

20 June 2022

Dear Mr. Secretary General:

I am pleased to confirm that GroGuru Inc. supports the Ten Principles of the United Nations Global Compact on Human Rights, Labor, Environment and Anti-Corruption. With this communication, we express our intent to implement those principles. GroGuru Inc. continues our commitment to ensuring that the UN Global Compact and its principles are a part of the strategy, culture and day-to-day operations of our company. GroGuru Inc. seeks to engage in collaborative projects which advance the broader development goals of the UN, particularly the Sustainable Development goals. GroGuru Inc. will make a clear statement of this commitment to our stakeholders, employees and the general public.

GroGuru Inc. continues to acknowledge the key requirement for participation in the UN Global Compact is the annual submission of the Communication of Progress (COP) that describes our company's efforts to implement the Ten Principles. GroGuru Inc. supports public accountability and transparency, and therefore commits to report on progress within one year of renewing our membership with the UN Global Compact.

In this 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 share this information with our stakeholders using our primary channels of communication.

Sincerely Yours

Patrick Henry

CEO

GroGuru Inc.

**Human Rights**

---

- **Assessment, policy and goals**

*Description of the relevance of human rights for the company (i.e., human rights risk assessment). Description of policies, public commitments and company goals on Human Rights.*

GroGuru Inc. supports and respects the protection of internationally proclaimed human rights of employees, clients and the general public. GroGuru Inc. has a published Employee Handbook which clearly outlines the company's policies on antidiscrimination, anti-harassment, anti-bullying and sexual harassment. GroGuru Inc. is an Equal Opportunity employer and complies with the Fair Employment and Housing Act (FEHA) which prohibits harassment based on a protected category against an employee, an applicant, an unpaid intern or volunteer, or a contractor. As such, GroGuru Inc. proactively makes sure that they are not complicit in human rights abuses.

- **Implementation**

*Description of concrete actions to implement Human Rights policies, address Human Rights risks and respond to Human Rights violations.*

GroGuru Inc. raises awareness of Human Rights policies via distribution of the GroGuru Employee Handbook to all employees and contractors. The GroGuru Employee Handbook, once received and reviewed by a GroGuru employee or contractor, is required to be signed and dated acknowledging that they have received a copy of GroGuru's Employee Handbook and understand and agree it is their responsibility to read and familiarize themselves with the policies and procedures contained within. The Employee Handbook also outlines a formal policy for handing complaints and grievances. All GroGuru managers who have direct reports are required to undertake Online Harassment Prevention Training prior to commencing their management role.

- **Measurement of outcomes**

*Description of how the company monitors and evaluates performance.*  
Employees have quarterly and annual reviews with their line manager to review and set company and personal goals. GroGuru Inc. also operates through an open-door policy, enabling all employees to communicate directly with senior management.

## Labour

- **Assessment, policy and goals**

*Description of the relevance of labour rights for the company (i.e., labour rights-related risks and opportunities). Description of written policies, public commitments and company goals on labour rights.*

---

GroGuru Inc. has a published Employee Handbook which clearly outlines the company's policies on equal employment opportunities, compliance with immigration law, antidiscrimination, as well as detailed policies on supporting leaves of absence and other types of leave including medical, family, pregnancy, military, time off for voting, jury duty and for bereavement. The Handbook also details policies on employee benefits, such as paid time off and paid sick leave. Wherever possible, GroGuru Inc. strives to work with suppliers and dealers who support similar work ethics. GroGuru Inc. is categorically against any forms of forced and compulsory labour or child labour and demonstrates its commitment to eliminating discrimination in respect of employment and occupation.

- **Implementation**

*Description of concrete actions taken by the company to implement labour policies, address labour risks and respond to labour violations.*

GroGuru Inc. implements the labor policies outlined in the Company Employee Handbook by requiring all new hires to read and acknowledge that they will follow the policies contained within. This acknowledgement is done by way of sign-off and is part of the induction procedure. All employees who are in management positions must undertake Online Harassment Prevention Training prior to commencing the management role.

GroGuru Inc. has a diverse workforce with multiple ethnicities and a global outlook. GroGuru adheres to a 40-hour work week, with scheduled rest and meal breaks, and compensates employees fairly. GroGuru Inc. supports and complies with the California Fair Pay Act (CFPA) that prohibits an employer from paying any of its employees' wage rates that are less than what it pays employees of the opposite sex, or of another race, or of another ethnicity for substantially similar work, when viewed as a composite of skill, effort, and responsibility, and performed under similar working conditions.

GroGuru Inc. ensures that all employees are provided with the tools and protective equipment that are required to undertake their roles within the company safely and efficiently.

- **Measurement of outcomes**

*Description of how the company monitors and evaluates performance.*

GroGuru Inc. has enjoyed massive expansion in the last twelve months, hiring many new employees on a permanent full time and part time basis, including minorities and international employees. GroGuru Inc. is committed to providing immigration support and assistance for employees that require it.

## **Environment**

- **Assessment, policy and goals**

*Description of the relevance of environmental protection for the company (i.e., environmental risks and opportunities). Description of policies, public commitments and company goals on environmental protection.*

At its core, GroGuru Inc. not only encourages, but spearheads the development and diffusion of environmentally friendly technologies. The GroGuru Inc. Mission Statement is, "At GroGuru, we are focused on making the world a better place by allowing farmers

---

to grow more crops in a cost-effective way, while preserving our precious resources in sustainable way.”

GroGuru Inc. improves global sustainability by helping farmers grow more crops using less water, less fertilizer and less energy. Our core business is to provide hardware enabled artificial intelligence to help farmers make better, more informed, more efficient, and ultimately more strategically sustainable decisions every day.

