

Kinly CSR Policy

Our Policy that we live and work by



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A message from our CEO

Robbert Bakker

“At Kinly, we know remarkable things can happen when you bring a group of people together. Everywhere”

We make visual collaboration easy: we advise on, implement and take the hassle out of collaboration. There is no way to replace a real-life hug or high-five and we're not pretending technology will ever do that. We do know that technology can be a great addition to the ways of collaboration, creates more flexibility, a better work-life balance, and can replace a lot of daily commutes & business travel.

Kinly is very proud of the positive role that our company plays as a trusted adviser to government, educational, medical, and private sector organizations.

Together, we are building the digital infrastructure upon which the next wave of growth and development in our regions will be based. We believe that we can genuinely make the world a better place by making visual collaboration easy. Kinly today serves customers in over 120 countries from office locations throughout EMEA, the USA and APAC.

We also recognize our responsibility to our customers, shareholders, suppliers, employees and society at large. As we help others achieve their CSR goals, we also aim to conduct our business in a caring and accountable manner to achieve sustainable growth, taking responsibility for the social, environmental and economic impacts of our activities, whilst fulfilling moral and legal obligations.





Passionate innovators

We think working together is the most exciting thing in the world.

We work closely with the world's leading technology providers, build and innovate our own awards winning solutions on top of their technology.

For us, being close to our clients as always been the best source of innovation, understanding what you do, and how you can do it better, to:

Improve your workflow.



Reliable Professionals

Our goal is to earn the position as your trusted advisor.

We employ some of the best talent and expertise in the industry and are among the highest certified industry professionals globally.

For us, credibility and trust is built over time by doing the right thing, as promised, always:

Also, when nobody is watching.



In it **Together**

To work efficiently, we need better ways of coming together.

We built that.
We use that.
We provide that.

For us, it doesn't stop with technology. On your journey to work smarter, in different spaces and places, you can rely on Kinly people being helpful:

We will be there with you, every step of the way.

The Kinly corporate responsibility organization consists of a compliance team and a sustainability team. We want to build a company that truly reflects our core values as a living, changing and growing company. Let me tell you where we stand today.

