

## **MarkPlus COP 2021**

### **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.

#### Human Rights 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

Policy, Goals, and Assessment

MarkPlus, Inc. has made an internal and external commitment to respect human rights in our operations. The company's philosophy, values, policies, and procedures covering management and employee roles reflect the company's implementation in respecting human rights. These implementations within the Company Regulation and Code of Business Ethics have been consistently practiced and re-evaluated regularly, including in the covid-19 era. Regulations involving order and disciplinary procedures, advancement opportunities, competitive compensation and benefits, work environments, and obligations to the community ensure that the company is not complicit in human rights abuse.

#### Implementation

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

#### Human Rights policies in the covid-19 era

One of the challenges in the early stages of the covid-19 era was dealing with a person infected with the covid-19. Under the health protocol, this person should disclose the lists of the persons who had engaged within the period he was infected. Although it looks like interfering with protecting personal information, that health protocol will help stop the spread of the covid-19 infection, regardless of whether staff work from home or work at the office. Still, there is a method to protect the infected person's right, where his or her name will not be published company-wide. In addition, there is an additional measure to stop the spread of the covid-19 infection if the infected person worked at the office during the period of infection. The office will be closed according to guidelines from the government to enable the disinfection process. This process is to protect the right of non-infected persons in getting a safe and healthy working environment.

Knowing the risk of implementing the health protocol related to the covid-19, our company created a special task force that comprises various divisions. This task force helps the company communicate the health protocol related to covid-19 in each division. It also helps collect

information about the state of the covid-19 infection in each division, regardless of whether staff work from home or work at the office. For example, when a division reported a covid-19 infection, the task force must ensure the infection occurred during work from home or at the office to take action accordingly.

For the infection that occurred during the work from home, the task force will have to trace other staff who may interact with the infected person during infection. The task force will instruct the persons that interact with the infected person to take a swab PCR test. Our company would carry out additional measures if the infection occurred during the work at the office, where the task force will ask for the office's closure for a certain period.

### MarkPlus Annual Gathering 2021

MarkPlus Annual Gathering 2021 was held virtually in December 2021, bringing together all MarkPlus-ers from across Indonesia and alumni. Every year the MAG is organized not just as a team-building exercise but also to build a more positive and participative corporate culture marked by sincerity, transparency, and professionalism.

MAG is also a time for colleagues to reflect on their performances, away from a stringent 'review environment,' to set their goals for the upcoming year. They get motivated by an interactive, personal speech from our CEO and Founder, Hermawan Kartajaya. Fun activities such as performances and game-based learning add further color and vibe to the MAG, making it a truly memorable and enjoyable event for all MarkPlus-ers.

The journey of MarkPlus, Inc. has crossed 31 years. Accordingly, the management of MarkPlus, Inc., which the council members represent, has identified several crucial points as follows:

1. The necessity of MarkPlus, Inc. after its 31 years journey to renew its vision, mission, and values in accordance with the most recent challenges of a very dynamic business landscape which also has been changing tremendously;
2. The necessity to indeed implementing the worldwide renown concept of Marketing 3.0, Marketing 4.0., and Marketing 5.0 right at the originating campus in Indonesia, and
3. The necessity of MarkPlus, Inc. to leverage its strength as the biggest provider of marketing integrated solutions in ASEAN as the cornerstone to providing more holistic benefits to its stakeholders.

### Workplace Celebrations and Socialization

MarkPlus aims to encourage communication and interaction among its citizens as well as with the management. In that endeavor, during the covid-19, we periodically conduct virtual town hall meetings and organize annual social gatherings to celebrate important events and festivals. The virtual town hall meetings are organized to allow virtual company-wide interaction during the pandemic covid-19. In addition, they had helped to communicate the company's policies during the pandemic. Iftar Gatherings are organized every year to collectively celebrate and honor the spirit of Ramadan, and even MarkPlus alumni are invited to maintain communication and relation. During the Ramadan month, break-fasting meals are provided every day for our fasting employees.

We also encourage employees to help office boys and security staff on occasion with alms and supply needs.

