



ZETADISPLAY 2023

Sustainability Report

Sustainable solutions in Digital Signage

As a European industry leader¹ in digital signage, we intend to steer the industry in a more sustainable direction. We are increasingly focusing our efforts on green products that help our customers take social and environmental responsibility. At the same time, we are working to ensure a sustainable ZetaDisplay.

Our digital communication solutions consist of propriety software with installation and operation support, as well as screens and hardware purchased on behalf of the customer. Our customers are mainly larger companies and organizations based in Europe and with operations around the world. They use our solutions to communicate with their consumers and employees as well as in public environments. All software development is done by employees at ZetaDisplay, while installation and operational support is handled by either ZetaDisplay or external service providers. Screens and hardware are purchased from globally-leading hardware suppliers where customers make their purchase decisions based on our advice. ZetaDisplay employs 216 people in offices in seven countries and has over 120,000 active installations in more than 50 markets.

Starting point for the digital signage industry

The environmental footprint from digital signage screens is the major sustainability challenge to the industry. The list below identifies the impact of the hardware lifecycle phases.

Hardware production

- Pre-manufacturing – extraction and processing of minerals result in carbon emissions, resource consumption and other environmental footprints.
- Manufacturing – the production process requires energy and other resources.
- Transportation and distribution – shipping of hardware from factories followed by truck distribution of screens for the roll-out requires fuel which cause carbon emissions.

Digital Signage use

- Operations – energy consumption from the use of the hardware result accounts for the biggest share of carbon emissions in the lifecycle.
- Service and maintenance – physical visits of service

staff to customers for installation and maintenance requires transportation causing carbon emissions.

Screens End of Life

- Roll-in and recycling – at the end of their planned use, screens are transported to sites where they are disposed, recycled or repaired. What happens to the used screens in this last phase affects their overall environmental footprint.

Green offering creates competitive business model

Digital signage creates important communication opportunities for society. At the same time, there are risks that people and the environment may be negatively affected: during the manufacture and recycling of the screens, during software development and maintenance, and with the users of the communication systems.

Our starting point as an industry leader is to act responsibly and drive digital signage in a sustainable direction. This is also in line with our business interests as the EU places greater demands on large companies to identify and address their negative impact on the environment and climate, as well as human rights. The drive of our customers to reduce their environmental footprint also affects digital signage. ZetaDisplay's adaptation to a clearly sustainable offering is a trend that will continue.

Our green offering aims to give customers lower energy consumption and increase the lifespan of displays, and consists of:

- **Energy-reducing LED screens** – One of the main climate footprints² in digital signage stems from the energy consumption of the hardware. ZetaDisplay's advice about hardware purchases can give customers a significantly lower environmental footprint and energy costs during the hardware's lifetime despite the hardware's higher initial investment cost.

¹ Invidis Digital Signage and DOOH Yearbook 2023 confirms ZetaDisplay's position among the top 3 in Europe and as one of the world's leading digital signage suppliers.

² Between 50 and 80% of the hardware's climate emissions are linked to the screens' energy consumption during customer use, based on two different calculations (Club Digital and LG Electronics respectively, source: Invidis Digital Signage and DOOH Yearbook 2023). The differences are due to energy choices and how the calculations consider the extraction and transport of the screens' input material.

³ Expromo calculation.

A switch from older LCD screens to more energy-efficient LED designs can result in energy savings of 75-80%³.

- **Software with energy-saving functions** – To reduce energy consumption, ZetaDisplay’s software has integrated automatic use of certain hard-to-reach hardware functions that are otherwise rarely used. Automatic shutdown outside office hours means that energy consumption is reduced from 140 W to 1 W. Optimizations of colour and light based on the display’s location and communication content also reduce energy consumption, and also extend the life of the screen.
- **Smart sensors** – By adding motion sensors, the screen is activated only when needed, further reducing energy consumption. Several of our installations have been programmed to reduce brightness in stand-by mode and return to full display mode as soon as someone is nearby.
- **Prolonged End of Life (EoL)** – The hardware impacts the environment during manufacture, being transported to the customer and during disposal. Extended screen use compared to today’s average of five years reduces this footprint. ZetaDisplay’s advice and software prolong the screen’s EoL. Our leasing offer stimulates the use of screens with a long service life. Our offering also includes integrated media players, System on Chips (SoCs) that reduce the amount of hardware produced.

