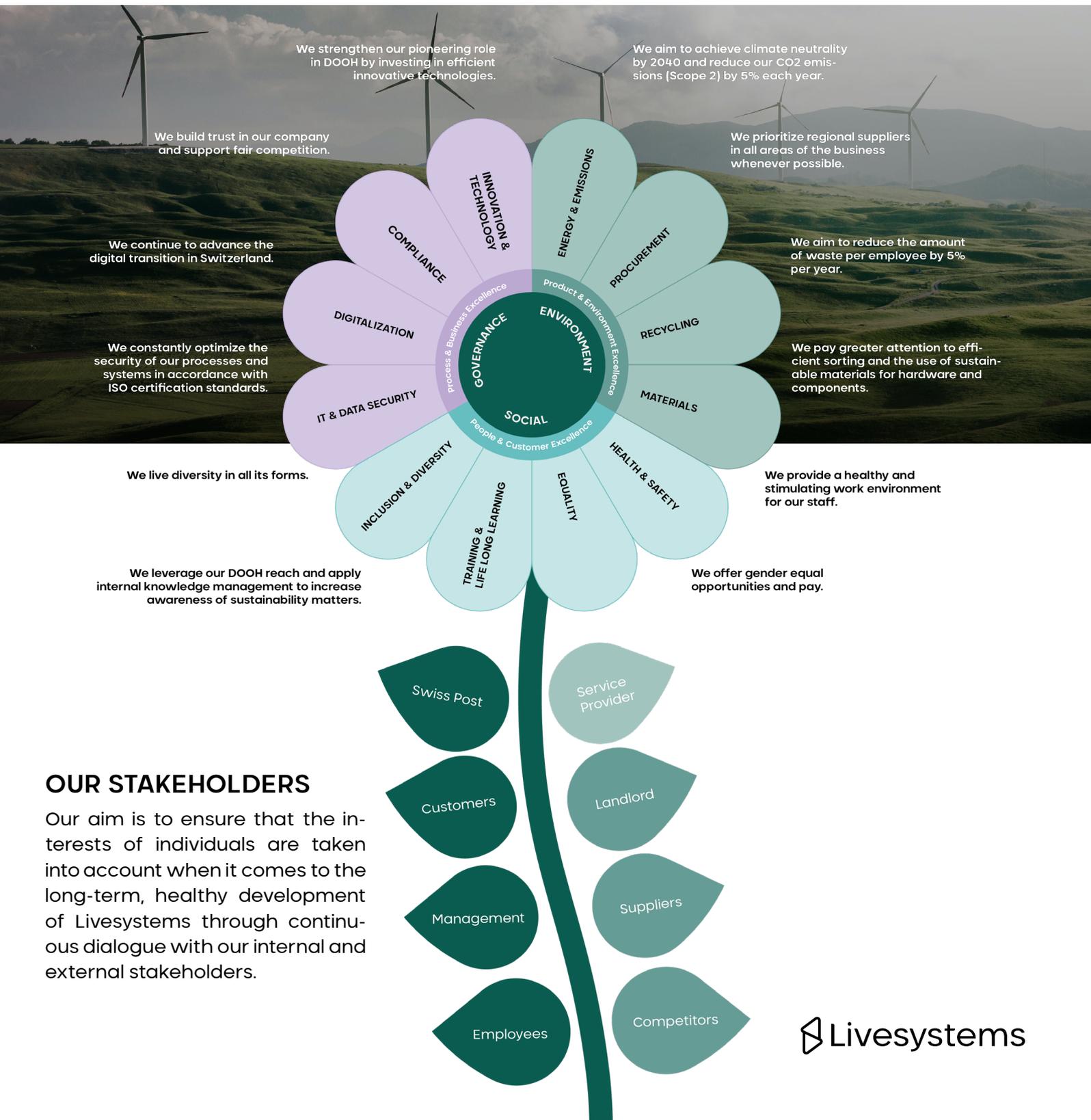


Livesystems Sustainability Mission Statement

For us, corporate responsibility towards our customers, partners, employees and the people we encounter on a daily basis means thinking about tomorrow today. By growing our business, we not only want to achieve long-term economic success, but also to focus more on the impact our actions have on nature, the environment and society.



OUR STAKEHOLDERS

Our aim is to ensure that the interests of individuals are taken into account when it comes to the long-term, healthy development of Livesystems through continuous dialogue with our internal and external stakeholders.

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Altkirch

Fusio

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OUR VISION

We are making our mark on the Swiss advertising market as the number one in the marketing of digital outdoor advertising. To make this happen, we use innovative, efficient technological products and solutions that effectively add value for our customers.

MISSION

The idea of sustainability informs all important decisions. It is expressed in our attitude towards our customers, products, processes and employees:

CUSTOMER EXCELLENCE

We want to know the precise requirements of our customers and meet them in the best possible way. The quality of our services improves when we are able to meet the needs of our customers individually and systematically. This includes know-how about products, offers and internal processes.

PRODUCT EXCELLENCE

We set high quality standards for our products, technologies and services. Our customised solutions help our customers to achieve their goals in the best possible way.

PROCESS EXCELLENCE

We gear our processes precisely to our customers and remove internal hurdles in order to be able to act efficiently in the interests of our customers. The structures that we work in and with are being optimised continuously. Wherever possible, we try to automate and visualise processes and procedures.

