business, we've expanded to new markets, added new products, and grown to new heights – reaching over $100 million in annual recurring revenue.

Strive to help our customers and each other

We believe in giving our customers hands-on help through our implementation and success plans, including training, professional development courses, and free, educational content.
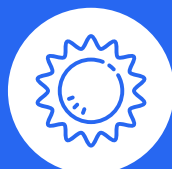
Siteimprove's mission, vision, and promise

Our mission is to provide the solution that allows brands to be truly experienced by everyone.

Our vision is to empower every person to experience, engage, and thrive in the digital world.

Our promise is to optimize content for every outcome.

Siteimprove and the SDGs

In 2015, the United Nations agreed to 17 global Sustainable Development Goals (SDGs) as part of their ambitious 2030 agenda. The overall objective is a better, more sustainable future. The 17 SDGs, and the 169 targets that go with them, address the global challenges we need to overcome within the next decade. Siteimprove is a strong supporter of the SDGs and their purpose of leaving no one behind and is working actively with the SDGs. We also encourage others to take part and join us on the path toward a sustainable future.

Siteimprove is uniquely positioned to contribute to the SDGs regarding digital human rights. We've identified the goals that align best with our core business and areas of expertise and considered where we can make the biggest impact, which means we're focusing on three specific goals that we view as great shared value opportunities. Our business model also has potential to directly or indirectly impact several other SDGs.

Siteimprove's impact on the SDGs

Focused positive impact

4 QUALITY EDUCATION
10 REDUCED INEQUALITIES
17 PARTNERSHIPS FOR THE GOALS

Potential positive impact

3 GOOD HEALTH AND WELL-BEING
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
11 SUSTAINABLE CITIES AND COMMUNITIES

Potential negative impact

13 CLIMATE ACTION

In this report, we will go into detail about our focused positive impact on goals 4, 10, and 17. In the Environment section, we explain how we mitigate the risk of potential negative impact on Goal 13: Climate Action.

Goal 4
Quality Education

Our focus

We want to ensure inclusive, equitable, and quality education by educating our stakeholders about accessibility and inclusion and by contributing to equal access to education online.

Why quality education is a priority

We are committed to providing equitable, quality education for all, which is why it's a key focus area as we work toward a more inclusive world. As web accessibility is still seen largely as a niche topic, our goal is to make people aware of the issues caused by inaccessible technology, and to educate them on how to solve these issues. With our expertise, we provide the knowledge and tools people need to improve the accessibility of their websites and live up to global accessibility standards.

Our contribution

We spread awareness about accessibility and inclusion in everything we do. For those who are willing to learn more, we can educate them about the topic in a number of ways.

In Siteimprove Academy, we offer a long list accessibility courses, some related to practical topics, like creating accessible documents and emails, some aimed at specific professionals such as designers and developers, and others that are more general, like our Web Accessibility Fundamentals course. All new Siteimprove customers and customers who enroll in a new success plan get unlimited access to Siteimprove Academy, which is an upgrade compared to earlier years where customers would get complementary access to the Academy for up to 20 of their users with their Siteimprove contract.

We also educate customers, partners, employees, and the general public through events, digital content, social media campaigns, webinars, and more. Our accessibility experts regularly speak at external conferences and Siteimprove-hosted events. They are also often featured in the accessibility webinars we organize over the course of the year.

On our website, we offer a substantial number of resources and pieces of content to help organizations become more accessible, and we always share valuable insights with the world on our social media channels.

Our targets

4.3 Equal access to affordable technical, vocational, and higher education

4.5 Eliminate all discrimination in education

Furthermore, one of Siteimprove's main customer segments is the education sector. By providing educational institutions with the software tools they need, we empower schools, colleges, and universities to make their information and services available to users of all abilities. When barriers on websites are eliminated, we can ensure that quality education is accessible for a larger part of society.

Key highlights from 2021

- **1,600+ educational institutions are using Siteimprove Accessibility to make information and services on their websites more accessible to people with disabilities.**
- **We introduced 6 new Accessibility courses in the Siteimprove Academy, which means we now offer 31 different Accessibility courses in the Siteimprove Academy.**
- **Siteimprove customers completed a total of 9,724 accessibility courses in 2021.**

Goal 10
Reduced Inequalities

Our focus

We focus on promoting and contributing to the social, economic, and political inclusion of everyone, regardless of age, sex, disability, race, ethnicity, origin, religion, economic, or other status. We do this through our software solutions and public advocacy for accessibility and inclusion, and by sharing our knowledge and expertise.

Why reducing inequalities is a priority

We believe that equal access to digital platforms is a fundamental right. As the world becomes increasingly digital, digital accessibility is more important than ever. Our objective is to use our technology to make a genuine difference, and to give everyone the knowledge and tools they need to contribute to the change. This doesn't just apply to those with disabilities — as the world population ages, the need for accessible websites continues to increase.

Our targets

TARGET 10·2
PROMOTE UNIVERSAL SOCIAL, ECONOMIC AND POLITICAL INCLUSION

10.2 Promote universal social, economic, and political inclusion

TARGET 10·3
ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION

10.3 Ensure equal opportunities and end discrimination

Our contribution

Our Siteimprove Accessibility software tool first saw the light of day more than 10 years ago and we have continued improving it ever since to better help organizations remove digital barriers from their websites. We also provide free resources that contribute to reduced inequalities on the web, including the Siteimprove Accessibility Checker for Google Chrome that we released in 2017 and the Accessibility Statement Generator and Color-Contrast Checker, both released in 2019.

The expertise of our employees is another asset in our efforts to create awareness and provide education about accessibility and inclusion. With our resources and knowledge, we can influence people and organizations around the world, whether through the content we create, the events we host and take part in, or through our interactions with customers and partners.

