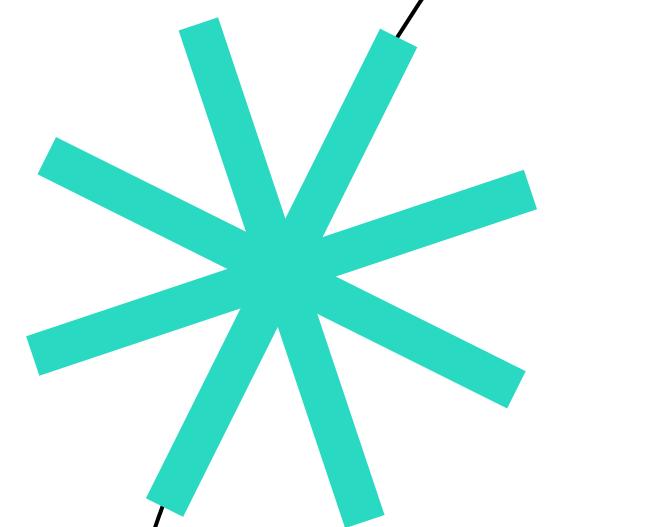


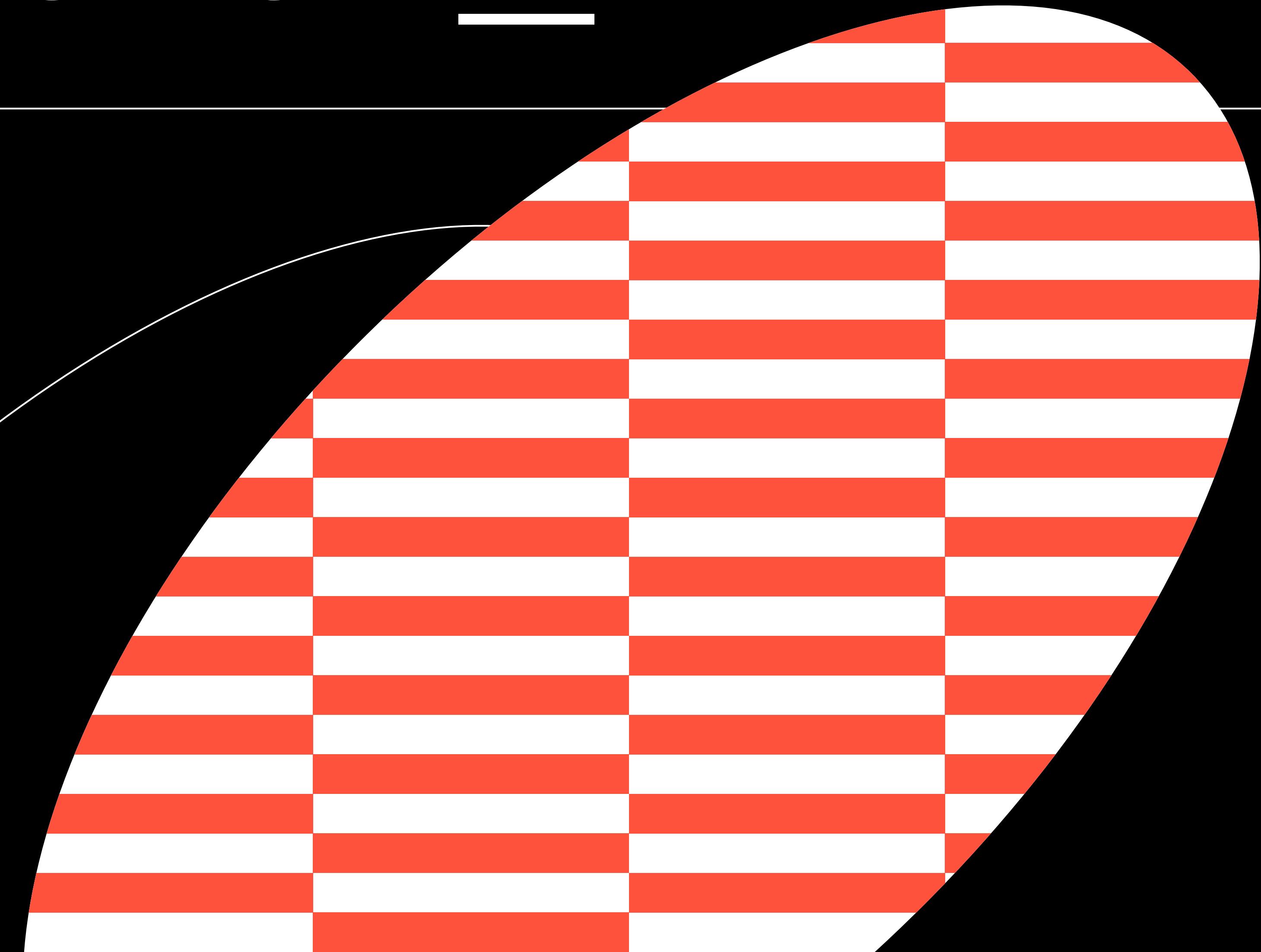
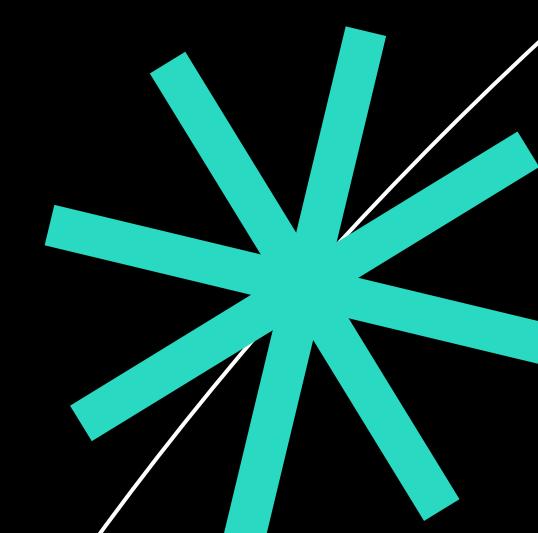
# ESG Report 2024

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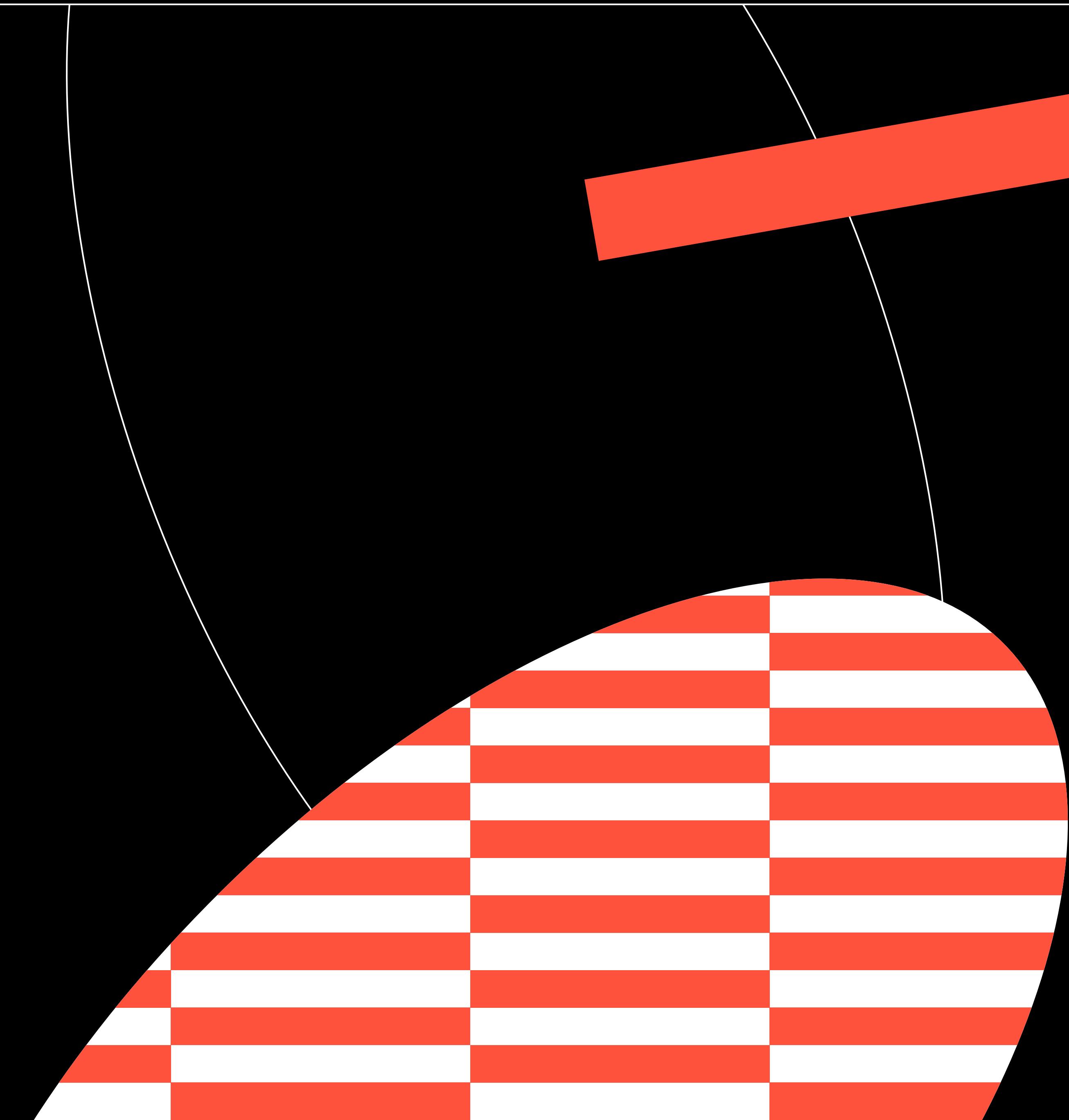
# 1 Introduction



This is the second ESG report published by Admind Agency. While we are not currently subject to legal sustainability reporting obligations under Polish or EU law, we continue to voluntarily share our progress, as part of our long-term commitment to responsible business practices and transparency, aligned with our B Corp Certification.

This report presents an overview of Admind's performance and impact across environmental, social, and governance areas. It provides insights into our practices and progress during the reporting period and aims to contribute to the dialogue on sustainability within and beyond our organization.

The scope of the report includes Admind Agency Sp. z o.o., headquartered at ul. Dworska 1, 30-307 Kraków, Poland, registered under KRS 0000612468.