PEOPLE EXCELLENCE

We want to offer our social environment and our employees a positive, healthy and supportive atmosphere in which to work. We reflect on ourselves use the knowledge derived from this to optimise the way we work. Our customers can also sense this motivation when working with us on a daily basis.

VALUES

Our corporate values contribute to sustainable development. We create and represent an identity for ourselves that is perceived by those outside.



Trust
We trust our employees and create an environment in which trust can grow. This is fundamental to all creative work.



Open communications
Our way of communicating is thoughtful, respectful and transparent. We make sure to use clear and direct language.



Forward-looking
For us, change is a normal part of life. Changes always have a positive effect on the further development of Livesystems.



Empowerment
We create a safe environment where our employees feel encouraged to try new things, make decisions and take responsibility.



Team spirit
For our employees, Livesystems is more than just an employer - we are a community. We stand shoulder to shoulder.



Pride
Our constructive feedback culture is something we take pride in. We admit mistakes, and strive to be less judgemental and more understanding. We celebrate success.

KEY FIELDS OF ACTION

Our sustainability initiatives along our value chain are focused on the three dimensions of environment, society and governance. By linking our goals to the indicators of the United Nations Sustainable Development Goals (SDGs), we also place our strategic focus on sustainability within a global context.



Environment
Our focus is on energy and emissions, procurement, materials and recycling.

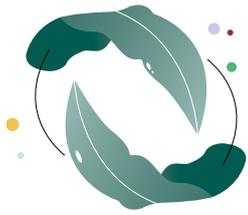


Society
The key development themes we target are health, equal opportunities, inclusion and diversity, as well as education and training.



Governance
The main priorities here are compliance, IT and data security, digitalisation, innovation and technology.

ENVIRONMENT



Our goal is to prevent any undesirable impact of our business activities on nature and the environment as far as possible.

Achieving national and global climate targets as well as increasing our energy and resource efficiency is a strategic task for us. Our focus in this regard is on **energy and emissions, procurement, materials and recycling**.

Together with Swiss Post, we are committed to converting our vehicle fleet to alternative fuels by 2030 and to being climate-neutral as a company by 2040. In procuring new inventory, we look for energy-efficient technologies and resource-saving, single-origin materials. Whenever

possible, we give preference to Swiss or European suppliers in order to steadily reduce our carbon footprint through short supply chains. We have set out the criteria and requirements for sustainable procurement in appropriate guidelines. They serve as the basis for selecting and organising partnerships with suppliers and service providers. As part of the Swiss advertising industry's climate alliance, we have been offsetting the CO₂ emissions of our direct customers' digital campaigns since 2022 through compensation payments to environmental projects run by Climate Partner.

SOCIETY



The well-being of our employees, our customers and the people in our social environment matters a great deal to us. In our day-to-day work, we strive to

promote equality and co-determination, foster the development of a healthy and inspiring corporate culture and establish an employee-oriented learning culture at Livesystems. The key development issues we focus on are **health, equal opportunities, inclusion and diversity, as well as education and training**.

Flexible working models, fair employment conditions, transparent salary structures and individual targets all have a positive impact on the motivation of our employees. The health, safety and well-being of our employees and partners are important to us. We support them through active cooperation and providing regular information. For 2022, we have set our-

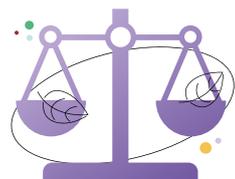
selves the goal of establishing systematic health management at our company in order to promote the safety and health of our employees even more vigorously through appropriate work organisation, leadership and training. One particularly important concern for us is the issue of diversity and inclusion. As a company operating throughout Switzerland, we promote diversity in our employee portfolio in terms of age, gender, religion, origin, political convictions and language, and work in several languages both internally and externally. We aim to actively involve people with physical or mental disabilities in our organisation in the future and create appropriate positions. Lifelong learning is also very important to us as an SME. Empowerment and a wider scope for decision-making, professional qualification and personal development opportunities increase employee satisfaction and help us to successfully manage change and increasingly complex requirements. Systematic knowledge management, including e-

learning tools and a digital sales academy as well as a mentoring programme, allows for employees to be trained in a competence-oriented manner.

As a high-reach digital out-of-home provider, we also want to use our media pre-

sence more effectively to raise awareness of sustainability issues among the public by publishing consumer-oriented information and useful knowledge on our digital screens every day.

Governance



Achieving our sustainability target requires trust and fairness, a forward-looking mindset and the ongoing development of new and innovative solutions. This provides the focus for our economic dimension on **compliance, IT and data security, digitalisation, innovation and technology.**

In addition to the existing legal framework, our corporate values, ethical principles and rules of conduct, our guiding principles of responsible corporate governance also take into account the interests of internal and external stakeholders. For this purpose, we have established appropriate compliance guidelines that guarantee fair

competition and build trust in our company. To protect the data of our customers and business partners, our IT/data security requirements are based on international standards for information security according to ISO 27001. Our digital expertise enables us to position ourselves as a driver of digital transformation in the public sector in Switzerland. In this way, we help to provide barrier-free access to citizen information in the spirit of a "smart city". We are tapping new market potential by investing in energy-efficient, innovative technologies.

