

An aerial photograph of a large, calm lake with several forested islands. The water is a deep blue-grey, reflecting the sky and the surrounding greenery. In the background, there are rolling hills or mountains under a slightly overcast sky. The overall scene is serene and natural.

ESG Report 2022

agilic

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About this report

Agillic's ESG Report concerns the financial year 2022 and constitutes a baseline for future progress and target setting. This ESG Report forms part of the Management Review of Agillic's Annual Report 2022 and covers reporting on corporate social responsibility cf. section 99a of the Danish Financial Statements Act.



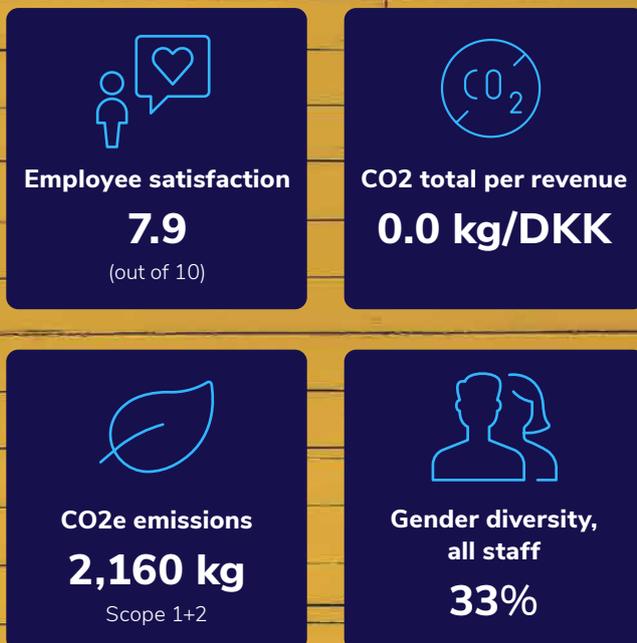
In 2021, Agillic became a Nasdaq ESG Transparency Partner.

ESG highlights 2022

Financial highlights 2022



ESG highlights 2022



Statement by the CEO



Agillic is a company with a strong sense of purpose. As employer, corporate citizen, and contributor to B2C business development, we are mindful of our role in society and the impact we have.

Our purpose is to help companies build and reinforce sustainable relationships based on unique customer experiences.

The Agillic Manifesto expresses our vision to use the power of data, content, and our platform's personalisation capabilities to eliminate communication pollution and thereby optimise the experience for the individual.

With this first ESG Report, we aim to be transparent and explicit about our commitment to a more sustainable development of our society.

We support the UN Sustainable Development Goals and UN Global Compact's Ten Principles, and although we are a small company, we take our role and responsibility very seriously.

We have commenced our ESG journey, and over the next couple of years, we will steadily progress in terms of assessing and improving our impact on society.

It is a pleasure to publish Agillic's first ESG report covering the year 2022.

Emre Gürsoy, CEO of Agillic A/S

The Agillic Manifesto

We see a world where the idea of communicating to the masses is seen as alien.

Where unwanted or inaccurate communication is actually regarded as pollution.
Wasteful and unsustainable.

Where less will be something everyone wants more of.

Where the data with which we are entrusted by customers will be treasured as
if it were a set of fingerprints or a photograph.

So we can build realistic, familiar, first-hand knowledge of more and more people.

And create millions and millions of individual, personalised messages.

Messages that will seem like a welcome whisper in an ear, rather than a shout from afar.

Communication that motivates. Or creates a smile in the mind.

Sometimes momentous.

Sometimes frivolous or fun.

Always respectful. Always personal.

We can already see a world where there is the ingenuity to begin doing all of this.

The more we innovate, the more quickly this will become a reality.

And we will be empowered to eliminate communication pollution altogether.

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Personalised communication to millions

Agillic in brief

Agillic is a Danish software company headquartered in Copenhagen, Denmark, with teams in several countries, including Germany, Norway, and Romania. At the end of 2022, Agillic employed 48 people.

The Agillic Omnichannel Marketing Automation Platform empowers brands to work with data-driven insights and content to create, automate, and send personalised communication to millions, offering advantages such as:

- Higher conversion
- Enhanced customer satisfaction
- Higher retention
- Increased customer lifetime value
- Operational efficiency

In 2022, Agillic generated a revenue of DKK 67 million and an EBITDA of DKK 1.1 million. The growth in ARR (annual recurring revenue) amounted to 37.7%.

Proven business cases

Our target clients are digitally mature and data-driven B2C-businesses with a substantial customer base, mainly in the following industries:



Additionally, we offer our platform to NGOs and charity organisations, such as Red Cross, Hjerteforeningen, and Folkekirkens Nødhjælp at very favourable rates.

