

A modern office interior with a high ceiling, exposed ductwork, and large windows. The space is furnished with tables and chairs, and there are several large green plants. A large blue geometric shape is overlaid on the right side of the image.

# virtuology

European AI-Driven Ecosystem for Marketing,  
E-Commerce and AdTech.

**ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG)  
& SUSTAINABILITY POLICY**

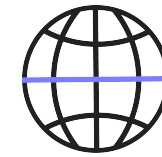
# ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG) & SUSTAINABILITY POLICY

Virtuology is a premier digital marketing group headquartered in Brussels encompassing eight distinct companies distributed across four strategic hubs in Europe and Africa. Serving over 300 clients throughout various European countries, Virtuology is dedicated to delivering exceptional digital marketing & e-commerce solutions.

At the heart of Virtuology lies a commitment to human development. Our mission is to cultivate personal, professional, and financial growth for individuals within our ecosystem. Each company within the Group is unified by a shared mission and a set of core values.

The foundation of Virtuology is built on the principles of Solidarity, excellence, joy, integrity and respect. Virtuology's dedication to Environmental, Social, and Governance (ESG) is driven by the "Virtuology Attitude" and the unwavering commitment of our founders and leaders to generate value for all stakeholders. The Group's strength is derived from maintaining the autonomy of each company while leveraging natural synergies among them.

In alignment with the Sustainability Reporting Guidelines, the ESG sector standards set by the Sustainability Accounting Standards Board (SASB), and the ten principles of the UN Global Compact, Virtuology's ESG policy is structured around three pillars and nine priorities, ensuring a comprehensive and impactful approach to sustainability.



## Environment

- Climate Commitment
- Environmentally-Friendly Business Practices
- Rational Resource Management



## Social

- Supportive and Inclusive Work Environment
- Social Impact on Communities
- Quality of Services and Respect for Consumer Rights



## Governance

- Corporate Culture
- Governance Oriented Towards Sustainability
- Ethics and Integrity Throughout the Value Chain

## Pillar 1

### Acting in Favor of the Environment for the Well-Being of the Planet and Future Generations

- **Reduce Carbon Emissions:**  
Aim for carbon neutrality by implementing strategies to significantly lower our carbon footprint and supporting initiatives that combat climate change.
- **Promote Environmentally-Friendly Practices:**  
Encourage sustainable business practices across our entire value chain.

## Pillar 2

### Creating Positive Impact and Fostering Growth for All Stakeholders

- **Employee Well-Being:**  
Provide the best working conditions and a fulfilling environment that values diversity and inclusion.
- **Quality and Safety of Services:**  
Ensure the highest standards of quality and safety to protect our clients and their end consumers.
- **Community Engagement:**  
Partner with our communities to drive positive social impact.

## Pillar 3

### Embracing Ethical, Transparent, and Responsible Governance

- **Corporate Culture:**  
Cultivate a corporate culture that empowers everyone to thrive and contribute fully.
- **Risk and Sustainability Integration:**  
Incorporate risk assessments and sustainability criteria into our decision-making processes and business strategy.
- **Ethics and Integrity:**  
Uphold the highest standards of ethics and integrity throughout our value chain.
- **Stakeholder Involvement:**  
Engage all internal stakeholders in governance and the implementation of ESG actions.
- **Transparency:**  
Communicate our progress on ESG matters openly and transparently to all stakeholders.

## GOVERNANCE AND IMPLEMENTATION

Our commitment to ESG is grounded in a transparent and collaborative governance system guided by four key principles



### Legal Compliance:

Adherence to the laws in all countries where we operate.



### Transparency and Accountability:

Maintain transparency and accountability with all stakeholders.



### Stakeholder Interests:

Consider the interests of both internal and external stakeholders.



### Alignment with Best Practices:

Align our actions with the best international ESG practices.

Our ESG approach is integrated across all our units and their various functions. Each hub has an ESG focal point responsible for steering and measuring the impact of our actions. These focal points form part of an ESG committee that provides strategic direction and conducts periodic reviews of our initiatives.