

Communication on Progress 2021 (COP)

Opening words from the management on the UN Global Compact Progress Report

In our sixth year of membership, UNICEPTA has continued to focus extensively on the ten principles of the United Nations Global Compact and promote them both inside and outside the company. Our annual report addresses the progress made and the measures taken.

In 2021, the Covid-19 pandemic has affected businesses worldwide, and has also presented us with major challenges. Protecting the health of our employees while maintaining business operations was our top priority, which we ensured through far-reaching measures:

- Remote work across all departments since April 2020
- Comprehensive hygiene concept for our offices
- Open communication of official recommendations (RKI, federal government) and the decisions of our task force
- In-house vaccination offer
- Raising awareness among our employees

At the same time, we continued improving the implementation of the Global Compact's ten principles:

- Introduction of time recording and flexible working hours
- Establishment of a diversity officer
- Expansion of our bilingual communication to integrate non-German-speaking employees
- Introduction of a whistleblower system
- Implementation of monitoring measures of our service providers and suppliers in line with the Global Compact principles

UNICEPTA's new Management Board supports the Global Compact with full conviction. Its principles are the basis of our Code of Conduct, which is implemented throughout the company. The United Nations Global Compact thus forms an integral part of our corporate philosophy.

We would like to thank our employees, who bring the global principles to life and help to make UNICEPTA a better company.

We are proud to be a part of the Global Compact family.



Jochen Freese
CEO UNICEPTA Group

This report is available online under:

www.unicepta.com

www.unglobalcompact.org

UNICEPTA

UNICEPTA is a global leading service provider of visionary, AI-powered Media and Marketing Intelligence Solutions, delivered with a human factor of analytics, insights, and advisory services. Global companies with the most dynamic and complex intelligence requirements value UNICEPTA's personal commitment to unlock Smart Insights that drive faster, better decisions for Strong Performance.

Our media and audience tracking provides companies and organizations with the insights they need for more personalized and engaging customer and company interactions. Connecting media, digital & social, marketing and business analytics, our integrated digital platforms compile real-time information flows into reports, live dashboards and immersive corporate and brand newsrooms, supported by Analytics & Insights advisors to help their teams spot issues and opportunities immediately.

Our Services and Solutions include:

Media and Marketing Intelligence

fully integrated data and information capture and analysis from over 460 million sources across the full range of public media, digital and social platforms, around the world, 24/7/365

Analytics & Insights

with professional strategic advisors deploying artificial-intelligence-based analysis to convert data intelligence into deeper insights to help drive faster, consistently successful decisions across senior management

Intelligence Platforms and Newsrooms

for effective digital and physical compilation and presentation of real-time intelligence, from mobile apps and executive level briefings to full command centers

Our more than 450 employees across offices in Berlin, Cologne, Krakow, London, Shanghai, Washington and Zurich support world-renowned companies and organizations across a multitude of sectors.

Whilst we are convinced of the importance of technology and data, we are aware that our employees are the ones who make the difference: smart, strong, personal and proactive. We love teamwork, punctuality and perfection, impressing our clients with our innovation and creative thinking.

Outline of the development of measures to implement the 10 principles of Global Compact

1. Human Rights

UN Global Compact Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence.

UN Global Compact Principle 2

Businesses should make sure that they are not complicit in human rights abuses.

UNICEPTA upholds the principles of the Global Compact both within and outside the company. The principles form the basis of our code of conduct, which all our employees are bound to. Our suppliers are informed about the Global Compact via the “Supplier Relationship Details” document, and we ask them to also follow it. UNICEPTA excludes cooperation with companies that contradict the principles.

Through regular service provider assessments and controls, we reinforce our claim to also pass on the principles of the Global Compact to our partners.

During the period under review, UNICEPTA did not identify any human rights violations by suppliers or partners.

UNICEPTA plays an active role in society through its donations and partnerships. As one of our annual projects we donate money to a charitable cause instead of making Christmas gifts. In 2021, we donated EUR 3,000 to a German-based mentoring program that supports elementary school children in out-of-school settings.

In addition, UNICEPTA supported the project “Hey, Alter!”, an initiative that collects old computers from companies, institutions and private households and distributes them to students who have not been able to participate in e-learning or homeschooling, or only to a limited extent. This helps children and young people to have more equal opportunities.

IT equipment was also donated to the Small Changes association, which supports Peace Matunda, a school and orphanage project in northern Tanzania. “We want to contribute to the global sustainability agenda,” Small Changes writes in its mission statement. The UNICEPTA Management Board commented: “We are happy to join this initiative. Small Changes is a great project and maybe we can help a little.”

We explicitly support our employees in any social engagement.