Business model

Agillic's business model is entirely software-as-a-service (SaaS). Clients pay a yearly license for access to Agillic's platform and pay an additional fee for transactions executed, such as email and SMS. The go-to-market model is based on strategic partnerships across:

- Business development partners: We find new business in collaboration with sales partners on our target markets.
- Solution partners: We start collaboration with global partners and build relationships through our Solution Partner Program.
- Technology partners: The Agillic platform continuously integrates best-of-breed technologies to accelerate the implementation process and deliver faster time to value.

We work closely with partners in several international markets, including Czech Republic, Germany, Lithuania, Norway, Poland, Sweden, Switzerland, the UK, and the USA.



ESG governance

The responsibility for ESG is anchored in Agillic's Board of Directors and Executive Leadership, supported by corporate functions in the day-to-day execution.

Executive Leadership is responsible for implementing relevant policies and ensuring that corporate practices and ways of working are aligned with the policies and recommendations for good corporate governance.



Materiality assessment

The Executive Leadership has applied a light ESG materiality desktop assessment to identify and prioritise the ESG issues that are most critical to Agillic.

The materiality assessment, weighing the financial impact on Agillic's business and Agillic's impact on society, has resulted in the identification and prioritisation of the following critical issues in relation to sustainability and ESG:

- **Energy consumption** and related **CO2 emissions** in connection with software applications and **data storage and transactions**
- Energy consumption and CO2 emissions related to **own operations**

- **Employee satisfaction** as a lead indicator for our ability to retain talent and minimise employee turnover
- **Employee turnover** as a lag indicator with a potential negative impact on business continuity and ability to grow
- **Data security breaches** related to clients' data hosted on our platforms

The risks related to these issues and the actions to mitigate these risks will be described in connection with the following sections.

The selected ESG KPIs and related data collected also reflect the findings of the materiality assessment.

ESG policies

Based on our commitment to the UN Sustainable Development Goals and UN Global Compacts Ten Principles, the Board of Directors has adopted the following ESG related policies, which are available at agillic.com/esg:

- Environmental Policy
- People & Social Policy
- Human Rights Policy
- Anti-corruption & Anti-bribery Policy
- Data Privacy Policy

The policies are reviewed annually by the Board of Directors and converted into strategy and action plans, spearheaded by the Executive Leadership.

Highlights of the individual policies are listed below:

Environmental Policy

Through our Omnichannel Marketing Automation Platform, we contribute to eliminating communication pollution by using the power of data and content to create unique customer experiences. Eliminated communication results in less data transmitted and less CO2 emitted in our value chain.

We are committed to running our business operations in a continually more sustainable way. The aim is to reduce the negative environmental impact of our business operations. This primarily pertains to energy consumption related to IT and software operations, office buildings, as well as business related travel.

People & Social Policy

It is of utmost importance to us to be regarded as a respected and attractive employer. Our actions and behaviours are grounded in our corporate values: Integrity, Continuity, Expertise, and Dedication (ICED).

We are committed to ensuring and promoting diversity in the workforce. We want to make positive contributions to the lives, well-being, and development of our employees, and we are focused on creating a healthy working environment with high performing teams that develop together, and not least have fun while doing it. We want to create a sense of belonging and a community for continued learning. Thus, we have systematised knowledge sharing in 'The Agillic Academy' which is an umbrella initiative for knowledge sharing, inspiration, and training of employees, clients, and partners.

Human Rights Policy

Agillic acknowledges and complies with the requirements of The Universal Declaration of Human Rights and ensures that no part of the company is complicit in any human rights abuses. Agillic respects and acknowledges cultural differences and disassociates itself from all discrimination based on race, religion, age, nationality, or sexual orientation.

Anti-corruption & Anti-bribery Policy

Agillic is committed to adhering to high standards of business conduct, which as a minimum includes compliance with the law. Agillic holds a 'zero-tolerance' stance towards bribery and corruption.

Data Privacy Policy

As a processor of personal data from customers, employees, and business relations attention to ethical processing of data is of utmost importance to us. We are committed to processing personal data in accordance with applicable law including the General Data Protection Regulation 2016/679 of 27 April 2016 ("GDPR") and the Danish Data Protection Act No. 502 of 23 May 2018 supplementing the GDPR, and any amendments thereto and other legislation supplementing these rules.

ESG strategy and actions

In 2022, our main focus has been to develop and adopt relevant ESG policies and to establish a baseline for developing a long-term strategy and setting appropriate targets.

Since we have only just embarked on our sustainability journey, we have not yet established an elaborated ESG strategy. However, many aspects of ESG are already embedded in our daily operations and risk management processes.