As we believe equal access to information and services on the web is a fundamental right, our contributions to this cause are described further in the section Human Rights.

Key highlights from 2021

- **We launched a new and improved version of our Accessibility solution called Accessibility NextGen, along with an upgrade of our free Accessibility Checker for Google Chrome. The new extension reached more than 10,000 weekly users in 2021, while the old one still helps 50,000+ users weekly.**
- **Our free Accessibility Statement Generator was used more than 1,800 times, a 38% increase compared to 2020.**
- **Our free Color-Contrast Checker was used more than 6,000 times, an 85% increase compared to 2020.**

Goal 17
Partnerships for the Goals

Our focus

We focus on encouraging and promoting effective public, public-private, and civil society partnerships. This helps us put accessibility on the global agenda and extends our reach, enabling us to have a positive impact on even more people around the world.

Why partnerships for the goals are a priority

We believe that reducing the digital divide can only be achieved by the joint efforts of multiple stakeholders. Strategies and policies jointly defined by governments, industry, and civil society have far-reaching effects on closing the digital gap. We are committed to bringing together key stakeholders to understand the issues, find solutions, and collaborate to deliver change.

Our targets

TARGET 17·16

ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

17.16 Enhance the global partnership for sustainable development

TARGET 17·17

ENCOURAGE EFFECTIVE PARTNERSHIPS

17.17 Encourage effective partnerships

TARGET 17·19

FURTHER DEVELOP MEASUREMENTS OF PROGRESS

17.19 Further develop measurements of progress

Our contribution

Siteimprove partners with public and private entities worldwide to leverage our accessibility knowledge and solutions. After having wrapped up the WAI-Tools project late in 2020, on which we collaborated with key players in the accessibility industry, national authorities, and the World Wide Web Consortium (W3C), we introduced Siteimprove NextGen in 2021. As Siteimprove's latest Accessibility offering, the Accessibility NextGen tool is fully up to date with the latest legislation and standards, and it has been developed as a direct result of the WAI-Tools project and based on its conclusions. The 3-year project resulted in the creation of more than 70 accessibility conformance testing (ACT) rules that will make a huge impact on digital accessibility in the years to come.

We also partnered with other industry organizations on several projects and continued to engage with policy makers, civil society, and standards organizations. Our goal with every collaboration is to use our knowledge and resources to contribute to more people-centric accessibility guidelines, legislation, and solutions.

Key highlights from 2021

- **We completed the WAI-Tools project, an Innovation Action project under the European Commission's Horizon 2020 program. The new and improved Siteimprove Accessibility tool was created through this partnership.**
- **We renewed our sponsorship agreement with the European Disability Forum.**
- **For the third year running, we co-funded the World Wide Web Consortium's (W3C) Diversity Fund helping people with limited resources and diverse backgrounds attend the W3C's TPAC event.**

Human Rights

Global Compact Principles 1-2

1. Businesses should support and respect the protection of internationally proclaimed human rights; and
2. make sure that they are not complicit in human rights abuses.

Our commitment to human rights

In addition to our obligation to the UN Global Compact and its principles, Siteimprove's commitment to human rights is stated in our Code of Conduct. The section "Contributing to the Global Community" describes how Siteimprove and all our employees are committed to universal human rights and oppose exploitive, inhumane labor practices.

Our commitment to human rights expands outside of the organization as well. As stated in Siteimprove's Supplier Code of Conduct, Siteimprove Suppliers must support and respect the protection of internationally declared human rights. Moreover, Siteimprove's suppliers shall ensure that they do not contribute to the violation of human rights. Siteimprove

also conducts annual vendor audits checking for violations of human and labor rights.

At Siteimprove, we believe that accessing the internet is a human right. No one should be excluded online irrespective of age, sex, disability, race, ethnicity, origin, religion, economic, or other status, which is why Siteimprove works actively to put digital accessibility on the public as well as the private agenda. Creating awareness of the need for an inclusive web and educating customers, partners, the public, and other stakeholders about how to do it right are key focus areas at Siteimprove. Our efforts to make digital information and services accessible and removing technological barriers are our key contribution to human rights, and to the Sustainable Development Goals.

In this section, you can read about what we do to promote and improve digital human rights and inclusion.

The Siteimprove Accessibility Pledge

Introduced in 2019, the Siteimprove Accessibility Pledge is intended to guide employees and re-enforce for everyone how important accessibility is to the company. As part of our commitment to the pledge, all Siteimprove employees must complete the mandatory accessibility learning courses that we offer in Siteimprove Academy. Everyone has also received guidelines for how to be inclusive in all aspects of our internal communications, including on our intranet, on other communication platforms, and when creating all types of content.

The Siteimprove Accessibility Pledge

We champion global inclusion by empowering people to do more through digital accessibility, which is at the heart of our company.

We are committed to ensuring that digital solutions and content developed, or acquired, by Siteimprove meets a high level of accessibility. This means either conformance with level AA of the Web Content Accessibility Guidelines (WCAG) 2.1 or ensuring that the solutions are effective, efficient, engaging, error tolerant and easy to learn for users of all abilities.

We pledge that should a conflict arise between release deadlines, aesthetics and the production of accessible solutions and content that accessibility will remain a priority.

Siteimprove's technology has contributed to digital inclusion since 2007

The Siteimprove Accessibility tool saw the light of day back in 2007. Since then, it has seen numerous improvements, new functionality, and an ever-increasing number of users. Today, more than 6,000 organizations around the world use our accessibility software to remove barriers from their websites and make them more inclusive. We are proud to report that 98% of our revenue comes from customers that have our accessibility tool as part of their solution. Last year that number was 95%, so we are very proud to see that an increasing share of our customers are using our accessibility solution.

