

Sustainability report

2023



Table of contents

1. Introduction	5	5. Governance	53
a. About the report	8	a. Information security	55
b. This is Voyado	9	b. Governance framework	57
c. Letter from the CEO	11	c. Anti-bribery and corruption	58
d. 2023 Voyado highlights	13	d. Whistleblowing	59
2. Sustainability strategy & focus areas	15	e. Governance key performance indicators	60
a. Embracing the 2030 Agenda	17	6. Voyado product sustainability	61
b. Materiality assessment	17	a. Product launches	65
c. Our focus areas	19	b. Collaborations—inside and out	66
3. The planet	23	7. Other initiatives	67
a. Our carbon footprint	25	a. Voyado education center	69
b. Total CO2 emissions	29	b. Partnership with RISE	71
c. Environmental key performance indicators	32		
d. Environmental initiatives	33		
4. The people	35		
a. Company culture and well-being	37		
b. Diversity, inclusion, equity, and belonging	39		
c. Sustainable recruitment	41		
d. Community engagement	43		
e. Sustainability Awareness Week	47		
f. Customer care	49		
g. Social key performance indicators	51		

Introduction





About the report

In 2023, Voyado continued its commitment to advancing sustainability within the industry. This involved identifying sustainable initiatives within our organization—and supporting our customers on their sustainability journeys. As a tech company deeply rooted in retail, we fully understand the challenges our customers face in balancing environmental responsibility and financial stability. And we wholeheartedly believe that sustainable practices not only benefit the environment but also strengthen our business and society as a whole.

This report is your backstage pass to our sustainability strategy, highlighting the efforts to shrink our environmental footprint and zooming in on our future objectives. But it's not just about reducing carbon emissions; it's about embracing a culture of social responsibility. We're talking about programs that uplift our incredible team, champion diversity and inclusion, and actively contribute to our communities. Additionally, this 2023 report provides an overview of our corporate policies, our meaningful partnerships, and our commitment to environmental, social, and governance (ESG) topics.

At Voyado, we thrive on transparency and accountability, and that means constantly pushing the boundaries of what's possible. Because when it comes to sustainability, there's always room to grow, innovate, and make a real difference.

This is Voyado

Our journey started in Norrköping, Sweden, in 2005, with a clear vision: creating a company culture that stood out. Back then, this ethos held more weight than any business concept. Today, Voyado stands tall as a leading SaaS company with over 300 employees. Together we help retail brands create hyper-relevant shopping experiences and increase customer loyalty through our AI-powered customer experience platform.

At the heart of our offerings lies Engage, a multichannel marketing platform that provides invaluable insights and campaign tools to automate personalized communication. In 2021, our journey took a transformative turn with the acquisition of Apptus, integrating their solution into Elevate—a product discovery engine for e-commerce expansion. Together, these elements orchestrate seamless customer journeys, at every touchpoint, every time.

Voyado has more than 300 customers spanning across 100 markets worldwide. With offices in London, Amsterdam, and throughout Sweden, we're not just growing—we're thriving. Our secret? It's simple: we're all about making growth easy and fun for our customers. Powered by the latest tech and driven by a passion for innovation, Voyado is a trusted partner in the ever-evolving world of retail.

→ **Employees** **302**

→ **Customers** **351**

→ **Revenue** **599 M SEK**

→ **YOY growth** **28%**

Letter from the CEO

As we navigate an uncertain world, I take immense pride in reflecting on our company's resilience and strength over the past year. Despite significant challenges during 2023, we still performed strongly.

One standout achievement was the acquisition of Redeal, a move that has expanded our capabilities and strengthened our market position. This strategic decision reflects our commitment to growth and innovation within the retail industry.

Over the past year, we've taken significant steps to integrate sustainability into our core operations. Recognizing the power and potential of our platform to drive positive change, we've introduced new features and functionalities designed to empower our customers to make more sustainable choices. Our focus extends beyond developing broader and more customizable features that deliver value within sustainability; we also aim to empower our customers to drive sustainable practices within their businesses while maximizing the value of our product offerings. This is an area where we will continue to develop and support our customers even more.

Our dedication to sustainability transcends our operational efforts. Within our company culture, we place a strong emphasis on well-being, and I am thrilled by the high level of ambition within our team to foster this culture. Throughout the year, we have organized initiatives centered around holistic wellness, women empowerment, and sustainability awareness—inspiring and educating all of us.