In 2023, we will further refine our materiality assessment and develop an elaborated ESG strategy.

Environment & Climate

We encourage all employees to act with environmental awareness in their daily business conduct and we support remote working and online customer meetings to reduce our overall carbon footprint. We are committed to reducing the energy consumption and the carbon emissions deriving from our own operations (Scope 1+2), and eventually, we will include carbon emissions from our value chain (Scope 3) as well.

It is particularly important for us that we use suppliers of software solutions and cloud storage, that are focused on reducing the climate impact of their operations. Thus, the primary risks regarding environment and climate relate to indirect energy consumption in connection with our technology platform, data storage and transactions.

It is important for us that our suppliers are focused on establishing data centres committed to reducing CO2 emissions by transitioning to renewable energy sources.

In 2022, we have commenced our sustainability journey by collecting energy and CO2 data. In 2023, we will use the data collected as a baseline for setting targets and developing action plans to reduce our climate impact.

People & Social

Talent is our game changer. The 'fight for talent', especially within IT and MarTech poses a significant risk, and it is therefore extremely important for us to be regarded as an attractive employer. As a minimum this requires that human rights are respected at any time and that no discrimination based on race, religion, age, nationality, or sexual orientation takes place. In 2022, we have adopted a Human Rights Policy as well as a People & Social Policy in order to enact our business practices.

Agillic is committed to improve diversity both internally and with the software and technology industry in general. In 2023, we are launching a pilot programme to empower women in tech – especially in leadership roles – and create ambassadors through coaching and access to an advisory board of women in leadership roles within the industry. In parallel, our People & Culture team will engage in industry communities to help advance the public agenda. See 'Governance' below for additional diversity targets.

It is important for us to make positive contributions to the lives, well-being and development of our employees. We do this by providing attractive compensation, benefits and working conditions. This includes attractive parental leave conditions for both parents, flexibility to work remotely, lunch service and various healthcare services. We also facilitate a range of social activities such as Friday bar, game nights, a company health and training programme, etc. We have a structured onboarding programme for new employees which includes a 'buddy program' and introduction to all areas of the company.

We follow-up on employee satisfaction through regular surveys and we proactively work on creating a higher satisfaction based on the feedback provided. We secure an open, transparent, and regular dialogue with all employees to ensure a common understanding of objectives and to make sure everyone's voice is heard. We do this through a continuous information

flow, including Townhall meetings every six weeks and “Show & Tell” knowledge sharing sessions every second week.

Continuous learning and training are vital for all our stakeholders. We have created ‘Agillic Academy’ as an umbrella initiative for knowledge sharing, inspiration, and training of both employees, clients, and partners. In 2022, we implemented “High Five” plans for all employees as a framework for personal development and we are offering voluntary talent based personality tests using TT38.

Governance

Management considers data security breaches as one of the highest risk factors from a governance perspective. We mitigate key risks related to data security through an industry-standard security programme, which is aligned with the ISO 27001 standard. Agillic’s Information Security Management System (“ISMS”) is the responsibility of an Information Security Board, reporting to the Board of Directors, and was last audited by Deloitte in December 2022. All customer related data is stored and processed according to the official Data Processing Agreement (“DPA”) between Agillic and the customer.

We have a ‘zero-tolerance’ stance towards bribery and corruption but admits that there is a risk that the company or any of its employees should be complicit

in violating corporate policies. In 2022, we have adopted an Anti-corruption & Anti-bribery Policy and ensured that all employees have familiarised themselves with the policy. We mitigate risks related to bribery and corruption by enforcing said policy, and we explicitly encourage all employees to report any suspicion of bribery or attempted bribery to the Executive Leadership. We enforce disciplinary action in case of breaches to the Anti-corruption and Anti-bribery Policy.

We aspire to follow the recommendations on corporate governance from the Danish Committee on Corporate Governance. As a starting point, we have published a compliance report leveraging the framework provided by The Association of Listed Growth Companies – see agillic.com/investor/corporate-governance.

In terms of diversity in the Board of Directors, there are currently no women in the Board. This is not satisfactory, and it is a priority for the Chairman of the Board to find qualified female candidates. Our hiring strategy for new hires is to reach a 50/50 male/female split across all FTEs by 2026.