With the Siteimprove accessibility tool, users can prioritize issues based on responsibility, conformance level, and severity, so that they can efficiently remove accessibility barriers that affect the way their users interact with the brand. We pinpoint issues via on-page and in-code highlights. With our integrations, users can jump right into their content management system and fix the issue right away.

In 2017, our software solution was accompanied by the Siteimprove Accessibility Checker for Google Chrome, which is a free extension available for all Chrome users worldwide. With the tool, users can check individual pages for accessibility errors and receive guidance on how to fix those issues. The free extension was upgraded in 2021 in relation with the launch of our Accessibility NextGen, and within the first few months of being live, the new version

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has more than 10,000 weekly users. The previous version still services 50,000 users on a weekly basis.

The accessibility checker has since been accompanied by additional free tools, including our Color-Contrast Checker and our Accessibility Statement Generator both of which were used thousands of times in 2021.

To complement our automatic accessibility testing software, we also offer manual testing for customers who are interested in user testing their websites to ensure that they live up to all accessibility standards. Our manual testing teams provide a high level of service and enable us to assist customers all over the world in all aspects of digital accessibility.

Accessibility NextGen

Our upgraded Accessibility module launched on February 10, 2021, where all our customers, who hadn't made the switch already, were getting access to all the new features and improvements of the new tool that was developed in close alignment with the WAI-Tool project. The Web Accessibility Initiative (WAI) Tools Project was an Innovation Action project, co-funded by the European Commission under the Horizon 2020 program, Europe's largest research and innovation program, and was successfully approved and closed in March 2021. During the project, we cooperated with other key players to build high-quality, standardized, and open-source checks for accessibility conformance testing to support the implementation of the EU Web Accessibility Directive.

One of the things that came out of the project was Siteimprove's Accessibility NextGen. For us at Siteimprove, our participation in the development and harmonization of an internationally recognized testing standard is to deliver reliability, accuracy, and transparency. With Accessibility NextGen, Siteimprove users now have access to a state-of-the-art accessibility testing tool that gives them one single point of truth, the ability to test their websites against standardized accessibility conformance testing rules, and full insight into how our accessibility checks work.

Equipped with Accessibility NextGen, Siteimprove's customers are empowered to make their websites accessible and ensure an inclusive digital experience for all their users.

Creating awareness about digital accessibility

Creating awareness and educating customers, partners, and the general public is one of our key contributions to the SDGs. We do it through events, campaigns, trainings, content on digital channels, and webinars. In a typical year, we participate and plan countless activities, including organizing events and attending conferences, to create awareness about digital accessibility and the importance of inclusion online, and our accessibility experts would be busy speaking at conferences and at our Siteimprove-hosted events. In 2021, we remained busy but the pandemic once again forced us to move many of these activities online.

Global Accessibility Awareness **Day**

For our annual Global Accessibility Awareness Day (GAAD) celebration we organized a substantial list of local initiatives, including activities in Australia, Canada, United States, Austria, Germany, Switzerland, Italy, Spain, and the Nordics. We asked customers to share stories on how they are creating a better web for all, donated to accessibility charities, partnered up with disability organizations, and hosted multiple online sessions to spread awareness about digital accessibility.

Our North American team hosted a day-long virtual event to celebrate Global Accessibility Awareness Day's tenth anniversary. Through an informative day of webinars and discussions, the goal was to empower people to do more with digital accessibility. The event covered a variety of digital accessibility topics, including thought leadership, industry-specific, and tactical, and each session were led by one of our partners or one of our internal experts. More than 1,000 people registered for the event in the end.

In Australia, our Senior Accessibility Consultant Jennifer Chadwick delivered a keynote at the "Global Accessibility Awareness Day – DoTABILITY" event that attracted 100+ people from the Department of Transport of the Victoria State Government, where they discussed the topic "Government Leadership in Accessibility".

Siteimprove also sponsored Accessibility Days 2021 in Italy during GAAD. An annual recurrence, Accessibility Days is the largest awareness-raising event about accessibility and inclusivity in Italy. It was all virtual in 2021, where Siteimprove were among the Platinum Sponsors and hosted a webinar together with the Municipality of Florence. More than 1,200 people attended the two-day event.

Siteimprove Academy also launched the new course "Fundamentals of Alt Text" in connection with GAAD, and we had daily updates on our Accessibility LinkedIn page leading up to the official GAAD on May 20th.

As a global inclusion advocate, Siteimprove has marked GAAD every year since its inception in 2012.

CSUN **2021**

Hosted by California State University, the CSUN conference is the largest of its kind about assistive technology in the world. For Siteimprove, it's an annual highlight where our accessibility experts attend the conference to learn about the latest developments within digital accessibility and share their own knowledge and expertise. In 2021, the conference was virtual due to the COVID-19 pandemic but that didn't prevent us from contributing with a strong line-up of presentations. Siteimprove hosted the following sessions where our experts shared their experiences and expertise:

- "Journey toward accessibility", where we discussed our journey toward increased accessibility in our upgraded accessibility product.
- "Understanding pointer cancellation", which was a more technical talk about the impact of mouse and keyboard down events and bad user experiences.
- "A deeper dive into VPATs", where we dug into the importance of the Voluntary Product Accessibility Template (VPAT) document.

The W3C's Inclusion **Fund**

Like in previous years, we made a contribution to the World Wide Web Consortium's (W3C) Inclusion Fund, formerly known as their Diversity Fund. The W3C is, in essence, the organization that sets the standards for how the web works. They have developed standards like HTML, CSS, and the Web Content Accessibility Guidelines (WCAG). Each year, the W3C working groups gather for their technical plenary conference to get inspired, work on web standards, and learn from each other.