Lastly, I'd also like to highlight our Voyado Education Center in Kenya—a cause close to our hearts that we're all very proud to support. In 2023, we made a deliberate choice: to donate our entire Christmas gift to fund scholarships for the girls entering high school. By doing so, we make it possible for them to continue their studies, access quality education, and gain the independence to shape their own lives and futures.

As we look ahead, I want to emphasize one of our core values: 'We're in it together.' Sustainability is a shared responsibility and collective commitment that binds us, and we're fully committed to continuing our efforts across all aspects of sustainability and ESG (environmental, social, and governance). Together, we are driving positive change and building a more sustainable future for generations to come.

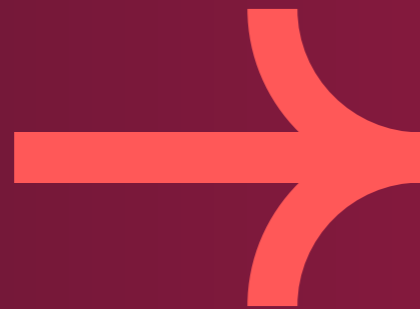
I am incredibly proud of the people and the winning mentality at Voyado. The positive energy and enthusiasm within our company make our workplace a truly remarkable environment. I am excited to see what we will achieve together in the years to come.



Per Åkerberg
CEO, Voyado



2023 Voyado highlights



Acquired Redeal, a digital solution in referral marketing.

Signed 70+ new brands from all over Europe.

Net retention rate is at 117% and growing.

Nominated by Breakit as "Scaleup Company of the Year".

We reached 98.2% in customer satisfaction score thanks to our support team.

Hired 50+ new colleagues.

Released Retail Radar—a scalable consumer insights report.

Awarded 72 scholarships to High School girls in Kenya.

Conducted the first companywide Sustainability Awareness week.

Sustainability strategy & focus areas



Embracing the 2030 Agenda

Voyado’s commitment to sustainability is rooted in the 2030 Agenda for Sustainable Development, a comprehensive framework established by the United Nations in 2015. This agenda outlines 17 sustainable development goals (SDGs) to address global challenges and promote a more sustainable future for all.

At Voyado, we align our sustainability initiatives with these goals, focusing on areas where we can make the greatest impact, such as promoting gender equality, supporting education, and advocating for responsible consumption and production practices. By embracing the principles of the 2030 Agenda, we strive to contribute to a more sustainable and equitable world.

Materiality assessment

In early 2023, our executive management team (EMT) teamed up with Novax, one of our owners, to conduct a materiality assessment workshop. The goal was to identify, refine, and evaluate a range of environmental, social, and governance (ESG) issues that could affect our business and stakeholders. The outcome of the assessment was to produce a shortlist of key topics that would serve as guiding principles for our sustainability strategy, targets, and reporting moving forward.

As a result, we identified our top three sustainability priorities:

1. Be the most trusted CXP in the EU from a Privacy & Security perspective.
2. Be a preferred workplace in the Nordics within the tech/ SaaS industry.
3. Customizing our products to assist customers in enhancing their environmental sustainability.



Our focus areas

The 2030 Agenda, and our materiality assessments, serve as the compass for Voyado’s sustainability endeavors. We’ve identified six key goals that closely align with our business and initiatives, representing areas where we can make the most impact. These goals remain our primary focus as we move forward.

Goal 3: Good health and well-being

Implement wellness programs for employees to promote physical and mental health, such as providing access to fitness facilities, and mental health resources, and promoting work-life balance.

Create a workplace environment that prioritizes the health and well-being of our employees.

Advocate for equal opportunities, rights, and responsibilities regardless of gender, transgender identity or expression, ethnicity, religion or belief, disability, sexual orientation, or age.

Goal 4: Quality education

Offer training programs and continuous learning opportunities for employees to enhance their skills and knowledge. This could include technical training related to specific roles as well as personal development courses.

Implement internal education initiatives such as lunch-and-learns, workshops, or seminars on topics related to education, learning, and personal development. This could include sessions on diversity and inclusion, leadership development, sustainability, etc.

Support education centers in Kenya, providing assistance for literacy programs targeted at women and ensuring that girls receive support to continue their studies through High School.



Goal 5: Gender equality

Provide training and development programs focused on empowering women employees and advancing their careers within the company

Collaborate with organizations that promote gender equality and women’s empowerment to enhance diversity in the tech industry.

Offer mentorship and networking opportunities designed exclusively for female employees to help them thrive and succeed in their professional endeavors.

