



XR Environmental Policy

Last Review Date: August 1, 2025 (first release)

Owner: Mick Hoogwoud, Deputy General Counsel

Approver: Eric Rubenstein, Chief Legal Officer

Department/Scope: Global

Review Schedule: Annual

1. Overview

At XR, we are committed to managing our environmental impact in a way that supports, rather than compromises, the quality of service we provide to our clients.

We are at the beginning of our sustainability journey and are focused on building the right data, systems, and governance to better understand and manage our environmental footprint. This policy outlines our intentions to track and reduce emissions, and to adopt more sustainable practices across our operations.

2. Scope

This Policy applies to all entities within the global XR group of companies. It may be updated periodically to reflect changes in applicable laws, industry standards, or XR's evolving approach to sustainability. For the most current version, please refer to the company's internal resources.

3. Our Environmental Initiatives

We are working to improve our environmental performance through a range of initiatives, including:

- **Emissions Tracking:** Collecting and reporting Scope 1, 2, and 3 emissions data to better understand our environmental footprint using 2023 as our baseline year.
- **Emissions Reduction:** Reviewing processes and identifying initiatives to reduce emissions across our operations.
- **Energy Efficiency:** Continuously identifying opportunities to reduce energy use in our offices and operations.
- **Digital Storage:** Implementing data retention policies for client assets to reduce long-term storage emissions and improve efficiency.



- **Sustainability Reporting:**
 - **CDP:** Participating in CDP reporting. We received the CDP questionnaire in June 2025 and will disclose during the mid-September scoring period.
 - **EcoVadis:** Committed to improving our EcoVadis score year-on-year. As of the date of this policy, our target score is 45.
- **Regulatory Compliance:** Tracking and monitoring compliance with applicable environmental laws, including but not limited to the Corporate Sustainability Reporting Directive (CSRD).
- **Sustainable Paper Use:** XR has implemented a policy to reduce paper consumption. We prioritize digital-first practices and aim to reduce paper use by phasing out paper-driven services wherever feasible.
- **Recycling:** Providing recycling bins in our offices and encouraging all employees to recycle.
- **Vendors:** We prefer to work with vendors and contractors who share our commitment to sustainability and uphold similar principles.

Roles and Responsibilities

Our Impact Team is dedicated to driving sustainability efforts and identifying new opportunities to present to management. We collaborate with third parties such as '51 to Carbon Zero' and 'Ad Net Zero' to stay informed about best practices in sustainability and emissions reduction. These collaborations also help us better understand evolving market expectations and industry trends.

We encourage all XR employees to contribute by sharing ideas with the Impact Team or their local People and Culture team.

Related Policies

- Data Retention Policy
- Sustainable Paper Use Policy
- Physical Storage Destruction Policy

Questions and Reporting

If you have any questions, need clarification about this Policy, or would like to share suggestions or sustainability-related ideas, please contact the Impact Team at:

impact@extremereach.com