# 1.1. Message from CEOs

## Choices

How many times a day do we make a choice?  
How many decisions do we make in an hour?  
How many do we delegate, how many  
do we make ourselves – and how many  
do we avoid altogether?

The world is binary, built on choices. As many  
of them carry the value of 0 as those that carry  
the value of 1. Every choice can be either wrong  
or right. It depends on the nature of the choice  
itself and the circumstances in which it is made.

We are pleased to present our ESG report,  
which outlines the choices we made in 2024  
across the areas of Environment, Social,  
and Governance.

Every choice has a purpose – near or long-term,  
individual or collective, intended to minimize  
losses or deliver benefits.

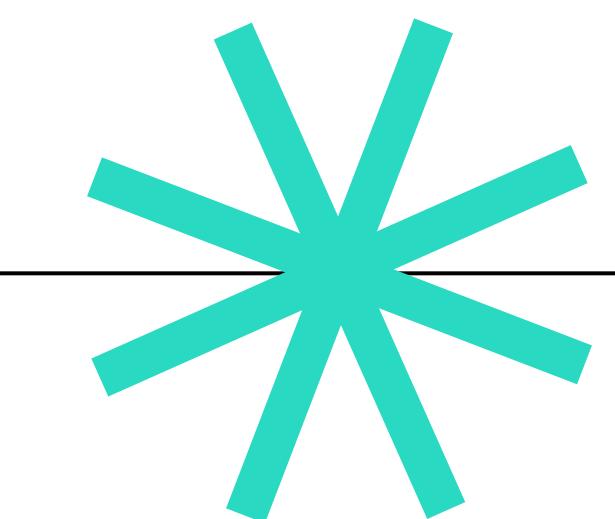
What matters is having a choice. The more  
choice we have, the better we live.

Our goal is to ensure that future generations  
have choices – ideally, many choices – made  
possible through the effective protection and  
development of Environment, Social, and  
Governance areas.

We would like to thank all employees, partners,  
friends, and stakeholders of Admind Agency  
for being with us on this journey.

This report reflects the path  
we walked together in 2024.

KRZYSZTOF LANGER,  
MATEUSZ ZABIEROWSKI



MATEUSZ ZABIEROWSKI  
FOUNDER & CEO

KRZYSZTOF LANGER  
FOUNDER & CEO

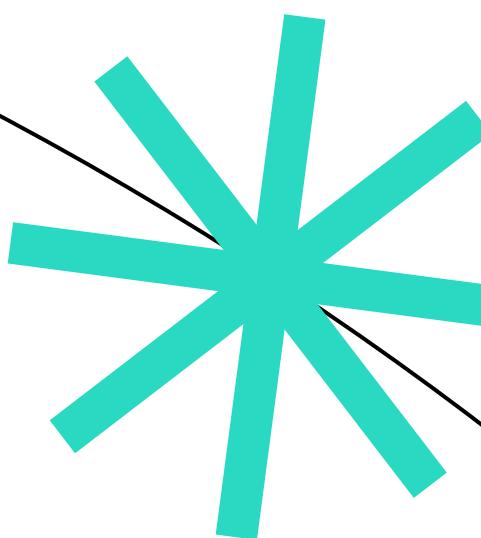
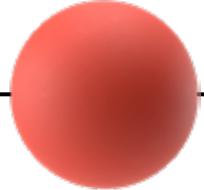
# 1.2. Purpose and scope of the report

This report has been prepared in alignment with the Voluntary Standard for non-listed Micro-, Small- and Medium-sized Enterprises (VSME) and presents Admind Agency's sustainability and social responsibility performance for the year 2024. It includes key indicators and initiatives related to environmental, social, and governance (ESG) practices, in accordance with the Basic Module requirements.

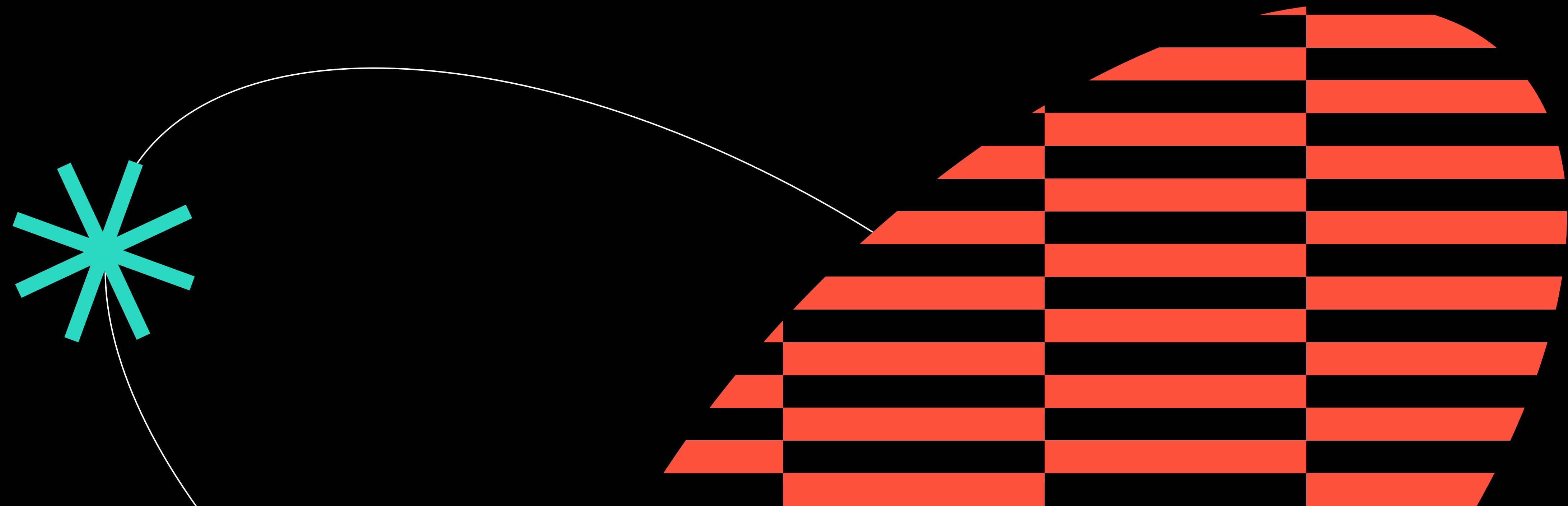
Admind's sustainability efforts are guided by its B Corp certification, first obtained in 2022. The certification framework supports strategic alignment across five core dimensions: environmental performance, social responsibility, workplace culture, client relationships, and governance practices. A recertification process is scheduled for 2025, offering an opportunity to review achievements and reinforce long-term commitments.

This report focuses on Admind Agency Sp. z o.o. as the central operational entity, while also acknowledging the broader organizational context. In this edition, we provide a clearer reflection of Admind's group structure by referencing affiliated entities operating in the Netherlands and Ukraine. Their inclusion supports a more comprehensive view of our organizational ecosystem and enhances the transparency of our sustainability reporting. Future disclosures may be adapted based on internal assessments of organizational changes and evolving stakeholder expectations.

The structure of this report reflects the basic module framework of the VSME standard, focusing on core ESG indicators and practices relevant to Admind's operations.



# 2 Company profile and business model



## 2.1. General information

Admind Agency is a Poland-based branding agency headquartered in Kraków, operating internationally to deliver strategy, design, and brand management services for B2B clients. The company supports organizations across multiple regions, providing solutions tailored to diverse cultural and operational contexts. Since its founding, Admind has built long-term partnerships in the branding field, operating across local and international environments. Guided by a commitment to sustainable development and its B Corp Certification, the company integrates business performance with a broader positive impact on society and the environment.

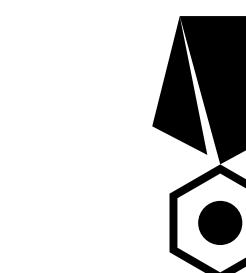
Over the years, Admind has received more than 30 international and national awards in areas related to branding, design implementation, and communication. In 2024, the following distinctions were awarded:

- **Rebrand 100:** Special Award for enterprise rebranding – Nobel Energy.
- **Transform Award:** Silver in “Best Implementation” – for the brand rollout and development of Accelleron.
- **Projekt Roku 2023:** Nomination in the “Form” category – “Jira Knowledge Book”, a project communication tool.

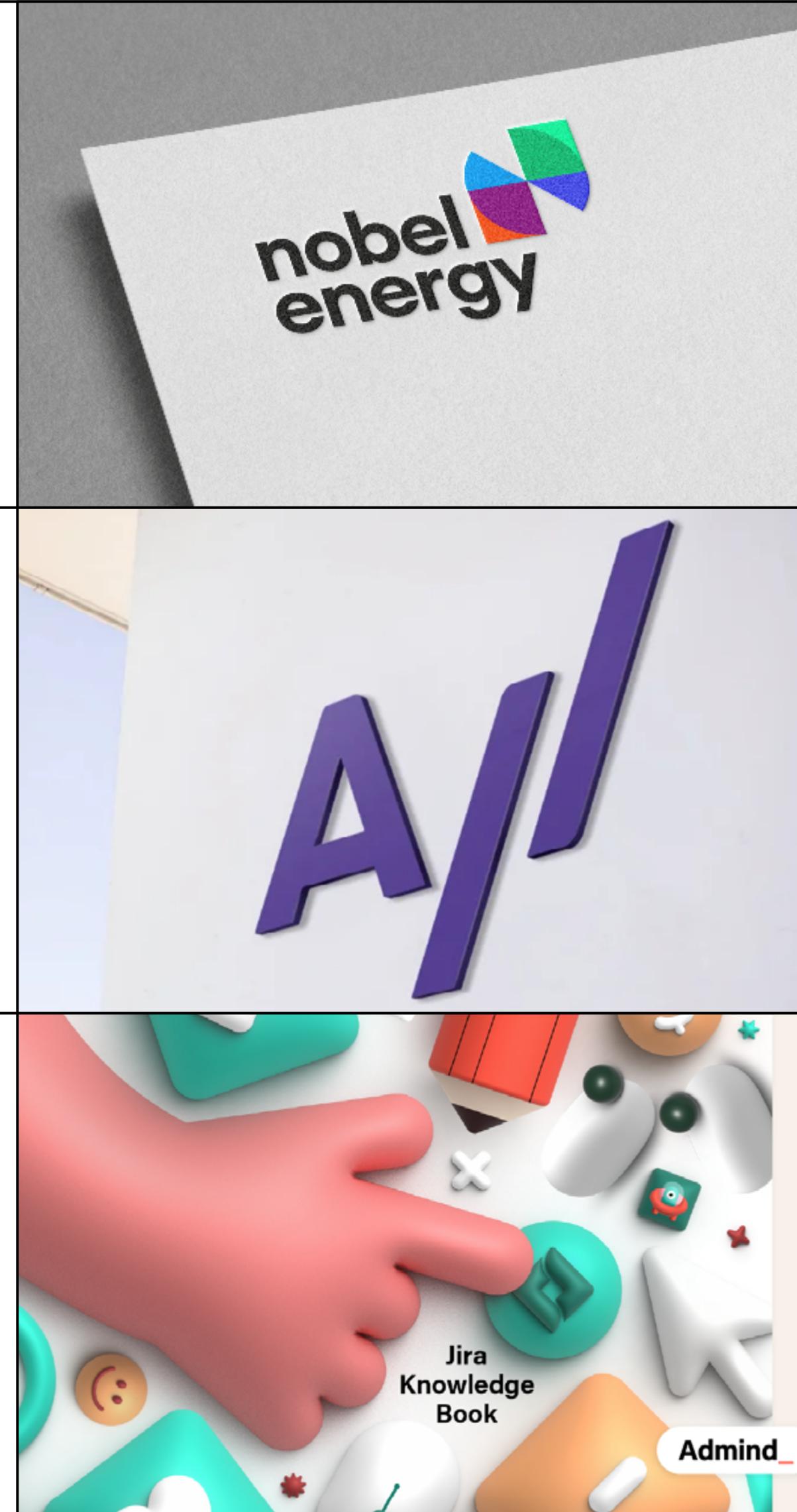
In addition, Admind’s ESG approach was featured in a publication by the Responsible Business Forum as an example of socially responsible business conduct.