Robbert Bakker, CEO Kinly
2021

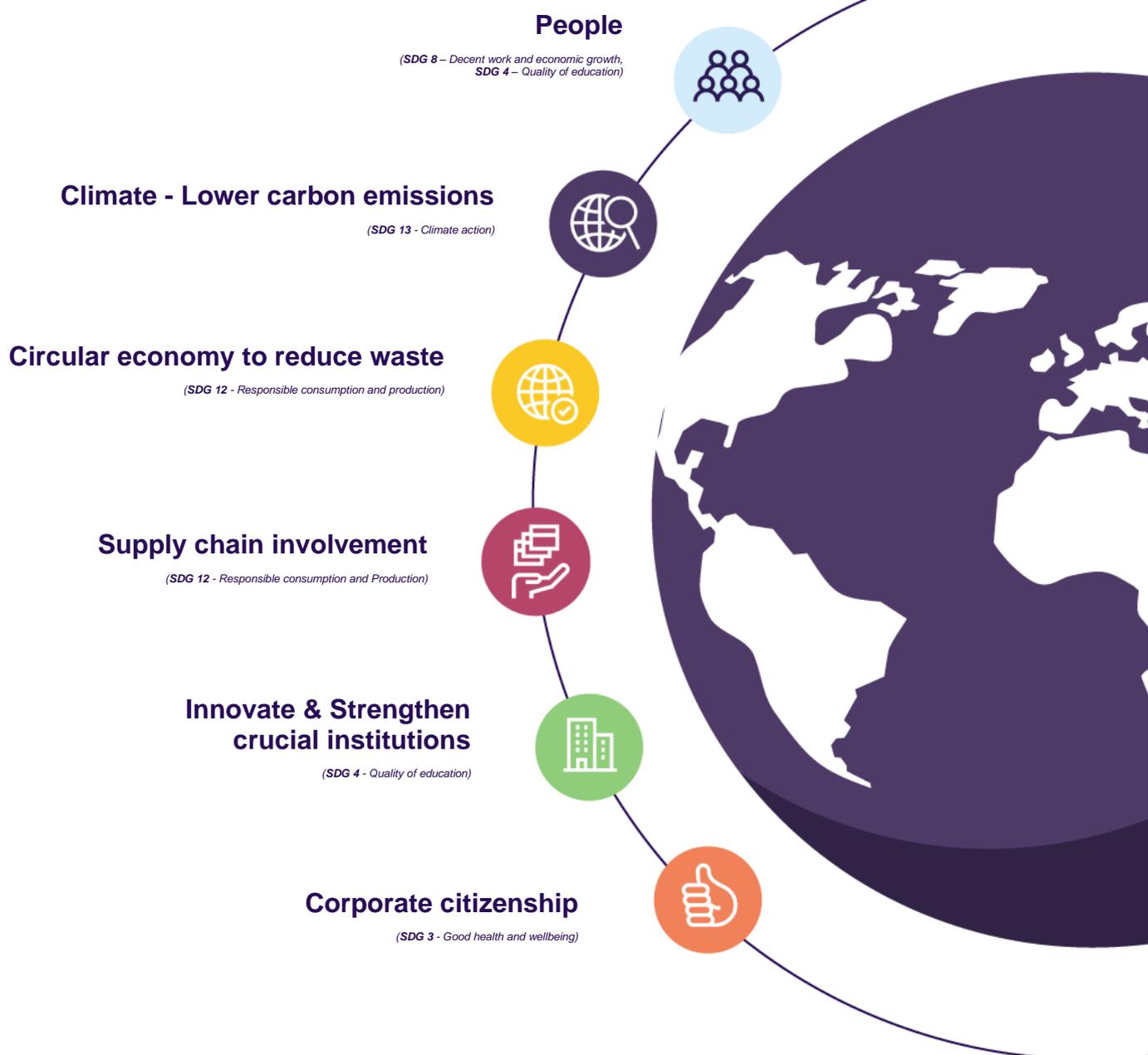
Our CSR policy

Worldwide, flights produced 915 million tonnes of CO2 in 2019. Aviation is responsible for 12 %(*) of CO2 emissions from all transports sources, compared to 74% from road transport.

At Kinly we want to contribute to reducing these emissions. With the right ways of working, the right technology, and the right tools, significantly less travel is needed. We help our clients choose the right solutions for their workflows, enabling them to reduce the number of daily commutes and reduce their overall business travel.

We focus on six strategic areas of sustainability to create long-term value for our stakeholders, shape a sustainable future, and contribute to the United Nations Sustainable Development Goals. Sustainability is an integral part of our business strategy and focuses on the following areas:

Source: <https://www.ataq.org/facts-figures.html>





1. People

(SDG 8 – Decent work and economic growth, SDG 4– Quality of education)

Our people are our most valuable asset. In order to boost innovation, productivity and competitiveness, we need our people to be motivated to develop themselves, to make the most of their talents, and perform to the best of their abilities. We provide equal opportunities to all existing and prospective employees and see diversity in our workforce as an important asset and a core part of our company values. We run an inspiring and inclusive place to work, meet, share and learn.

With our services, we also help balance work and life for our employees and for our clients. We believe that with the right tools, people have more flexibility to work together, anywhere. This provides modern families the flexibility to perform at work – and to perform at home, leading to reduced stress and higher effectiveness.

2. Climate - Lower Carbon Emissions

(SDG 13 - Climate action)



Lowering carbon emissions is at the core of what we do. Clients working with our visual collaboration solutions will lower their carbon footprint. We are also committed to lowering our carbon footprint to achieve zero emissions, by working towards enhancing the energy efficiency of our company around the globe.



3. Circular Economy to Reduce Waste

(SDG 12 – Responsible consumption and production)

Kinly is committed to minimizing the impact of its activities on the environment. We are keen to play our part, by refurbishing systems, remanufacturing parts, by extending their lifespans, and by looking into new opportunities to reduce waste.

4. Supply chain involvement

(SD 12 Responsible consumption and Production)



We believe that Corporate Social Responsibility is essential to Supply Chain Success. Having an effective Corporate Social Responsibility (CSR) policy that adequately addresses supply chain issues, means we can better manage legal, reputational and economic risks.