Promote gender equality in the workplace by implementing policies and practices that ensure equal opportunities for men and women in recruitment, promotion, and pay.

Goal 8: Decent work and economic growth

Uphold fair labor practices by providing equal opportunities for all employees, ensuring fair wages, and promoting a safe and healthy work environment.

Invest in employee training and development programs to enhance skills, improve job satisfaction, and promote career advancement opportunities.

Goal 10: Reduced inequalities

Nourish a diverse and inclusive workplace culture that values and respects the contributions of all employees, regardless of gender, race, ethnicity, or background.

Offer diversity and inclusion training programs to employees at all levels of the organization. These programs can help raise awareness of unconscious biases, promote understanding and respect for different perspectives, and equip employees with the skills to foster an inclusive work environment.

Connect with local communities through partnership, mentorship programs, or corporate social responsibility efforts to support initiatives that promote equality.

Goal 12: Responsible consumption and production

Collaborate with our customers to promote sustainable consumption, production, and communication practices. This includes supporting them in utilizing our existing functionalities to implement nudging and sustainability initiatives effectively.



The planet

In today's fast-paced tech world, where digital tools are woven into our daily routines, environmental awareness is more critical than ever. As a SaaS (Software as a Service) company, we understand our role in shaping both technology and sustainability.

We are aware of our responsibility to minimize our ecological footprint and support the planet. Leveraging cloud-based services and resource-efficient technology, we strive to optimize energy consumption, reduce carbon dioxide emissions, and promote circular economy principles.



Our carbon footprint

Understanding our company's climate impact is the first step toward building a more sustainable future. Since 2021, we've been tracking our carbon footprint using a climate calculation tool. This tool follows GHG (greenhouse gas) Protocol guidelines, a widely accepted standard for measuring carbon emissions.

Emissions under the GHG Protocol refer to the various sources of greenhouse gas emissions that an organization generates, categorized into three scopes. These emissions encompass a wide range of activities, including energy consumption, transportation, waste generation, and more. By assessing and quantifying emissions across all three scopes, organizations can gain a comprehensive understanding of their environmental impact and develop strategies to reduce emissions and mitigate climate change.

What do the emission scopes mean?



Scope 1

Direct emissions from sources operated directly by us.



Scope 2

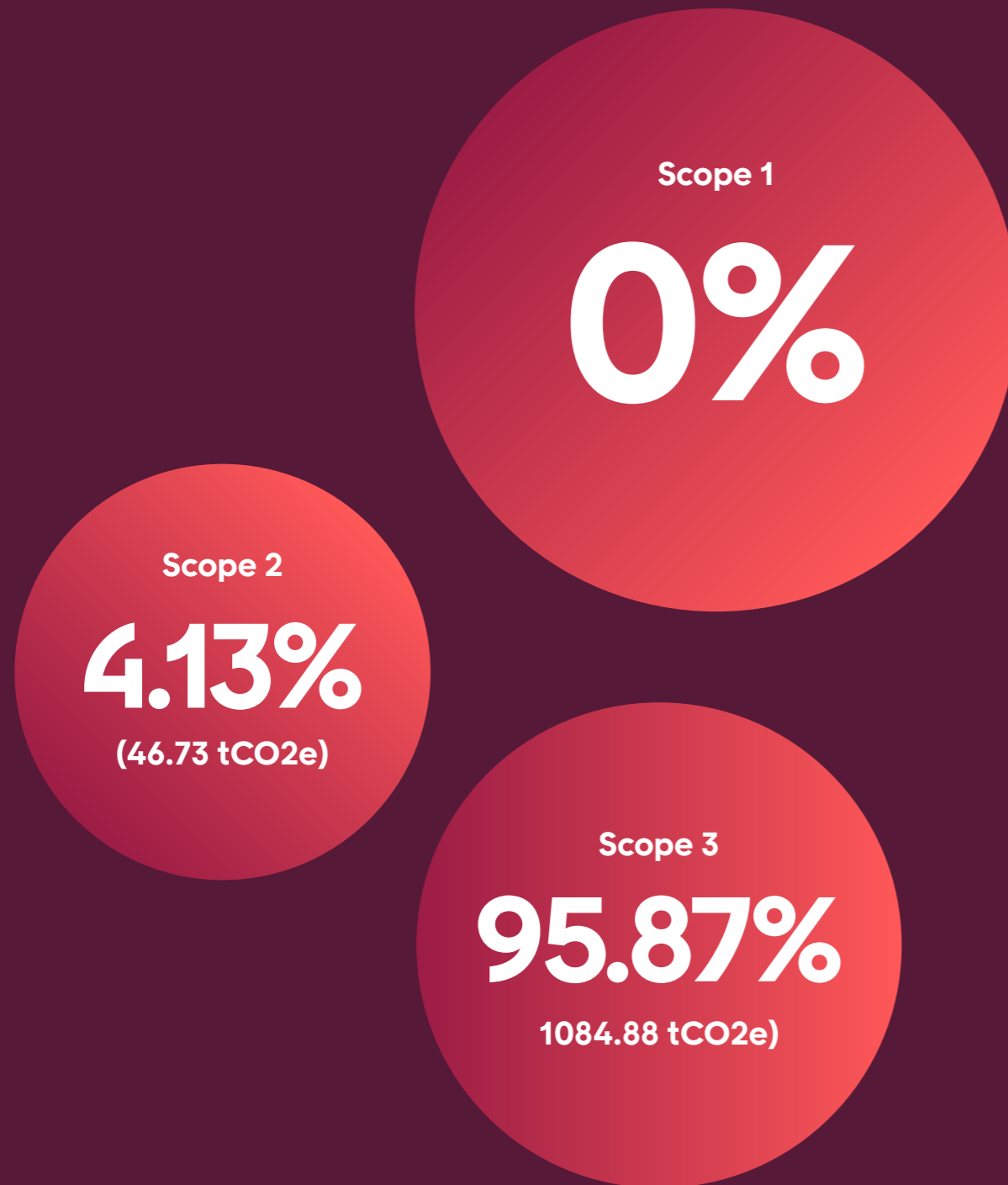
Indirect emissions from purchased electricity, heat, or cooling.