100  
REBRAND.

transform



Projekt Roku  
23/24  
Nominacja



## 2.2. Capital and organizational structure

Admind Agency operates as a limited liability company with its registered office in Kraków, Poland. The company forms part of a broader organizational structure that reflects its international presence. Alongside the main entity, Admind Agency Sp. z o.o., the structure includes:

### OWNERS

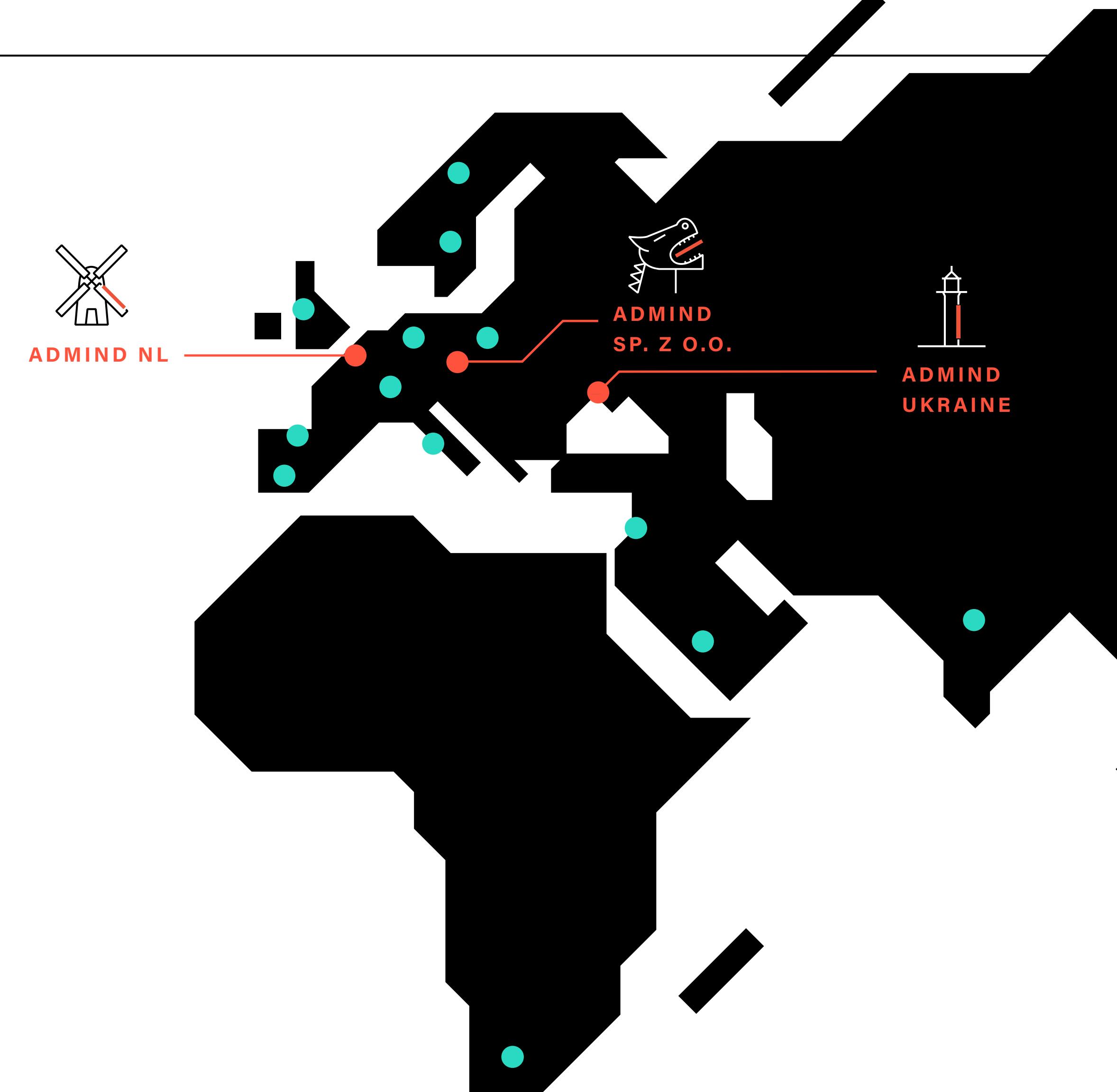
### MANAGEMENT BOARD

**ADMIND  
AGENCY  
SP. Z O.O.**

**ADMIND  
SP. Z O.O.**  
an affiliated entity supporting activities in Poland.

**ADMIND NL**  
based in the Netherlands, supporting selected operations in Western Europe.

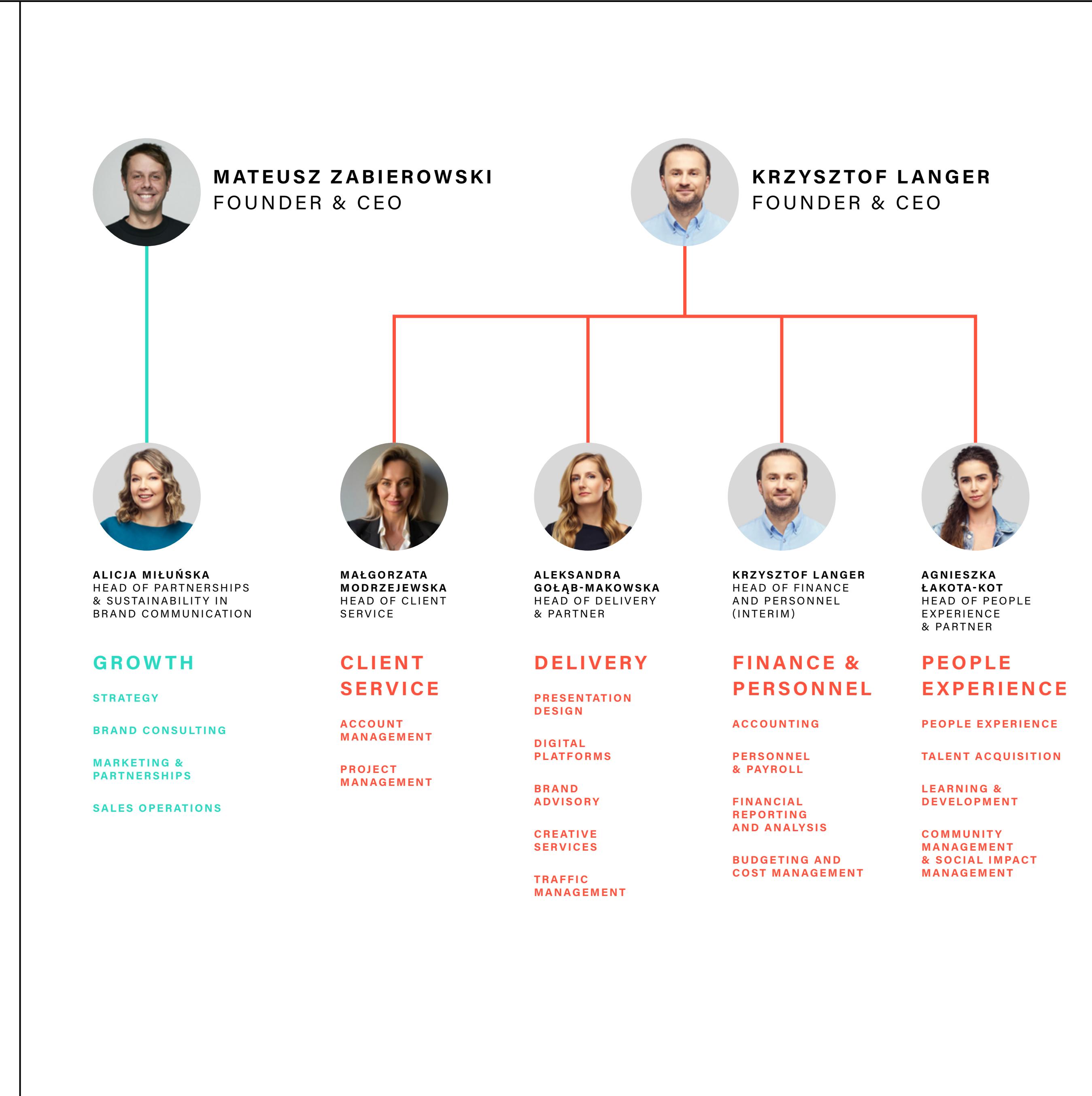
**ADMIND  
UKRAINE**  
currently not operational due to the ongoing conflict in the region.



