



Be Purpose Driven

JAKALA S.p.A. S.B.
Impact Report 2023

Annual report according to art. 1, c. 382, Law no. 208/2015
E-mail address: sustainability@jakala.com
Website: www.jakala.com

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Be purpose driven

Together for a Sustainable Future, Our Goals

"Today we would like to share with you a perspective on our corporate journey and the ambitious goals that will guide us into the future ahead.

Over the years, we have faced challenges, celebrated successes and experienced moments of growth, constantly pushing the boundaries of innovation forward.

We have adopted responsible resource management practices in the firm belief that emerging technologies can be powerful allies in achieving corporate sustainability goals.

We understand that our mission goes beyond creating financial value; it is also to generate a positive impact on society and the environment.

JAKALA is not just a company, but a community of passionate and committed people. We have embraced the concept of sustainable development by becoming a benefit company to help promote sustainability and be agents of change.

Our payoff **"Together to Get There"** embodies this philosophy. It means that our success is shared with you, our customers, our people, our partners and the community. Together, we want to build a more sustainable future.

In this report, you will find an overview of our activities including the United Nations Agenda 2030 Sustainable Development Goals.

We hope this document will provide a clear view of our ongoing commitment to pursuing change and mark another step together toward a future of shared success.

Thank you for standing with us on this journey."

Matteo de Brabant
Founder & Chairman



Jakala Società Benefit

Introduction: commitment to Sustainable Development

In 2021, JAKALA embraced the role of Benefit Corporation, marking a decisive step toward responsible and sustainable growth. This transformation reflects its commitment to operate in a transparent and respectful manner, placing the well-being of people, the protection of the environment, and the pursuit of balance on the planet at the center of its activities.

Through this document, JAKALA intends to openly communicate its path as a Benefit Corporation and its holistic viewpoint towards business, which continuously considers the impacts of its actions on society inside and outside JAKALA.

This report details the values that guide it, the steps it has taken and those it intends to follow, the professional figures it involves, and the training initiatives it promotes.

It aims to share with all relevant stakeholders its commitment to a business model that is not only aimed at economic success, but also at social progress and environmental sustainability.

As required by current regulations, JAKALA supplements its communication with the Impact Report, a document that complements the Sustainability Report, which is voluntarily prepared by the company.

This joint documentation aims to provide a detailed and transparent overview of the Group's actions aimed at making a positive impact on all stakeholders.

JAKALA's goal is to ensure that the information disclosed fully reflects its commitment to promoting responsible and sustainable business practices.

The purpose of this report is to elaborate on:

- the assessment of the impact generated by JAKALA;
- the description of the ways implemented during 2023 to pursue the common-benefit purposes set forth in the Company's Articles of Incorporation;
- the new goals that the Company intends to pursue for the year 2024 with respect to the aforementioned purposes.

Global value assessment in benefit corporations

Benefit Corporations extend the traditional analysis of financial statements to include the assessment of their beneficial impacts on society and the environment.

The measurement of these impacts follows the same rigor adopted for business results. Similar to the presentation of financial data in the annual financial statements, Benefit Companies are required to document, through the Impact Report required by Law No. 208/2015, the achievement of the social and environmental objectives that have been declared in the Articles of Incorporation.

This document not only attests to the results achieved, but also outlines the strategies and actions planned for the future.

Balance and protection in benefit corporations



Benefit Corporations include in their Articles of Incorporation not only the traditional corporate purpose, but also a set of explicit commitments that they intend to achieve for the well-being of all stakeholders with whom the company is in contact, whether directly or indirectly. This approach is embodied in a clear statement of the common benefit goals that are intended to be achieved and harmonizes actions aimed at achieving business results with those geared toward achieving solid community benefits.

The distinctiveness of Benefit Societies lies in their ability to generate long-term sustainable value, not exclusively for members but extending to all stakeholders.

JAKALA's vision is clear: only by seeking, building and maintaining a balance between business success and social responsibility can we ensure a lasting and meaningful impact for the community and the environment.

SDG Alignment

Drive the transition process to sustainability by providing tangible and measurable value through an innovative approach aligned with the Sustainable Development Goals (SDGs).

JAKALA values



Be Purpose Driven

JAKALA is committed to create positive and lasting change in the communities and sectors it serves.

It is also committed to build a sustainable and inclusive work environment where its people take pride in their work.



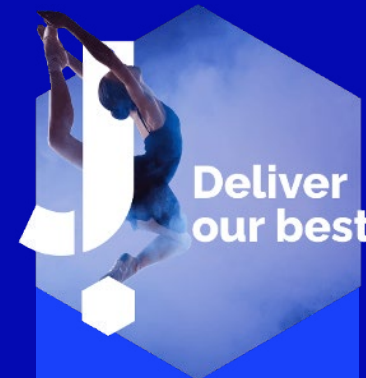
Embrace Data

JAKALA is proud to have always been a data oriented company. It has access to a wealth of information that enables it to improve forecasts, assessments, and decisions for its clients.



Make it count

JAKALA works with enthusiasm, perseverance and innovation to create real, measurable and lasting value.



Deliver our best

Commitment, determination, integrity and passion are the basis of its approach and the engine of its success.



Grow together

JAKALA believes that its people are strong individually, but that they grow even more when they operate as a team.

Purpose Driven Business

Società Benefit or Benefit Corporations, are an advanced business model oriented toward the creation of value for shareholders and other stakeholders, with a focus on social and environmental improvement. This global Purpose Driven Business movement aims to promote a more advanced economic paradigm in which businesses take a primary role in the regeneration of society and the environment, outlining a measurable and substantive transition from the logic of shareholder-based to stakeholdercentered economics.

Following the birth of Benefit Corporations in the United States, Italy was the first country in Europe to introduce the Benefit Corporation as a new legal form of business, with the aim of aligning and protecting the corporate mission and promoting the creation of shared long-term value.