Scope 3

Indirect emissions from our value chain such as business trips, purchasing goods and services, waste, food, etc.

Equipped with an extensive dataset on our environmental footprint, we gain profound insights into our emissions. This enables us to assess and implement targeted actions to minimize our impact where it matters most, ensuring that our efforts are focused on areas where they can make the greatest difference.



Total CO2 emissions

In 2023, Voyado's total emissions amounted to approximately 1131.61 tCO₂e, with an average of 3.94 tCO₂e per full-time employee. This reflects a slight increase compared to the previous year's emissions of 3.90 tCO₂e per full-time employee. The primary contributor to this increase was the travel emissions, particularly due to the company gathering at our new office in Amsterdam. While this resulted in more flights than in previous years, the trip was carefully planned and provided significant value to the company in various aspects.

When calculating Voyado's total emissions for 2023, our methodology primarily relies on specific quantities of goods or services purchased or consumed. We employ a spend-based method, where the financial value of each purchase is multiplied by an emission factor to derive the corresponding emissions. In instances where data is unavailable, we make informed assumptions, often based on averages sourced from national statistics or GoClimat's client database.





Environmental key performance indicators

Emission Source

Business Travel (41.9%)	Total	473,712
Accommodation		41,107
Public Transport		2,833
Business Travel Car		3,445
Business Travel Airplane		413,355
Business Travel Train		6,449
Other travel		3,078
Electronics (13.0%)	Total	146,667
Computers		72,149
Phones		36,265
Other Electronics		38,253
Software usage (12.1%)	Total	138,002
Software		138,002
Emission Data Center (1.4%)	Total	16,032
Cloud Servers		16,032
Office Space (4.9%)	Total	55,594
Electricity		7,923
Heating		42,175
Food & Drinks (6.3%)	Total	71,358
Restaurant		34,455
Other Food & Drinks		36,903
Vehicles (4.3%)	Total	49,123
Car leasing		49,123
Other Purchases (16.0%)	Total	181,121
Advertising		33,432
Furniture		43,671
Printed Materials		847
Building materials		3,756
Apparel and textiles		16,188
General Purchases		83,227
Total (100%)		1,131,609
Per employee		3,938

Environmental initiatives

Zero carbon email

We've embraced the Zero Carbon email initiative to cut down on CO2 emissions produced by idle emails stored on servers. This involves automatically deleting emails with set expiration dates once their relevance expires.

As a customer experience platform (CXP) provider, we recognize that open and read rates drop significantly over time. Some messages are intended for immediate consumption, while others, such as financial receipts, require long-term archiving.

Implementing an automatic expiration system for messages would offer significant benefits. Although executing this idea may pose challenges and require collaboration among email chain stakeholders, we believe it's feasible. Voyado supports the "Email Expiration Date" initiative, which seeks to conserve energy, reduce costs, and curb CO2 emissions by eliminating unnecessary emails.