The internal organizational structure is designed to ensure effective delivery of projects across various scopes and markets. It is divided into five core functional divisions, each responsible for distinct operational goals:

- **Growth** – responsible for strategic planning and business development. This includes market strategy, sales operations, and building relationships with key business partners.
- **Client Service** – focuses on managing client projects, maintaining business relationships, and ensuring high levels of stakeholder satisfaction.
- **Delivery** – concentrates on delivering branding and creative services, including graphic design, digital platform development, and brand implementation. The division also manages project-related financial flows and coordinates collaboration with delivery partners.
- **Finance & Personnel** – oversees accounting, budgeting, and financial analysis to ensure economic stability.
- **People Experience** – manages team development and training, supports a positive organizational culture, and fosters employee engagement. This division also leads company-wide policy development, including ESG, ethics, and inclusion frameworks.

This structure supports operational efficiency and enables the organization to adapt to project-specific requirements and client expectations.



## 2.3. ESG governance and decision-making processes

### ESG Governance and Management Structure

At Admind Agency, the implementation of sustainability goals is embedded in our organizational management. Oversight of environmental, social, and governance (ESG) activities is led by the company's co-founders, **Mateusz Zabierowski** and **Krzysztof Langer**. Our governance structure and decision-making processes are designed to ensure the effective integration of ESG into all relevant areas of operations.



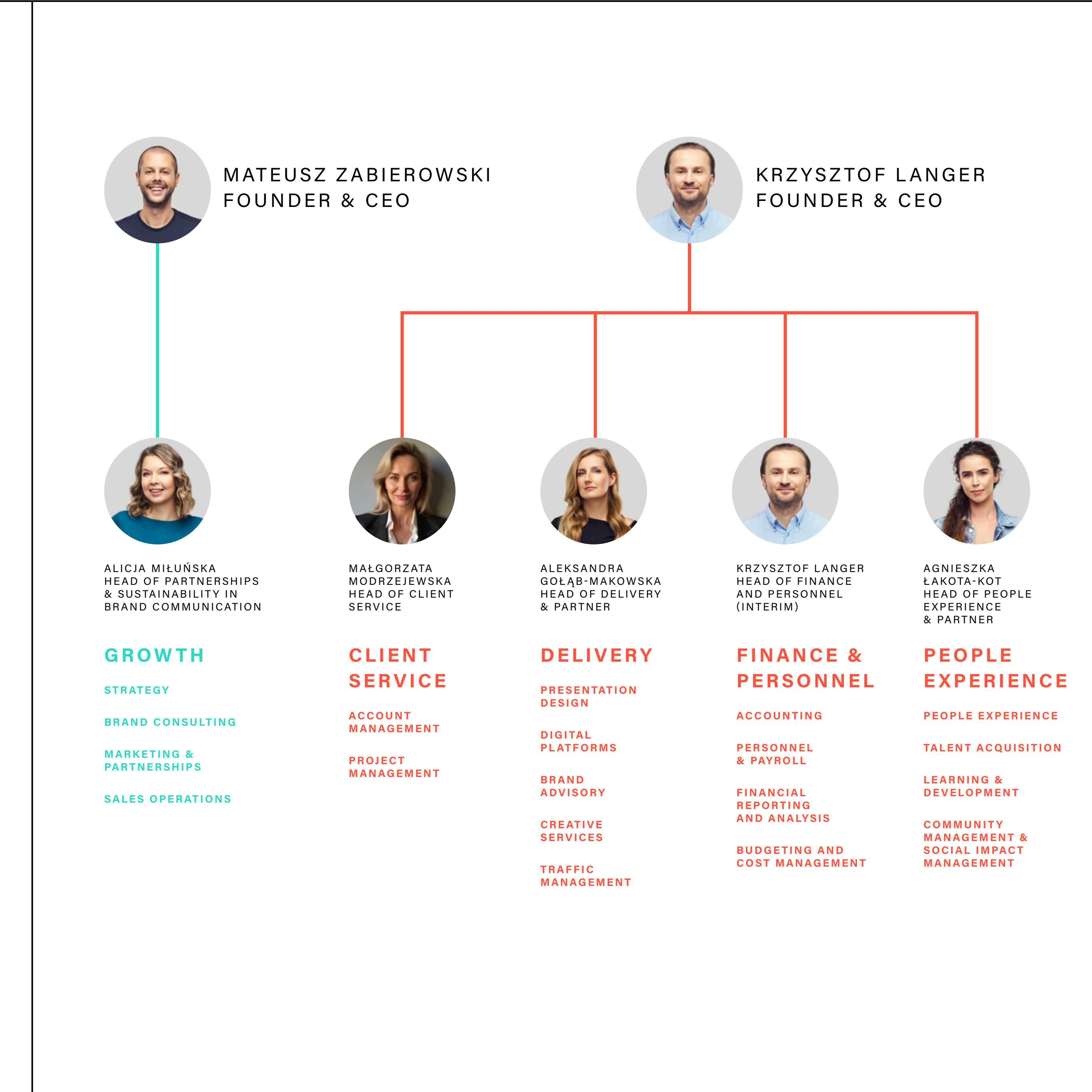
## 2.3.1. ESG leadership responsibilities

**Mateusz Zabierowski** oversees ESG activities related to education, social impact, and environmental responsibility. He collaborates with a dedicated social impact specialist responsible for coordinating projects such as educational programs, social initiatives, and office-related supply chain efforts.

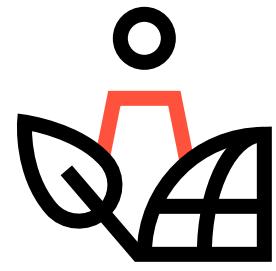
**Krzysztof Langer** is responsible for areas related to people, including diversity, well-being, and professional development. He also supervises value chain management in the area of service delivery. The Heads of People Experience and Delivery report directly to him, ensuring ESG goals are met in both HR practices and cooperation with external partners and contractors.

**Head of People Experience** manages the team responsible for talent development, ESG-aligned HR policies, and fostering a healthy organizational culture.

**Head of Delivery** coordinates value chain activities, including collaboration with contracted professionals. In partnership with the social impact lead, this team ensures ESG principles are embedded into operational processes and implemented consistently in external projects.

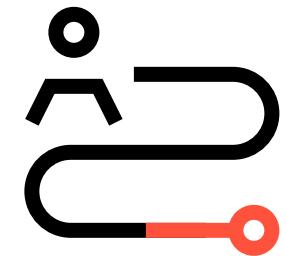


## 2.3.2. Decision-making and operational processes



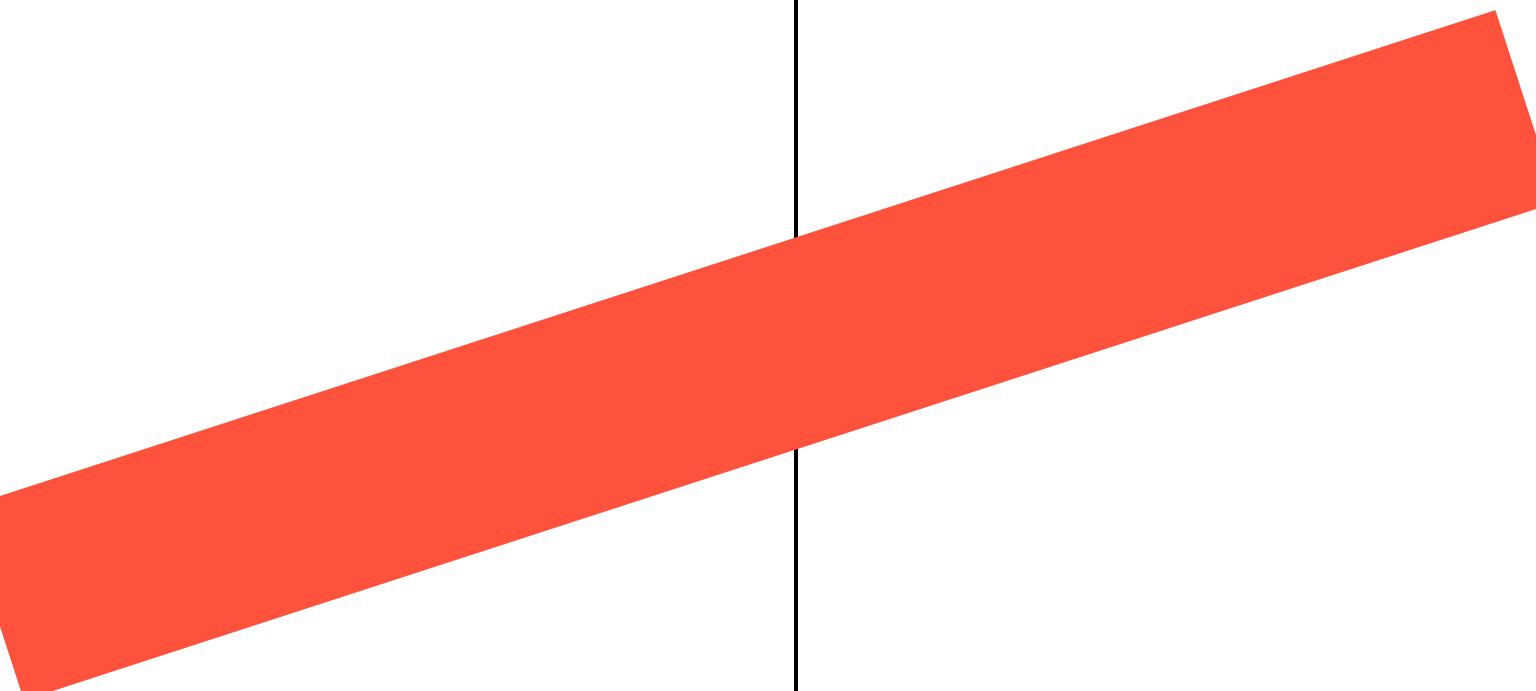
### Regular ESG monitoring

Selected key ESG indicators are reviewed monthly by relevant leads and co-founders to ensure ongoing alignment with operational goals. A broader review of remaining indicators takes place at least twice a year, supported by organization-wide surveys and data collection processes. These regular check-ins allow the company to assess progress, identify gaps, and adjust actions where needed.

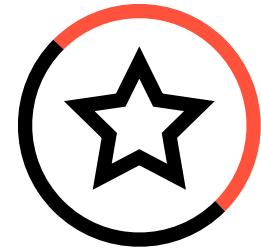


### Reporting processes

ESG area leads are responsible for compiling updates on key indicators as part of the ongoing monthly and biannual monitoring cycle. These updates feed into broader internal reviews conducted at least twice a year and include data from across the organization, including contracted staff and supply chain-related initiatives.

