

## Optimizely - Sustainability Report

*This sustainability report encompasses Optimizely and its subsidiaries.*

Episerver (dba and hereinafter "Optimizely" or "We") belongs to a prominent low-risk industry with regard to its direct impact on people and the environment. Following the ten principles of the UN Global Compact, the company commits to conducting business ethically with respect for our own employees and those of other companies and to minimizing the negative impact on the environment. Based on these principles, Optimizely strives to develop every activity with proper action in areas such as human rights, labor laws, work environment and anti-corruption. Our Code of Conduct outlined below specifies details regarding how we proactively work to achieve this.

The conclusion of the report includes targets and plans to certify that risks are mitigated and that we continue to proactively work to ensure sustainability.

### Optimizely Code of Conduct

#### 1. Overview

Optimizely, Episerver and its companies, including but not limited to Episerver AB, Episerver Inc., Optimizely Inc., Episerver UK Ltd., Episerver GmbH, Episerver Pty Ltd, Insite Software Solutions Inc., Idio Inc. and Zaius Inc. ("Optimizely" or "We") operate in many markets and countries throughout the world, always committed to being a responsible organization that works sustainably, has good ethics and a great community commitment. As a commercial organization Optimizely strives to work efficiently and achieve good economic results which will provide resources for business development and benefits to customers and partners, as well as contribute to a long-term, sustainable development.

Optimizely's business is built on three core values: dependable, collaborative and simple. Coupled with these core values, we are fully committed to sustainability, security and innovative.

In order to ensure a responsible behavior this code of conduct (the "Code") will describe Optimizely's requirements on its customers, partners, and suppliers (as well as their sub-suppliers and partners), which mimic Optimizely's own code of conduct. These requirements are based on Global Compact, the UN's Universal Declaration of Human Rights and International Labour Organization ("ILO") Declaration on Fundamental Principles and Rights at Work, and are the same guiding requirements for Optimizely, its employees and owners. The Code shall be communicated to sub-suppliers and partners, and the compliance is monitored. The Code may require an accompanying self-declaration to be completed and signed in order to show how the Code is complied with.

#### 2. General Obligations to the Code

We, the officers and staff of all companies in the Optimizely group, recognize our obligations to all who have a stake in our success including share owners, customers, partners, staff and suppliers;

Information about our business shall be communicated clearly and accurately in a non-discriminatory manner and in accordance with local regulations;

We expect and require all our business partners, suppliers, and customers to have the same commitment to the Code.



### 3. Legal, Privacy and Tax Compliance

Optimizely shall follow national laws, transnational laws and regulations, as well as pay statutory taxes applicable in the countries where the business is carried out. In all instances, Optimizely respects national laws and any other laws with an international reach, such as the UK Bribery Act, OECD Anti- Bribery Convention, and the US Foreign Corrupt Practices Act, where relevant, and industry codes of conduct. Optimizely committed to acting ethically in all aspects of our business and to maintaining the highest standards of honesty and integrity.

We will treat all information relating to the Optimizely's business, or to its customers, partners and suppliers, as confidential. In particular, user of confidential information for purposes other than those explicitly granted is expressly prohibited and confidential information must not be used for personal gain;

We are committed to protecting customer, partner, supplier and employee data in accordance with national laws and industry codes. We expect our customers, partners and suppliers to act the same, as well as protect the personal data of Optimizely's employees, and use this data for legitimate and authorized business purposes only. Customers, partners and suppliers must be clear on when and how they collect, use or share personal data. As Optimizely does, customers, partners and suppliers should take appropriate security measures to protect the data;

We expect and require all our business partners, including suppliers, to have the same commitment to legal, privacy and tax compliance.

### 4. Business Ethics and Corruption

Actions that involve corruption, breach of trust, fraud, unfair competition, and the like leads to increased costs, will ruin customers, partners and suppliers trust and will ultimately endanger Optimizely's business. Anything that may be connected with corruption in a broad sense shall be avoided and shall not occur. If detected, it should be reported immediately, and actions shall be taken to control the behavior.