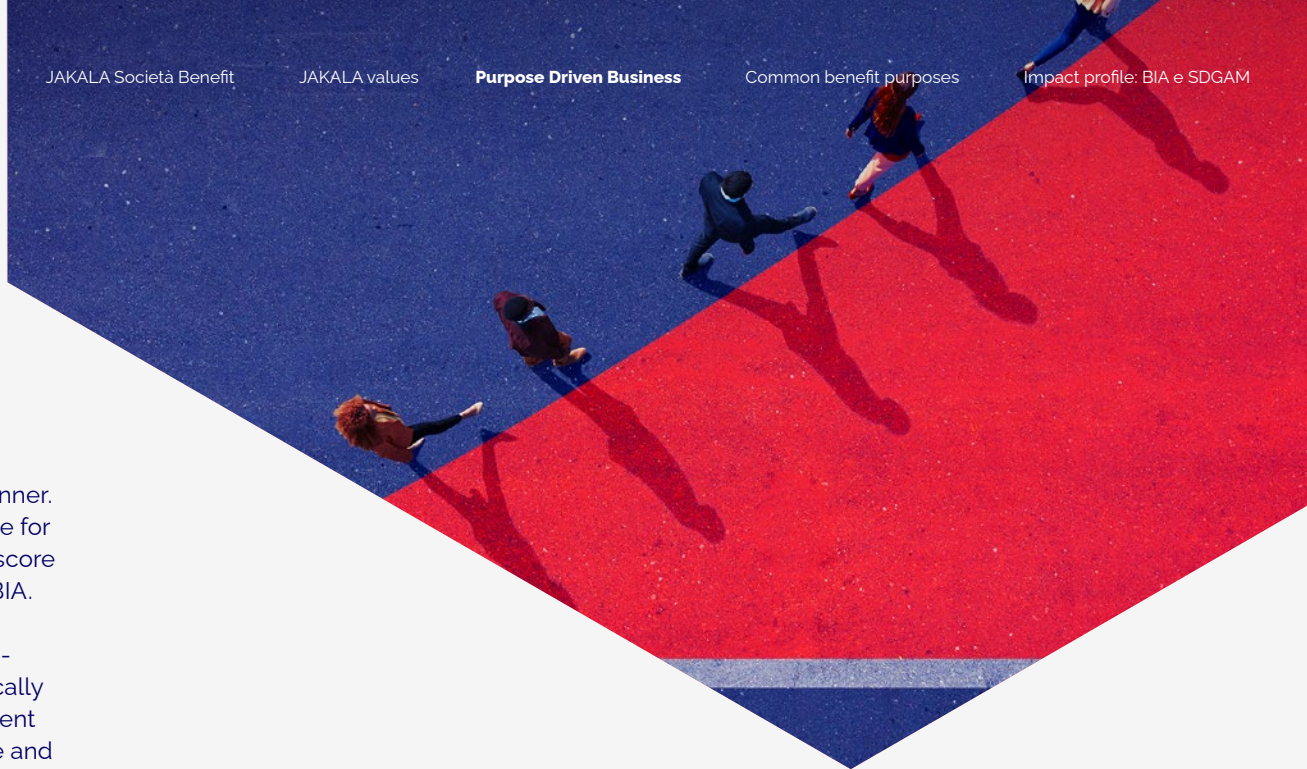
Among the reporting standards set for Benefit Societies is the B Impact Assessment ("BIA"), aimed at assessing the ability to generate

value and operate in a regenerative manner. Obtaining B Corp certification is possible for companies that achieve an excellence score of at least 80 points out of 200 on the BIA.

Moreover, the achievement of this goal - 100 BIA points - is intended to symbolically represent JAKALA's concrete commitment to its mission: to generate a measurable and tangible positive impact on society and the environment.

As part of its evolutionary journey as a Benefit Company, JAKALA has adopted this standard and set an ambitious goal of achieving a score of at least 100 points in the BIA by 2024.

This goal, although challenging, is achievable for the organization, thanks to its continued dedication to sustainability and corporate social responsibility.



Common benefit purposes

The following are the common benefit objectives that comply with Law No. 208/2015 on Benefit Corporations, particularly Paragraph 382, which prescribes that "the benefit corporation shall prepare an annual report on the actual pursuit of the common benefit, to be attached to the corporate financial statements."

The impact report or impact statement encapsulates a description of the specific goals achieved in the period ended and sets out new goals to be pursued in the following fiscal year.

Within the Bylaws, 10 goals of common benefit have been identified, internally called J Goals

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J Goal 01

Ethics and Transparency

JAKALA promotes ethics, transparency, and fairness through the adoption and dissemination of good management practices and self-regulation.

Review of 2023 goals

Implementation of management system for the prevention of corruption

Extension of certification according to the ISO 37001 standard to at least one subsidiary of Jakala S.p.A. S.B.

Goal fully achieved

The implementation of the management system for the prevention of corruption progressed, outlining and putting into practice an even more comprehensive framework.

In the year 2023, UNI ISO 37001:2016 certification has been extended to the subsidiary

Maize S.r.L., which has adopted a behavioral model adhering to the guidelines of JAKALA's Organizational Model.

A great deal of effort was also put into organizing and promoting training and awareness programs for personnel, as well as ensuring continuous monitoring to assess the effectiveness of the system in question.

This resulted in ISO 37001 certification, confirming the organization's commitment to preventing and combating corruption.

Legality rating

Adherence to a legality protocol and increase the legality rating to "****".

Goal partially achieved

The Board of Directors of Jakala S.p.A. S.B., in October 2022, resolved favorably about adhering to the Legality Protocol entered into between Confindustria and the Ministry of the Interior, a condition that would have enabled the Company to achieve the highest Legality Rating score (***) awarded by AGCM. Subsequently, the Company contacted a

member body of the Territorial and Sector Associations of Confindustria to proceed with membership. However, after an initial feasibility analysis, JAKALA found some objective impediments in the membership process.

Goals 2024

Policy for safe use of AI

Structure and implement policies for the safe use of AI.

Tax Control Framework

Develop and implement a comprehensive tax control system. This system aims to ensure effective and compliant management of tax issues by designing and implementing appropriate procedures and protocols. The goal is to maximize transparency, minimize tax risks and ensure compliance with applicable regulations, thus contributing to the soundness and integrity of corporate financial practices.



J Goal 02

Professional and Personal Development

JAKALA promotes the enhancement, development of skills and potentials, professional growth, and well-being of internal and external employees through sustainable, smart, and flexible work practices and by spreading a way of doing business that views work as the development of personal capabilities in balance with its personal sphere.

Review of 2023 goals

Well-being and inclusion

Promote the well-being of employees through dedicated initiatives and programs related to sports, also declined as a moment of social inclusivity.

Goal achieved

Joining the Milano Marathon and the Superleague of Playmore! was a unique opportunity to promote the well-being of

employees through sports initiatives, representing above all a concrete moment of sharing and inclusion.

Participating in such events not only incentivizes physical activity among team members, but also emphasizes the importance of an active lifestyle. The Milan Marathon and Superleague, with their reach and resonance, become ideal platforms to deliver the message of well-being and social inclusivity.

