



## Our Sustainability Policy

Sustainability and responsible action are guiding principles that are central to our mission at Adserve. We are certain that moral principles and economic success belong together. Our Sustainability Strategy guides us in achieving our ambitions in six key areas:

### **Leadership & Governance**

As a software company, we commit to the highest level of information security and data protection – entirely in the interests of our customers and partners. We firmly believe that our employees are the key to our success as a sustainable company.

### **Our Employees**

We are committed to fostering our corporate culture grounded in respect, transparency, and inclusion. We continue to focus on attracting and retaining the best talent for Adserve nurtured through employee engagement and an inclusive and equitable working environment - where all employees can thrive and unleash their full potential.

### **Customers & Technology**

We are committed to being a reliable partner for our customers in providing high-quality and individually adjustable software solutions. Our services support digital transformation. Digital transformation can help to mitigate or even reverse the consequences of climate change. We want to play an active part in this with our solutions, enabling and helping our customers to operate sustainably.

### **Value for Society**

We aspire to effectively assist people in building expertise in the area of modern technologies. We offer new learning opportunities and meaningful development prospects for students and young professionals, with a commitment to hire, train, mentor and promote those beginning their career in technology and software development.

### **Impact on Environment**

We are working to keep our environmental footprint as small as possible. To reduce the impact of our business activities on the planet, we strive to operate 'virtually' wherever this is possible both in our reduction in unnecessary travel, and to adopt and promote technology that enables business to be transacted with the lowest environmental footprint.

### **We Give Back**

We recognise that we owe it to those less fortunate to enable their lives to be enriched through our success. To that end we have support a policy of 1% Pledge to ensure that we give time, money and resources to good causes.