5. Innovate & Strengthen crucial institutions

(SDG 4 - Quality of education)

Consistent innovation is the engine that drives our business. Education and government services are changing. Kinly enables key institutions in society to work better. Be it universities, police, or the judicial system: we help clients with their collaboration needs. Technology allows students to get a better, more interactive education. Online, video-based court cases improve access to a fair judicial system. Secure video communications allow government services to act more swiftly and work better together.

6. Corporate citizenship

(SDG 3 Good health and wellbeing)



We ensure that all of our business is conducted according to high ethical and professional standards. We actively seek compliance with applicable laws and regulations in the countries and regions where we operate, and whenever possible, go beyond these specified standards.

Special attention is paid to:

- **Health & Safety:** We have a moral obligation to provide a safe and healthy working environment for all of our employees. We use the highest possible professional standards, and continuous improvement is a key principle of our management system.
- **Community:** As a global employer, we play an active role in the local communities in which we operate. We support local initiatives and organizations that are vital for our communities and that connect the people in our communities.

Our strategy contributes to a number of the United Nations Sustainable Development Goals. The Industry, Innovation and Infrastructure (SDG 9) goal is connected to the core of our company, as innovation is the lifeblood and engine that drives our business. We also contribute towards the Quality Education (SDG 4), Decent work and economic growth (SDG 8) and Climate Action (SDG 13) goals.

As a company we are committed to continually improving our Sustainability strategy, related policies, standards and programs to meet our stakeholders' needs and expectations. ISO 26000 provides our business with guidance of how we can operate in a socially responsible way. Meaning we act in an ethical and transparent way that contributes to the health and welfare of society. Our ISO 26000 self-declaration is annually reviewed by a third party and published on [internet](#).

We aim to be transparent about the economic, environmental and social impact of our activities and performance goals, metrics and results. We will ensure that appropriate organizational structures are in place to effectively identify, monitor, and manage Sustainability issues and performance.



1. People

Our people are the heart and soul of our company. They help us to build a culture that is friendly, honest and genuine. We are excited to share our brand identity and look forward to sharing lots of experiences with our customers, partners and other interested parties. Corporate social responsibility is vitally important to who we are as a company. Our policies ensure that we rigorously adhere to the highest standards in ethical behavior, environmental sustainability, data security, quality and more.

Kinly's commitment is to an inclusive environment where we attract, retain, train and advance the most competent employees without regard to their race, gender, color, religion or religious belief, sex, national origin, age, marital status, sexual orientation or disability, and will not discriminate against any persons by imposing conditions or requirements which cannot be seen to be justifiable.

Key points of Kinly's strategy to achieve this are:

- With the **Kinly Academy**, we provide **training and personal development** plans to our employees.
- We have a **Global Vitality program for our employees** with local initiatives to increase employee vitality, for example the DIX scan in NL (Sustainable Employability Index)
- **We encourage our employees to work one day per year as volunteers** to lend a helping hand.
- We provide **training / job experience to people (min. 2 per year) with a distance to the labor market** (apprenticeships, internships, trainees, disabled etc.)
- We make sure **our employees can have the best balance in work and life**. We have **flexible working hours**, and everyone has been supplied with Unified Communications (UC) solutions, enabling everyone to work together everywhere.

2. Climate – Lower Carbon Emmissions



We are actively working on lowering our impact on the climate by making our activities climate neutral. The head office based in Amsterdam is a Climate Neutral Business, meaning that our organization reduces and offsets CO2 emissions.

Kinly's Environmental Policy outlines our commitment to conduct our business in a way that supports environmental sustainability. In this policy, we set ourselves challenging standards in areas such as energy consumption, waste treatment and compliance to legislation. The policy also states our intention to reduce our harmful impact on the environment, in terms of carbon emissions.

Key points of Kinly's strategy to achieve this are:

- **Maximize waste** recycling by evaluating operations and ensuring they are as efficient as possible.