To ensure that underrepresented groups get the opportunity to attend these events, Siteimprove and other tech companies have established the Inclusion Fund to fund travel and participation for people who would otherwise not have been able to attend and make their voice heard. Applicants must be from a traditionally underrepresented and/or marginalized group in the web community, including but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities; and be unable to attend without financial assistance. However, due to the COVID-19 pandemic, 2021's conference took place online which meant the funds, instead of covering travel costs, helped people who lacked the proper technical equipment and internet access or needed assistive technology or caring support to attend the virtual conference.

The Inclusion Fund is important in order to ensure that we keep hearing all voices and not only the loudest voices and the largest tech

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companies. It aligns perfectly with Siteimprove's strategy and our focus on contributing toward Sustainable Development Goals 10 (Reducing Inequalities) and 17 (Partnerships for the Goals).

European Disability Forum sponsorship

After years of collaboration, Siteimprove made a new corporate sponsorship agreement with the European Disability Forum (EDF), an independent non-governmental organization (NGO) that defends the interests of 80 million Europeans with disabilities. Having previously cooperated on web accessibility initiatives throughout the years, Siteimprove and EDF first decided to formalize and strengthen our efforts by agreeing to a formal partnership a few years ago. In 2021, we renewed the sponsorship agreement, bringing Siteimprove and EDF even closer and helping both achieve their mission of ensuring the full inclusion in society of persons with disabilities, including on the World Wide Web.

Data privacy and security

At Siteimprove, we believe people have the right to privacy online and that your data is yours. Siteimprove takes privacy very seriously and has a strong reputation for safeguarding our customers' data.

Siteimprove processes data for all our clients through the Siteimprove Platform. In addition to complying with data privacy regulations, it's Siteimprove policy not to sell or otherwise share our clients' data to third parties. Our clients own their data and we ensure that their data is kept safe and not shared with other entities, commercial or otherwise.

In addition to our own measures, we encourage our suppliers to make data privacy a priority in all their operations through our Supplier Code of Conduct.
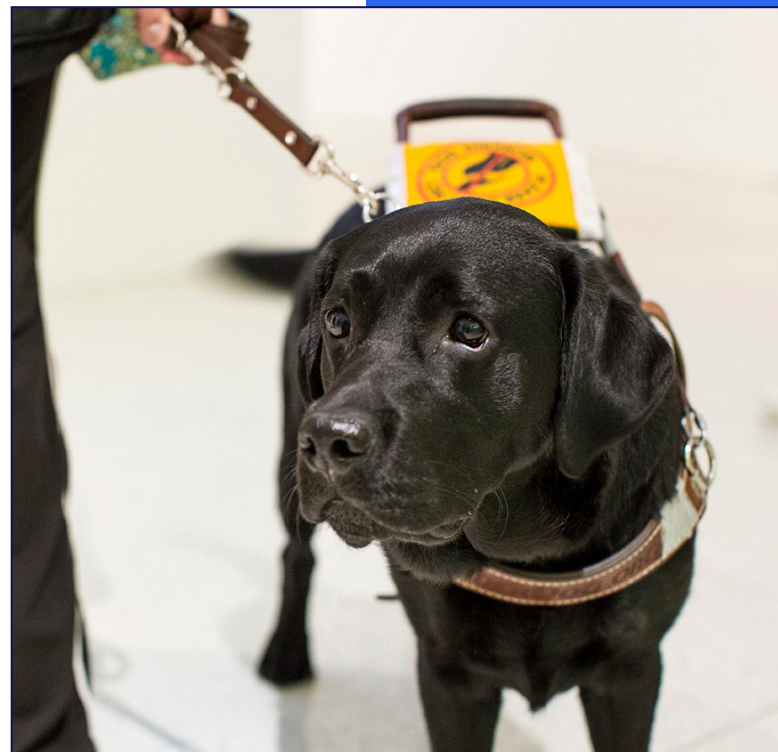
GDPR compliance and training

Siteimprove is committed to General Data Protection Regulation (GDPR) compliance in both its own internal processing of personal data as well as customer use of the Siteimprove Platform. These compliance efforts have direct executive-team oversight and are implemented by the Siteimprove

Legal, Information Security, and IT departments.

Siteimprove's approach to GDPR compliance includes, but is not limited to, the technical and organizational measures below:

- Transparency in the processing of data and the sub-processors used
- Offering customers a Data Processing Agreement to assist them in meeting their GDPR obligations
- Implementing principles of privacy by default and privacy by design into the development process
- Enhancing our infrastructure to implement encryption of data-at-rest and increased access controls
- Conducting awareness sessions on what personal data is and how it should be treated
- Regularly auditing individual departments to verify adherence to personal data business processes and identify any new procedures or personal data flows
- Increasing vendor security requirements in both vetting processes and contracts
- Annual ISAE3400 audits performed by external auditor (PwC)

Every year, Siteimprove employees complete a GDPR training course, obtaining a GDPR certification. The course equips our employees with the necessary knowledge about what personal data is, how to safeguard it, and how to be GDPR compliant.