### MOM Room

MarkPlus provides a nursing room on its premises for breastfeeding mothers. The aim is to provide a personal, safe, flexible and clean space to mothers to nurse their babies or for pumping purposes. In addition, new mothers are congratulated with a unique presence and provided a 3-month paid maternity benefit.

### MarkPlus Code of Conduct

This Code of Conduct ("Code") is a statement of our principles and expectations that guide business conduct at our company and support the overall company's culture philosophy, encouraging all employees to be Excellent, Professional, and Ethical individuals. Professional Excellence with Integrity is the key to MarkPlus' continued success in all our dealings with our clients, customers, plan sponsors, employees, providers, shareholders, regulators, and others with whom we do business.

This Code covers a wide range of business practices and procedures. Therefore, it does not cover every issue that may arise, but it sets the basic principles to guide all employees and officers of the firm (including all of its subsidiaries).

The basic principles discussed in this Code are part of the company's policies and are subject to any company's policies covering the same issues.

This Code applies to all of the company's officers, employees, contract workers, including those in the company's subsidiaries and facilitators with full-time and exclusive status, whether operating inside or outside of Indonesia. In addition, selected codes may also apply to depart and former employees of the firm.

All of MarkPlus employees and officers must conduct themselves accordingly, use their judgment, to be accountable for their actions, and to conduct business with integrity, seeking to avoid even the appearance of improper behavior.

Every year in the MarkPlus Annual Gathering, all new and existing employees are encouraged to sign and revisit the Code of Conduct.

### Unrivalled Personal Growth

Employees are provided with a dynamic and challenging environment. They are often given a diverse range of tasks and projects, giving them an opportunity to deepen their knowledge in one field and learn across a wide range of business and marketing topics. Employees can learn from various activities - whether from reading the latest books, the latest research journals, listening to/working with more experienced people or experts within a particular topic, or experiencing challenging business problems to solve. In addition, the MarkPlus Library houses thousands of books on a wide range of topics from sales, marketing, brand, service, and motivational and self-help books for every MarkPlus-er to avail.

At MarkPlus, employees get to meet different levels of people from various industries, hence sharpening their 'people and communication skills. They will also learn to multi-task and work well in teams, as working in teams is how we do things here.

To support personal growth, especially knowledge growth, we organize internal training on various topics (Product knowledge, marketing knowledge, professional image, grooming, etc.). In addition, from time to time, a few series of training are provided by external sharing facilitators on a wide range of topics to encourage learning and personal knowledge enhancement.

#### Measurement of outcomes

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

##### 1. Daily Alignment Meeting

Each day, we have two alignment meetings, one in the morning before office hour starts and the other in the evening, before office hour ends. The purpose of these meetings is to ensure that all related units understand and report their work plan each day and coordinate with other business units.

##### 2. Weekly Internal Review Meetings

It is to ensure that all of us are better coordinated and more committed to execution. The meetings are held among all business units, industry verticals, and knowledge teams. Each unit has its own weekly schedule to conduct this internal review.

##### 3. Ethics Committee

A committee of selected people is chosen to represent all business units and conduct a monthly meeting to discuss and evaluate the implementation of MarkPlus Core Values and also MarkPlus Characters.

##### 4. Monthly Operational Report Meeting

A monthly meeting among the top-management level to discuss all operational and business aspects. This meeting also acts as an evaluation for all actions taken during the month.

## Labor

#### Assessment, policy, and goals

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

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 labor;

Principle 5: The effective abolition of child labor; and

Principle 6: The elimination of discrimination in respect of employment and occupation

## Implementation

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

## Freedom of Association

Through WAG, Zoom, and Microsoft Teams, MarkPlus, Inc. facilitates communication programs to allow dialog with employees to understand their aspirations and share work-related ideas, including during the pandemic covid-19 era. Employees can post news or articles from outside sources as well as their own work and receive feedback in the form of comments. Through this blog system, every employee has the opportunity to express their opinions.