Through these events, the people of JAKALA are offered the opportunity to participate in meaningful sports activities, while promoting a sense of belonging and cohesion within the company. These initiatives, in addition to being moments of sharing and collaboration, contribute to creating a work environment that enhances individual and collective well-being.

Goals 2024

Human Capital Management

Introduction of integrated human resource management systems that will improve the user experience of JAKALA people within the company.

These systems will be designed to foster the personal and professional development of employees, extending the benefits to loved ones outside the company.

Spot for Charity

People SuperLeague

30

People Run for Charity

12

J Goal 02 - Continued

Professional and personal growth

Activating a specific professional development classroom in order to promote MarTech skills and be able to have a specific impact aimed at the employability of young recent graduates with disadvantaged access to the world of work.

Goal fully achieved

JAKALA activated a professional development classroom to promote MarTech skills and facilitate the employability of young recent graduates with disadvantaged access to the world of work. The classroom was activated by supporting Generation Italy, a reality born as a non-profit organization, which aims to reduce youth unemployment by facilitating the acquisition of skills necessary to pursue professional careers otherwise inaccessible.

As of 2019 in Italy, the foundation offers free professionalizing and experiential training courses, guaranteeing at least one job interview at the end of the course.

As part of the training, during the week of Oct. 23-27, JAKALA delivered the Marketing Cloud module internally through ad hoc sessions

taught by people from the Salesforce area. The classes, lasting a total of 18 hours, were attended by 24 people and were very successful both in terms of topics covered and collaboration among participants.

The initiative not only helped develop MarTech skills but also fostered a collaborative and stimulating environment, evidenced by the positive interaction between JAKALA people and participants.



Investments in education

Hours of Salesforce classes from JAKALA

18

People

24

South

12

Central of Italy

6

North

6



J Goal 03

Training

JAKALA wants to engage, raise awareness and increase the level of consciousness of the entire corporate organization, and also of the staff working on its behalf, toward a culture of greater personal responsibility and respect for both the environment and health and safety.

Review of 2023 goals

Environment awareness

Continue to dispense specific awareness-raising activities with respect to the environment in order to increase knowledge on the issue.

Goal fully achieved

During 2023, numerous events were organized to promote a culture of respect for and protection of the environment, focusing especially on sustainable mobility. In particular, JAKALA worked with a partner to hold a one-day event in Milan on June 30, 2023,

during which 34 people from JAKALA had the opportunity to experience full electric driving. This event was preparatory to the launch of the new driver experience, which took place on November 21 on National Tree Day. On this day, the new full electric car list for company cars was announced.

In addition, JAKALA contributed to the planting of 3,000 mangroves (one for each Group employee), thus contributing to environmental protection and the fight against climate change. An additional 500 mangroves were planted for other purposes.

Goals 2024

Health & Safety

Dispense specific awareness-raising activities with respect to health and safety issues with the aim of promoting a culture of safety as a tool for prevention and participation.



JAKALA planted 3000 mangroves in Madagascar, helping to regenerate the ecosystem and restore biodiversity



J Goal 04

Equity & Inclusion

JAKALA promotes inclusion and empowerment of differences in gender, ethnicity, sexual orientation, ability, and disability through the identification and removal of barriers that inhibit participation and contribution, the provision of equal professional and economic development opportunities, and anti-discrimination policies in the supply chain and with respect to all stakeholders interacting with the company.

Review of 2023 goals

Sport for inclusion

Reconfirm participation in inclusive sports events.

Goal fully achieved

Through engagement and awareness initiatives related to Diversity, Equity and Inclusion (DE&I), as well as through team building activities focused on inclusivity, JAKALA offered its people the opportunity to participate in the "Superleague" event, organized by PlayMore! This was an inclusive multidisciplinary tournament that allowed participants to express

their skills and feel supported by the corporate community. 30 people took part in the tournament, competing in team sports disciplines within mixed teams, including people with frailty.

Another significant moment of sharing and social engagement was the participation in the Milano Marathon, in support of the IBVA association.

Both events, Superleague and Milano Marathon, organized during 2023, helped strengthen the bond between the company

and the community, promoting solidarity and social inclusion.

In addition, 4 people from JAKALA took part in the Riga Rimi Marathon, a sporting event in the Baltic countries that engages on sustainability aspects every year.



JAKALA participates in SuperLeague 2023: Scan the QR-code!

Goals 2024

Sport for inclusion

Reconfirm participation in inclusive sports events.

Diversity Empowerment Path

Consolidation and expansion of specific awareness-raising on DE&I issues geared toward the broader definition of diversity.

Sport for Inclusion

People SuperLeague

30

People Run for Charity

12

J Goal 04 - Continued

DE&I in the supply chain

Begin a journey of monitoring diversity within the supply chain.

Goal achieved

Regarding the goal of promoting DE&I within the supply chain, a diversity monitoring initiative was successfully launched through the use of the EcoVadis platform.

This platform enables effective assessment and monitoring of diversity within the supply chain, ensuring compliance with the principles of equity and inclusion. Through this initiative, progress is being made toward a more inclusive and sustainable supply chain, thereby reflecting corporate values and helping to foster a culture of diversity and respect within the business ecosystem.

Diversity Empowerment Path

Create a specific awareness path on DE&I issues geared toward the broader definition of diversity.

Goal fully achieved

This was also achieved through the integration of information pills in newsletters and the presence of insights within training projects on the internal e-learning platform. In detail, there is evidence of increased awareness of the importance of inclusive language, with a demand for more in-depth information on the topic. The training course on the concepts of diversity, equity and inclusion has also attracted growing interest from stakeholders.

This path was reinforced by the adoption of the manifesto on inclusive language, which helped promote a respectful and inclusive way of communicating; the document also came about thanks to two meetings held with an expert on inclusive language.

An awareness-raising event organized with CERCHI D'ACQUA and the City of Milan on gender-based violence was a further step

forward in the area of gender diversity, allowing a debate on the issue within the company.

A guiding committee for human resources diversity management was established in 2023 and ISO 30415 certification was achieved, confirming the organization's concrete commitment to promoting a corporate culture that values diversity and fosters the uniqueness of its resources.



Tips to use gender-inclusive language: listen, respect and be aware

1

Listen carefully:

Practice active and respectful listening. Take the time to understand other people's language preferences and try to respect them.

2

Avoid stereotypes:

Be aware of biases and stereotypes related to differences and try to avoid using them in your language. Replace them with accurate and respectful descriptions.

3

Use people-first language:

When addressing a person with a disability, put the person at the center of the sentence before mentioning the disability. Some people may prefer **identity-first language**, in case respect the choice.

4

Avoid sexist language

Do not use gender-biased expressions or expressions that reinforce gender stereotypes. Be conscious of using neutral language whenever possible.

