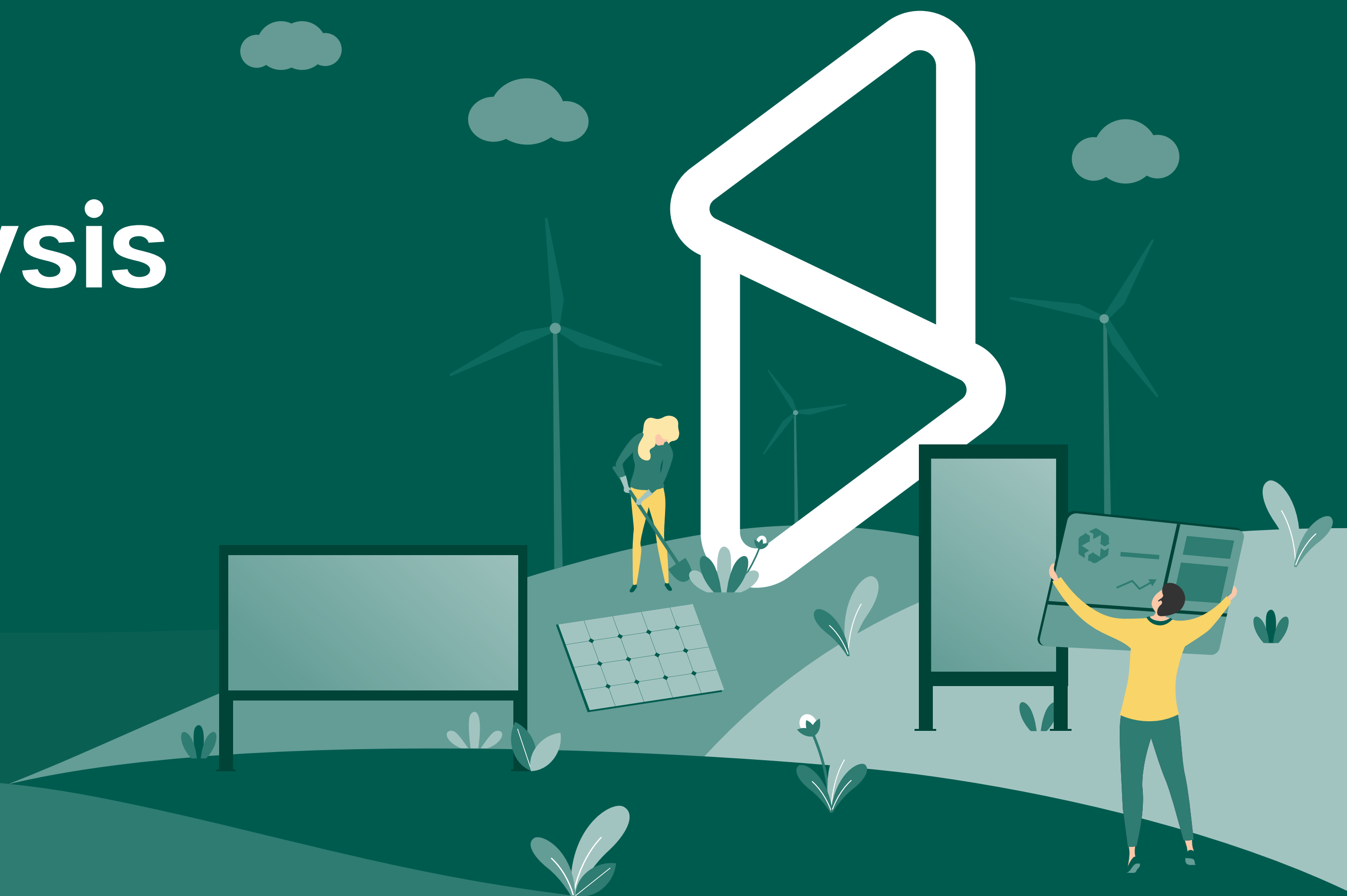


Materiality Analysis 2022



Materiality analysis according to double materiality

Environmental




Energy & Emissions	
Impact (Inside-Out)	Influence (Outside-In)
<p>Energy: The use of energy-efficient LED technologies can have a positive impact on the expansion of digital infrastructure. The targeted use and a corresponding demand for electricity from renewable sources for the supply of office locations and digital screens can have an accelerating effect on the energy transition and contribute to the expansion of the grid in Switzerland.</p> <p>Emissions: The business activities of Livesystems cause emissions along the entire value chain (Scope 3). Through the collection of relevant data, these can be measured and controlled, with the goal of reduction and compensation (where not reducible).</p>	<p>Energy: Greater energy efficiency and the use of renewable energy sources can have a positive effect on operating costs for Livesystems. At the same time, rising energy costs (e.g. due to an energy shortage) and the expansion of the digital inventory (growth strategy Livesystems) mean increased expenditure. The population's attitude towards the Swiss digitalisation strategy has an influence on the reputation of digital out-of-home advertising and possibly on the «licence to operate» for Livesystems.</p> <p>Emissions: Due to market conditions, there is a dependence on hardware supplies from the Asian region, entailing a high CO2 footprint from resource depletion, production and transport, that has so far been unavoidable for lack of alternatives within the European market. Social and regulatory needs may require an adjustment of the operating times of digital screens and optimised corresponding service development.</p>


Sourcing	
Impact (Inside-Out)	Influence (Outside-In)
<p>95 per cent of Livesystems' suppliers are based in Switzerland. By sourcing her goods and services from national and regional suppliers, Livesystems supports the local economy.</p> <p>Supplier requirements, purchasing criteria and audits on social and environmental aspects raise awareness and demand for resilient solutions on the suppliers and promote a sustainable economy in Switzerland and the respective organisations/companies/industries.</p>	<p>Due to market and manufacturer-related factors, Livesystems is heavily dependent on technologies from Asia, particularly China.</p> <p>Legal provisions around supply chains and human rights are becoming international norms and important value drivers for stakeholders, which require corresponding compliant action along the entire value chain.</p> <p>By ensuring responsible sourcing, Livesystems meets regulatory requirements and minimises (indirect) risks. It can also reduce her environmental footprint.</p>

