

Communication on Progress

Focus areas and goals

WE SUPPORT



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INFOMEDIA

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Statement of continued support by the CEO

I am pleased to confirm that Infomedia, along with its offices in Norway, Sweden, Denmark, and Estonia, reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labor, Environment, and Anti-Corruption.

In our second annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture, and daily operations. We also commit to sharing this information with our stakeholders using our primary communication channels.

Sincerely yours,

Thomas Vejlemand
CEO, Infomedia A/S

A handwritten signature in black ink, reading "Thomas Vejlemand". The signature is written in a cursive style with a large, stylized 'T' and 'V'.

Overall purpose and strategy

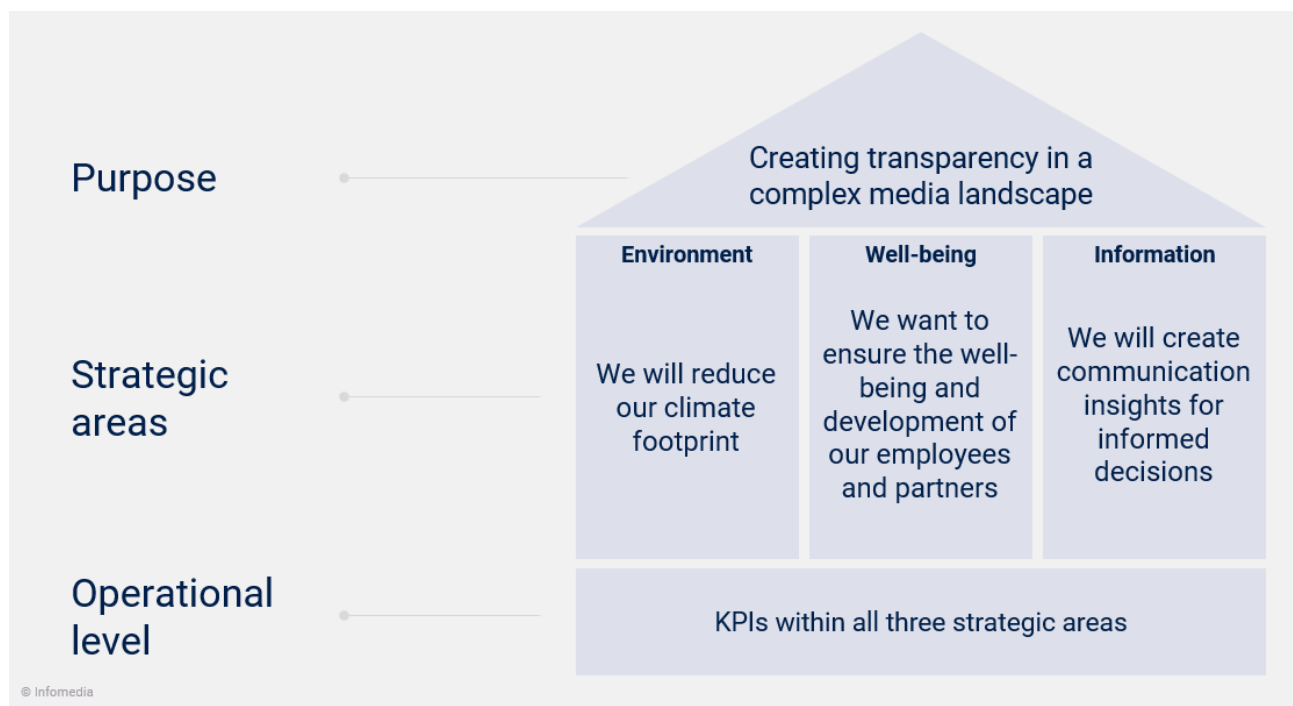
Infomedias' overall purpose is to create transparency in a complex media landscape and provide communication insights underlying informed decisions. We create clarity and thereby help governmental institutions, organizations, NGOs, and companies

- to monitor and reduce risk
- to strengthen their reputation
- to discover new potential
- to increase profit and growth

This purpose permeates all of Infomedias' activities, commercial and non-commercial, and which we see as our raison d'être.

Infomedia is also a part of society and is committed to delivering positive change where we have the most significant influence. We believe that our most important opportunities for change are within climate & environment (with a particular focus on IT and hardware), well-being & development for employees and partners, and creating communication insights for informed decisions. Within each of these goals, we will set specific goals to measure whether we are flourishing within each of the three strategic areas in the future.

The below model captures Infomedias' approach to sustainability.



Measurement

Strategic area	Measurement	Goal	2021	2020
Environment	CO ₂ e tons (Scope 1-2)	-	-	813
	Hardware reuse	100%	-	-
	Power compensated with RECs	-	50%	-
Employees	Engagement	80	81	77
	Experienced stress symptoms	10%	25.9%	28%
	Sick leave	2%	0.8%	2%
	Gender diversity, employees	40%	46%	40%
	Gender diversity, managers	40%	31%	37%
Information	Customers with sustainability in monitoring or analyses	-	54	

Strategic areas

Environment

Infomedia is a technology and knowledge-based company. That means we have a smaller impact on our natural environment than production companies but, on the other hand, a more significant footprint than pure knowledge companies. We must reduce the negative impact of carbon-intensive hardware and power use as a company.

Infomedias' primary carbon footprint stems from the following areas:

- Purchase of IT hardware and furniture (29%)
- Server operation (21%)
- Office operation, including heat and electricity (17%)

In 2021 we prepared a transfer of server capacity from Denmark to Norway, where energy consumption is less carbon-intensive than in the current location. We estimate that this will reduce CO₂ emissions from server power use by 90%. We plan to make the transfer in 2022 and

subsequently follow up on our climate footprint measurement. In the meantime, green energy must be ensured. In 2021, Infomedia compensated 50 % of its power use with renewable energy certificates.