5

Respect gender identify

Use the correct pronouns when addressing a person and respect their identity. When in doubt, politely ask about the pronoun preferences.

Jakala is committed, as stated in the Articles of Association, to fostering inclusion and valuing differences in gender ethnicity, sexual orientation, ability, and disability through the identification and removal of barriers that inhibit participation and contribution, the provision of equal professional and economic development opportunities , and anti-discrimination policies in the supply chain and with respect to all stakeholders interacting with the company.





J Goal 05

Sustainable Procurement

JAKALA fosters and oversees, throughout the supply chain, decent working conditions and opportunities for economic and professional growth.

Review of 2023 goals

Improvement plan

Increase sustainability ratings of the monitored supplier portfolio in order to have a concrete impact on the supply chain.

Goal achieved

The adoption of the EcoVadis platform for monitoring sustainability in the supply chain has produced considerable results. There has been an overall improvement in the sustainability rating of monitored suppliers by 3.2 points from the previous assessment. This improvement represents a further step toward the goal of promoting sustainability within the supply chain. The results high-light the effectiveness of joint efforts in promoting more sustainable business practices among our partners.

Capacity building

Specific training aimed at category managers in order to better impact suppliers' ability to increase their environmental and social sustainability actions.

Goal achieved

In addition to the training provided to category managers on environmental, social and ethical sustainability aspects, 82% of the suppliers monitored by JAKALA gained access to the Academy training platform. Of these, 22% completed at least one course during the same period, while 10% started at least one course.

Goals 2024

Improvement plan

Increase sustainability ratings of the monitored supplier portfolio, including through activities to build and improve skills within the value chain.

ESG supplier qualification program

Integration and implementation of the supplier selection and qualification process.

Overall score in sustainability improvement



Overall	+3,2	52,3 → 55,5 Change in average score
Environment	+4,7	52,4 → 57,1 Change in average score
Labor and Human Rights	+2,3	55,7 → 48,1 Change in average score
Ethics	+2,4	50,1 → 52,5 Change in average score
Sustainable Procurement	+3,4	44,7 → 48,1 Change in average score



J Goal 06

Quality and Safety of Products and Services

JAKALA promotes a culture of maximum quality and safety of products and services through continuous collaboration with its partners in identifying the best materials, technologies, and solutions with a view to full economic, social, and environmental sustainability.

Review of 2023 goals

IT awareness: Data Privacy & Information Security Awareness

Continue to implement privacy and IT security improvement solutions to ensure continuous improvement.

Goal achieved

JAKALA has provided comprehensive and systematic training for employees and collaborators, using a training platform that includes instructional modules and verification tests to ensure understanding of the topics covered. This approach provides the necessary tools

to acquire full awareness of data protection issues, both proprietary and third-party, contributing to creating an environment conducive to a responsible corporate culture attentive to information security. In addition to mandatory courses on data processing, these topics are also covered during the full-on-boarding day and thoroughly in a new course focused on cyber and data security topics, the phenomenon of phishing, and the procedures that employees must follow. Phishing response tests conducted periodically allow verifying the effectiveness of training and awareness activities, highlighting areas for

improvement in response capability. JAKALA has also expanded its scope of action in the context of data and cyber security by shifting the focus from the defense of its assets alone to the protection of third parties, introducing solutions and measures aimed at limiting cases where clients, suppliers, and end users of services can be subjected to phishing and other strategies and technologies aimed at deceiving them.

Goals 2024

Digital sustainability

Implementation of a digital sustainability management system according to the UNI/PdR 147:2023 Reference Practice "Digital sustainability - Requirements and indicators for innovation processes."

Digital transformation projects will be able to respond to sustainability indicators to be consistent with the Sustainable Development Goals of the UN 2030 Agenda. @JGoal9

J Goal 06 - Continued

Ethical IA

Create a policy for the use of Artificial Intelligence, believing that digital skills will enable the creation of a better future, within the framework of developments and implementations conducted responsibly and ethically.

Goal achieved

The policies were drafted and shared during 2023, approved and disseminated in the first weeks of 2024. The drafting of these policies was the result of a collaborative, cross-sectoral approach that involved gathering stakeholder needs and input from experts in the field. This inclusive process allowed different perspectives and needs to be considered, ensuring that policies on the use of artificial intelligence are well thought out, balanced, and responsive to the needs of all stakeholders. In addition, the participatory approach has fostered broad acceptance and understanding of the policies, thus promoting greater adherence and compliance once they are approved and disseminated.

J Goal 07



Sustainable offering

JAKALA protects the environment and raises awareness of environmental issues and policies among customers and consumers both through the implementation of projects involving environmentally sustainable products and services and through the elimination of waste throughout the supply chain.

Review of 2023 goals

Sustainable Transportation

Decrease the CO2 impact from transportation and increase the share of carbon neutral Business To Consumer transportation..

Goal achieved

JAKALA has made significant progress in the area of sustainable transportation, particularly Business To Consumer (BTC) transportation, - wherever possible - which has been made carbon neutral. JAKALA has reduced the CO2 equivalent emissions (CO2e) associated with BTC transport by activating partnerships with transport service providers who offset their own emissions: the use of this type of supply

has increased in 2023 in terms of CO2e - from a value of 51,823.9 CO2e recorded in 2022 to 110,616 CO2e in 2023.

This improvement is an important step toward the organization's commitment to a more sustainable and environmentally friendly supply chain.

Product LCA

Implement a portfolio product development system that takes into account the life cycle of products with the goal of decreasing their impact.

Goal not achieved

In the design phase, life cycle analysis (LCA) has been inefficient relative to the target market, mainly due to project implementation timelines and frequent changes in demand. Challenges arise from the need to integrate life cycle analysis into decision making early in the design process, where timeframes are often tight and available information limited.

This can make it difficult to obtain accurate and complete data to assess the environmental impact of products or services under development.

Goals 2024

Sustainable Transportation

Increase the number of electric cars in the car fleet according to the New driver experience presented in November 2023.



J Goal 08



Customer Attention and Care

JAKALA aims to manifest helpfulness, competently handle customer requires, and use all necessary tools for customer loyalty.

Customer feedback

Customer feedback

Organize moments of sharing with customers in order to understand their needs and requirements, identify elements for improvement, and further enhance JAKALA's contribution.