Employee commuting

Voyado encourages sustainable commuting options for employees through various initiatives:

Bike program: Employees can opt for benefit bicycles, paid for through gross salary deductions. Although taxed, this option promotes health, saves money, and reduces environmental impact by choosing biking over other modes of transport.

Electric cars: Since 2022, Voyado has exclusively allowed electric vehicles as company cars. Electric cars emit less carbon dioxide than petrol-powered ones, with even lower emissions when charged with renewable electricity. This decision aligns with our commitment to reducing carbon footprints and promoting more eco-friendly ways of transportation.

The people



Company culture and well-being

We prioritize employee motivation, well-being, the work environment, and health as fundamental aspects of our business operations. Our goal is to ensure that every individual has equal opportunities to grow and succeed. To achieve this goal, we are committed to shaping a workplace culture that values respect, embraces diversity, and promotes inclusivity, where all team members feel valued, supported, and empowered to reach their full potential.

On top of cultivating a positive work environment, we offer a generous wellness allowance and work hard to ensure that Voyado is a place where everyone feels appreciated and supported. We strongly believe that investing in our work environment not only increases employee motivation but also reduces the rate of sick leave.

In 2023, we launched exciting new initiatives like the Culture Club and Holistic Wellness Weeks to boost well-being and nurture our company culture. These programs encourage teamwork, self-care, and holistic wellness, promoting a positive and supportive environment year-round. The Culture Club enhances our values through peer recognition and discussions, while Holistic Wellness Weeks emphasizes mental health alongside physical well-being. Through these efforts, we prioritize a healthy work-life balance and open dialogue to support our employees' holistic well-being.

To facilitate employee development, we regularly do check-ins to gauge motivation and stress levels, along with development talks and 360-degree evaluations for each employee. In 2023, we improved our approach by implementing structured development planning and hosting culture and feedback workshops. We're also focused on establishing a comprehensive company-wide learning and development strategy. One example of this is the launch of our Job Shadowing program which stems from our belief that learning takes place when we interact.



Diversity, inclusion, equity, and belonging

At Voyado, diversity, inclusion, equity, and belonging (DIE&B) are deeply embedded in the core values. We fully embrace and prioritize these principles, understanding that a culture of diversity and inclusivity not only nurtures fairness but also offers equal opportunities for growth and development. By nurturing such a culture, we not only combat workplace discrimination but also cultivate empathy, leading to significant social impacts while elevating team dynamics and effectiveness.



We believe our managers play a pivotal role in shaping a culture where everyone feels a sense of belonging. In 2023, we intensified our dedication to inclusivity by training managers extensively on key diversity and inclusion concepts. This included discussing their workplace significance, exploring nuances, and reviewing research findings. We also provided similar education to employees, emphasizing allyship and inclusive behaviors in workshops. These efforts enriched our organization's understanding of promoting inclusivity at all levels.

In 2023, we introduced our Diversity and Inclusion newsletter, distributed quarterly throughout the year. The purpose of this newsletter has been to further promote inclusion and belonging and to showcase ongoing initiatives. In the newsletter, we feature articles about activities from the past quarter, conduct employee interviews, and provide updates on upcoming events.

At Voyado, we're dedicated to fostering a workplace where equality, diversity, and inclusion thrive. We believe every voice should be heard, respected, and valued. Discrimination and bias have no place here. We want to create an environment where all employees feel accepted and appreciated for who they are.

Sustainable recruitment

At Voyado, we're committed to a structured and equitable recruitment process that places sustainability at the forefront. We use a competency-based approach, starting with establishing a clear requirement profile aligned with the role's specific needs. This is followed by competency-based interviews, ensuring candidates are assessed on relevant skills and qualifications. By focusing on competencies, we strive to treat all candidates fairly and minimize biases in our hiring decisions.

Previously, we introduced a personality test based on the Big Five Theory, and a General Mental Ability test to ensure objectivity and assess candidates on relevant criteria. These research-based tests provide insights and, to some extent, can predict work performance.

In 2023, we formulated a comprehensive strategy to ensure diversity and inclusion in recruitment. We set clear objectives and KPIs to track progress, created an inclusive hiring course for managers, and implemented processes to ensure the use of inclusive language in our job advertisements. We also focused on engaging women and non-binary individuals through targeted promotions.