Infomedia is enrolling in an e-waste recycling program to give new life to old hardware. Infomedia works to increase the years used on every hardware item.

Infomedia works continuously to refine our purchase policy to ensure the least adverse effects on the climate, biodiversity, and ecosystems. This entails water savings features on all bathrooms, light sensors in all rooms to minimize electricity use, bicycles offered to personnel to reduce the need for motor vehicles, eco-friendly coffee, no use of plastic bottles, and organic fruits.

Infomedia is furthermore engaged in the following topics concerning the environment:

- Infomedia Norway is a certified *Miljøfyrtårn*, Norway's most acknowledged environmental policy framework.
- Infomedia is part of the Confederation of Danish Industry's network on creating sustainability frameworks for SMEs.
- Infomedia participated in Young SDG Innovators Programme 2021 arranged by Global Compact Network Denmark to increase our company's education level on sustainability. The program resulted in projects in planning regarding server use and e-waste.

Information

Infomedia continued in 2021 to use its data and communication insights to underline societal challenges. This included

- work with the public sector. We contribute to quality education by providing the information needed to educate informed and engaged citizens in a democratic society – by working with the educational institutions themselves and through public libraries.
- participation in the VELUX Foundation's *Algorithms, Data and Democracy* project and Constructive Institute's project on research of Constructive News. In both collaborations, we provide our data and technological expertise in the hope of strengthening our democracy through relevant, constructive news.
- partaking in broadening the general knowledge of sustainability and the United Nation's Sustainable Development Goals (SDGs) by making data and analyses available to the public and encouraging our clients to engage in and measure their degree of sustainability.

Employees

Motivated and engaged employees

In Infomedia, we are committed to keeping our employees happy, healthy, and motivated. We constantly focus on our employees' well-being and professional development and ensure that we offer everyone a safe and inclusive work environment for all.

Every year, we conduct an employee well-being survey for all employees in the Infomedia Group to map well-being and development and give managers a vital dialogue tool for talking about well-being with their employees.

The well-being survey 2021 shows an overall engagement of 81/100. This is on a par with the benchmark and satisfactory in a COVID-19 setting. Compared to 2020, we see a slight boost in engagement.

Development of employees and managers

We believe that good leadership is a competence that must be learned, trained, and developed. Therefore, in 2021 we launched an offer of management training at Mannaz for new managers, which meant ten employees have been in training.

In the development of Infomedia, we continuously need more employees with IT skills as a SaaS company. We ensure this both by training existing employees and attracting new ones.

A good working environment

Infomedias' health and safety organization conducts workplace assessments every two years (the last time in 2020) and works systematically with action plans and focus areas. The organization contributes to creating a safe, healthy working environment for everyone. At the same time, it counteracts the risks that employees are associated with work-related stress, sick leave, and more.

In 2020, 19% of employees felt stressed once or more a month. One of the challenges lay with employees working off-hours in a deadline-intensive line of work, which has been met by ensuring clear role descriptions for all employees and 1:1 dialogue.

We focus on dealing with and preventing abusive behavior. We have established a process for this so that employees know where and how to report abuse. In 2021 we had no reported events of bullying, harassment, and unwanted sexual attention.

Sick leave

In Infomedia, we have a framework that ensures reasonable assistance to our employees - both before, during, and after sick leave.

In 2021, Infomedia registered a sick leave percentage of 0.8%, a fall from 2% in 2020. The benchmark level for the Danish Employers' Association is 2.6%

We collaborate with our pension and insurance partner on reducing sick leave through active treatment. An early intervention minimizes the risk of illness and long-term sick leave. This applies to sick leave for both physical and mental problems or diseases.

Chain Responsibility

Infomedia has a general collaboration with Ninestars in India, where we have implemented a program to improve working conditions. This effort has shown remarkable results regarding working hours and days off, thereby improving job satisfaction and reducing employee churn. We have implemented some concrete initiatives: time off every other Saturday, own IT equipment, and a higher degree of gender equality.

Infomedia holds Ninestars accountable for respecting all human rights and work legislation, including child labor.

Diversity and inclusion

Infomedia has a zero-tolerance policy on discrimination based on gender, age, sexuality, ethnicity, or religion and represents a strong workforce of great diversity.

Infomedia has signed Danish Industry's Gender Diversity Pledge, by which we commit to working actively with diversity targets.

In 2022, we will measure the experience of our employees and how inclusive our culture is.

Employee composition

Infomedia advocates for an inclusive work environment and diverse top management. We want our employees to reflect the society. We believe that a more diverse employee composition will strengthen our business results.

- The distribution between women and men in Infomedia in 2021 is 46% women and 54% men, which is a rise of employed women share by six percentage points.
- Infomedia works to ensure age diversity. Thus, Infomedia's workforce consists of employees from 18 years to 64 years. Infomedia is also proud to invite students into their first jobs. Many of them are hired to be part of the regular workforce after completing their degrees.
- Infomedia benefits from a wide range of international employment. Speaking Nordic languages is no requirement for being part of Infomedia. Especially our tech and AI teams especially speak to this fact, with 45.5% of the workforce having international backgrounds.

Infomedia works actively to eliminate all types of discrimination, from the initial recruiting phases to the day-to-day office environment and company culture. We have open-call job postings, a

standardized application system, and always ensure to have second opinions on recruitment decisions.

Women in management

In 2021, 31% of the Infomedia Group's executives were women, a slight decrease since last year. Infomedia has not set goals for women in management but generally focuses on diversity, which also deals with age, ethnicity, and nationality.

Social responsibility

Every year, Infomedia donates 10,000 DKK to a charitable organization. In 2021, the donation went to *Knæk Cancer*, a charitable organization to combat cancer.