Goals

Siteimprove's human rights goals	Goals achieved 2021	Goals for 2022
10 REDUCED INEQUALITIES Contribute to making the web better and more inclusive for all	We launched Accessibility NextGen for all our customers, integrating the latest Accessibility Conformance Testing (ACT) rules that Siteimprove helped develop in collaboration with W3C. We launched our new Chrome extension, which is still free, integrating the new NextGen checks and ACT rules. We organized, hosted, and participated in numerous events around the world with the purpose of spreading awareness and knowledge about digital inclusion and accessibility.	We will continue developing and improving our accessibility software to provide other organizations with the best possible tools to improve their accessibility. We will continue to offer high-quality free tools for accessibility checking to allow everyone to improve their website accessibility. We will continue to support and organize events to create awareness about digital inclusion.
4 QUALITY EDUCATION Provide quality consulting and education	We continued to add educational courses about accessibility to Siteimprove Academy. We are now offering 31 different accessibility courses. Siteimprove customers and partners completed 9,724 accessibility courses in the Siteimprove Academy. We helped more than 1,600 educational institutions make information and services on their websites more accessible to people with disabilities with our accessibility tool.	We will continue to offer expert consultancy and education on accessibility to Siteimprove customers, partners, employees, and the general public.
17 PARTNERSHIPS FOR THE GOALS Form effective accessibility partnerships	We concluded the cross-sector, EU-funded WAI-Tools Project after successfully contributing to more than 70 new ACT rules and developing Siteimprove Accessibility NextGen as a direct consequence. We partnered up with European Disability Forum through a sponsorship agreement, focusing on our joint vision of a digitally accessible Europe. We organized accessibility and inclusion events with multiple partners from different sectors.	We will continue to look for partnerships in the public as well as private sector that can help us toward a sustainable future and digital equality.

Labor Rights

Global Compact Principles 3-6

3. **Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;**
4. **the elimination of all forms of forced and compulsory labor;**
5. **the effective abolition of child labor; and**
6. **the elimination of discrimination in respect of employment and occupation.**

Our commitment to labor rights

In addition to our obligation to the UN Global Compact and its principles, Siteimprove's commitment to labor rights is also stated in our Code of Conduct in the section "Working Together". The company and all employees are committed to the following clauses:

- Open and Honest Communication
- People Are Our Greatest Resource

As Siteimprove strives to create and maintain a safe, mutually respectful working environment, free of all forms of harassment, we have a zero-tolerance policy toward harassment. It is considered a collective problem and responsibility to intervene, should it take place. A safe and respectful working environment contributes to employee retention and is a precondition for productive and happy employees.

As we are part of the software industry, we recognize that we have the responsibility to take a robust approach against slavery and human trafficking. **Siteimprove's Moden Slavery Act Statement** sets out Siteimprove's actions to understand all potential modern slavery risks related to its business and puts steps in place that are aimed at ensuring that there is no slavery or human trafficking in its own business. Siteimprove is committed to preventing slavery and human trafficking in all our corporate activities.

Siteimprove's Whistleblower Policy enables employees, and other stakeholders, to make good faith reports pertaining to serious violations such as suspected fraud, unethical business practices, bribery, corruption, or other improper or unlawful activity, or serious health and safety concerns within Siteimprove.

Siteimprove is an Equal Opportunity Employer. We preach inclusion externally in our efforts to make the web better for all, and we find it only

natural not to discriminate in our hiring process or in the way we treat employees. We are very focused on fostering a workplace culture where everyone is included and treated fairly and equally, and we take pride in being a workplace for people of all abilities. We encourage minorities, women, disabled, and veterans to apply for our jobs worldwide.

Siteimprove's commitment to ensure proper labor practices expands outside of our organization as well. The Siteimprove Supplier Code of Conduct contains a section dedicated to labor rights and workplace health and safety. It clearly states that we require our suppliers to have safe and healthy working conditions, to ensure that no forced labor or child labor is used in their own operations or by their partners and suppliers, and to commit to complying with all local laws and regulations.

Our people are our **greatest** resource

At Siteimprove, our employees are our greatest resource. Without them there would be no innovative software, no happy customers, no Siteimprove. That's why we continue to work hard to maintain a safe, healthy, and inclusive workplace and aim for the highest possible level of employee satisfaction.

Keeping Siteimprovers safe and healthy during the second year of COVID-19

Like the previous year, the COVID-19 pandemic was the biggest threat to the health and safety of our employees in 2021. Since the pandemic broke out in the start of 2020, we have kept an even closer eye on the well-being of our employees. To deal with the unprecedented situation our employees have had to adapt their work and personal lives, and for many this new situation came with the risk of added pressure on their mental well-being. As a responsible employer, we felt obligated to do everything in our power to keep our employees safe and make the work-from-home transition as stress free as possible.

For the past two years, we have emphasized that every office should live up to the highest hygiene standards by providing sanitizer, increasing the cleaning frequency, upholding mask mandates, and ensuring enough distance between workstations and canteen seating. During the pandemic, we introduced dedicated lunch timeslots in our largest office and have provided masks and disposable gloves to anyone entering the canteen area.

We have kept a close eye on local legislation and guidelines and done our best to ensure that our employees are informed about the latest restrictions in their country.

To care for their mental health, we have distributed guides and help on how to take care of their mental well-being while working from home, and we equipped managers with knowledge about how to support a remote workforce.

During Q2, we ran an employee survey to monitor the overall well-being of our workforce. We ran the same survey in Q2 of 2020 so we were able to see how the year-long pandemic had impacted our colleagues. Asked about how they've been feeling during the past week on a scale from 1 (Terrible) to 7 (Great), our employees averaged 5.2, which is between "OK" and "Great". The score is almost identical to how they were feeling a year earlier (5.1). The results showed that our employees are feeling well when working remotely, and that our managers are doing a good job supporting remote employees. The fact that our employees were still feeling well overall after working remotely for so long told us that working-from-home is working for us to a large extent, confirming that we can be confident moving forward as a hybrid workplace.

Keeping track of our employee engagement

The happiness and well-being of our employees is a top priority, which is why we put a lot of effort into maintaining a workplace culture that nurtures professional growth and maximizes employee happiness. Every year we run employee engagement surveys to keep track of how our employees are doing and to identify areas where we need to up our game.

We ran our latest survey in November 2021. We were happy to see that 84% of all employees completed the survey and provided invaluable feedback for the organization. Using a new tool and framework for our engagement survey compared to previous years, it's not possible to directly compare the results, but we did conclude that we are doing well in some areas, while there are also areas where we are below benchmark, which we need to look more into. The below-benchmark results are related to the transition Siteimprove has been going through with new ownership and leadership, and it is understandable given the amount of change our employees underwent in 2021, and the impact of another pandemic year

cannot be underestimated. However, the results offer a great opportunity to focus on things that will take us to the next level as a workplace.