Goal achieved

During the year, several meetings were held with clients, partners, and suppliers in order to explore crucial issues related to environmental and social sustainability, as well as to discuss new regulatory frameworks. One notable event was Sustain 2023, marked by a remarkable return to direct collaboration, with more than 450 participants gathered at

the Trianon Theater in Paris on March 13 and 14. This event, organized by EcoVadis and dedicated to sustainable supply chains, was attended by more than 3,000 individuals from 82 countries, who followed the event online for an average of six hours each. As part of Sustain 2023, JAKALA's Chief Procurement Officer, had the opportunity to participate in a panel titled "Maximizing Impact Through Procurement: A Roadmap for SMEs," during which he shared corporate best practices in sustainability with participants.

In addition, JAKALA took part in: (i) the Climate Ambition Accelerator, a six-month accelerator program for UN Global Compact member companies aimed at supporting the

achievement of emission reduction targets; (ii) the nine-month Target Gender Equality, also for UN Global Compact member companies, aimed at providing the skills and knowledge needed to promote gender equality. .

Goals 2024

Customer feedback

Actively participate in opportunities for dialogue and exchange with customers, partners and suppliers in order to gain a deep understanding of their sustainability related needs and requirements. Identify areas for improvement and further strengthen JAKALA's commitment in this area.



JAKALA takes part in Sustain 2023: Scan the QR-code!





J Goal 09

Responsible Business

JAKALA promotes values and behaviors related to social responsibility, sustainability, and environmental protection through both the conception, development, and implementation of new business models and activities aimed at customers and consumers and through corporate welfare activities.

Review of 2023 goals

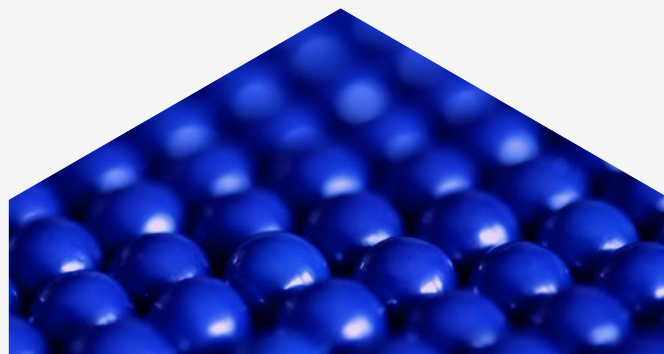
New sustainable concepts

Increase the number of sustainability related concepts and solutions compared to the previous year.

Goal achieved

With continued efforts and increased global awareness, by 2022 the range of sustainable concepts, had reached a total of 29, up from the previous year. Continuing on this trajectory, JAKALA is committed to devising and promoting additional sustainable initiatives, with the goal of protecting the health of the planet and the people who inhabit it. By 2023, this commitment has resulted in a total of 37 sustainable concepts. These initiatives

encompass various aspects of sustainability, which may relate to the product, packaging, or communication concept. Importantly, this represents only one step in the journey of continuous improvement of the offering, as JAKALA is aware of the work and commitment required to achieve standards of excellence.



Goals 2024

Digital sustainability

Implementation of a digital sustainability management system according to the UNI/PdR 147:2023 Reference Practice "Digital sustainability - Requirements and indicators for innovation processes." Digital transformation projects will be able to respond to sustainability indicators to be consistent with the Sustainable Development Goals of the UN 2030 Agenda. @JGoal6

Grow Together



Responsible business

Sustainable concepts

37

J Goal 10



Community

JAKALA contributes to the development of the social and economic environment in which the company operates both by providing job opportunities and research and development activities, and through projects that make company assets and skills available to specific purposes and stakeholders, and by fostering volunteer and philanthropic activities.

Review of 2023 goals

Employment in areas considered disadvantaged or low-income

Increase the number of resources employed in economically disadvantaged areas so as to contribute to economic development.

Goal achieved

Employment is a crucial indicator of economic and social prosperity. Its increase not only generates job opportunities and income, but also tangible improvement in the quality of life, effectively combating poverty and reducing social inequality. This is especially significant in economically disadvantaged

areas, where increased employment has an amplified impact on the community as a whole. As of December 31, 2023, the number of resources employed by JAKALA in the Bari, Naples and Rende offices reached 151, confirming a steady growth over the years.

These resources, with an average age of about 33, play a crucial role in the economic and social development process of the regions involved. It is essential to emphasize that this job growth not only has a positive impact on the local economy, contributing to the increase in the production of goods and services, but is also an important tool

in the fight against NEET (Not in Education, Employment, or Training) status, offering concrete opportunities for young people to enter the labor market and reducing the risk of social exclusion.

This progressive increase or stimulates local economic activity while creating a virtuous circle of economic and social development, generating a long-term positive impact on the community as a whole.

Goals 2024

Employment in areas considered disadvantaged or low-income

Increase the number of resources employed in economically disadvantaged areas so as to contribute to economic development.

Externalities

Extend beyond the organization some operational activities that are considered relevant to the company's stakeholders and that generate a positive impact for the community.

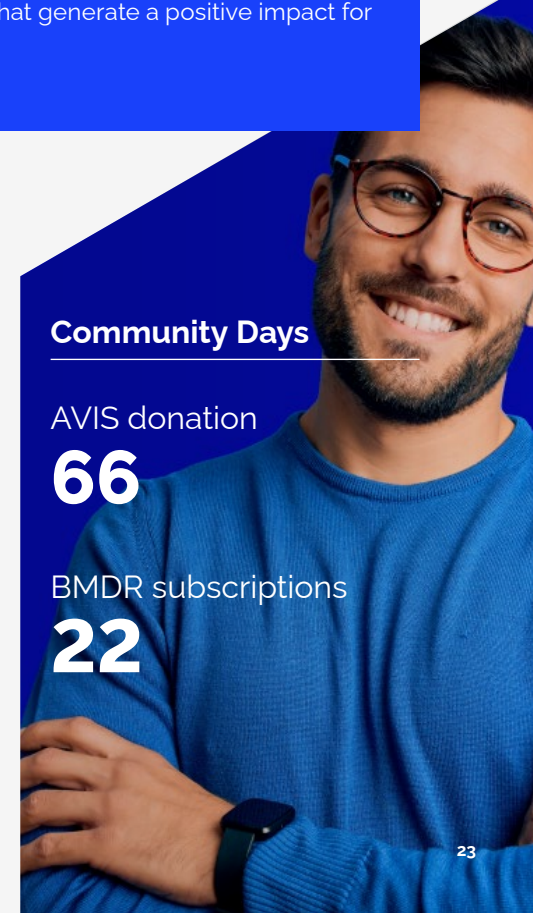
Community Days

AVIS donation

66

BMDR subscriptions

22



J Goal 10 - Continued

Corporate volunteering

Introduce a monitoring system and operational arrangements for the conduct of corporate volunteering, with the aim of making it systematic and increasing volunteer hours.