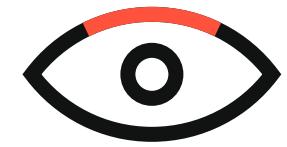


## 2.3.3. Monitoring and verification of ESG indicators



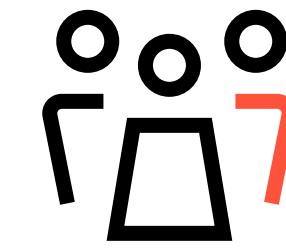
### External audits and certifications

Admind earned its B Corp Certification in 2022, affirming compliance with high sustainability standards. A B Corp recertification is scheduled for 2025, subject to standard assessment procedures.



### Internal monitoring systems

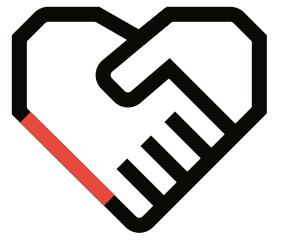
A KPI framework tracks indicators such as greenhouse gas emissions, workforce diversity, employee well-being, and value chain governance. Results are reviewed collaboratively by company owners and ESG leads.



### Employee and partner engagement

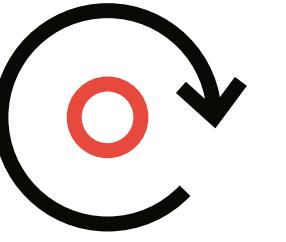
Both employees and contractors contribute to ESG monitoring. Their participation in identifying challenges and suggesting improvements enhances the effectiveness of our sustainability efforts.

## 2.3.4. Decentralized ESG implementation



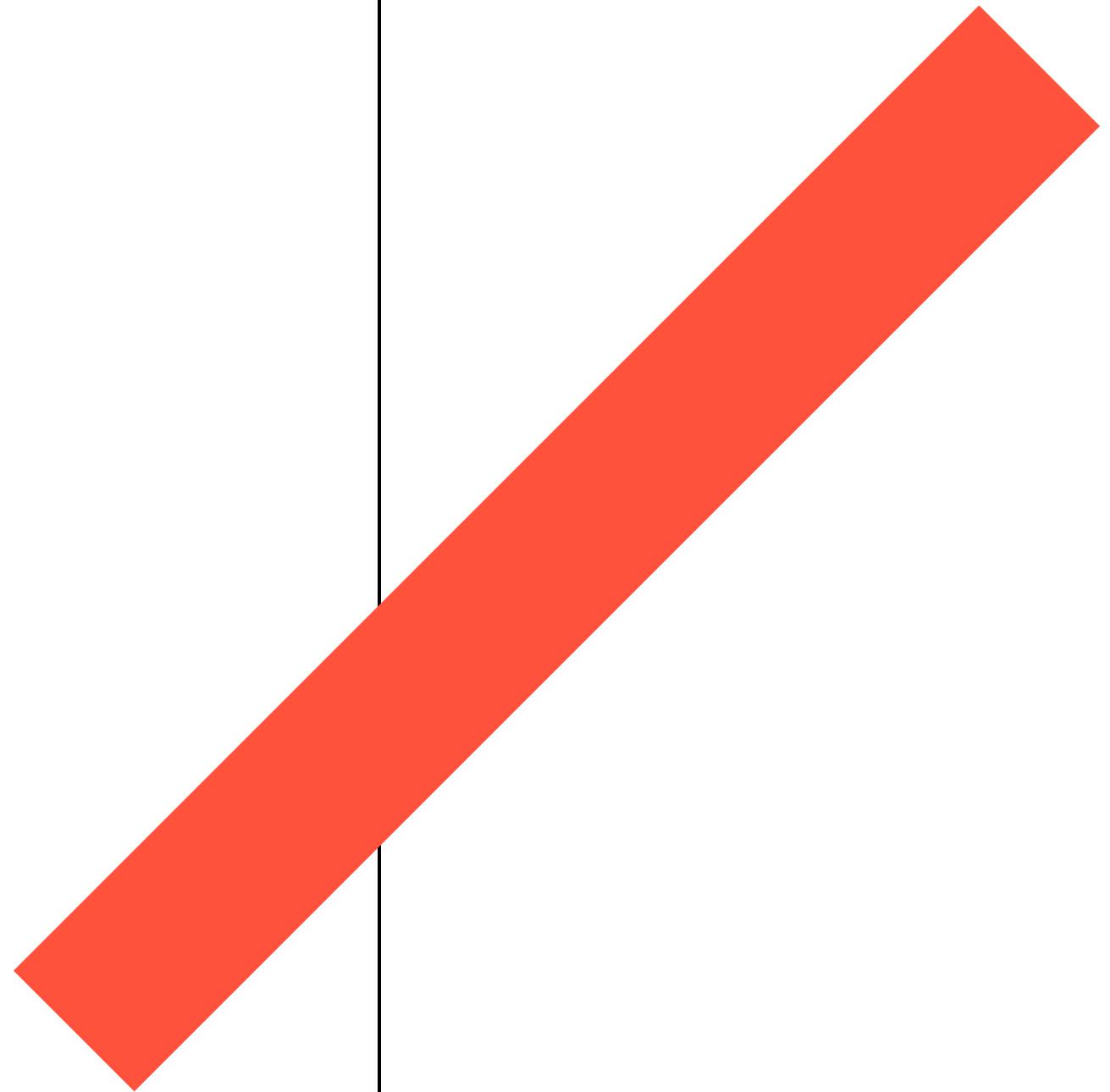
### Specialist support within teams

ESG goals are embedded across departments, enabling integration into everyday operations. Collaboration among People Experience, Delivery, and the Social Impact specialist ensures coordinated and consistent efforts.



### Organizational agility

Our governance model allows flexibility to adapt ESG initiatives in response to evolving organizational needs and market expectations.

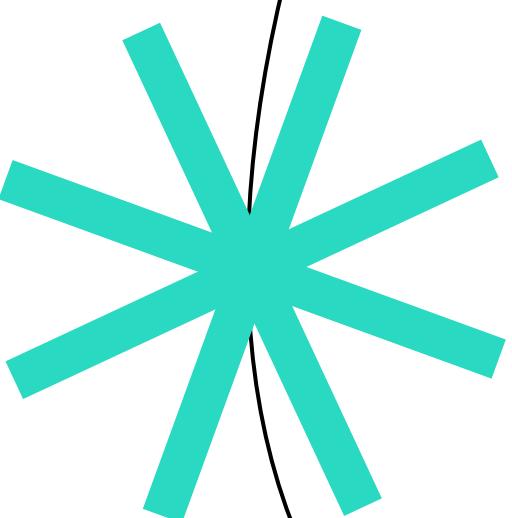


## 2.4. Scope of services

Admind Agency supports organizations in building, managing, and evolving their brands. Our services cover the full brand lifecycle from strategic brand creation and the development of communication ecosystems, to the implementation of brand transformations.

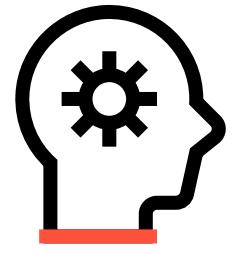
We work with companies undergoing change, such as mergers and acquisitions, shifts in market positioning, sustainability transitions, or updates to their brand purpose and identity. Our goal is to help clients ensure their brand reflects who they are, where they are going, and how they communicate it clearly, consistently, and responsibly.

With international experience and a team of experts in branding, graphic design, UX/UI, and marketing communication, Admind delivers tailored solutions that strengthen brand identity and support long-term business goals.



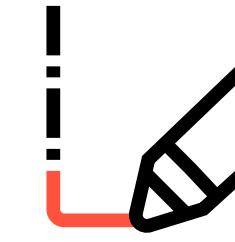
## 2.4.1. Key areas of expertise

Admind's service portfolio is structured into four core areas:



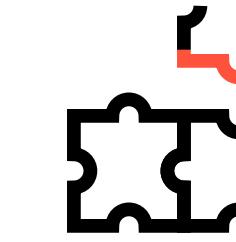
### Brand strategy

- Conducting market research and competitive analysis to identify trends and audience needs.
- Creating brand architecture to ensure consistency across global and local brand expressions.
- Building strategic recommendations for communication within the brand's ecosystem, ensuring alignment across channels, tools, and formats.
- Developing positioning and communication strategies to help clients build meaningful relationships with their audiences.



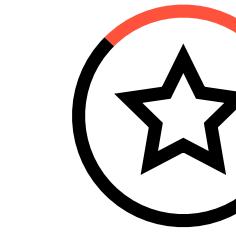
### Brand design

- Creating complete visual identity systems that define how a brand is expressed across all touchpoints, including logos, typography, color palettes, guidelines, and applications for both internal and external stakeholders.
- Delivering branding solutions for products, packaging, and office environments.
- Developing comprehensive communication toolkits for brand ecosystems, including implementation and localization for diverse markets.
- Producing animations, videos, and interactive assets that enhance engagement and bring brand narratives to life.



### Brand management

- Developing brand governance systems, including brand principles, communication guidelines, and brand manuals that ensure consistency across channels and regions.
- Providing ongoing brand advisory and guardianship services, including content reviews, compliance checks, and strategic support for internal and external stakeholders.
- Delivering employee training to support proper understanding and application of brand tools and standards within client organizations.
- Managing brand portals and digital assets, ensuring accessibility, consistency, and alignment with sustainability principles and partner recommendations.



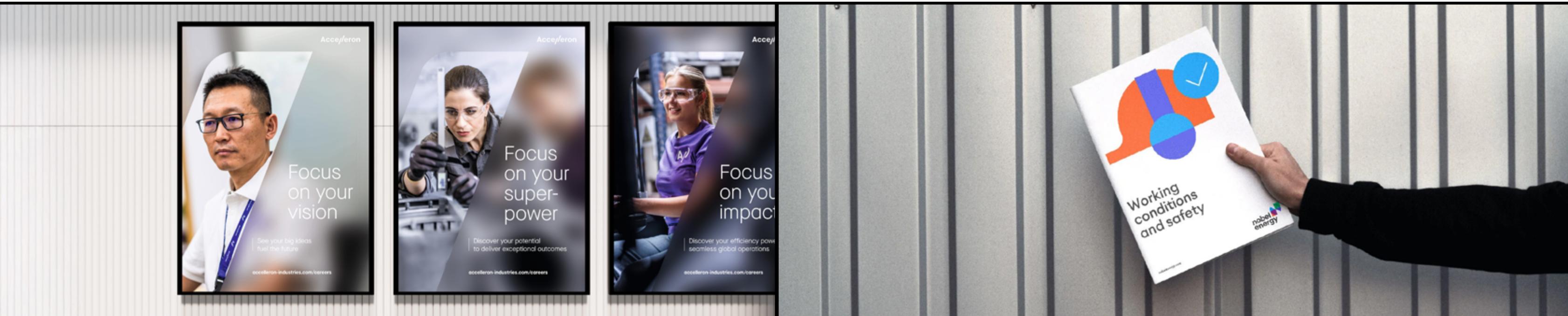
### Brand experience and activation

- Designing physical and digital experiences, including wayfinding systems, VR/AR solutions, web design, and UX/UI interfaces that enhance user engagement and brand interaction.
- Planning and executing brand events such as webinars, hybrid gatherings, tradeshows, and internal activations that strengthen stakeholder relationships.
- Creating and managing brand campaigns, including employer branding initiatives, social media activities, and strategic content marketing tailored to various audiences.
- Supporting brand visibility and growth through SEO, marketing automation, and integrated digital communication strategies.