- **Remote Content Management** – As an alternative to site visits by service personnel, ZetaDisplay offers special software for remote management. This reduces the climate emissions that would otherwise occur during the service staff’s journeys.

How we manage sustainability

Global demands

In addition to complying with local and international rules and regulations, we are committed to and participate in the UN Global Compact since 2020, which means that we work with the ten principles surrounding human rights, working conditions, the precautionary principle and responsibility for the environment, anti-corruption and relevant legislation. We support the work of achieving the global goals for sustainable development as well as several international conventions and principles such as the OECD’s guidelines for multinational companies, among others.

ZetaDisplay’s sustainability framework

Our desire to steer the industry towards becoming more sustainable is supported by our strategy to meet customer demand for more efficient green digital communication solutions, several internal policies and processes and an organizational division of responsibility for sustainability. Additionally, objectives for our most important sustainability topics are monitored in an annual sustainability report where we describe our commitments, efforts, governance and results.



WE SUPPORT



Organizational responsibility

The Board of Directors	is ultimately responsible for ZetaDisplay’s activities in business ethics and corruption, environmental impact and impact on social topics. Based on the materiality analysis, the Board establishes sustainability-related overall commitments and policies such as the Code of Conduct, goals and reports. It evaluates ZetaDisplay’s sustainability risks annually, which are integrated into decisions of the overall business strategy. The management of sustainability impacts and risks is integrated into the group’s risk management system. The Board issues a sustainability report annually that monitors the group’s results and management of material sustainability topics. The Board’s approved instructions for sustainability reporting are shared with internal control and processes for financial reporting.
The CEO	is responsible for and ensures that sustainability topics follow given policies and guidelines and forms part of the overall business strategy. CEO establishes sustainability-related policies, is responsible for ZetaDisplay’s action plan to manage sustainability risks, and for the group’s approach to sustainability topics to be implemented, communicated, and form an integrated part of business activities.
The CFO	is responsible for the internal reporting processes regarding sustainability, including the assessment of reporting risks, the internal control of reporting and monitoring sustainability achievement in all areas except employees, which is presented to the management team and Board annually.
The CMO/Head of Communication	is responsible for assessing ZetaDisplay’s most significant sustainability impact and, together with the CEO, monitoring and developing the external sustainability reporting. External expertise is used in reporting.
The HR Director	is responsible for leading and developing strategies for employee processes, supporting operations in HR-related matters and compiling HR-related KPIs.
The Chief Product Officer	is responsible for the development of ZetaDisplay’s green offering.
The Head of Procurement	is responsible for evaluating suppliers regarding sustainability.
The Compliance Working Group (CWG)	is a working group whose remit is to drive the compliance program while providing a forum for sharing best practices, ideas etc., and ensuring that compliance awareness is provided across the business. This group comprises professionals from across the group, including members of Finance, Product, Marketing, IT, HR, and Legal.
The Chief Product Officer and the Head of IT	are responsible for the security of the group’s software platform and the group’s IT security.

