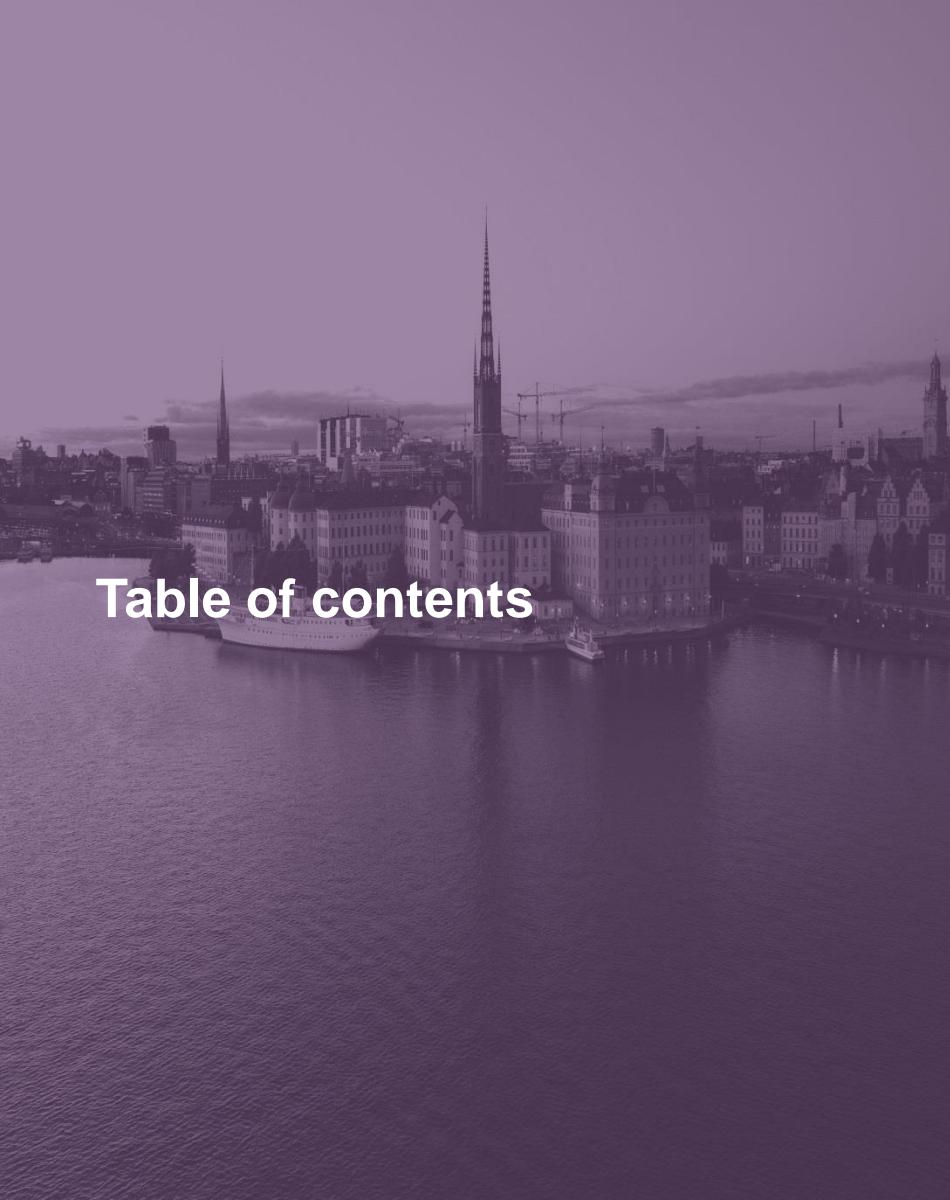


# Loopia Group

UN Global Compact – Communication on Progress

May 2021





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2021-05-18

To our stakeholders,

I am pleased to confirm that Loopia Group reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labor, Environment and Anti-Corruption.

In this our first annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Sara Laurell  
Chief Executive Officer



## Introduction to Loopia Group

Loopia Group is an innovative European web hosting company offering products ranging from domain registration, email and web hosting, to site builders, SEO tools and more. Our vision is to make it easy for entrepreneurs and makers to succeed. Loopia Group has its largest operations in Sweden, Finland, the Czech Republic, Slovakia, Hungary and Serbia.

Our strong team of ~280 employees in the Nordics and Central Eastern Europe is committed to serving our customers by delivering world-class products and support in all our major markets.

With our proven track record of delivering world-class products to demanding customers, Loopia Group is fully committed to the Ten Principles

of the United Nations Global Compact and believe in our company's ability to make a difference.

# Human Rights



Loopia Group supports and respects the protection of internationally proclaimed human rights. The main areas where we see that we can influence our impact on human rights are within equality and labor rights.