Goal achieved

Through the implementation of a monitoring system and the adoption of new operating methods for corporate volunteering, significant progress has been made in making these activities more structured and engaging. A growing interest by JAKALA people in various initiatives has been observed, including blood donation days in collaboration with the AVIS bloodmobile at the Milan and Nichelino offices, as well as the typing day at the Milan office in collaboration with ADMO. Noteworthy attention to volunteer activities involving the professional skills of JAKALA people, as in the case of the pro-bono projects Custodi del Bello in Milan and Italia Patria della Bellezza.



Volunteering

Volunteer hours on two projects

448

Impact profile: BIA and SDGAM

ThirdPartyFrameworks: Adopting BImpactAssessment and SDGActionManager highlights the importance of relying on third-party impact assessment frameworks, showing commitment to a sustainable future.

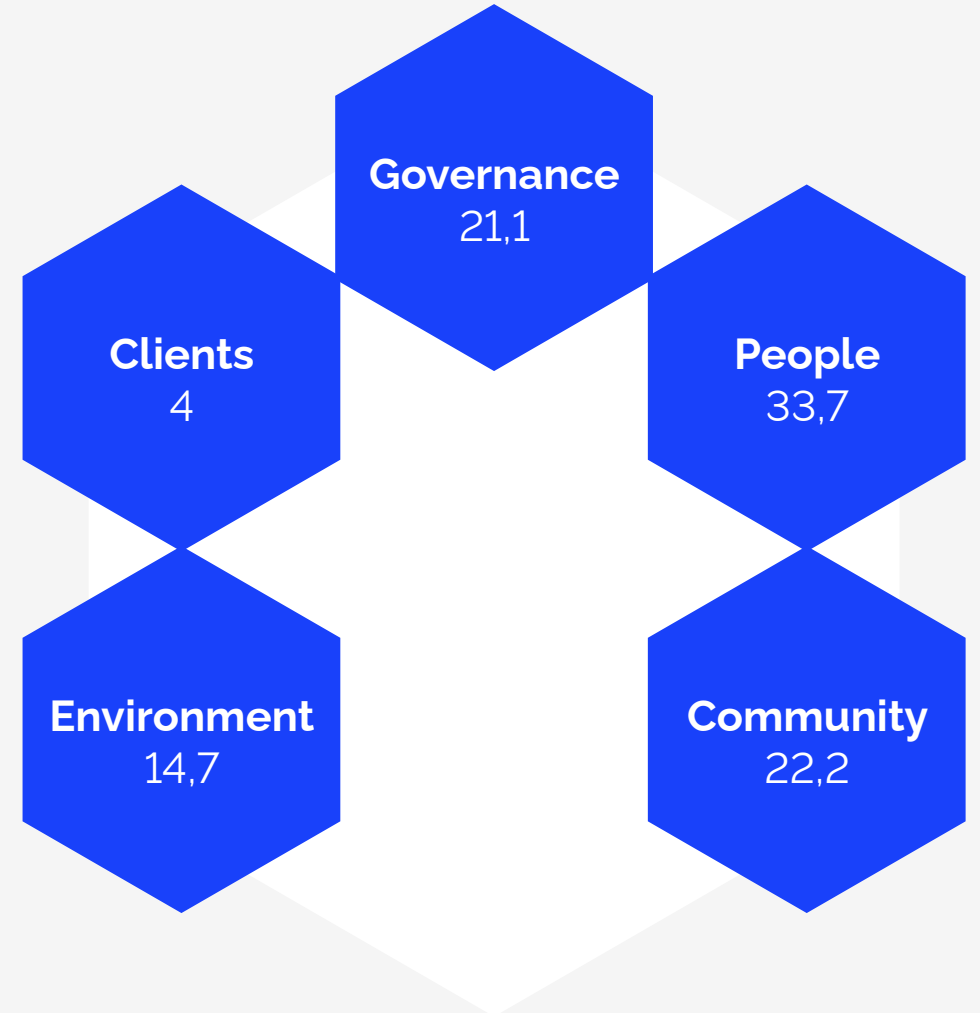
In committing to comply with applicable regulations and making the impact of its activities transparent, JAKALA has designated a dedicated Impact Manager and adopted the B Impact Assessment, a third-party assessment tool.

Through this in-depth analysis of its operating model, the company assesses its effectiveness in producing positive benefits with respect to today's environmental and social challenges, while examining the impacts resulting from its products and services. This methodology offers a unique perspective on how to optimize and align business operations with JAKALA's core principles.

The B Impact Assessment quantifies corporate impact by assigning a score from 0 to 200, broken down into five main areas: corporate governance, employee well-being, community involvement, environmental

responsibility, and customer satisfaction. This multidimensional approach not only provides a detailed picture of JAKALA's commitment to sustainability, but also guides the company on its journey of continuous improvement, highlighting areas where positive impact can be further amplified.

“corporate governance, employee well-being, community involvement, environmental responsibility, and customer satisfaction.”