Sustainability policies	Content and objectives	Manage material sustainability topics at ZetaDisplay
Code of Conduct	<p>Overall principles for ZetaDisplay's activities in business ethics, respect for human rights, labour standards and the environment. Based on, among others, the Global Compact and the OECD's guidelines for multinational companies. Refers to the entire value chain and includes ZetaDisplay and its suppliers and business partners.</p> <p>ZetaDisplay undertakes to:</p> <ul style="list-style-type: none"> - minimize the business's environmental impact by reducing energy consumption internally, reducing travel and goods transport and, via suppliers, reducing the use of natural resources, reducing emissions, pollution and waste, - maintaining fair business relations, combatting corruption, - evaluate suppliers based partly on policies and partly on random checks, - combat discrimination based on a number of criteria, child and forced labour, violations of human rights, - strive for free association rights, safe working environments, reasonable remuneration levels, gender balance in recruitment, training, remuneration, etc. 	<ul style="list-style-type: none"> - CO₂ footprint - Energy efficiency - Natural resources and a circular economy - Business ethics, anti-corruption, regulatory compliance - Human Rights - Diversity, equality
Environmental Policy (new 2023)	<p>ZetaDisplay is committed to minimize its impact on the environment and help to reduce the spread of climate change and resource depletion, and to set an example as one of the leading Digital Signage solutions' providers. Based on the environmental principles of Global Compact including the precautionary approach, and informed by the Paris Agreement and the Rio Declaration on Environment and Development, ZetaDisplay commits to continuous improvements and to integrate environmental considerations in material processes, and to encourage suppliers and customers to do the same. ZetaDisplay's efforts are focused to reduce energy consumption, hardware recycling and reduce transportation. For 2024, the plan is to set a short term climate target.</p>	<ul style="list-style-type: none"> - CO₂ footprint - Energy efficiency - Natural resources and a circular economy
Information and insider policy	<p>Providing information to meet insider legislation and the marketplace's listing requirements.</p>	<ul style="list-style-type: none"> - Business ethics, anti-corruption, regulatory compliance
Group Communication Policy	<p>Principles regarding internal and external information provision.</p>	<ul style="list-style-type: none"> - Business ethics, anti-corruption, regulatory compliance
GDPR Global Policy	<p>Principles for handling personal data, internal responsibility and how breaches of the policy can be reported.</p>	<ul style="list-style-type: none"> - Data integrity
Personal Data Policy	<p>Handling of personal data on the website.</p>	<ul style="list-style-type: none"> - Data integrity
Group Health and Safety Policy	<p>Principles for how ZetaDisplay should offer its employees a safe and healthy working environment. Managers have the responsibility for the work environment, it is the responsibility of employees to follow instructions and processes and to be observant of safety risks. Measures are monitored via workplace accidents, sick leave, incidents, and preventive measures.</p>	<ul style="list-style-type: none"> - Expertise, improvement, health
People Policy	<p>ZetaDisplay's principles regarding the organization's diversity, discrimination, respect for human rights and labour standards, decisions on recruitment and compensation, and handling of complaints against internal violations or misconduct</p>	<ul style="list-style-type: none"> - Diversity, equality - Expertise, improvement, health
Travel and Expense Policy	<p>To reduce the carbon footprint of business travel, the policy sets out the principles for travelling to meetings.</p>	<ul style="list-style-type: none"> - CO₂ footprint
Compensation Policy (new 2023)	<p>Specifies ZetaDisplay's remuneration philosophy, salary review structure and the link between remuneration and performance at annual salary reviews. Also handles time and expense reporting and responsibility for salary setting managers.</p>	<ul style="list-style-type: none"> - Expertise, improvement, health
Whistleblower policy (new 2023)	<p>Regulates ZetaDisplay's internal whistleblowing function, which in addition to employees also includes consultants and others. Exemplifies a number of rule violations and describes how reports are made. Reports are handled by the Director of HR and CMO and investigated internally or with external expertise. Whistleblowers are protected from retaliation.</p>	<ul style="list-style-type: none"> - Business ethics, anti-corruption, regulatory compliance - Expertise, improvement, health

Stakeholders and our material sustainability topics

ZetaDisplay's sustainability efforts are based on the significant impact we have regarding the environment, social issues and business ethics, as well as corruption. It includes impact in our operations but also via our business relationships with suppliers, partners, customers and when using our solutions. We regularly engage with stakeholders in order to determine the extent of our impact and to safeguard how they perceive our achievements. With certain stakeholder groups such as the environment, people and communities affected by hardware manufacturing, ZetaDisplay has no direct engagement. Instead we rely on scientific conclusions and internationally recognized human rights organizations. Our sustainability efforts also aim to address ZetaDisplay's biggest sustainability-related risks and opportunities.