## 2.4.2. Industries and sectors

Over the past 15 years, Admind Agency has collaborated with clients from a wide range of sectors. Some of these collaborations took place in previous years and are not part of the reporting period, but they illustrate the agency's broad industry experience and ability to adapt to diverse client needs and operational contexts.

The following list reflects the main sectors Admind has worked with to date:

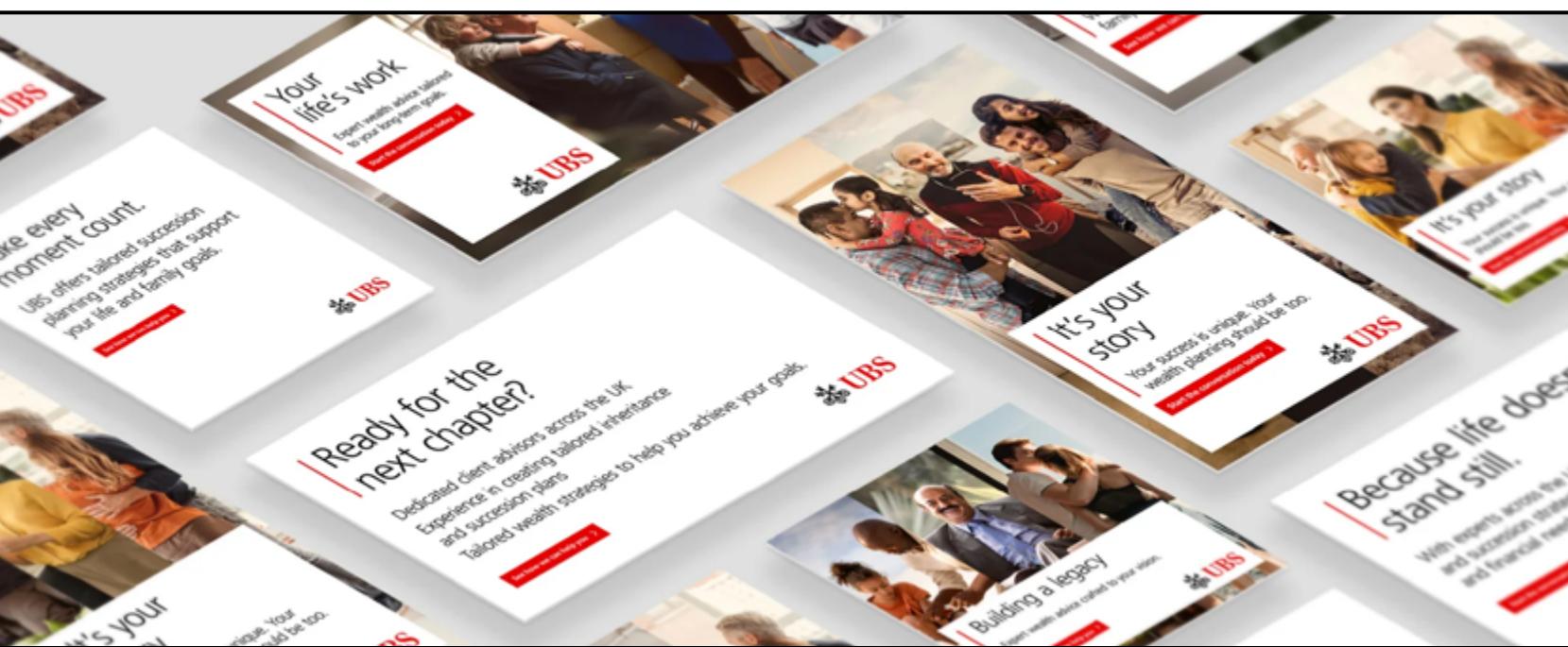


### Industrial technology & engineering

Branding and communication support for companies undergoing transformation through mergers, acquisitions, or global expansion. Examples include ABB, Accelleron, and Hitachi Energy.

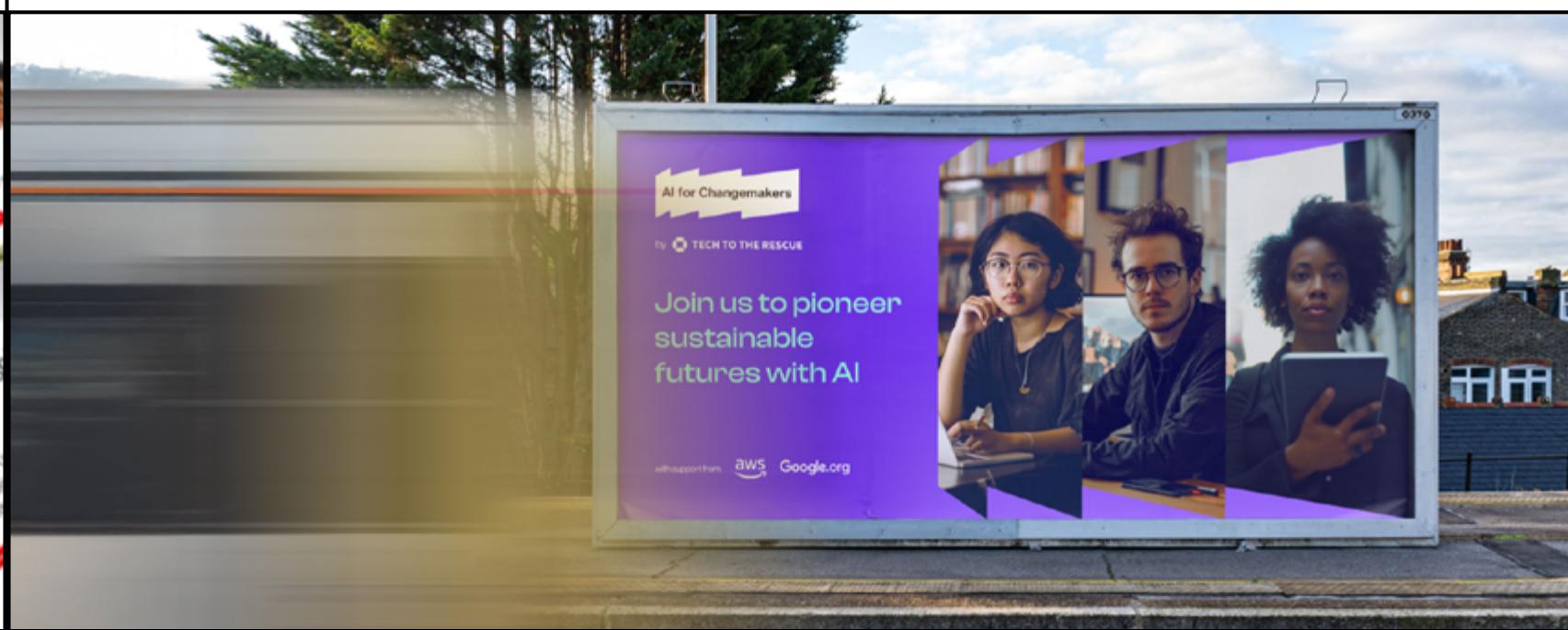
### Energy & natural resources

Collaborations with organizations transitioning toward sustainable energy, such as Nobel Energy.



### Financial services

Strategic design and branding initiatives for institutions aiming to build trust and communicate clearly with high-value and institutional clients, such as UBS.



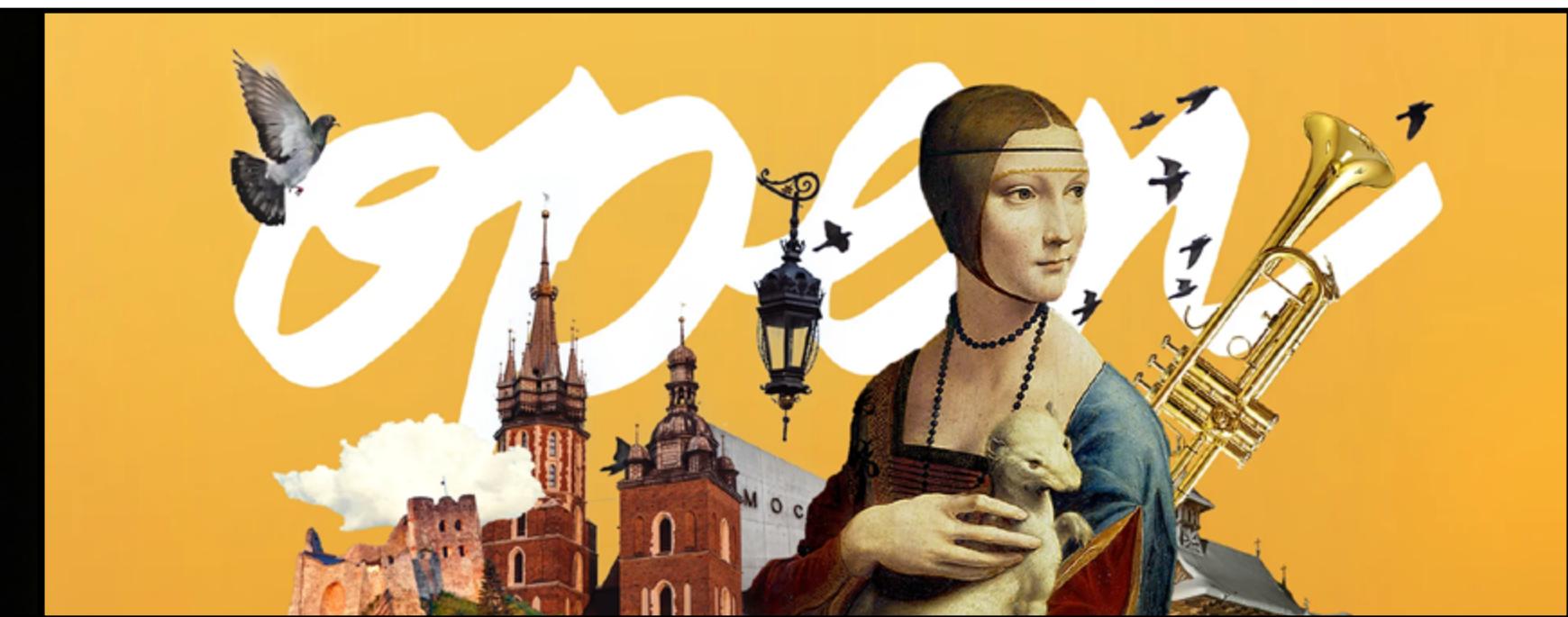
### Technology, software & digital solutions

Projects with digital innovators and technology companies, including those with social or environmental missions – e.g., Tech To The Rescue and Tooploox.