We will not knowingly engage in work which contains statements, suggestions or images offensive to general public decency and will give appropriate consideration to the impact of our work on minority segments of the population, whether that minority be by race, religion, national origin, color, sex, sexual orientation, gender identity or expression, age or disability. We will not undertake work which is intended or designed to mislead, including in relation to social, environmental and human rights issues.

We will consider the potential for customers, partners, suppliers or work to damage Optimizely's reputation prior to taking them on. This includes reputational damage from association with customers, partners and suppliers that participate in activities that contribute to the abuse of human rights;

We will not give, offer or accept bribes, whether in cash or otherwise, to or from any third party, including but not restricted to government officials, clients and brokers or their representatives. We will collectively ensure that all staff understand this policy through training, communication and by example;

- We will not offer any items of personal inducement to secure business. This is not intended to prohibit appropriate entertainment or the making of occasional gifts of minor value unless the customer has a policy which restricts this;
- We will not accept for our personal benefit goods or services of more than nominal value



from suppliers, potential suppliers or other third parties;

- We will not have any personal or family conflicts of interest within our businesses or with our suppliers or other third parties with whom we do business;
- No corporate contributions of any kind, including the provision of services or materials for less than the market value, may be made to politicians, political parties or action committees, without the prior written approval of the Optimizely board of directors.

We expect and require all our business partners, including suppliers, to have the same commitment to business ethics, anti-bribery and anti-corruption provisions.

### 5. Discrimination

People that We, our customers, partners and suppliers deal with are to be treated with dignity and respect. We do not harass or discriminate, whether through culture, nationality, race, religion, gender, political preference, disability, association, sexual orientation, gender identity, age or any other feature that is protected under national law.

We select and promote our people on the basis of their qualifications and merit, without discrimination or concern for culture, nationality, race, religion, gender, political preference, disability, association, sexual orientation, gender identity or age.

Customers, partners and suppliers shall not allow any kind of discrimination based on culture, nationality, race, religion, gender, political preference, disability, association, sexual orientation, gender identity, age or any other feature that is protected under national law. The employees of our business partners, suppliers and customers should be assessed and treated based on the individuals' qualifications and abilities.

### 6. Workplace Environment

Optimizely believes that a workplace should be safe and civilized; We will not tolerate sexual harassment, discrimination or offensive behavior of any kind, which includes the persistent demeaning of individuals through words or actions, the display or distribution of offensive material, or the use or possession of weapons on Optimizely premises. Optimizely shall respect and follow the UN's Universal Declaration of Human Rights as well as ILO's eight core conventions.

We will not tolerate the use, possession or distribution of illegal drugs, or our people reporting for work under the influence of drugs or alcohol;

We will not tolerate the use, possession or distribution of illegal drugs, or our people reporting for work under the influence of drugs or alcohol; We expect and require all our business partners, including suppliers, to have the same commitment to the workplace environment.

### 7. Child, forced labor, conditions and salaries

Optimizely shall not allow child or forced labor to occur itself or through its customers, partners or suppliers. People are not to be employed against their will, transported for exploitation, engaged in slavery or servitude, nor deprived of their rights. Legal minimum age requirements as outlined in the relevant ILO conventions and the laws of the countries of operation are adhered to and children under the age of 16 are not to be employed.

The normal working hours may not exceed the number of hours allowed under each respective country's national laws and regulations. In case overtime occurs, it may not be mandatory, and it shall be adequately compensated. The salary shall be higher than, or equal to, the minimum salary stipulated by national law, however not lower than the so-called "living salary", i.e. in accordance with the UN's definition. Salary and other benefits shall be paid out regularly and in the currency of the country where the business is carried out.



Customers, partners and suppliers shall not allow any kind of child or forced labor to occur and should strive to meet the same work conditions and salary requirements.