- **Minimize toxic emissions** through the selection and use of its fleet and the source of its power requirement.
- Actively **promote recycling** both internally and amongst its customers and suppliers.
- Kinly seeks to work with suppliers that demonstrate a similar **commitment** to the environment and develop appropriate environmental management systems as above.
- Each Kinly region has set objectives to **further decrease energy use and increase recycling of waste** for 2021.
- Meet or exceed all the **environmental legislation** that relates to Kinly.
- Have objective to **offset the greenhouse gas** emissions generated by our activities.
- Kinly Breda holds the ISO 14001 certificate. The worldwide standard that specifies requirements for an effective environmental management system (EMS).
- The **Dutch Head office in Amsterdam is Climate Neutral**. Meaning that our organization reduces and offsets all CO2 emissions.
- Our office in **Norway achieved the Silver Medal in 2021, provided by EcoVadis** in recognition of its Corporate Social Responsibility practices.
- **Our US offices work with local E-cyclers** when decommissioning sites across the country.

These key points have resulted in a Self-declaration conform ISO 26000 standard that is published on the [publication platform](#), in which Kinly Head Office commits to protecting the environment as much as possible. The results of our activities to reduce impact on the environment are published in a Co2 Footprint report and CSR annual report for our Head Office in Amsterdam.

Kinly implemented a training program for its (new) employees as part of the induction program, to raise awareness of environmental issues and enlist their support in improving our performance.



3. Circular Economy to Reduce Waste

Care for the environment is sound business practice and is a key Kinly value. Waste Management is one of our key responsibilities, and an important part of the way in which we do business by limiting use of natural resources through sustainability promoting recycling.

Key points of Kinly's strategy to achieve this are:

- Maintaining our **EMAS accredited ECO Lighthouse certifications**.
- Protecting the environment by striving to prevent and **minimize our customers' and our own contribution to pollution** of land, air, and water. Seeking to keep **wastage and stock to a minimum and maximize the efficient use of materials and power**.
- **Reducing total shipments** and outlaw wasteful shipment of small items.
- **Managing and disposing of all waste** in a responsible manner.

- **Providing training for all our staff** so that we all work in accordance with this policy and within an environmentally aware culture.
- **Regularly communicating our environmental performance** to our employees and other significant stakeholders.
- **Developing our management processes** to ensure that environmental factors are considered during resource planning, travel arrangements and implementation.
- **Ensuring our Suppliers and Partners are aware of our Environment Policy** and ensure their own Policy is consistent.

4. Supply Chain Involvement



We believe that Corporate Social Responsibility is essential to Supply Chain Success. Having an effective Corporate Social Responsibility (CSR) policy that adequately addresses supply chain issues, means we can better manage legal, reputational and economic risks.

Responsible supply chain management concerns cooperation with our suppliers to ensure that they have CSR strategies and to create ongoing improvements in suppliers' CSR performance. It is especially important to us to focus on high-risk suppliers, for example from industries that are known to face particular challenges, or from countries where national legislation and internationally recognised principles for human rights and labour rights, the environment and anti-corruption, are not fully respected. Our manufacturers are expected to fully disclose where they source their products. It is part of Kinly's supplier requirements that the supplier can handover a CSR policy and / or an ISO 14001 certificate to demonstrate their environmental commitment.

By conducting well prepared due diligence Kinly identifies what impact the supplier business activities have on: the environment, corruption and working conditions.

Since CSR and Supply chains go hand-in-hand with integrated (video) systems, companies should make CSR-conscious decisions by reducing waste. In other words, a supply chain manager should begin integrating their systems and reducing waste. Kinly supports this activity by helping customers to recycle all material used for packing our products or by shredding privacy sensitive materials that conform to the highest security and environmental standards.

The **key points** of Kinly's strategy to achieve this are:

- **Keeping our supply chain as short as possible.** Not only will this limit the chance of any misunderstanding in one of the links in the supply chain, it also offers advantages in the field of finance and quality.
- **Supplier Code of Conduct.** We ask our suppliers where their products come from and under which circumstances, they are being produced. To illustrate what we expect of our suppliers and business partners we ask them to sign our Supplier Code of Conduct. The code of conduct covers human rights, workers' rights, the environment and corruption. Kinly aims to continuously improve policy and practice that supports suppliers in complying with this code of conduct.
- **Doing business with reliable partners.** We ask other businesses about their experiences and ask explicitly what the companies they have worked with are doing in the area of CSR. Kinly and Kinly's suppliers shall avoid partners that operate in countries subject to international boycott by the United Nations and/or local Authorities.
- **Law and Regulations.** Kinly's Ethical Trade Principles are founded on key UN and International Labour Organization conventions and documents. National laws shall be respected, and where

the provisions of law and Kinly's ethical trade principles address the same subject, the most stringent shall apply.