- **Implementation**

*Description of concrete actions to implement environmental policies, address environmental risks and respond to environmental incidents.*

GroGuru Inc. provides tools and technology to help farmers and irrigators save water by implementing strategic irrigation management. Approximately 70% (or more) of fresh water globally is consumed by irrigation, and GroGuru Inc. is typically able to improve water use efficiency by 10-20%. This represents an enormous environmental benefit to the producer, the local environment and the planet.

Furthermore, within our own day-to-day operations, GroGuru Inc. is a small company of 17 people. We operate in a shared office space that utilizes many environmentally conscious practices such as automatic lighting and heating, and product recycling. Employees who work remotely are able to utilize home offices, an efficient practice which also helps to reduce our company's environmental footprint.

- **Measurement of outcomes**

*Description of how the company monitors and evaluates environmental performance.*

While we have yet to implement procedures for measuring our company's internal environmental footprint, our customers have been able to measure significant improvements in water use efficiency thanks to our products and services. GroGuru's breakthrough smart irrigation products combined with our innovative AI platform typically improve water use efficiency for our agriculture customers by at least 10-20% while significantly reducing costs. This represents an enormous environmental benefit to the producer, the local environment and the planet. This is reflected in the rapid uptake of

GroGuru technology, particularly in irrigation regions that are under significant environmental threat, such as the Ogallala Aquifer and California's Central Valley. GroGuru Inc. is helping producers using extremely scarce and precious water resources to farm more sustainably and produce more output of crops per gallon of water used.

## **Anti-Corruption**

- **Assessment, policy and goals**

*Description of the relevance of anti-corruption for the company (i.e., anti-corruption risk assessment). Description of policies, public commitments and company goals on anticorruption.*

GroGuru Inc. works against corruption in all its forms, including extortion and bribery. The GroGuru Company Handbook specifically bans any corrupt practices such as dishonesty, bribery, criminal conduct, sabotage or willful negligence. All employees and stakeholders are expected to accept all policies contained within and sign off to acknowledge compliance.

---

- **Implementation**

*Description of concrete actions to implement anti-corruption policies, address anticorruption risks and respond to incidents.*

GroGuru Inc. implements several practices to guard against anti-corruption such as the expectation (as outlined in the Company Handbook) that company correspondence may not be private, or the acknowledged adherence to a Code of Conduct. If any breaches of the Company Code of Conduct are discovered, they are dealt with immediately according to the Disciplinary Procedure outlined in the company handbook.

- **Measurement of outcomes**

*Description of how the company monitors and evaluates anti-corruption performance.*

While GroGuru Inc. is still a small company that has yet to implement a formal process to measure anti-corruption performance, we do have regular financial audits and other stringent due diligence activities associated with bringing on new investors.

## **UN Goals**

At its core, the GroGuru Inc. mission and core business strategy is aligned with several critical UN goals and issues, including Food Security, Sustainable Ecosystems and Biodiversity, Climate Change Mitigation and Adaptation, and Water Security and Sanitation. Our mission is to help farmers make more money by increasing crop yield and more efficiently using water and other scarce resources like labor, energy and fertilizer in a more sustainable way. We do this by providing our customers innovative, ground-breaking hardware technology solutions and Artificial Intelligence (AI) leveraging decision support tools for strategic irrigation management. In other words, we develop products and services, and thereby enable agriculture business models downstream, that specifically contribute to these UN goals and issues.

---

There are over 800 million chronically undernourished people in the world according to the Food and Agriculture Organization of the United Nations, while nearly three-quarters of fresh water globally is already being consumed by irrigation. We are faced with a global problem of catastrophic proportions: we have a large and growing population, and not enough food or water. We need to increase food production by 70 percent by 2050 just to keep pace with population growth (FAO) – and optimal irrigation is absolutely essential to maximize crop yield while reducing water waste. Unfortunately, only 10 percent of farmers in the United States are using soil sensors – one of the most effective methods for optimizing irrigation decisions – according to the FDA. These soil sensors are also technologically outdated, among other things requiring annual installation and removal, a process so costly that many farmers choose to avoid using soil sensors. GroGuru's breakthrough smart irrigation products combined with our innovative AI platform typically improve water use efficiency for our agriculture customers by at least 10-20% while significantly reducing costs. This represents an enormous environmental benefit to the producer, the local environment and the planet.

Optimal irrigation using smart technology maximizes crop yields, saves water and other scarce resources, and makes agriculture sustainable for the planet - while increasing farmers' bottom line and helping to support the economy. Therefore, GroGuru Inc. is also directly aligned with two UN Millennium Goals: eradicating extreme poverty and hunger and ensuring environmental sustainability. Contributing our part to solving these critical issues, while actively driving forward this essential mission, under the

aegis of the UN Global Compact is an integral part of GroGuru Inc. company culture, mission, and substance that drives our operations day to day.

As GroGuru Inc. strengthens and expands its core business and operations, so will its ability to seek opportunities to join industry peers and other stakeholders in trade shows, educational and public initiatives contributing to solving common challenges and dilemmas, starting first at the local and national levels. For example, in December 2021 we were excited to attend the Irrigation Association's Irrigation Show and Education Week in San Diego, California. This is a trade show whose revenue supports initiatives to benefit the irrigation industry by "improving industry proficiency through continuing education, recognizing and promoting experience and excellence with professional certification; ensuring industry standards and codes reflect irrigation best practices; and influencing water-use public policy at the local, state, regional and national levels." In March, 2022, we joined the CEO Water Mandate in which we committed to seizing water-related saving opportunities, and finding a solution to food security issues across the planet. We are committed to contributing to this and other industry forums, making incremental advances in industry leadership, advocacy and public policy engagement as our resources expand by our next CoP.