



সোশ্যাল মার্কেটিং কোম্পানী SOCIAL MARKETING COMPANY

October 26, 2017

H.E. António Guterres
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary General,

I am pleased to confirm that Social Marketing Company supports the ten principles of the UN Global Compact with respect to human rights, labor, environment and anti-corruption. With this commitment, we express our intent to support the Global Compact advancing these principles, and will make a clear statement of this commitment to our stakeholders and the general public.

We also pledge to participate in and engage with the UN Global Compact in the following way(s):

- To participate in Global Compact events
- Joint and/or special initiative and work stream to support for suggested engagement options according to our organization type.

We recognize that a key requirement for participation in the Global Compact is the submission of a Communication on Engagement (COE) that describes our organization's efforts to support the implementation of the ten principles and to engage with the Global Compact. We support public accountability and transparency, and therefore commit to report on progress within two years of joining the Global Compact and every two years thereafter according to the Global Compact COE policy.

Sincerely yours,

Md. Ali Reza Khan
Managing Director and CEO