Our highest scoring results show that the vast majority still takes great pride in working for Siteimprove and feel they are working together effectively in their teams. Siteimprovers also trust their managers and feel they can speak freely and share ideas, concerns, or feedback.

Moving forward, we are committed to keeping a finger on the pulse and gathering and acting on feedback from our workforce.

Health and safety

As a SaaS company our product is software, and all production of the Siteimprove software is conducted by highly skilled IT professionals under safe conditions, either in our offices or remotely in the homes of our employees. The main initiatives for ensuring that our workplaces provide a safe work environment are our company-wide Code of Conduct, our work environment organization, and our people-centric approach to doing business.

In terms of employee safety, Siteimprove is committed to the following:

- Siteimprove strives to eliminate potential hazards from the workplace and to comply with all applicable occupational safety and health laws and standards.
- Siteimprove helps maintain a safe, healthy, and productive work environment for all Siteimprove employees by:
  - prohibiting the possession, use, sale, or transfer of illegal drugs or drug paraphernalia on Siteimprove property or time;
  - prohibiting the conduct of Siteimprove business while under the influence of alcohol;
  - prohibiting any acts that could be perceived as violent, threatening, degrading or intimidating; and
  - requiring that any instance of drug or alcohol abuse, violence, or unlawful weapons possession be reported to management immediately.

To further ensure that Siteimprove is a safe and healthy workplace, a working environment organization has been established. The group is based in Copenhagen and consists of four employee representatives elected by their colleagues along with representatives from the Legal department. The working environment organization takes mandatory courses and monitors the work environment in the offices based on a list of parameters, including room temperature, sound, air quality, and ergonomic conditions. The working environment group also organize free first aid courses and have helped set up two defibrillators in the office so that we can quickly assist if someone suffers a heart attack.

Giving back to the community

Launched in 2018, our "Give Back at Siteimprove" initiative offers all eligible employees in the United States the opportunity to contribute their time, talent, and passion to good causes by volunteering for organizations or events. Each employee receives two days, or 16 hours, to use during regularly scheduled work to spend on these activities. In 2021, our employees spent 408 hours volunteering and supporting a wide range of charitable causes in the local community.

Every year, our Copenhagen office hosts a family Christmas get-together, where Santa stops by and gives the children of our employees presents. Instead of going through with the event, we decided to cancel it due to COVID and instead donate the Christmas presents to the Ronald McDonald House in Copenhagen. The Ronald McDonald House is a place where families with sick children can stay and remain close to the child while it's in the hospital. We visited the house and dropped off 4 big sacks of presents for the children, which brought great joy to both the staff and the families staying there.

In addition to the Give Back Days, Siteimprovers in United States organized a fundraiser for the Ronald McDonald House, where we raised $3,165 for Ronald McDonald House.

We also supported the Bay Laurel Fund in Minneapolis, which is run by one of our employees, Darryl White, by organizing a "Back-to-school" drive and volunteering. Through the back-to-school drive, Siteimprovers donated backpacks, pencils, notebooks, and other school supplies, and they helped distribute the supplies to local kids in need of these items. At the same event where our employees volunteered, the families were offered a free dinner and free haircuts along with the free filled backpacks.

Diversity and inclusion

We aspire to be an inclusive company. We take pride in having a diverse workforce and we see it as one of our core strengths. Our employees hail from almost 50 different countries and all of them bring different backgrounds, abilities, and valuable knowledge and experiences to the table, contributing to our inclusive company culture and great business results.

Being an Equal Opportunity Employer, we are committed to provide employment opportunities to all qualified persons on an equal basis. Siteimprove will not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender identity, national origin, ethnicity, age, sexual orientation, disability, marital status, veteran status, or any other characteristic protected by law in any of the terms or conditions of employment.

Siteimprove's commitment to offering equal opportunities is stated in our Code of Conduct, as well as in our Diversity Policy. Written in 2019, the policy sets out the elements of Siteimprove's approach to diversity, including our overall aim and the company's focus areas. Our specific goals for gender diversity that the Executive Management Team has signed off on are also included in the policy.

Our gender diversity goals

Operating in the generally male-dominated IT industry, Siteimprove is committed to working toward increasing the share of women in all levels of the company. Our goals for gender diversity were penned into our Diversity Policy back in 2019. Specifically, we have a goal of adding one woman to the Board of Directors by 2021, adding an additional woman to the Executive Leadership Team by 2021, and to have an overall gender-split of at least 40-60 (female-male) in other management levels by 2022.

By the end of 2021, our overall gender ratio for the whole company was 43-57 (female-male) which is a slight improvement compared to 2020 where the ratio was 42-58. It is the fourth year in a row that our overall gender ratio improves.

On management level, the gender ratio is 37-63 (female-male) which is a significant improvement compared to 2020's ratio of 33-67. However, we have still not achieved our 2022 target of a 40-60 ratio among all managers, but we are committed to reaching that target and will focus our efforts on doing so in 2022.

On top management level, we reached our target of adding one additional woman to the executive leadership team back in 2020, and in 2021 we added additional female leadership to our top management team, meaning we exceeded our 2021 goal.

The situation of the Board of Directors remains unchanged as it is currently 100% male, which means we have failed to achieve our goal of adding a woman to the Board of Directors by 2021. Unfortunately, we have yet to find the right candidates for the tasks at hand, but it is a priority to expand and add diverse candidates to the board, which we will aim to do in 2022.