Our material impact, risks and opportunities are identified in a materiality assessment which was first carried out in 2020 and which has subsequently been reviewed annually. The assessment takes into account results from stakeholder engagements, industry colleagues, in-house analyses, commitments regarding international frameworks, laws and regulations, as well as what is judged to be important from a transparency perspective. Sustainability topics are prioritized based on the severity of the damage or the size of the benefit as well as the likelihood of occurrence. A revision of the materiality analysis will take place to meet sustainability reporting in accordance with CSRD (Corporate Sustainability Reporting Directive).

Based on our assessment, ZetaDisplay's most material sustainability topics are in three areas: Environment and climate, Sustainable business and business ethics, and Employees. In the coming sections, we report on our efforts and results in these areas.

ZetaDisplay's stakeholders and their expectations

Stakeholder group	Material topics	Engagement format	Trend
Customers	Business ethics, combatting corruption. Reducing energy and climate impact. Social responsibility of subcontractors. Operational safety. Data Integrity.	Business. Trade fairs. Delivery, advice. Ongoing customer contact. Customer surveys.	Energy-efficient, reliable solutions, meet due diligence requirements at the supplier level.
Employees	Opportunity for improvement, expertise. Equal opportunities. Well-being, health. Stable long-term employer.	Employee interviews. Ongoing employee engagement. Employee surveys.	Employee-related processes, shared corporate culture.
Owners, lenders	Good management of sustainability topics. Transparency.	Annual general meeting, reports. Ongoing ownership engagement.	Sustainability reporting CSRD, increased expectations of sustainable operations among stakeholders.
Society	Business ethics, combatting corruption. Social responsibility regarding working conditions at subcontractors, impact on human rights. Reduced energy and resource consumption, reduced climate impact.	Media. Debates.	Energy and climate-efficient circular solutions.





ZetaDisplay's material sustainability topics and the places in the value chain where ZetaDisplay actively pursues sustainability efforts

	Sub-suppliers	Suppliers of hardware and service	ZetaDisplay	Customers	End recipients of information
SUSTAINABILITY AREA: Environment and climate	Carbon footprint				
	Energy efficiency				
	Natural resources and a circular economy				
SUSTAINABILITY AREA: Sustainable business and business ethics	Business ethics including counteracting corruption and regulatory compliance				
	Data integrity				
	Human rights				
SUSTAINABILITY AREA: Employees	Diversity and equality				
	Expertise, development, health				

SUSTAINABILITY AREA:

Environment and climate

Reducing customers' environmental impact gives the best return on our environmental measures. Our green customer offer reduces the hardware's environmental impact from energy consumption, climate emissions and resource consumption.

Material sustainability topics	CO ₂ footprint	Energy efficiency	Natural resources and a circular economy																																								
Result 2023	Key figures, CO₂ and energy efficiency <table border="1"> <thead> <tr> <th></th> <th>2023</th> <th>2022</th> <th>2021</th> <th>2020</th> </tr> </thead> <tbody> <tr> <td>Installed LED screens at customers, number⁴</td> <td>152</td> <td>14</td> <td>43</td> <td>20</td> </tr> <tr> <td>Internal energy purchase, MWh⁵</td> <td>564</td> <td>278</td> <td>450</td> <td>401</td> </tr> <tr> <td>- of which renewable energy types, %⁶</td> <td>92</td> <td>99</td> <td>98</td> <td>n/d</td> </tr> <tr> <td>Calculated CO₂ footprint⁷</td> <td></td> <td></td> <td>n/d</td> <td>n/d</td> </tr> <tr> <td>- '000 tons, in total</td> <td>-</td> <td>7,8</td> <td></td> <td></td> </tr> <tr> <td>- ton/employee</td> <td>-</td> <td>39</td> <td></td> <td></td> </tr> <tr> <td>Business trips, number⁸</td> <td>621</td> <td>509</td> <td>474</td> <td>292</td> </tr> </tbody> </table>		2023	2022	2021	2020	Installed LED screens at customers, number ⁴	152	14	43	20	Internal energy purchase, MWh ⁵	564	278	450	401	- of which renewable energy types, % ⁶	92	99	98	n/d	Calculated CO ₂ footprint ⁷			n/d	n/d	- '000 tons, in total	-	7,8			- ton/employee	-	39			Business trips, number ⁸	621	509	474	292		100% customer agreements are provided with local recycling regulations.
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SASB⁹	TC-SI-130a.1																																										
Our contribution to the SDGs	 <p>13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries through monitoring the business's carbon footprint and the development of green offerings that help customers reduce their energy needs and carbon footprint from transport.</p>	 <p>12.2 Sustainable management and efficient use of natural resources through green offerings and industry collaborations aimed at reducing screens' energy consumption.</p>	 <p>12.5 Substantially reduce waste generation through green offerings and industry collaborations aimed at screens' EoL.</p>																																								
Global Compact's principles	 <p>Principle 7-9</p>																																										