## Political Activities

MarkPlus Inc. is not affiliated with any political party. An employee joining a political party is considered a personal affair. Therefore, employees should not use the company's time and resources in conducting any political activities.

## Collective Agreement

Every employee is recommended to discuss any work-related matters with his or her supervisor to find the best solution. In addition, every MarkPlus, Inc. employee has the right to collective bargaining, which aims to reach a collective agreement that is usually set out for employees' pay, working hours, training, health and safety, and rights to participate in workplace or company affairs.

During the first three months of implementing the government policy's large-scale social restriction, the company had experienced a big cash-flow deficit. To minimize the effect of this deficit, the company's top management members voluntarily decided to take a big pay cut to allow the staff to receive full salary pay. This decision was published company-wide. Along the way, knowing the size of the cash-flow deficit, several middle management team also proposed to take a pay cut.

Through various discussions, the number of staff who also proposed to take a pay cut grew bigger. This phenomenon helped the company decide to take a pay cut for most of its staff, excluding the office boys and girls or blue-collar workers, for a certain month in 2020 and return to receive a full salary in the last two months of 2020. As a result, the company could achieve a break-even at the end of 2020, based on agreement and full support of all staff through various interactive communication tools.

## Employment Policy

With the re-evaluated employment policy, MarkPlus, Inc., again, reminds all employees of the official working hours, including during the pandemic covid-19. The Employment policy stated the standard working hours, which supports eliminating all forms of forced and compulsory labor. However, in the pandemic covid-19 era, there is a special employment policy for staff work from home. The staff must be at home during working hours, must respond to the call or chat message within 30 minutes. The failure to comply with the special employment policy was considered a violation of the company's employment policy and will be penalized if repeated.

### Minimum Working Age

All of the employees of MarkPlus Inc. are of working age (18 years or older). Therefore, MarkPlus, Inc.'s policy strictly does not allow hiring any child labor at any cost and condition.

### Distinctive MarkPlus Culture

At MarkPlus, Inc, our culture is defined by our core passions: the Passion for Knowledge, Passion for Business, Passion for Service, and Passion for People. Satisfied and smart associates are key to our success. We work in teams where we are singularly competent but also collectively dependent. Our current goal is to create a workplace of diversity that attracts the most talented associates and enables them to develop their fullest potential. We believe that a successful company embodies a diverse yet inclusive culture, respecting and leveraging the differences we bring to the workplace.

### Working Environment

The policy is in place and implemented across business units. MarkPlus, Inc. provides a working environment free from harassment and discrimination and hires employees from diverse backgrounds, including race, ethnicity, color, religion, national origin, disability, marital status, age, sexual orientation, or gender.

### Promotions

Promotions are given at the end of the year and announced during the MarkPlus Annual Gathering are all fully based on individual performance and potentials, evaluated by the immediate superior, and approved by the Head of Division and Head of Human Resources.

### Reporting

A government regulation (Regional Regulation - Perda No. 6 the Year 2004) about the reporting obligation regarding the employee/labor welfare facility is in place at the company.

### MarkPlus Updates

Our company has created a special WAG that includes all of our employees. This special WAG contains various information, starting from a CEO message, general information (grooming guides, company events, company information, etc.). Besides company information, we also announce the information about our employees (baby birth, wedding, and condolences news).

### Measurement of outcomes

Below is the description of how our company monitors and evaluates our performance, including staff.

#### 1. Weekly Internal Review Meetings

It is to ensure that all of us are better coordinated and more committed to execution.

#### 2. Ethics Committee



A committee of selected people is chosen to represent all business units and regularly conduct a monthly meeting to discuss and evaluate the implementation of MarkPlus Core Values and also MarkPlus Characters.

### 3. Monthly Operational Report Meeting

Every month, the members of the top-management team meet to discuss all operational and business aspects. This meeting also acts as an evaluation for all the actions taken during the month.

## 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.

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

### Policy, Goals, and Assessment

## 5S

1. Seiri: Sort, Clearing, Classify
2. Seiton: Straighten, Simplify, and Set in order, Configure
3. Seiso: Sweep, shine, Scrub, Clean, and Check
4. Seiketsu: Standardize, stabilize, Conformity
5. Shitsuke: Sustain, self-discipline, custom, and practice

### Implementation

Below is the description of concrete actions to implement environmental policies, address environmental risks, and respond to environmental incidents.