## Consumer goods, healthcare & lifestyle

Visual identity and communication work for brands in personal care, food, and wellness sectors, such as Givaudan.



## Public sector, travel & tourism

Visual and communication support for public institutions aiming to improve service access and user experience, such as the Małopolska Tourism Organization.



## Education & research

Support for academic and knowledge-sharing institutions, including Cracow University of Technology and the Copernicus Festival.



## Non-profit & social impact organizations

Long-term support for organizations focused on societal impact, such as FilmON and project support for organizations like Fine Foundation or Mudita.

This accumulated experience demonstrates Admind's ability to understand the specific communication needs of different industries and to provide design and branding solutions that respond to varied regulatory, cultural, and stakeholder expectations.

## 2.4.3. Clients and ESG-related projects

Admind Agency works with clients across a variety of sectors, supporting them in pursuing both business and societal goals, with a particular emphasis on sustainable development. Below are selected examples of projects aligned with ESG principles. Unless otherwise noted, the initiatives listed were carried out in 2024.



## Industrial technology & engineering

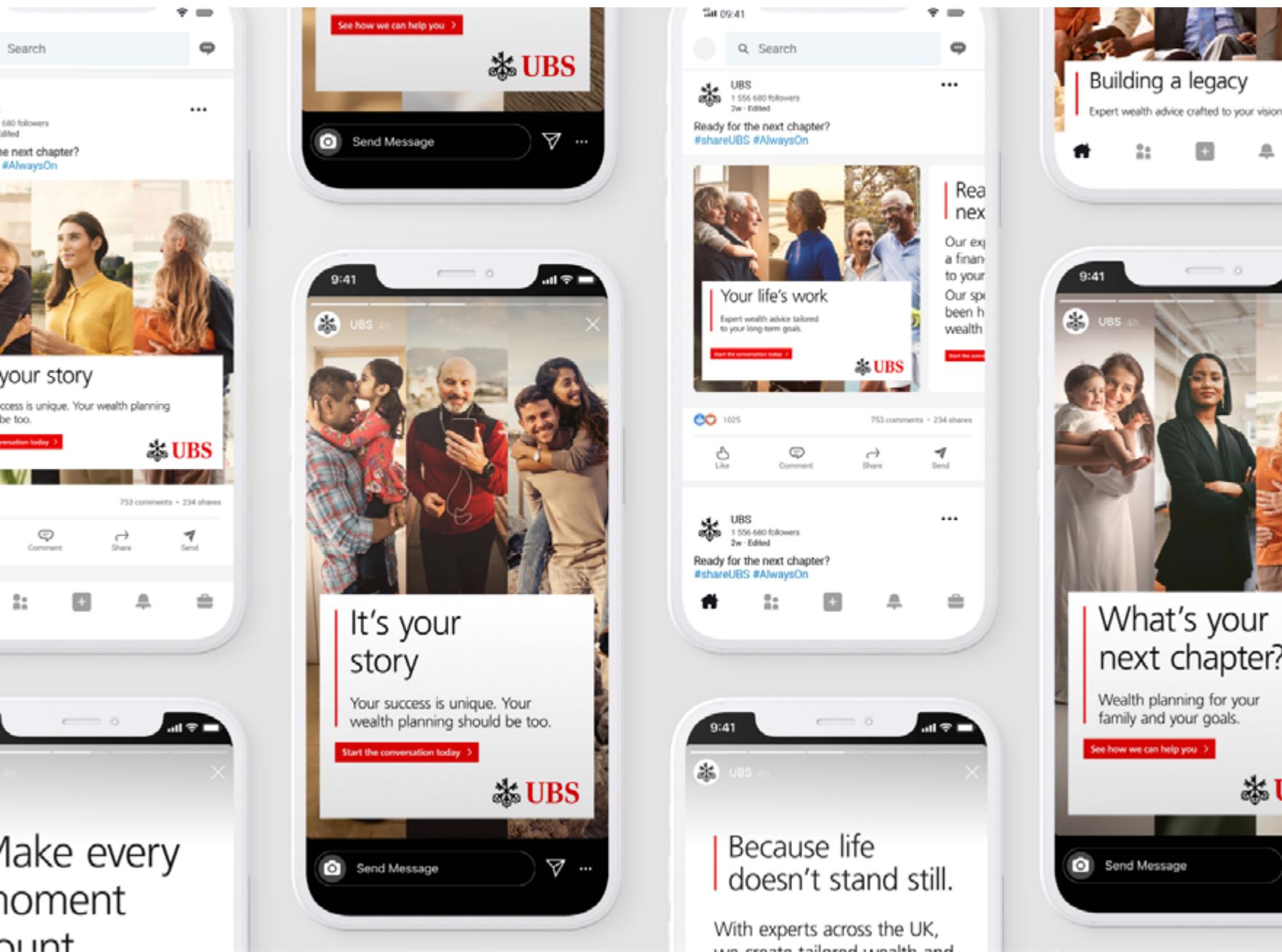
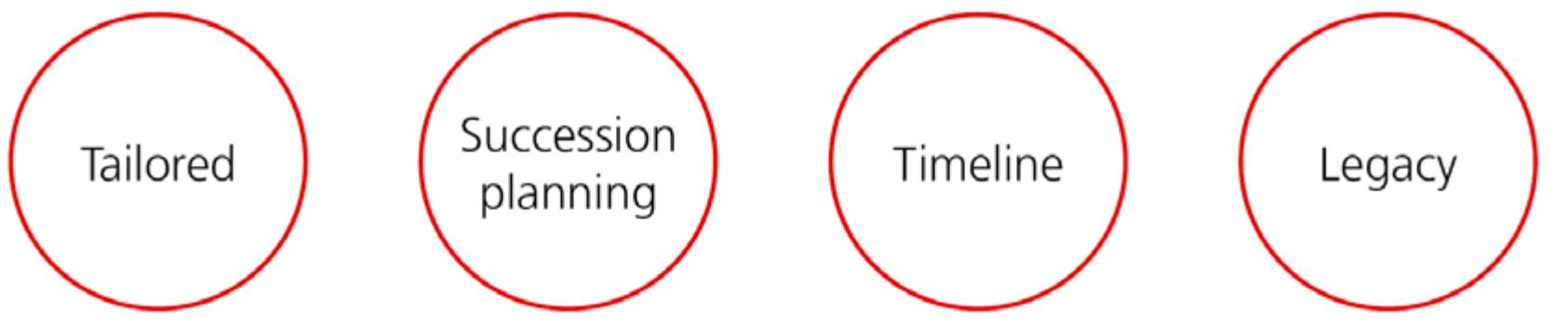
Admind has worked with ABB for over a decade, supporting the company with brand and communication materials tailored to both external and internal stakeholder groups. In 2024, this collaboration included:

- development of ESG-related content for corporate reports and stakeholder communications;
- internal campaigns promoting diversity, inclusion, and professional development;
- customized messaging and visuals for key business partners in line with ABB's sustainability and innovation strategy.



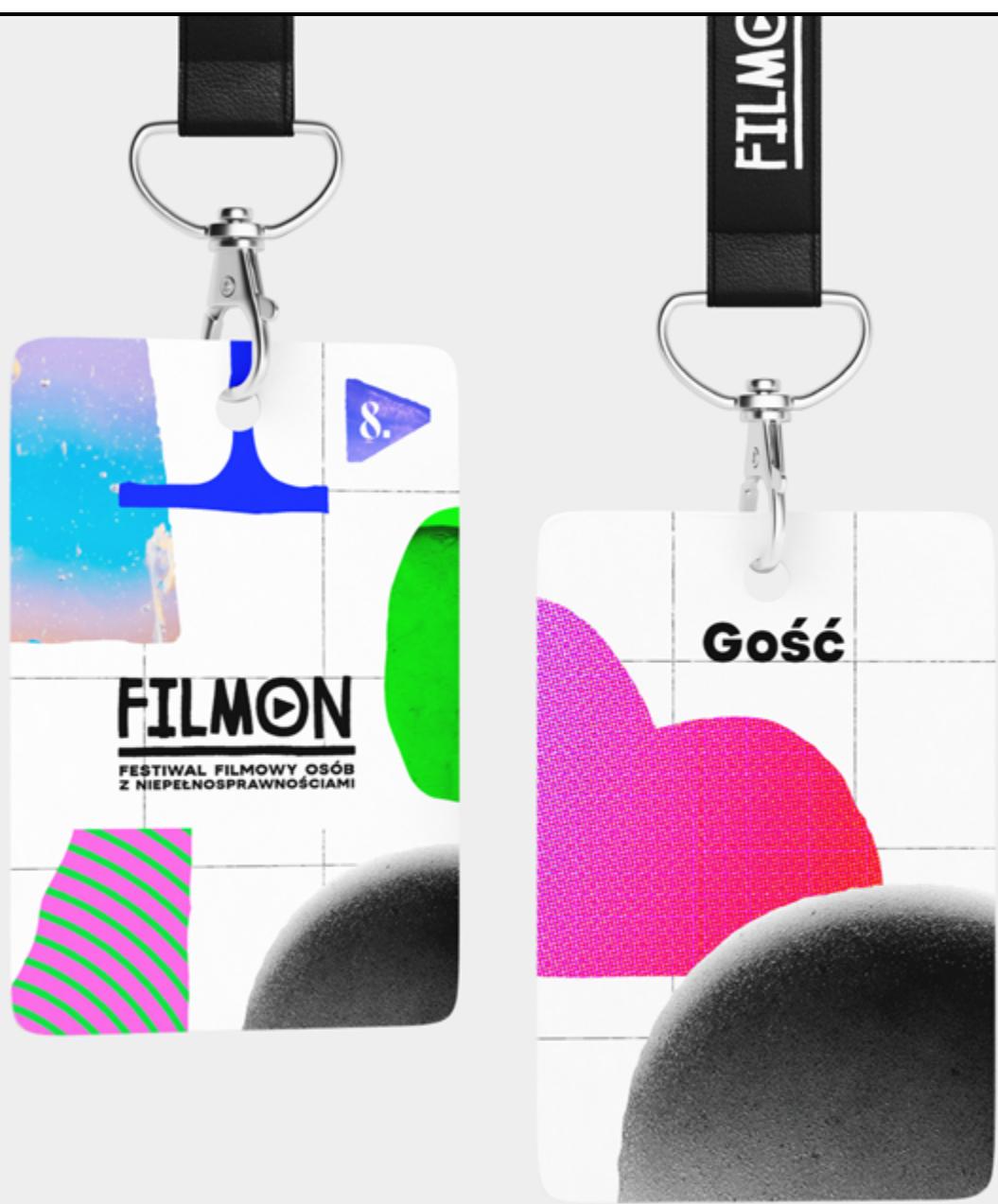
## Financial services

For clients such as UBS, Admind develops branding assets for campaigns aimed at high-net-worth individuals. The work focuses on reinforcing brand values such as trust, responsibility, and ethical wealth management.