- **Supply chain management created a Code of** conduct to illustrate what we expect of our suppliers and business partners regarding human rights, workers' rights, the environment and corruption.



5. Innovate & Strengthen Crucial Institutions

Consistent innovation is the engine that drives our business. Education and government services are changing. Kinly enables key institutions in society to work better. Be it universities, police, or the judicial system: we help governments with their collaboration needs. Technology allows students to get a better, more interactive education. Online, video-based, court cases improve access to a fair judicial system. Secure video communications allow government services to act more swiftly and work better together.

Key points of Kinly's strategy to achieve this are:

- Implement future proof platform of products, solutions and invest in partnerships.
- Provide managed services. Everything the customer needs to guarantee the best pre-set uptime.
- Train and outsource technicians to operate helpdesks, studios and any other functions the customers require to achieve the next level in visual collaboration.

6. Corporate Citizenship



We ensure that all our business is conducted according to high ethical and professional standards. We actively seek compliance with applicable laws and regulations in the countries and regions where we operate, and whenever possible, go beyond these specified standards. Special attention is paid to:

- Health & Safety
- Community

Health & Safety

Kinly is committed to providing and maintaining a safe and healthy workplace for all workers (contractors and volunteers) as well as clients, visitors and members of the public that visit our premises. Hazards and risks to health and safety will be eliminated or minimized, as far as is reasonably practicable.

The responsibility for managing health and safety ultimately rests with the person in control of the business office (general manager), Leaderships team (LT). Employees also have important responsibilities for health and safety in the workplace.

Kinly recognizes and accepts its moral and legal obligations under all applicable (European) regulations to ensure, as far as is reasonably practicable, the health, safety and welfare at work of all its employees, persons in training, directors, contractors and temporary workers, and the health and safety of visitors and other persons who attend or use our premises and who may be affected by our work (visitors).

The **key points** of Kinly's strategy to achieve a safe work environment are:

- **Prevent accidents and cases** of work-related ill health by managing the health and safety risks in the workplace.
- **Provide clear instructions and information**, and adequate training to ensure employees are competent to do their work.
- Implement **emergency procedures – evacuation** in case of fire or other significant incidents.
- **Trained Emergency response teams** at every location – appointed Head of Emergency.
- **Well maintained and installed fire prevention equipment** that is periodically inspected and replaced.
- Inform employees and visitors of **emergency exists, evacuation plans and emergency protocol**.
- **Provide appropriate safety equipment** and personal protective equipment.

Employees will take reasonable care of their own health & safety, follow instructions, use safety equipment and personal protective equipment as instructed and when applicable. Our goal is to provide a safe and healthy work environment that is free from workplace injury and illness. This will only be achieved through the participation, co-operation and commitment of everyone in the workplace.

Supporting communities

We support local initiatives and organizations that are vital for our communities and that connect the people in our communities. Together with Kinly employees we contribute and make these initiatives attractive and accessible and pay special attention to stimulate integration, promote diversity and empower the underprivileged.

The **key points** of Kinly's strategy to achieve this are:

- We **encourage our employees to work one day per year as volunteers** to lend a helping hand.
- We have **Culture and Diversity teams** initiating and supporting different projects for all employees.
- The **'In it Together Do Good initiative'** resulted in the support of **4 great charity projects**: Edwin van der Sar Foundation (NL), Thistle Foundation (UK), Autism & Cerebral Palsy Facility (US) and the pilot project with Birgit Skarstein, voluntarily supported by Kinly employees in NO to enable handicapped people working over video in more effective ways.

For More Information:

Kinly now operates in over 20 locations throughout Europe, USA and APAC, serving clients in over 125 countries with over 1,200 talented and passionate employees.

To connect with us at one of our global offices, visit kinly.com/contact