Materiality analysis according to double materiality

Environmental




 Recycling	
Impact (Inside-Out)	Influence (Outside-In)
Livesystems' efforts to reduce her own waste volume, to separate recyclable materials and to promote corresponding progress along the value chain have an impact on the sustainable availability of precious resources.	The efficient use of resources and conscious recycling of materials can be associated with recurring cost savings. Any efforts along the supply chain can generally have a positive impact on the reputation of Livesystems.


 Materials	
Impact (Inside-Out)	Influence (Outside-In)
By promoting the use of high quality, certified and recyclable materials, Livesystems can contribute to the reduction of resource consumption and materials, reduce waste, and thus better protect the environment.	Circular products and solutions meet an increasing customer demand. Meeting these needs can generate competitive advantages and strengthen the company image. The use of energy-efficient, sustainability-certified or recyclable products and services lead to higher investments and influences the corporate budget.


Materiality analysis according to double materiality

Social



 Health and Happiness	
Impact (Inside-Out)	Influence (Outside-In)
Promoting health and safety in the workplace leads to a good quality work-life balance for employees. It ensures the maintenance of long-term performance, satisfaction, and motivation.	Promoting health and safety in the workplace ensures that Livesystems can successfully carry out her economic activities and thus ensures business continuity.


 Equality, Diversity and Inclusion	
Impact (Inside-Out)	Influence (Outside-In)
By promoting equality, diversity, and inclusion Livesystems can contribute to the eradication of discrimination and make a positive difference on equality and social stability within the company and in Swiss society as a whole.	By promoting equal opportunities, diversity, and inclusion, Livesystems can benefit from the skills of a larger and more diverse group of potential employees and be perceived as an attractive employer. An adequate generation management will have a positive effect on the company's performance, with respect to the shortage of skilled workers and general demographic developments.