ESG statement

| Note | 2022 | |
|---------------------------------|--------|------------------|
| 1. Energy consumption | 63,879 | mJ |
| 2. Energy intensity | 0.0 | mJ/DKK |
| 3. CO2 total | 2,160 | Kg CO2e |
| - Scope 1 | 0.0 | Kg CO2e |
| - Scope 2 | 2,160 | Kg CO2e |
| 4. CO2 total / revenue | 0.0 | Kg CO2e/DKK |
| 5. Employee sickness absence | 1.4 | % |
| 6. Employee turnover | 25 | % |
| 7. Employee satisfaction | 7.9 | (scale: 0-10) |
| 8. CEO pay gap | 3:1 | Ratio |
| 9. Total FTEs | 48 | # |
| 10. Gender diversity all staff | 33% | Share of females |
| 11. Gender diversity Management | 16.7% | Share of females |
| 12. Gender diversity Board | 0 | Share of females |
| 13. Data Security breaches | 0 | # |

Notes to accounting statement and accounting principles

About this statement

The ESG data have been compiled to ensure a high degree of transparency between Agillic and our stakeholders on issues related to the Environment, Social impact, and corporate Governance.

The year 2022 is our first year of disclosing an ESG data. Our focus is to systematically evaluate and measure our impact and provide a clear picture of the company and the journey we are on. The goal is to increase the understanding of Agillic's positive and negative impact, as well as our current and potential impact. The report is based on internal data retrieved from our own databases, as well as data retrieved from utility providers. The Scope 1 and 2 emissions are aligned with the methodology recommended by GHG Protocol.

We have applied the accounting principles suggested in the Danish Business Authorities' ESG KPI catalogue.

1. Energy consumption

Total energy consumption measured as mega joules has been calculated by summing total energy used in the calendar year in relation to company cars, electricity, and office heating/cooling. The following methodology has been used: \sum (used fuel type * energy factor per type of fuel) + (used electricity (incl. renewable energy) (kWh)*3.6) + (used district heating / cooling incl. renewable energy sources (mJ))

2. Energy intensity

Energy intensity has been calculated as total energy consumption (mJ) divided by revenue (DKK).

3. CO2e emissions

CO2-equivalent emissions are reported in scope 1 and 2 according to the definitions in the Green House Gas Protocol.

Scope 1 CO2e emissions:

Scope 1 direct emissions from controlled sources includes company cars and office heating/cooling. The CO2 emissions have been calculated using the online

tool provided by the Danish Business Authorities on klimakompasset.dk.

Scope 2 CO2e emissions:

Scope 2 indirect emissions have been calculated based on location and includes purchased electricity. The CO2 emissions have been calculated using the online tool provided by the Danish Business Authorities on klimakompasset.dk.

4. CO2 total / Revenue

CO2 total / Revenue is a measure of CO2 intensity. As the business grows, CO2 will naturally grow as well. However, CO2 in comparison to revenue should not increase –rather the opposite due to economies of scale and actions to reduce CO2 emissions.

5. Employee sickness absence

Employee sickness absence has been calculated as total hours of absence due to sickness divided by total working hours.

The sickness absence in both 2020 and 2021 has been affected by the global COVID-19 pandemic.

6. Employee turnover

We are continuously optimising our organisation for efficiency and – not least given the current macro-economic environment – to be as lean and agile as operations allow; thus, we do not re-hire for all turnover (both voluntary and involuntary). This was also the case in 2022.

We monitor employee turnover closely and in the context of relevant supporting indicators such as employee sickness absence and employee satisfaction.

Employee turnover in the calendar year has been calculated as (voluntary + involuntary FTEs leaving / average number of FTEs) * 100.

7. Employee satisfaction

Employee satisfaction is based on the average engagement score for the calendar year based on monthly voluntary employee Peakon surveys.

8. CEO pay gap

CEO pay gap has been calculated as: CEO compensation compared to median salary of all employees.

9. Total FTEs

Total FTEs have been calculated as the sum of full-time employees + full time equivalents of temporary and part time employees.

10. Gender diversity all staff

Total female employees divided by total employees at the end of the year.

11. Gender diversity management

Total females in management divided by total members of management at the end of the year.

12. Gender diversity Board

Total females in the Board of Directors divided total members of the Board of Directors at the end of the year.

13. Data security breaches

Number of observed data security breaches during the year.

EU taxonomy

The EU taxonomy regulation is a classification system, establishing a list of environmentally sustainable economic activities. The EU taxonomy is part of the European Union's Green Deal and enables investors to understand whether economic activities of companies are sustainable and to help them navigate the transition to a low-carbon economy.

In 2022, we have started the process of reporting on the EU taxonomy. The first step has been to identify eligible activities.

As our core activities fall within the category 'climate change mitigation' and more specifically the category 'Information and Technology' and the sub-category "Data processing, hosting and related activities", we do have eligible activities.

Having established that we are eligible to report on the EU taxonomy, we will start the process of gathering data to report on eligibility in 2023. Subsequently, we will start reporting on alignment with the EU taxonomy in due course.

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