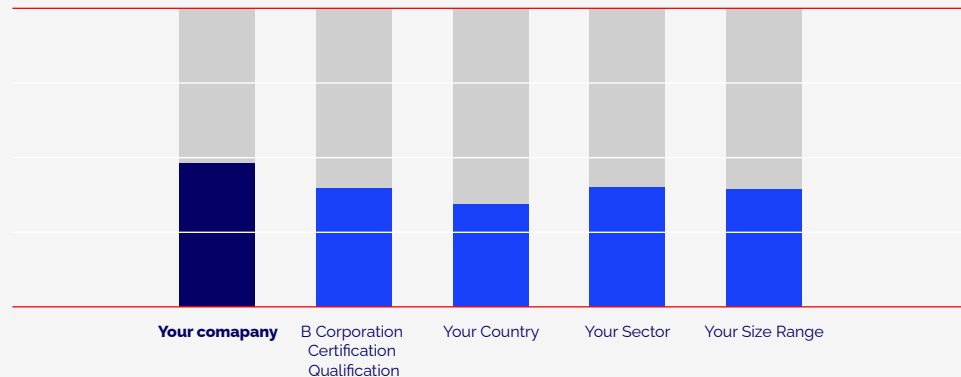


Profilo di impatto: BIA e SDGAM - Continued

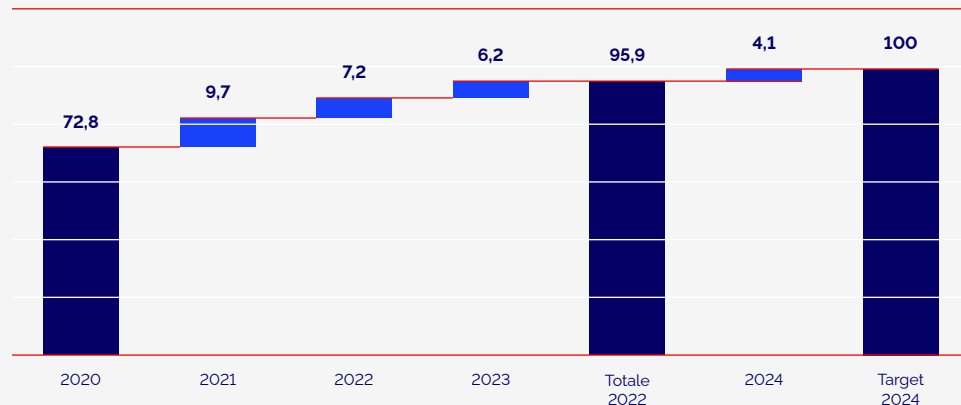
Self-assessment

Overall B Impact score
31 Dec 2023

95,9



BIA Score



The total score resulting from B Lab's analysis does not correspond exactly to the sum of the scores given to each of the areas evaluated. This deviation is explained by B Lab's use of an algorithm that makes approximate calculations in successive steps. The result of these calculations is subsequently rounded to the nearest decimal place to determine the final rating. It is important to note that, at the time of report submission, some data are not yet final. Therefore, estimates have been made in order to provide as faithful a representation as possible of the impact generated, taking into account available information.

The progression chart to the side illustrates JAKALA's path of improvement, starting in 2020, with a projection of the target to be achieved in the coming year. It is a source of great pride for JAKALA to share the results achieved in such a short time, a testament to the collective commitment and determination with which the entire organization has embraced its evolution toward increasingly sustainable practices.

With the publication of this report, JAKALA aims to provide clarity on our progress and commitments, highlighting not only our achievements but also our future goals geared toward the achievement of goals of

common benefit. This transparent communication underscores our dedication to a business model that, beyond economic success, concretely pursues social progress and environmental protection, as outlined in our Articles of Association.

In recent years, the global business ecosystem has taken significant steps toward integrating sustainable development into its operating models, guided by the vision of the Sustainable Development Goals (SDGs) outlined in the United Nations 2030 Agenda.

These 17 goals, articulated in 169 detailed targets, offer each organization the opportunity to converge toward a common strategy, collectively addressing sustainability challenges to elevate human well-being and ensure the protection of our planet.

In 2020, the UN Global Compact in collaboration with B Lab introduced the SDG Action Manager, a strategic tool designed to support companies in quantifying and enhancing the effect of their sustainability initiatives, prompting them to move more decisively toward the SDGs.

This tool combines B Lab's B Impact Assessment methodologies and the UN

Profilo di impatto: BIA e SDGAM - Continued

Global Compact's Ten Principles with the SDGs, creating a dynamic framework for self-assessment, comparison, and continuous improvement.

Using the SDG Action Manager, companies start by identifying the SDGs that most closely align with their vision and mission, and then develop and implement targeted strategies that not only promote best practices and optimize outputs, but also manage risks and establish strategic partnerships. This approach enables organizations to contribute actively and concretely to global sustainable development efforts by marking their own path with measurable actions and tangible impacts. JAKALA's pursuit of common benefit purposes leads to positive impacts on the Sustainable Development Goals by promoting, in particular, environmental sustainability, social justice, and an inclusive economy.

JAKALA interprets the SDGs as an inspiration toward business practices aligned with Sustainable Development Goals by regularly monitoring both its own contribution and relevance to its organization to individual SDGs, according to the synoptic table shown on the right.

	1 PEOPLE	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Goal 01	White	White	White	White	White	White	White	White	Orange	White	White	White	White	White	White	Blue	White
Goal 02	White	White	White	Red	White	White	White	Dark Red	White	White	White	White	White	White	White	White	White
Goal 03	White	White	Green	White	White	Blue	White	White	White	White	White	Brown	White	White	White	White	White
Goal 04	White	White	White	White	Orange	White	White	Dark Red	White	Pink	White	White	White	White	White	White	White
Goal 05	Red	White	White	White	White	White	White	Dark Red	White	Pink	White	White	White	White	White	Blue	White
Goal 06	White	White	White	White	White	White	White	White	Orange	White	White	Brown	Green	White	White	White	White
Goal 07	White	White	White	White	White	White	Yellow	Dark Red	Orange	White	Orange	Brown	Green	White	White	White	White
Goal 08	Red	White	White	White	White	White	White	White	Orange	White	White	Brown	White	Blue	White	White	White
Goal 09	White	White	White	White	White	White	White	White	White	White	Orange	Brown	White	White	Green	White	White
Goal 10	White	White	White	White	White	White	White	Dark Red	Orange	Pink	White	White	White	White	White	Blue	Dark Blue

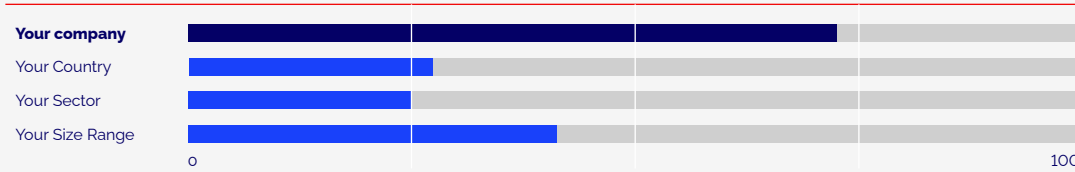
The first module of SDGAM is one based on the **Ten Principles of the United Nations Global Compact**: this module includes questions on topics such as, for example, the company's commitment to human rights, positive labor practices, environmental management systems and good governance.

