

## **datmedia Environmental, Social and Governance (ESG) Policy**

At datmedia, we recognize the importance of environmental, social, and governance (ESG) factors in driving sustainable and responsible business practices. As a company specialising in digital signage integration, we are committed to including ESG considerations into our business operations, procurement, services and decision-making processes.

### **Environmental Policy:**

We are committed to minimising our environmental impact by:

- Complying with all relevant environmental laws and regulations.
- Reducing our carbon footprint by promoting energy efficiency and using renewable energy sources where practical.
- Minimising waste generation by reducing, reusing, and recycling materials where feasible.
- Encouraging responsible use of resources by implementing policies and procedures that promote resource conservation.
- Continuously monitoring and assessing our environmental impact to identify areas for improvement.

### **Social Policy:**

We are committed to promoting social responsibility by:

- Upholding human rights and promoting ethical business practices.
- Providing a safe and healthy work environment for our employees.
- Ensuring fair labour practices and avoiding discrimination of any kind.
- Supporting the communities in which we operate through volunteering and charitable donations.
- Developing strong relationships with our suppliers and customers based on mutual trust and respect.

### **Governance Policy:**

We are committed to promoting good governance by:

- Ensuring transparency in our decision-making processes.
- Complying with all relevant laws and regulations.
- Maintaining high standards of ethics and integrity in all of our business dealings.
- Ensuring accountability at all levels of the organisation.
- Developing and implementing effective risk management strategies.

**To achieve these commitments, we will:**

- Communicate the importance of ESG considerations to our employees and encourage them to incorporate these principles into their daily work.
- Regularly review and update our ESG policies to ensure they remain relevant and effective.
- Conduct regular assessments of our ESG performance to identify areas for improvement.
- Communicate our ESG policies and practices to our customers, suppliers, and other stakeholders.
- Integrate ESG considerations into our procurement processes to promote sustainable and responsible products.

At datmedia, we are committed to upholding these principles and promoting sustainable and responsible business practices.

We conduct an annual ESG Policy and Performance Review to ensure that this ESG Policy remains relevant and effective.