### 8. Sustainability and the Environment

Optimizely shall work systematically and actively to minimize the climate and environmental impacts by reducing emissions to air, land and water, as well as increasing the efficiency for its use of resources including raw materials, energy and other natural resources while minimizing waste, emissions and noise. There shall also be a systematic approach for reducing the impact on biological diversity.

We will comply with all relevant environmental laws and ensure that necessary permits are in place. We care about the communities we operate in, participate in their betterment and listen to their concerns.

We expect and require all our business partners, including suppliers, to have the same commitment to sustainability and the environment.

#### Targets

- Our sustainable work environment and goals to be an attractive employer

Our work environment is extremely important to us, our mission is to ensure that our employees are protected from physical, social and psychological harm but also to ensure that they have a productive and enjoyable environment to work in.

We aim to provide our employees with a work environment and climate that encourages personal and professional development and job satisfaction. Most importantly, we commit to keeping our employees safe from physical harm and workplace hostility so they feel their contributions matter and that they can influence the business in a positive way.

Equality and diversity are essential for an ethically sound environment. The effective flow of information via internal communication channels provides the opportunity for everyone to participate.

Our work environment is also compliant with our values, which means that we work together as one team to create a positive culture. We are committed to providing; an enjoyable, open and honest environment for our employees – one that inspires confidence in our brand and promotes longevity through healthy work-life balance.

A good work environment means the following to Optimizely:

- Management of Workplace Health, Safety and Wellbeing (WHSW) should be ongoing based on a close dialogue between the employee and his/her manager. Management's responsiveness, involvement and commitment is essential to achieve a desirable workplace.
- Managers have WHSW responsibilities that have been delegated to them and they receive continuous training and/or information required to perform their delegated WHSW responsibilities.
- Managers should have good knowledge of WHSW and the business to enable them to recognize risks and hazards in the workplace in an early stage.
- All Employees shall have a Development Dialogue meeting at least once per year to ensure that everyone has clear goals and understands their priorities.
- Optimizely promotes health and wellbeing, and healthy lifestyles of its employees through planned strategies. Regular physical activity is one way to achieve positive emotional and psychological effects.
- Optimizely continuously works to manage stress levels of its employees through WHSW reviews



with the goal of identifying conditions that can cause stress and ensure preventative measures are put in place.

- Optimizely is responsible for an early, appropriate and coordinated rehabilitation process. The Company works proactively and continuously with rehabilitation to prevent and shorten absence.
- Optimizely should provide good facilities, technology tools and procedures, as well as provide comfortable internal climates, including temperature, air quality and lighting.
- Risk assessments should be performed regularly and be documented, addressed and followed up.
- Occupational healthcare will be used as a resource if deemed necessary.
- Protection and safety issues must be continually monitored and tested regularly. All employees should know their responsibilities and mandate in times of crisis.
- Optimizely provides all new employees with a thorough onboarding plan to ensure they are introduced to the company and its values.

## 1. Environment

Optimizely's greatest environmental impact is carbon dioxide emissions, for which business travel accounts for the largest part. Through our travel policy, we encourage employees to strive to choose more environmentally friendly modes of transport. Above all, we work on the principle of reducing unnecessary travel and, when possible, having digital meetings instead of face-to-face meetings.

### Target:

To improve our global communication challenges to enhance the team experience. Our goal for 2019 was to reduce our air travel usage by 5 percent and the result was a reduction with 16 percent (15 percent 2018). Because of the current situation with an ongoing epidemic we set an even higher goal for 2020. We will therefore strive to reduce it by another 50 percent.

The Group's management has several group-wide processes, resources and guidelines in the personnel area. For the group-wide processes, goals are set, and the outcome is monitored regularly.

## 2. Equal Employment Opportunity

At Optimizely we work proactively to ensure equal employment opportunity irrespective of gender, and by increasing diversity, equity and inclusion. Hence, we work closely to certify that all employees receive equitable compensation by monitoring internal data and external benchmarks.

### Target:

Our aim is to continue to increase the number of females in our company. During 2021 we have increased the number of females to make up at 33 percent of our workforce.