Additionally, we launched three separate courses for all stakeholders engaged in the recruitment process. These sessions cover Voyado's standardized recruitment process, ensuring consistent treatment

of all candidates, regardless of the hiring manager. They also encompass competency-based interview techniques and unbiased recruitment practices, including an in-depth exploration of the personality and general mental ability tests that play a vital role in our evaluation process.

To further promote equality and sustainability in recruitment and to improve the number of women and non-binary individuals in tech, Voyado partners with Tjejer Kodar and Womengineer. These collaborations offer valuable insights for creating inclusive job ads that attract diverse talent.



Community engagement

We are dedicated to making a positive difference in the communities where we operate. In 2023, we forged partnerships with organizations that reflect the values of both Voyado and our employees.

Here are some of the collaborative initiatives we were involved in:





Introduce a Girl to Engineering Day (IGE-day) is an initiative of Womengineer, an organization dedicated to promoting a gender-neutral engineering industry. IGE-day supports girls and non-binary individuals aged 13-19 in cultivating an early interest in technology. Voyado proudly participated in this annual event, welcoming nearly 2000 tech-curious youth to our Stockholm office on March 31st, 2023. By offering firsthand experiences and insights, we aim to inspire and empower the next generation of diverse talent in tech.



Yrkesdörren Yrkesdörren helps foreign-born individuals integrate into the Swedish job market through networking meetings, encouraging knowledge exchange and professional network growth.

In 2023, Voyado continued collaborating with Yrkesdörren, giving employees chances to support foreign-born individuals seeking employment opportunities in Sweden. As part of our sustainability commitment, Yrkesdörren spoke at our sustainability week—alongside a Voyado team member who had achieved success through the initiative. This led to record engagement.



Tjejer Kodar, with 15,000 members, is one of Sweden's largest networks for women in tech, aiming to bring more women and non-binary people into the developer world. Voyado proudly sponsors Tjejer Kodar, aligning with our inclusive workplace commitment. We also want to encourage girls to be engineers and support young women taking this career path.



Signe is a mentorship program created by women for women. Signe connects up-and-coming female leaders with experienced mentors, to share ideas, offer guidance, and build long-standing, trusted relationships. Since October 2023, Voyado has been part of the Signe women-to-women mentorship program, supported by Novax. Through this program, aspiring female leaders at Voyado gain access to Signe's online platform, assisting them in finding suitable mentors and providing invaluable knowledge, experience, and support.

Sustainability Awareness Week

In 2023, Voyado hosted its first Sustainability Awareness Week, a week-long event diving into environmental, social, and governance (ESG) topics.

The event featured a diverse range of engaging digital Lunch & Learn sessions with internal and external speakers. Employees got to stay updated on the latest developments of sustainability in the Voyado products, gain insights into societal initiatives at work, and hear firsthand information from customers about their sustainability challenges. Participants also explored Voyado's research initiatives and partnerships with sustainability providers, enhancing their understanding of sustainability across various aspects.

External speakers



Nasim Khosravi, Head of Axelerate

Nasim gave us insights into making a positive impact in our community through programs like Yrkesdörren. This program aims to help foreign-born people enter the Swedish labor market through meetings. It's a great way for anyone who wants to help build a more inclusive society to get involved in a meaningful way.



Bendettah Thomas, Manager of the Voyado education center, and Kristina Hagström Ilievska, Founder of From One To Another

From Kenya and the Voyado education center, we met Bendettah —alongside Kristina from From One To Another. They discussed the center's latest updates and the impact of education for women and girls in Kenya, enabling independence and poverty alleviation. Participants explored education-related topics, including scholarships, center operations, and the experiences of women and girls involved.



Sarah Espir, Partner Manager, and Ben Gilbert, Head of Commercial and Partnerships, at Provenance

Sarah and Ben discussed Provenance, a platform offering a solution for e-commerce businesses looking to validate and communicate their sustainability credentials. They explained how brands integrate sustainability into their brand value and showcased their AI-powered tool for personalized sustainability guidance, reducing greenwashing risks.



Ann-Katrin Dolium, Group Sustainability Specialist, and Cecilia Ahlfors, CRM Project Manager at KICKS

KICKS is passionate about sustainability and has set ambitious goals for promoting sustainability across people, planet, and products. In this session, they shared insights into their sustainability strategy and how they incorporate it into their day-to-day activities, including their integration with Voyado's loyalty program.

Customer care

Our customers are at the heart of everything we do. We're dedicated to their success and satisfaction, always striving to deliver exceptional experiences and support. Building lasting relationships with them is key, and we genuinely care about their achievements.