2. Work Norms

UN Global Compact Principle 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

UN Global Compact Principle 4

Companies should commit to the elimination of all forms of forced and compulsory labor.

UN Global Compact Principle 5

Companies should commit to effective abolition of child labor.

UN Global Compact Principle 6

Companies should commit to elimination of discrimination in respect of employment and occupation.

UNICEPTA's corporate culture is aimed at facing all the challenges presented to us as a team and thus achieving high-quality performance. We commit to achieving a balance between our focus on performance and on social responsibility. In addition, we place great value on equal opportunity. Being an attractive employer and having high levels of employee satisfaction belong to our core values, and these are things we are continually looking to improve upon.

We respect the basic right of our employees to codetermination. Within this context, the Management Board and the Works Council worked together closely and trustingly, and have strengthened their collaboration in 2021. They have decided on agreements and concepts on important topics that have immediate impact on the working conditions of the employees.

This includes the introduction of time recording for everyone and flexible working hours for large parts of the workforce, which provides more flexibility and also improves the work-life balance and reduces overtime. In addition, the Management Board has started activities to develop a concept for more

transparency regarding salary structures, which should be agreed jointly with the Works Council in 2022.

Furthermore, key points for the introduction of a concept for working remotely, which will also be valid after the COVID-19 pandemic, were developed and agreed with the Works Council. In response to the COVID-19 pandemic, UNICEPTA had created remote working opportunities for almost all employees in April 2020. A comprehensive hygiene concept was developed for the few employees who continued to work from one of the offices, as well as for occasional in-person meetings. The positive experiences with our expanded remote working arrangements have led to the decision to develop a new remote working plan. The goal is to have more employees work remotely even after the pandemic. Therefore, the Management Board and the Works Council have decided to negotiate a company agreement.

With regard to the important topics of diversity and anti-discrimination, the Management Board, works council and interested employees had compiled joint positions and measures. As a result, the position of Diversity Officer was created to act as a point of contact for all employees, to develop policies and guidelines and to make proposals to the Management Board. Within this context, a concept for gender-neutral language has already been developed and will be introduced in 2022.

Due to our day-to-day business as well as our global orientation, we are especially dependent on native speakers of different languages. These economic reasons are in line with our ethical principles: 40 different nationalities enrich our corporate culture. 16 percent of our employees have a foreign nationality. The proportion of employees of foreign origin or with a migration background is probably much higher, but we do not record this data.

In order to support people with disabilities, we have cooperated with a local sheltered workshop since January 2018. UNICEPTA currently employs eleven people with a severe disability or people of similar status (Gleichstellung mit schwerbehinderten Menschen).

UNICEPTA strives to improve the equality of opportunity, as well as to increase the number of women in management positions. We understand that it is our social duty to respect the compatibility of work and family and we enable all our employees to take parental leave, be they male or female. In 2021, 32 women and 11 men took parental leave.

UNICEPTA responds to the individual needs of its employees and offers various part-time models. The share of part-time employees is currently 43.8 percent. UNICEPTA also continues to promote the expansion of part-time work and flexible working time models for managers. These measures are also intended to make management positions more attractive for women.

UNICEPTA employees	30.09.2014	30.09.2021
Share of women in %	50	52
Share of men in %	50	48
Share of women in leadership positions in %	26,4	42
Share of men in leadership positions in %	73,6	58

3. Sustainability

UN Global Compact Principle 7

Businesses should support a precautionary approach to environmental challenges.

UN Global Compact Principle 8

Companies should undertake initiatives to promote greater environmental responsibility.

UN Global Compact Principle 9

Companies should encourage the development and diffusion of environmentally friendly technologies.

Due to the coronavirus pandemic, UNICEPTA has made a full transition to digital meetings.

UNICEPTA intends to continue this strategy and avoid travel whenever possible even after the pandemic. Since many of our customers and service providers also have the technical capabilities and are more open to digital meetings, we are optimistic that we will be able to achieve this goal.

In the period under review, UNICEPTA launched a campaign to promote the use of company bikes. In a series of articles, colleagues report on their company bikes and motivate others to switch to the bike as well. UNICEPTA facilitates favorable leasing offers and takes care of the insurance.

4. Anti-corruption

UN Global Compact Principle 10

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

In line with our corporate philosophy, our employees are called upon to take timely action to counter corruption, bribery, and extortion as well as their development. We also demand this from our business partners.

In October 2021, we established an anonymous whistleblower system. This is an external, confidential communication channel through which employees, business partners and customers can report violations of law and regulations confidentially and anonymously. In general, a whistleblower system is designed to help uncover and prevent corruption, criminal offenses and other breaches of regulations. We hope this will enable us to respond to possible irregularities at an early stage.

We are not aware of any cases of corruption for the period under review.