Increasing diversity in our management positions has been an important focus area in the past year and we are proud to report that we came a step closer toward our 2022 goal of having a 40-60 gender ratio among management positions. We aspire to take the final step in the coming year and achieve our goal.

Having reached our 2021 goal of adding a female leader to our Executive Leadership Team (we have added multiple), we intend to set a new diversity target for our top leadership in 2022.

Our 2021 D&I initiatives

The progress we've seen on our gender ratios across all levels of the business can be attributed to several factors.

Diversity & Inclusion Toolkit for Managers

At the beginning of the year, we rolled out our Diversity & Inclusion Toolkit for Managers, which provides all Siteimprove managers with useful tools for creating and maintaining a diverse and inclusive workplace. While our diversity and inclusion efforts at Siteimprove focus on increasing the diversity of our workforce in general, this toolkit was designed with a specific focus in mind: gender diversity. However, many of the tools are applicable to all employees and are not specific to gender. The toolkit is divided into 5 topics:

1. Understanding unconscious bias
2. Hiring a diverse team
3. Creating a dialogue about career development
4. Managing employees going on parental leave
5. Creating an inclusive culture

Within each topic, our managers can find background information on the challenges we are facing and get tangible tips to what they can do to eliminate bias and be a fairer and more inclusive manager.

Gender Diversity Data Report

We continue to use our Gender Diversity Data Report, which we created in 2020 and update annually, where we track gender diversity within our organizational levels as well as within recruitment, promotions, and employee turnover. This data report helps us keep everyone in the organization accountable and it enables us to identify areas that need more of our attention.

Martin Luther King Jr Day and Black History Month

Besides gender, we have also increased our focus on another underrepresented group: minorities. In 2021, we made the decision to make Martin Luther King Jr Day a holiday in Siteimprove in the United States. Our Culture Committee also did a great job celebrating both Black History Month and Women's History Month, sharing important stories with the whole company. In February, the Culture Committee found interesting stories and suggestions for eye-opening experiences all throughout the month enriched with knowledge and resources about the history of black Americans, and black history in Minnesota, where Siteimprove US has its home, in particular.

Partnerships

Siteimprove continuously looks for valuable partnerships that can help us drive the diversity and inclusion agenda. Since 2017 we have sponsored Women in Tech in Denmark, and in 2021 we established a formal partnership with HackYourFuture, a coding school for refugees. We are also members of the Disability:IN, a leading nonprofit resource for business disability inclusion worldwide, and St. Paul Chamber of Commerce, whose focus is racial diversity, as well as The Eagle Group that focuses on veterans in Minnesota.

Goals

Siteimprove's labor rights goals	Goals achieved 2021	Goals for 2022
3 GOOD HEALTH AND WELL-BEING Ensure a healthy work environment for all Siteimprove employees	We kept the health and safety of our employees as our top priority during the COVID-19 pandemic, continuing to offer our employees the option of working remotely and taking necessary health and hygiene precautions at our offices.	We will continue to focus on maintaining a safe and healthy work environment for all Siteimprove employees.
10 REDUCED INEQUALITIES Ensure that employees and applicants have equal opportunities	We continue to be an equal opportunity employer and not discriminate in our hiring process. We increased our gender diversity on all levels of the company and reached our gender diversity goal for the Executive Leadership Team. We continue to promote equality and inclusion internally and externally.	We will continue to provide and promote equal rights to employees, applicants, and the public. We aim to get closer to our goals for gender diversity and increase the diversity of our workforce in general. We want to contribute to more diversity in the IT and tech industry.
3 GOOD HEALTH AND WELL-BEING Continue our focus on the well-being and satisfaction of our employees	We continue to increase the flexibility for our employees in terms of where they work and maintain our focus on supporting their mental health. We introduced a new tool for measuring and tracking employee engagement, which has given each manager their own dashboard so that they have easy access to their team's data and feedback.	We want to continue tracking and increasing our employee engagement. We want to improve the opportunities for professional development and continue to prioritize the work-life balance of our employees.

Environment

Global Compact Principles 7-9

7. **Businesses should support a precautionary approach to environmental challenges;**
8. **undertake initiatives to promote greater environmental responsibility; and**
9. **encourage the development and diffusion of environmentally friendly technologies.**

As an IT company, Siteimprove's environmental impact in the production and distribution processes is significantly lower than in many other industries. However, we want to positively contribute to a better environment and a greener future, which is why we have high environmental expectations for our employees, our providers, and our suppliers. We are aware of the potential risk of negative environmental impact that our data processing poses. In this section, we elaborate on how we mitigate that risk.

Siteimprove's Environmental Policy

The Environmental Policy applies to all Siteimprove branch offices and defines the overall environmental work within the company. The policy is directly related to the principles of the Global Compact. To live up to the principles, we take the following actions:

We **exercise caution** in relation to environmental challenges by:

- Striving to be among the most environmentally conscious businesses in our industry
- Ensuring that all our providers and suppliers demonstrate environmental consciousness
- Ensuring that our internal processes are environmentally compatible

We take steps to **promote environmental responsibility** by:

- Increasing the engagement and environmental consciousness among employees
- Ensuring that our facilities comply with the highest environmental standards

We support the **development and growth of environmentally friendly initiatives** by:

- Ensuring that materials from end-of-life products to an increasing extent can be recycled, or that they can be disposed in an environmentally safe manner
- Cooperating with authorities on the establishment/operation of facilities when new legislation takes effect or better technology becomes available

Our environmental demands for our suppliers

Our Supplier Code of Conduct requires all Siteimprove Suppliers to comply with all applicable laws and regulations relating to the impact of their business on the environment. Compliance with environmental laws includes any international or applicable local laws affecting the source of materials and processes used to manufacture products. Siteimprove Suppliers should minimize their own environmental impact and continuously try to limit their environmental impact on a continuous basis.