In 2023, we intensified our efforts to empower our customers to get maximum value from our products. Guided by the principles of proactivity, relevancy, and curiosity, we focused on understanding and addressing their evolving needs and challenges.

Listening to our customers is fundamental to our approach. We greatly value their input and feedback as it enables us to continuously improve our products and services. Through various platforms, they can share insights and network, fostering a collaborative environment.

The results of our efforts in 2023 have really paid off. Customer satisfaction has reached new heights, with NPS surveys reflecting a remarkable increase of +75%. Additionally, our close collaboration with customers has resulted in a significant uptick of +46% in product adoption.



Social key performance indicators

Social KPI	2022	2023	Unit
FTE	245	287	#
Gender Diversity Company	29,4	32	% female
Gender Diversity in Management	26,2	30	% female
Gender Diversity New Hires	34	41,5	% female
Sick Leave	2,21	2.61	%
Employee Satisfaction	54	46	eNPS
Employee Satisfaction Response Rate	82	94	%
Customer Satisfaction	20	35	NPS
High School Scholarship Kenya	50	72	#

Age range

Age range where we aim to achieve at least 10% in each range.

Age range	Number	%
< 30	34	12%
30-39	132	46%
40-49	82	29%
50-59	39	14%
> 60	0	0

Employee inclusion survey

Voyado conducted its second inclusion measurement reflecting how employees felt in 2023. The survey results, categorized into belongingness and uniqueness, demonstrate the positive impact of Voyado's workplace environment and culture.

Belongingness —Average 4.4 (out of 5)

Uniqueness —Average 4.5 (out of 5)

Governance

At Voyado, we make sure governance is a top priority. We keep up with upcoming legislative changes to stay compliant in all areas—and our team gets regular training on different work-related topics to remain informed and follow regulations. In 2023, we rolled out a governance framework to enhance our governance practices. Plus, we have policies to handle any conflicts of interest among our board members. Overall, we're serious about governance and committed to ethical business practices.



Information security

We prioritize information security to safeguard our customers' data. Each year, we enhance our organizational information security and data protection measures, adhering to regulatory compliance guidelines, industry standards, and best practices.

This year, we've established an ISO 27001/27002 certifiable information security management system, complete with policies, processes, and technical solutions. We've also aligned our incident response plan with ISO 27035 and improved our supply chain security management. Additionally, we've made strides in secure software development cycle processes, including security testing and vulnerability management. Protecting our data against evolving threats requires constant improvement in information security practices, and Voyado is firmly committed to meeting this challenge.



Governance framework

To ensure good governance and compliance within the Voyado Group, we have implemented a governance framework that has been approved by the board of directors. The governance framework establishes forums for general oversight and compliance work such as the Audit, Risk, and Compliance Committee which has the overall responsibility to oversee current compliance statutes and risks for the companies.

The governance framework sets clear routines for the adoption of, audit of, and maintenance of all governing documents. Document owners are assigned for each governing document to ensure that all our governing documentation is kept up to date and in line with current legislation and standards.

The result of the ongoing governance work is summarized in a yearly compliance report which is presented to the board of directors. The report includes the compliance status for all our governing documents, identified risks, and action plans.

Anti-bribery and corruption

At Voyado, we care about our customer relationships, and corporate hospitality is a key avenue for strengthening these bonds. However, always observing the rules and guidelines for giving and receiving benefits is essential.

We have strict policies in place to prevent bribery and corruption in any form. These unethical practices are not tolerated within our organization. If any employee suspects or encounters prohibited activities involving colleagues, business partners, or customers, they are required to report it immediately to their manager or the legal department.

Alternatively, individuals can utilize our whistleblower system to make anonymous reports.

Whistleblowing

Voyado is committed to transparency and ethical conduct, guided by principles of responsibility, honesty, and transparency. We provide a safe avenue for anyone suspecting misconduct or behavior contrary to our company’s values, policies, or laws to report without fear of retaliation.

Our whistleblowing system enables employees and third parties to report concerns—and appointed whistleblowing officers are responsible for initiating investigations in response to any report. Protecting the anonymity of whistleblowers is vital, providing a secure platform for reporting wrongdoing while safeguarding identities.

This reporting system is accessible to all Voyado employees, who have the option to remain anonymous. External parties, including customers and suppliers, are also encouraged to contact our Whistleblowing Officer anonymously if they have concerns.