Our code of conduct and whistleblower policy are our main vehicles for showing support of, and ensuring compliance to, human rights principles.

Loopia Group has made several acquisitions in the last couple of years through which its operations has come to span over a multitude of countries and include several legal entities. Based on our commitment to support and respect human rights, we will review and harmonize our subsidiaries' code of conducts so that they make our position clear for all our employees, business partners and other stakeholders.

Furthermore, we will strengthen our whistleblower policy by implementing an externally hosted whistleblower protection scheme, making it easier for our employees to report any concerns or incidents.

In 2020, Loopia Group had zero incidents reported in the whistleblower practice.



# Labor

Loopia Group considers our staff to be our most important resource, and one of our key strategic priorities is to *build one strong team*. We seek to offer attractive working conditions that can help us attract and retain talent. As we grow and operate across several countries, we believe that we will be able to offer even more intriguing career and learning opportunities.

Loopia Group supports fundamental labor principles and rights at work:

- a) We support and accept employees' freedom of association
- b) We will not use, encourage or benefit from any form of forced or compulsory labor
- c) We respect and adhere to minimum age provisions in national laws and regulations in the countries where the group operates
- d) We do not tolerate any form of discrimination in respect of employment and occupation

We are committed to fairness and non-discrimination across all grounds of discrimination, including gender, age, disability, ethnicity etc. This includes a commitment to equal pay for work of equal value considering local market conditions, complying with minimum wage standards, and ensure that employment-related decisions are based on relevant objective criteria, e.g., qualifications, skills and experience.

We believe that diversity contributes positively to the work environment and strengthens the group's performance and competitiveness.

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## Labor

We are committed to take good care of our people and to reach high levels of employee satisfaction. To achieve this, we will leverage our newly implemented employee experience platform and revamped performance management process.

Our position with regards to labor principles will be reflected in our code of conduct and other relevant policies and manuals. Loopia Group strives to have up-to-date employee manuals for each location where we operate with clearly stated employee rights and responsibilities and their compensation and benefits.

We track several labor-related KPIs, including gender diversity, sickness absence and work-related injuries.

As per December 2020 (2019 in bracket), 22% (23%) of our total workforce, 71% (50%) of group management team, and 0% (0%) of the board of directors were women.

In 2020, we had 5.0 sickness absence days per FTE on average, and 0 work-related injuries.



# Environment

Sustainability is one of Loopia Group's core values. Loopia Group strives to be sustainable in everything it does – from decisions on what data centers to partner with to daily decisions on resource use and how employees treat each other.

In 2020 we conducted a baseline impact analysis with the UN SDGs as a basis for our goal setting and follow up.

Our largest environmental footprint comes from electricity consumption and cooling in our data centers. In 2019, our total energy consumption from electricity and cooling was estimated to 4,443 MWh, of which 88% came from renewable energy sources.

Estimated CO<sub>2</sub> emissions in 2019 were 449 tons and we avoided an additional 1,108 tons by using renewable sources of energy. CO<sub>2</sub> emissions by source 2019:

- 385 tons from data centers (avoiding 1,108 from renewables)
- 31 tons from shipments
- 33 tons from business travel

Given this baseline, fossil energy usage reduction is our primary focus of our footprint reduction. As an example of our actions, we signed an agreement with world's first climate positive data center in Falun, Sweden in 2020.

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# Environment

Another source of environmental footprint is electronic waste, such as servers from our data centers. Careful resource use should permeate all our decisions such as buying used or environmentally certified products when possible, and to consider prolonged use, re-selling or up-cycling in all scrapping decisions.

Our long-term goals are:

- 100% renewable energy (electricity and cooling) in our data centers, incl. offsetting non-renewable energy until we get there
- Recycle 100% of all hardware



# Anti-Corruption

Loopia Group has an anti-corruption policy which reflects our strong desire to maintain high standards for the company's integrity and ethics in relation to our way of doing business. Loopia Group does not tolerate any forms of corruption, bribery and extortion and our work is conducted in accordance with current legislation.

The anti-corruption policy and its guidelines apply to all Loopia Group employees. We expect our employees to be aware of irregularities and to speak up if they have concerns about aspects of Loopia Group's business activities.

We emphasize the managers' responsibility in creating a good environment where employees feel safe to express their concerns. In this way, management will have the opportunity to deal with potential problems at an early stage.

Anyone who is concerned that a corrupt act is considered or has taken place, either in Loopia Group or with any of our business partners, should report this to his or her manager, or report it via the whistleblower practice.

In 2021 we will strengthen our whistleblower policy by implementing an externally hosted whistleblower protection scheme, making it easier to report any concerns or incidents.

In 2020, one incident of misconduct (improper use of position) was reported.

# Thank you!