Minimizing the carbon footprint of our data processing

As a Software-as-a-Service company, the biggest carbon footprint in our production and distribution comes from the big amounts of data we process, more specifically from the energy used in our data centers. We are aware of the environmental impact of that energy consumption, which is why we have chosen a data center that meets our demands regarding sustainable energy consumption and optimal data security.

Our data center, Interxion, has received multiple environmental awards and they support and consume energy from sustainable and low-carbon sources. 100% of their power comes from sustainable sources, including water, solar, and wind. Interxion also uses a unique cooling system that uses water from reservoirs 70 meters below ground, which enables them to exploit the natural cooling potential of the water to reduce the load on their chillers.

While Interxion is our main data center, Siteimprove also relies on Amazon Web Services (AWS) to process data. AWS is committed to using 100% renewable energy by 2025. AWS reported that 65% of their energy consumption came from renewable sources in 2020, which was up from 50% in 2018. During 2021, AWS announced new wind and solar energy projects across Europe and North America, getting them closer to their goal of using 100% renewable energy.

Minimizing the carbon footprint of our hardware

As an IT company we use a lot of hardware equipment across all our offices. To ensure that the hardware we use has been produced and distributed in accordance with environmental standards, we use a fellow Global Compact Signatory, Atea, as our global IT hardware provider. From an environmental standpoint Atea is the right provider for Siteimprove because they are ISO 14001 certified, they screen their manufacturing suppliers using specific environmental criteria, and they have ambitious sustainability goals.

Goals

Siteimprove's environment goals	Goals achieved 2021	Goals for 2022
13 CLIMATE ACTION Use environmentally responsible suppliers	We continued our collaboration with environmentally responsible data centers and hardware suppliers.	We will continue our collaboration with green primary suppliers.
13 CLIMATE ACTION Encourage and practice environmental consciousness	We hired a consultant to conduct an energy audit of our largest office. The audit report included suggestions for how to improve our energy consumption and reduce our CO_2 emissions.	We will continue to encourage employees and external stakeholders to consider the environment in their activities and use of resources. We will continue to look for opportunities to recycle more and produce less waste in our offices.

Anti-corruption

Global Compact Principles 10

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

Siteimprove is committed to conducting our business free from extortion, bribery, and all unlawful, unethical, or fraudulent activity. We are proud to report that Siteimprove had no cases or allegations related to bribery or corruption in 2021.

Building honest business relationships

Our company-wide Code of Conduct, which is mandatory for all Siteimprove employees to read and comply with, addresses the issues of bribery and corruption.

The section "Building Business Relationships" states that "Honest dealing with customers and suppliers is essential to Siteimprove's relationships. Giving or receiving any kickbacks, bribes, or similar payments of any sort is prohibited." Furthermore, it informs employees of their responsibility in their dealings with government employees, to whom they are not allowed to offer any gifts, gratuity, or things of value, unless pre-approved by the Legal Department.

It is policy that employees at Siteimprove cannot keep gifts from providers, customers, vendors, and other partners to avoid conflicts of interest caused by such gifts.

As a global company, Siteimprove follows the strictest ethical and business standards of behavior, regardless of the leniency of local standards. Complying with the Code of Conduct is based on the use of good judgment and seeking guidance when questions arise. If employees are in doubt about anything related to corruption and bribery, they are encouraged to contact the Legal Department, who can advise on the correct course of action. If employees witness any breaches or suspect violations of the company-wide Code of Conduct, they must contact the legal department or reach out to Human Resources. The consequence of violating the Code of Conduct can be a warning, or termination.

In addition to the Code of Conduct, all Siteimprove employees undergo training in how to avoid corruption and bribery. To further mitigate the risk of unethical business practices, selected Siteimprove employees undergo anti-trust training.

Siteimprove's **Whistleblower** Policy

Back in 2019, we implemented the Siteimprove Whistleblower Policy. The formal processes established in the policy enable employees, and other stakeholders, to make anonymous good faith reports pertaining to serious violations such as suspected fraud, unethical business practices, bribery, corruption, or other improper or unlawful activity within Siteimprove.

Every report of a possible violation will be investigated promptly and impartially, with every effort to maintain confidentiality of the reported individuals and the person reporting the violation. If a violation has taken place, we will take appropriate corrective and remedial action, up to termination and reporting the violation to a competent legal authority.

Siteimprove's demands for suppliers about how to **conduct business**

The Siteimprove Supplier Code of Conduct clearly requires all Siteimprove suppliers to conduct business according to the highest ethical standards of conduct and in compliance with all applicable laws and regulations, including the U.S. Foreign Corrupt Practices Act (FCPA), the United Kingdom Bribery Act (UKBA), the Corruption of Foreign Public Officials Act (CFPOA), and similar laws in other countries that prohibit improper payments to obtain a business advantage.

Suppliers must not offer, promise, give, accept, or solicit any bribe, gift, loan, fee, or other advantage to any government official or employee, any customer, any Siteimprove employee, or any other person to obtain any business or improperly influence any action or decision.

The Supplier must also have appropriate whistleblowing procedures in place, which should be communicated to its employees and stakeholders. At a minimum, the Supplier must ensure that the confidentiality, anonymity, and protection of employee or supplier whistleblowers are respected, unless prohibited by law.

Goals

Siteimprove's anti-corruption goals	Goals achieved 2021	Goals for 2022
Prevent all forms of bribery and corruption in the company	We had no cases or allegations related to bribery or corruption.	We will continue doing business free of corruption.

UN GLOBAL COMPACT

COMMUNICATION ON
PROGRESS

This is our **Communication on Progress**
in implementing the principles of the
United Nations Global Compact and
supporting broader UN goals.

We welcome feedback on its contents.

Siteimprove