 Education and Training	
Impact (Inside-Out)	Influence (Outside-In)
<p>Through the recruitment and development of talent, Livesystems promotes the skills, performance and (labour market) ability of her employees and creates jobs. In this way, Livesystems makes a valuable contribution to a sustainable society.</p> <p>By raising awareness of current relevant sustainability matters within the company and society, Livesystems can promote a general sustainable lifestyle among her employees.</p> <p>Through her digital communication channels, Livesystems can push public relations efforts and bring sustainability topics into society on a daily basis, generate attention and provide food for thought.</p>	<p>Through the creation of internal training opportunities and participation in external education programmes, Livesystems can develop the skilled workers she needs in a targeted manner, enhance knowledge management and ensure future viability of the company.</p> <p>Consequently, she can position herself as an attractive and responsible employer and meet the expectations of the younger labour market (e.g. with regard to a sense of meaning or sustainability).</p>

Materiality analysis according to double materiality

Governance



 Compliance	
Impact (Inside-Out)	Influence (Outside-In)
<p>Accurate and transparent compliance safeguards the interests of stakeholders, such as employees, customers, suppliers, investors and the public. Fair competition and anti-corruption has a beneficial effect on local market conditions.</p> <p>Failure to comply with relevant laws and regulations in the social, economic and environmental spheres may lead to a serious business risk.</p> <p>Disclosure of violations of laws, fines and incidents of discrimination creates transparency and trust on the part of stakeholders.</p>	<p>Thorough and transparent compliance is expected by stakeholders and will contribute to the long-term business performance of Livesystems.</p> <p>By ensuring fair competitive practices and transparency, Livesystems complies with legal regulatory requirements and minimises risks associated with corruption and anti-competitive behaviour.</p>

 Digitalisation	
Impact (Inside-Out)	Influence (Outside-In)
<p>Digital technologies and infrastructure represent Livesystems' core business and forms her strategic foundation. The use of new technologies, the development of needs-based offers and the optimisation of internal operating processes creates added value for customers and consumers, employees, municipalities and communities.</p> <p>Furthermore, Livesystems can support the digitalisation efforts within Switzerland. High flexibility, geo-targeting possibilities and short reaction times offer important advantages over analogue advertising alternatives.</p> <p>Extending the lifespan of her digital technologies and hardware products has a positive effect on their overall eco-efficiency.</p>	<p>The Swiss digitalisation strategy is an important factor influencing the company's business development. Digitalisation allows Livesystems to optimise her products, services and operating processes, leading to greater cost savings, efficiency and the enhanced ability to innovate.</p> <p>Through the progressive shift from analogue to digital advertising platforms, existing competitors are increasing their digital offerings. Consequences may potentially challenge the market position of Livesystems in the field of digital outdoor advertising.</p>

Materiality analysis according to double materiality

Governance



Innovation and Technology

Impact (Inside-Out)	Influence (Outside-In)
<p>The continuous expansion of innovative capacity, which includes the development of new products and services as well as processes creates optimized and new customer and operations solutions.</p> <p>The use of innovative software and hardware technologies may result in a reduction of energy consumption, resources and the associated CO2 emissions of the company.</p>	<p>Innovations allow Livesystems to optimise her products, services and operating processes, which has an impact on cost savings and profitability.</p> <p>In addition, they allow to enter new markets and the development of new target groups, thus providing competitive advantages.</p> <p>Innovative technologies usually have a better product eco-performance and operate more energy efficiently. This contributes to the reduction of energy costs and savings in resource consumption by Livesystems.</p>

IT and Data Security

Impact (Inside-Out)	Influence (Outside-In)
<p>Through the provision of digital services, Livesystems impacts privacy settings of stakeholders such as customers and employees. The opportunities of a digital world go hand in hand with potential risks and digital ethical dilemmas: hacker attacks, the risk of data loss or manipulation, the erosion of privacy, machine patronisation or the exclusion of user groups.</p> <p>Ensuring secure, reliable, sustainable handling of sensitive data, algorithms and technologies enables Livesystems to maintain the trust of her customers, employees and society while equally ensuring seamless access to her products and services.</p>	<p>Ethical, reliable digital services ensure seamless operation of digital systems and positively influence business continuity. Risks related to information security (e.g. cybercrime) can be mitigated.</p> <p>At the same time, the possibilities offered through digitalisation may influence innovative strength, having a major impact on the profitability of Livesystems.</p>