Questions answered

30/30

Overall score

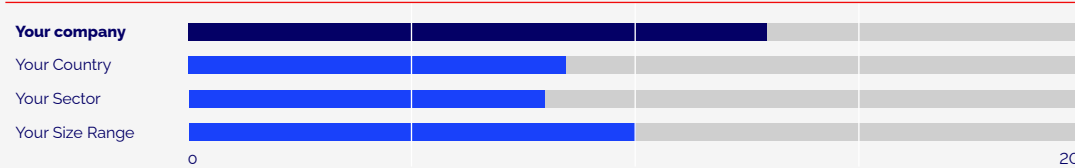
72,2%



Introduction

Score

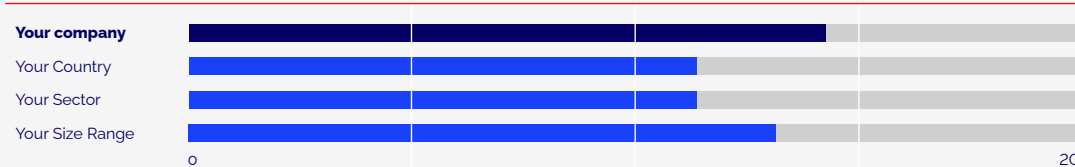
12,8/20



Labor

Score

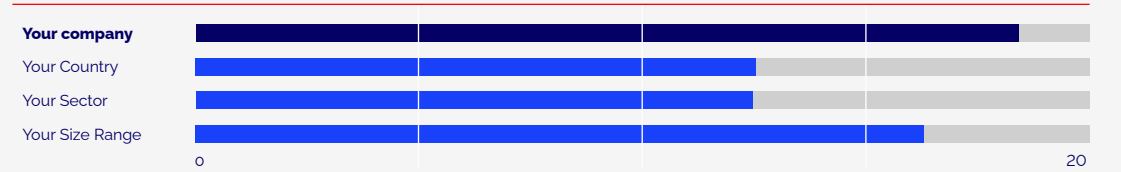
14,2/20



Anti-Corruption

Score

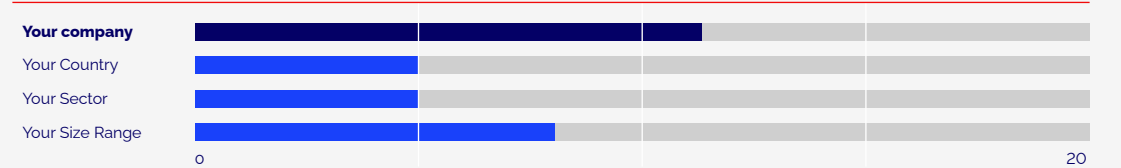
18,3/20



Human Rights

Score

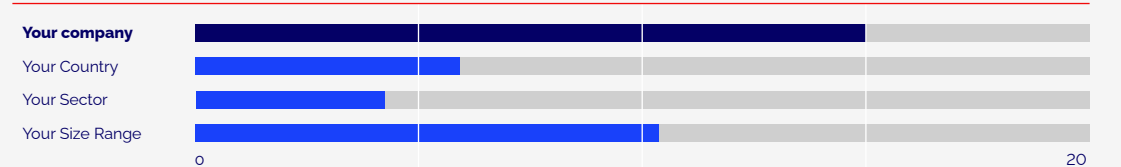
11,5/20



Environment

Score

15,2/20



Based on the self-assessment through the SDG Action Manager, JAKALA compared its performance against the priority SDGs, focused on the specific common benefit goals, with a benchmark related to industry, country, and company size.



Questions answered

21/21

Overall score

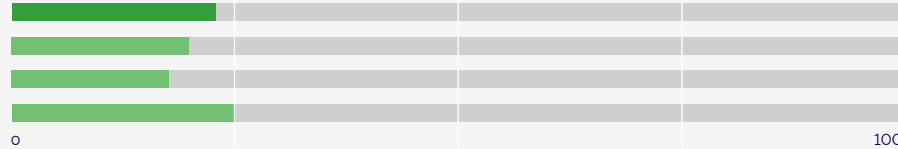
23,1%

Your company

Your Country

Your Sector

Your Size Range



Questions answered

33/33

Overall score

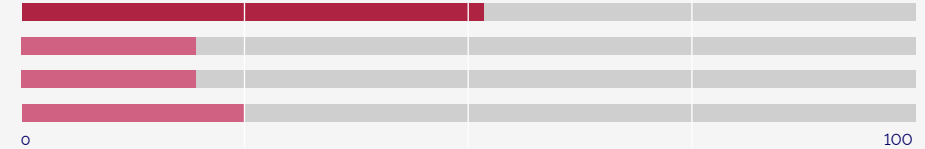
51,1%

Your company

Your Country

Your Sector

Your Size Range



Questions answered

25/25

Overall score

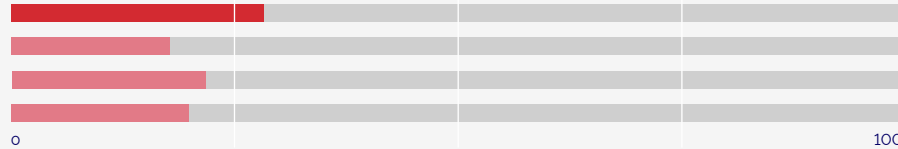
28,4%

Your company

Your Country

Your Sector

Your Size Range



Questions answered

28/28

Overall score

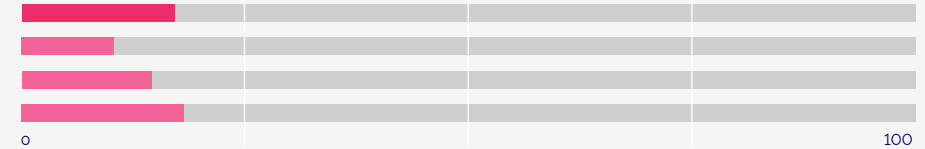
16,7%

Your company

Your Country

Your Sector

Your Size Range



Questions answered

30/30

Overall score

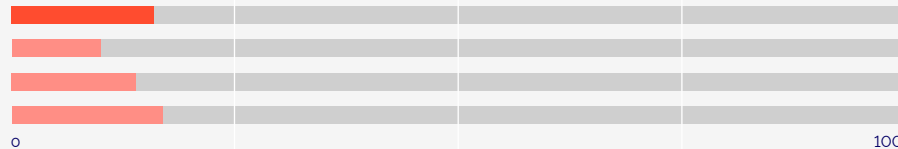
15,6%

Your company

Your Country

Your Sector

Your Size Range



Questions answered

18/21

Overall score

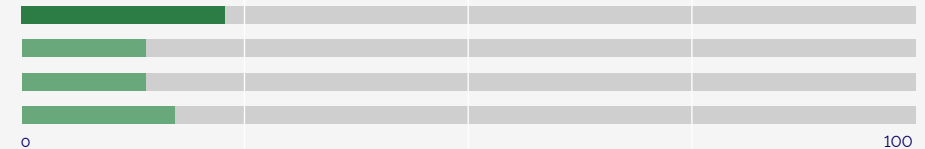
22,5%

Your company

Your Country

Your Sector

Your Size Range





This report is designed by **Bysted**, a JAKALA company