

# **Sustainability Policy**

## **KREAB**

**October 2023**

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## **1. About KREAB**

KREAB is a communications, public affairs and sustainability consultancy founded in Sweden in 1970. We help our clients to achieve their public positioning, visibility and corporate reputation objectives, thereby increasing their capacity to influence.

Present in Spain since 2000, the subsidiary is 100% owned by KREAB Worldwide.

## **2. Purpose**

KREAB is committed to making a positive impact on its environment and creating value for its stakeholders, including employees, customers, suppliers and other collaborators, and society at large.

This Policy intends to establish the basis for the management of KREAB Spain's environmental, social and governance impacts, risks and opportunities, and aims to determine sustainability commitments in line with the organisation's strategy.

## **3. Scope**

This Policy is applicable to KREAB Spain and must be complied with by all employees. It will be the framework for the establishment and development of other corporate policies, which must be coherent and in line with it. The commitments set out in this Policy will be gradually extended to suppliers and collaborators of KREAB Spain.

## **4. Commitments**

KREAB Spain's commitments to sustainability are ultimately aimed at the pursuit of social good through the services and solutions it develops, in order to make a positive impact on both customers and society in general.

Putting these commitments into action involves active listening and a continuous dialogue with stakeholders, to understand their needs, respond to their expectations and create long-term value.

This Policy is always aligned with the OECD Guidelines for Multinational Enterprises and the sustainable development agenda in force at an international level.

### **Responsible stakeholder management**

KREAB promotes sustainability criteria and the responsible management of its environmental, social and governance impacts and risks in its relationships with current and potential customers, employees, suppliers and other partners.

### **Good governance, honesty and transparency**

KREAB has adopted a governance model grounded on legality and transparency for the development of its operating activities and encourages that these be conducted based on honesty, ethics and truthful information.

### **Employee health and well-being**

KREAB fosters a working environment that favours the physical and mental health, well-being and development of all its employees through measures that support work-life balance and create dynamic and flexible working environments that facilitate creativity and growth.

### **Diversity, equity and inclusion**

KREAB understands that the people who form part of the organisation must be a true reflection of the community it ultimately serves, as a necessary condition for generating social value inside and outside its spheres of activity. And thus, focuses on this aspect to contribute towards creating a more inclusive, diverse, equitable and just society.

### **Respect for human rights**

KREAB guarantees and contributes to the protection of the human rights of its stakeholders, rejecting any practice that poses a risk of violation and establishing due diligence instruments for mitigation or redress. This includes both basic human rights as well as new emerging rights or rights linked to KREAB's business.

### **Information security and data privacy**

For KREAB, protecting the privacy of its current and potential customers (and other third parties involved), employees and other partners, is a necessary condition. In this respect, it implements all relevant technical measures to ensure the protection of their information and data privacy.

### **Responsible innovation**

KREAB seeks to maximise the positive social impact of its services for the benefit of both its clients and society at large. To this end, it encourages innovation, creativity and collaboration in the search for solutions to improve the services provided while also contributing to the social good.

Additionally, continuous learning in the workplace is promoted, to encourage professional development and with the aim of supporting innovation. The organisation is committed to contributing to the acquisition of new skills.

KREAB is also aware that in order to provide value-added services for its clients and society in general, it has a responsibility to generate knowledge and intellectual capital through the services provided, and to do so in a way that does not incur conflicts of interest.

### **Care for the environment**

KREAB is committed to the conservation and regeneration of natural capital both through its corporate footprint and, especially, by way of the services it provides. In this regard, it helps its clients to understand their obligations and reduce their impact on the environment.

## **5. Related policies**

- Prevention of Money Laundering Policy
- Equality Plan
- Human Rights Policy
- Natural Capital Policy

## **6. Governance and Oversight Model**

This policy has been approved by the Spanish Partner Committee at its October 2023 meeting. KREAB is committed to reviewing this document at least every three years to adapt it to the company's context and strategy and to new developments in sustainability.

The heads of the areas affected by the Policy will provide the means and resources for compliance in their areas of responsibility where appropriate.

The development and subsequent adaptation of this Policy is the responsibility of the Sustainable Business area of KREAB Spain.