⁴ Excluding Austria and 2023-2021: Denmark.

⁵ Excluding Austria and 2023: Denmark; 2022 and 2021: Denmark, Germany, Netherlands.

⁶ Excluding Austria and 2023: Netherlands, Denmark; 2022 and 2021: Denmark, Germany, Netherlands.

⁷ Calculated on Greenly's climate platform, see further page 27.

⁸ Excluding Austria and 2022 and 2021: Finland, Denmark, Netherlands.

⁹ ZetaDisplay does not report in accordance with SASB Standards but refers to some of the framework's indicators.

Climate footprint, energy consumption

ZetaDisplay's climate footprint is primarily linked to the hardware and its energy consumption during use. Even the hardware's manufacturing processes of components such as glass, assembly and shipping leave an impression. The operations at ZetaDisplay's office, business trips and software service result in significantly less climate emissions overall. However, our internal activities constitute important signal values regarding our aim to reduce the industry's carbon dioxide emissions.

ZetaDisplay's climate risks are primarily linked to our customers' conversion and their demands for a low-carbon supply chain. Our main contribution to climate change and to meeting future business challenges is to have an updated and clearly communicated competitive green offering (see "Green offering creates competitive business model" page 22). We continuously upgrade the software with energy-saving drivers and functions. Annual energy savings of 43,000 MWh are estimated to be achieved in all ZetaDisplay installations from software functions such as light optimization and night-time shutdown. Tests, development and marketing are continuing around additional green functions.

However, the hardware accounts for the greatest climate potential, and we actively engage with customers about the different energy consumption classes of hardware. In 2023, installations with energy-efficient LED screens continued, where our customer advice shows the considerable cost and climate savings LED provides over the display's life cycle. These installations still make up less than 1% of the total number of installed screens, but over time the impact with customers is expected to increase. Hardware has improved from a climate perspective in recent years with a general increase in energy efficiency and lower weight which reduces freight. In industry collaborations within digital signage, we raise the problem of climate emissions and advocate for possible solutions.

Our software upgrades and remote problem solving reduce climate effects from service visits. To the extent that operation and maintenance require physical visits, we create climate-smart conditions. The German operation's booking system, which prioritizes service staff in the geographic proximity of customers, has reduced transport distances by more than 5% annually, in addition to increased use of electric service vehicles.

In 2023, we completed our first climate statement based on operations in 2022. Indirect emissions in Scope 3 are dominated by hardware purchased for the customers (emissions do not include the use of the hardware). Our internal energy consumption (Scope 2) is estimated to account for only a small percentage of carbon dioxide emissions. Within Scope 3, other major emission sources include cloud-based archive and travel. In accordance with the travel policy, ZetaDisplay initiates digital meetings when physical meetings are not necessary. Our international business dealings require a certain amount of air travel in connection with customer meetings and visits to trade fairs. However, domestic journeys must, to the greatest extent possible, take place by public transport. In 2023, the number of reported business trips increased, among other reasons, as a result of an improved reporting input.