Governance Key Performance Indicators

Governance KPI	2022	2023	Unit
Gender Diversity Board of Directors	1/9 (11,1%)	1/9 (11.1%)	f/m
Attendance at Board of Directors meetings	90	90	%
Employees completed GDPR training	N/A	85	%
Employees completed information security training	N/A	57	%
Whistleblowers	0	0	#

Voyado product sustainability



It's been an exciting year as we continue our product development journey within sustainability. We've been exploring our role in the future of retail, especially as it moves towards a circular economy, with a focus on consumer sustainability and transparent supply chains. Through this process, we've realized that our platform has the potential to fill important data gaps and help manage product lifecycles more effectively.

Our main goal from now on is to provide retailers with valuable insights and analytics about how their products perform once they reach consumers. This is a big step towards making the retail sector more sustainable and transparent. At the same time, we want to empower our customers by encouraging them to collect data through gamification and rewards. We hope to create a community-driven approach to sustainability by nurturing a vibrant culture of engagement and participation.



Product launches

Throughout the year, we've launched several features within our product suite—and many of them are perfect for promoting sustainable shopping.

One of the features, Interactions, is a real game-changer for retailers, giving them the ability to gather consumer interactions at various stages of the lifecycle—beyond transactions. Retailers can for example collect and act on data connected to when a customer leaves a product review, repairs an item, buys second-hand treasures, or donates to charity via the retailer. The opportunities are limitless, and we've already formed numerous partnerships with sustainability-focused allies based on this new functionality. Furthermore, we combine all these scenarios with our loyalty features, such as rewarding customers with points, offers, or targeted communication based on collected interactions.

In addition to enabling the collection of this data, we have also developed new features for gamification. Thanks to our new Challenges feature, retailers will have the opportunity to create engagement and incentives to drive campaigns for sustainable behaviors. This allows our customers to effortlessly organize competitions, challenges, and rewards, such as those for submitting items for repair or reselling unused products.

Collaborations—inside and out

Provenance

Throughout the year, we established a partnership with Provenance, a company that provides brands and retailers with a standardized way to display a product's environmental certifications. Today, numerous certifications and labels are available on the market, and we believe in the importance of education and clarity regarding what each label signifies.

Cross-functional team collaboration

We conducted a series of workshops where cross-functional teams collaborated to explore ways to assist our users in communicating with millions of consumers daily. Our objective was to provide clear guidance on sustainability communication regulations and requirements. Additionally, we enhanced our understanding of how to implement user-friendly features to streamline the process of collecting feedback and insights on consumers' sustainability preferences

Other initiatives



Voyado education centre

In close collaboration with the non-profit organization **From One To Another**, Voyado established an education center in Kenya in 2022. The center is situated in the village of Mwena extending its support to neighboring villages, including Pangani, Manda, Mwangulu, Mgombezi, and Maledi.

Mwena and its neighboring villages comprise people from diverse backgrounds, including different tribes, religions, and families, which sometimes leads to challenges. However, the women who gather at the education center have developed effective communication strategies to address conflicts between specific groups. Interacting with women from varied backgrounds enhances tolerance, ultimately creating a more peaceful society through improved communication skills.

The center aims to empower disadvantaged women in Kenya by providing educational opportunities. The center offers literacy, business, and health education to women from six villages, promoting their independence and reducing poverty. Additionally, daughters of the women connected to the center have the opportunity to receive scholarships for High School education. In 2023, Voyado also repurposed the budget designated for employee Christmas gifts to fund scholarships, resulting in a remarkable 72 scholarships being awarded.



Partnership with RISE

Research Institutes of Sweden (RISE) is Sweden's research institute and innovation partner.

Through extensive international collaboration with industry, academia, and the public sector, RISE is pivotal in enhancing business competitiveness and supporting the development of a sustainable society. Voyado's partnership with RISE, established in spring 2023, provides us with the opportunity to contribute to research and innovation for future solutions in the circular economy and sustainability.

RISE is also part of the VIVACE project, which supports manufacturing companies on their sustainability journey by promoting enhanced circularity and eco-efficiency. In the circular economy, data collection during the user phase of the product lifecycle is crucial. Voyado is well-equipped with both the platform and expertise to provide insights during this phase through post-purchase communication, outbound and inbound communication via email and SMS, as well as data on purchases and other consumer interactions.

The logo for RISE (Research Institutes of Sweden) is displayed in a large, bold, black, sans-serif font. The letters 'R' and 'I' are stacked vertically on the left, and 'S' and 'E' are stacked vertically on the right. A period follows the 'I'.

**Do you have questions
or comments?**

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