### Energy Preservation

To preserve energy, MarkPlus has placed a policy regarding air conditions and lights. Air conditioning and lights are not to be turned on before 8:00 AM. Furthermore, air conditions that are on are limited to be set to 22°C, not lower. This policy has been in force since early 2009. In addition, all air conditioning units and lights are turned off during lunch hours from 12:00 PM-1:00 PM.

### MarkPlus Goes Paperless

In the spirit of living up to our continuous support for the global impact, we encourage all of the employees to contribute to environmental sustainability. We have brought in place a movement called "MarkPlus Goes Paperless," which has already been implemented for over

seven years. It is where we can start to make a difference, no matter how small, by using less paper in the office. We provide a few simple tips that can we do to contribute:

1. Use a smaller font size while printing
2. Recheck before printing
3. Print one sample at a time
4. Start copying on both sides of the paper
5. Communicate using technology
6. Make the most of the blank space

### Stay safe and stay healthy workplace

During the pandemic covid-19 era, the company wants to assure all of its employees, visitors, and guests a safe and healthy working environment. Therefore, every week, the company will disinfect its offices. In addition, it also rearranges seating for employees, visitors, and guests to follow social distancing. It also limits the number of persons who can be in the offices based on the guidelines from the government for working at the office during the pandemic covid-19 era. In addition, all employees, visitors, and guests must wear masks at the company's premises.

### Measurement of outcomes

Below is the description of how the company monitors and evaluates environmental performance.

### Monthly 5S (Seiri, Seiton, Seiso, Seiketsu, Shitsuke) Meeting

Every month the 5S Committee organizes a meeting to evaluate and discuss the working environment, including disciplinary action for individuals or business units that fail to live up to the 5S policy.

## **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 anti-corruption.

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

### Implementation

Below is the description of concrete actions to implement anti-corruption policies, address anti-corruption risks and respond to incidents.

### Policy, Goals and Assessment,

### Policy and Goals



### Promoting Good Corporate Governance

The company supports select government institutions, universities, and the business community in general by organizing a seminar related to the implementation of Business Conducts and Practices.

### Gifts

MarkPlus, Inc. employees have consistently abided by the rules of conduct, in which they are provided with guidelines in dealing with "gifts." In MarkPlus, Inc., it is never appropriate to offer or receive bribes, kickbacks, or gratuities, subjecting the employee to criminal or civil penalties.

Employees should politely decline all gratuities and immediately notify the Chief Asset Officer and/or Corporate Secretary about any bribe or kickback offered to them. They are recommended to seek guidance from the Legal Department whenever they are unsure if payment or gift is a bribe, kickback, or gratuity. This statement is also included in the MarkPlus Code of Conduct.

### Work from home commitment

During the pandemic covid-19 era, where staff can work from home, the company has anticipated risks of implementing the special employment policy. Staff who think that no one is monitoring their activities during work from home tends to abuse it. He or she may not start and end his or her work according to the official working hours. To minimize potential violations, staff working from home must commit to responding to the call or Whatsapp message within 30 minutes during working hours.

### Access to Regulations and Policies

The HRIS system, which all employees are able to access, contains all the guidelines related to compliance with laws, regulations, and company's policies; fair dealing; conflicts of interest; outside engagements, insider trading, gifts & entertainment; integrity of financial records, crisis management, the establishment of authorities, group asset and confidential information protection.

### Measurement of outcomes

Below is the description of how the company monitors and evaluates anti-corruption performance.

#### 1. Ethics Committee

A committee of selected people is chosen to represent all business units and conducts a monthly meeting to discuss and evaluate the implementation of MarkPlus Core Values and MarkPlus Characters.

#### 2. Whistle Blower Systems

The company creates whistleblower systems where staff can report other staff, including staff with a higher position, who violate anti-corruption principles.