Collaboration for a circular economy

The resource consumption linked to the hardware's component production processes affects the environment. Early in the hardware value chain, rare earth metals are mined. The production of glass requires high water consumption. To ensure that digital signage remains a sustainable alternative to other forms of communication, we help our customers prolong the EoL of the hardware beyond the five years they are normally used. System functions that extend the life of the screens are continuously integrated. Leasing instead of buying hardware incentivizes manufacturers to increase the hardware's EoL.

Hardware manufacturers also need to adapt their business models to increase circular flows. Among the leading international producers, for example, a changing attitude towards repair instead of disposal is noticeable today. ZetaDisplay contributes to collaboration through more resource-smart management of hardware, optimized packaging and excluding unnecessary consumables. Our increased sustainability requirements on hardware producers are expected to increase the offering of sustainably manufactured screens. Furthermore, our installations of SoC solutions mean that multiple pieces of hardware are replaced by one. Our customer agreements always include local recycling regulations for environmental recycling the hardware at the end of its life cycle. There are also local initiatives for circular management, for example in Norway where we offer recycling management of customers' screens. In the mid-term, the recycling of future display generations is expected to become easier, which will make it possible to reuse components and materials.

Climate emissions linked to ZetaDisplay, 1,000 tonnes of CO₂e¹⁰







	2022
Scope 1	0.02
Scope 2	0.16
Scope 3	7.6
Total	7.8

¹⁰ The climate emissions are calculated using the consultancy firm Greenly's climate platform, which bases the emissions on completed transactions in the group.

SUSTAINABILITY AREA:

Sustainable business and business ethics

ZetaDisplay places the same high demands on business partners regarding business ethics and human rights as on ourselves. Our actions create credibility and guidance for the entire industry.

Material sustainability topics	Business ethics, anti-corruption, regulatory compliance	Human rights	Data integrity
Result 2023	Number of identified corruption incidents: zero. Number of offenses against personal data handling: zero	ZetaDisplay has implemented clear due diligence in purchasing processes to identify risks of human rights violations.	Number of cases of malicious data breaches: zero.
SASB ¹¹			TC-SI-230a.1
Our contribution to the SDGs	 16.5 Reducing corruption and bribery through our zero tolerance towards corruption, we contribute to reducing all forms of corruption and bribery in business life.	 8.7 Eradicating forced labour, human trafficking and child labour through our audits of essential hardware suppliers and our human rights due diligence process, and because we pursue ethical issues in industry forums, we ensure respect for human rights and labour standards.	
Global Compact's principles	 Principle 1  Principle 10	 Principles 1-2  Principles 3-5	

¹¹ ZetaDisplay does not report in accordance with SASB Standards but refers to some of the framework's indicators.

Business ethics, combatting corruption

ZetaDisplay's Code of Conduct sets out the guiding principles for how we do business and act as a group. Our actions must be characterized by high integrity where we avoid conflicts of interest and in accordance with all regulations. All financial transactions are reported openly and reliably, and in accordance with accepted accounting principles.

There is zero tolerance for corruption at ZetaDisplay. Suspicions of rule violations and other deviations from our ethical principles must be reported in the group to the immediate manager or their manager, alternatively via ZetaDisplay's internal whistleblower function where the reporter is protected by law from reprisals. In 2023, a new decision-making system was implemented, which means clearer decision-making mandates for both employees and managers. This increases our control possibilities via, for example, receipt review. Internal regular and recurring training regarding policies for new and existing employees will be strengthened in 2024 via the new overall HR function (see Sustainability area: Employees page 30).

Suppliers and collaboration partners

Our principles regarding high business ethics and respect for human rights, labour standards and the environment include our suppliers. In our internal operations, ZetaDisplay has a limited number of suppliers. On behalf of customers, we collaborate with a select few hardware suppliers as well as service providers for system maintenance and installation. Among hardware suppliers, we only collaborate with fully validated international players. We ensure that their principles on business ethics, the environment and human rights are consistent with ours. The service providers employed are either customers' existing suppliers or local large, well-established companies with a good market reputation and must ensure that the principles in our Code of Conduct are met.

Our procurement function ensures that essential suppliers are validated in accordance with our principles. In cases where a violation of the code is noticed, dialogue and then termination of the collaboration take place in the first instance.

Compliance Working Group, CWG

The working group in ZetaDisplay helps to enforce accountability of the compliance program throughout the entire organisation, and to ensure that there is full integration and consistent application of our overarching policies. It also helps to support the implementation of ESG (Environmental, Social, and Governance) factors to align with the Hanover Investor's ESG program. The working group meets on a regular basis to discuss and review all internal compliance activities and strives to seek out opportunities to continually enhance our knowledge and familiarity with compliance and ESG issues.

Human Rights

It's essential for the world's trust that people connected to, or affected by, our operations are guaranteed fair working conditions and that their freedom and human rights are not violated. Child labour and forced labour are not tolerated, and violations of labour standards are opposed. The maintenance of labour standards for our employees is ensured by work environment legislation in Northern Europe.

The manufacture of certain input materials as well as sub-components in screens can entail the risk of human rights violations. We always consider our partners' approach to human rights and labour standards. In 2023, we began to implement a structured due diligence in our purchasing processes, in part to meet the requirements of the Norwegian Transparency Act, which means an annual evaluation of all major suppliers and, in the long term, contractual guarantees from other major suppliers. In 2023, 70% of hardware purchases came from two hardware suppliers in countries with sufficient human rights protection and with sustainability principles that are fully aligned with ZetaDisplay's. Suppliers from countries with poorer protection against human rights regularly undergo a special analysis and, in the event of any deviations, either corrections are made based on our guidance, or a supplier is changed.

Use of our communication solution for privacy-affecting purposes, for example simpler technical target group measurement or offensive communication content, is considered a minor risk but is always regulated in customer agreements. ZetaDisplay does not conduct continual control through active monitoring of customer communication content but pursues ethical issues in industry forums and advises customers on privacy legislation. Our customers are mainly based in Europe but use our communication solutions globally.

Data Integrity

It is fundamental that confidentiality and integrity are always maintained when handling customer and personal data. The software that is delivered to customers is developed internally and has a high level of security regarding infrastructure and system processes. The customer's communication content is stored with the customers, as well as in the software's secure cloud-based archive. In case of remote system update or maintenance, no data is transferred from the customer to ZetaDisplay. Internal IT systems are managed according to established guidelines in order to protect confidential information and comply with GDPR.

SUSTAINABILITY AREA:

Employees

Our roughly 200 employees form the core of ZetaDisplay. Their initiative and expertise result in the innovative solutions that make up our success. We therefore focus on motivating, retaining and improving these talents and continuing to be an attractive workplace.

Material sustainability topics	Diversity and equality	Expertise, opportunities for improvement, health						
Result 2023	Gender distribution <table border="1"> <thead> <tr> <th></th> <th>Women, %</th> <th>Men, %</th> </tr> </thead> <tbody> <tr> <td>Whole Group</td> <td>23</td> <td>77</td> </tr> </tbody> </table> Age distribution: <30: 16% 30-50: 63% >50: 21%		Women, %	Men, %	Whole Group	23	77	Training ¹¹ : 7 hours on average per employee Sick leave ¹² : 4.8% Cases of discrimination: Nil. Work-related injuries: 4.
	Women, %	Men, %						
Whole Group	23	77						
SASB ¹⁵	TC-SI-330a.1 TC-SI-330a.3							
Our contribution to the SDGs	 5.5 Ensure women's full and effective participation and equal opportunities for leadership through our work towards a more even gender balance among employees and in management.							
Global Compact's principles and our contribution	 Principles 3 and 6							

The average number of employees in 2023, geographical distribution, at year-end

	Women	Men
Sweden	43	24
Denmark	4	2
Norway	40	37
Finland	28	24
The Netherlands	46	41
Germany	39	30
Austria	16	9
The Group total	216	167

Organization

	2023	2022	2021
Number of employees, full-time, at year-end	216	200	189
Number of employees, part-time, at year-end	20	n/d	n/d
New recruitments during the year, number	44	19	39
New recruitments, % of employees at year-end	20	10	21
Sick leave, % of working hours	4.8 ¹³	2 ¹⁴	3.2
Work-related accidents and injuries, number	4	2	1

Gender balance

	2023		2022		2021	
	Women, %	Men, %	Women, %	Men, %	Women, %	Men, %
All employees	23	77	20	80	17	83
Group management	33	67	29	71	25	75
The Board	0	100	0	100	0	100

¹¹ Excludes 2023: Sweden, Germany, Denmark.

¹² Absence per 2000 hours worked.

¹³ Excludes 2023: Denmark.

¹⁴ Excludes 2022: Denmark, Netherlands.

¹⁵ ZetaDisplay does not report in accordance with SASB Standards but refers to some of the framework's indicators.

Show respect Take responsibility Solution approach Embrace change Strive for excellence Positive thinking

At the beginning of 2024, we started working on ZetaDisplay's internal culture, which has led to several company values and behaviors that will support the Group's long-term goals. During the year, major focus will be placed on implementing these in the organization.

Organization

During the year, a business in Austria was acquired.

Effective employee management

In 2023, a new Group-wide HR function was established with the aim of developing and implementing employee processes, policies and tools as well as improving ZetaDisplay's governance and management of employee issues. A HR Director was appointed in March and during the year a strategy was decided on which has resulted in a series of measures. Monthly meetings for all employees have been introduced. New processes and tools have been developed. Employee monitoring will be integrated into a new joint system support. All in all, this means that from 2024 onwards, the Group will have a uniform employee development and processes in which all employees, regardless of country organization, are included. Later in 2024, a new process is planned, and system support will be introduced for the measuring and following-up of employee engagement.

Diversity, equality

ZetaDisplay is an international company with several nationalities working in the organization. Collaboration between employees and countries, and differences in experience and background, spark innovation and creativity and give us perspective to understand customers and the world around us much better. We strive for an inclusive culture where differences are respected and appreciated. In recent years, working towards an improved gender balance has yielded results both in the organization and in Group management. Continued efforts include increasing the proportion of female leaders at ZetaDisplay.

Expertise, improvement opportunities

In 2024, a uniform process will be introduced for annual employee performance reviews covering expectations, goals, improvements, and well-being for all employees. It increases our opportunities to take advantage of internal expertise and to develop and motivate employees. ZetaDisplay is a know-

ledge-based organization, and when each employee receives clear expectations and goals it will be clear how important everyone is to ZetaDisplay's success. The employee performance review also addresses possibilities for an international career, internal development and skills exchange.

A structured onboarding process will be introduced in 2024 for all new employees, as well as a development programme for the sales organization. Policies and regulations continue to be developed and implemented in the organization. An employee survey that leads to a concrete action plan will be carried out during the second half of the year.

A new remuneration policy will ensure a uniform view of salary and compensation. ZetaDisplay offers a benefits package in line with, or better than, collective agreements and legislation. The country managers are responsible for involving trade union representatives or corresponding employee representatives in organizational changes and other change processes, and for maintaining a dialogue during negotiations and other changes.

Health and safety environment

Measures to improve health and safety are directed towards preventive efforts for good health, well-being at work, a good balance in life and a working environment characterized by respect between people. Managers at all levels are responsible for promoting a healthy working environment for their employees in accordance with all laws and regulations. Based on Group Health and Safety Policy, each employee is responsible for following regulations and reporting risks and threats to a good working environment. As part of the health prevention efforts, locally adapted benefits are offered, such as health care allowances and health care insurance. Additional routines for health and the working environment will be developed.

At ZetaDisplay, there is zero tolerance for discrimination, and all discrimination based on gender, age, ethnicity, political opinion, etc. is opposed. An internal whistleblower function was established in 2023 where employees can report concerns about internal irregularities (see also page 29).



 ZETA
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Shaping a
sustainable
future
of visual
experiences