## Non-profit and social impact

Admind has been supporting the FilmON Festival since 2019. The festival is a social impact initiative led by Zespół Szkół Specjalnych nr 6 in Kraków in collaboration with the Pierwiosnek Association. The event promotes film art among people with intellectual disabilities. In 2024, Admind once again led the full communication strategy for FilmON's annual festival, including branding, key visuals, print and digital materials, as well as messaging centered on inclusion, creativity, and visibility for underrepresented communities.



## Design for climate: Plakaton initiative

In 2024, Admind Agency partnered with the Carbon Footprint Foundation to deliver a design-focused event as part of the International Carbon Footprint Summit. The initiative aimed to raise awareness of climate change through creative expression.

A total of 38 designers participated in a 10-hour creative session, each producing a poster addressing the environmental crisis. The posters were later exhibited during the summit and reached all event participants.

The initiative generated external engagement through media coverage, including press publications, online articles, and radio interviews, with a reported reach of approximately 915,000 media impressions.

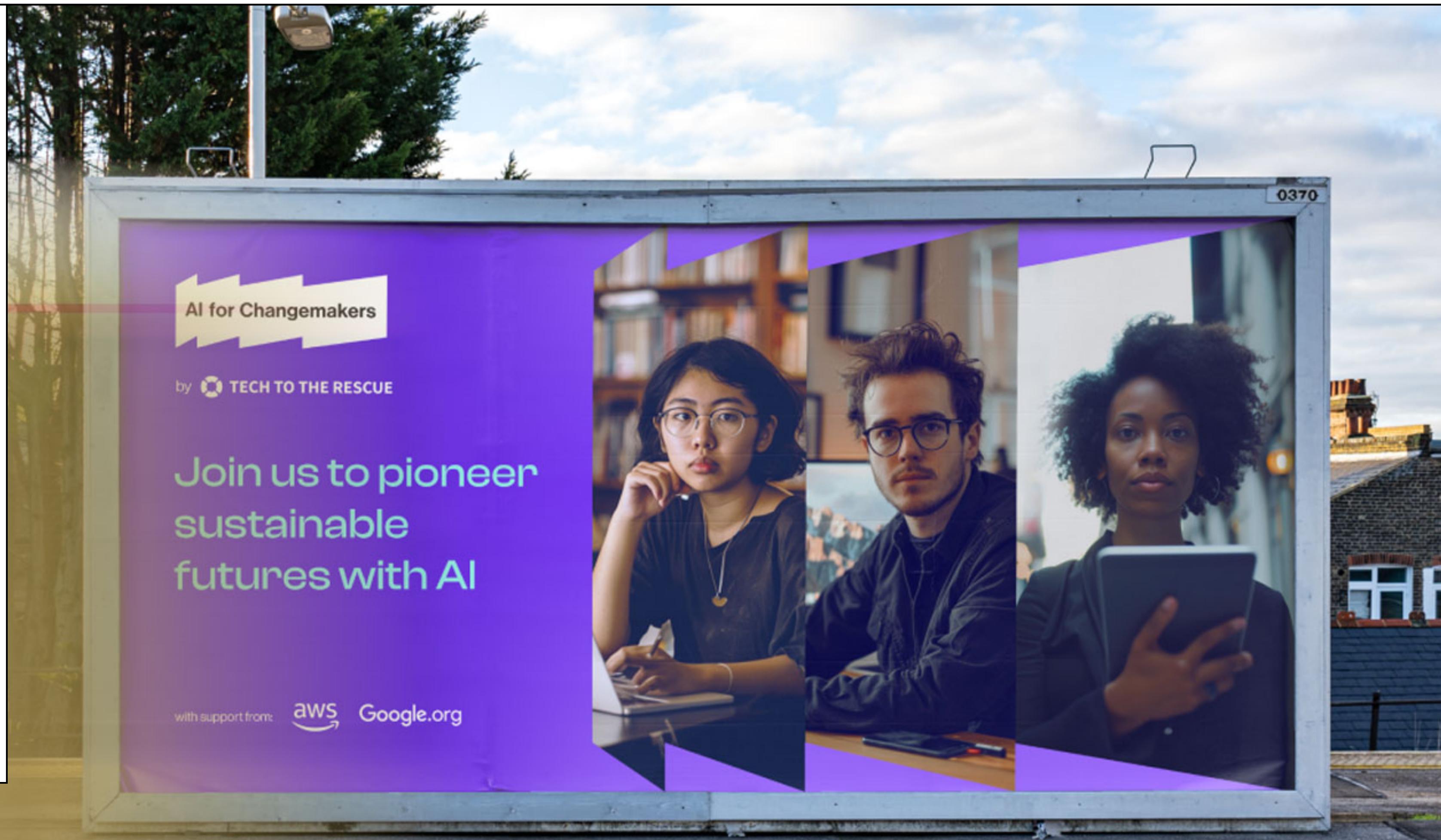
All posters were auctioned, and the proceeds were donated to the Society for Nature Conservation.



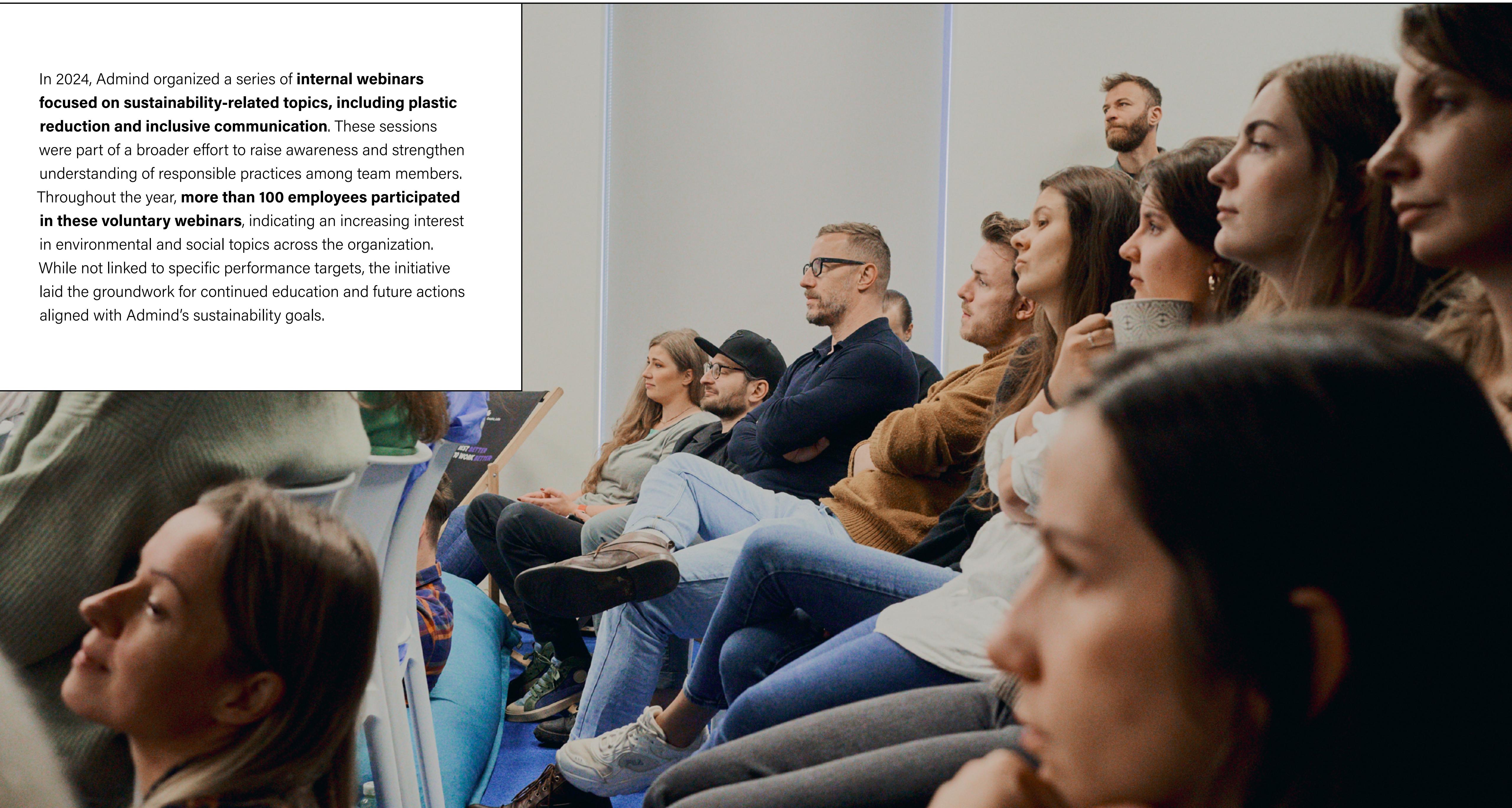
## Tech for good: AI for Changemakers Accelerator

In 2024, Admind partnered with the Polish foundation Tech To The Rescue to develop the visual identity and full communication toolkit for their international initiative AI for Changemakers Accelerator. The program was designed to connect non-profit organizations with IT and software companies, enabling them to implement AI-powered solutions addressing social and environmental challenges.

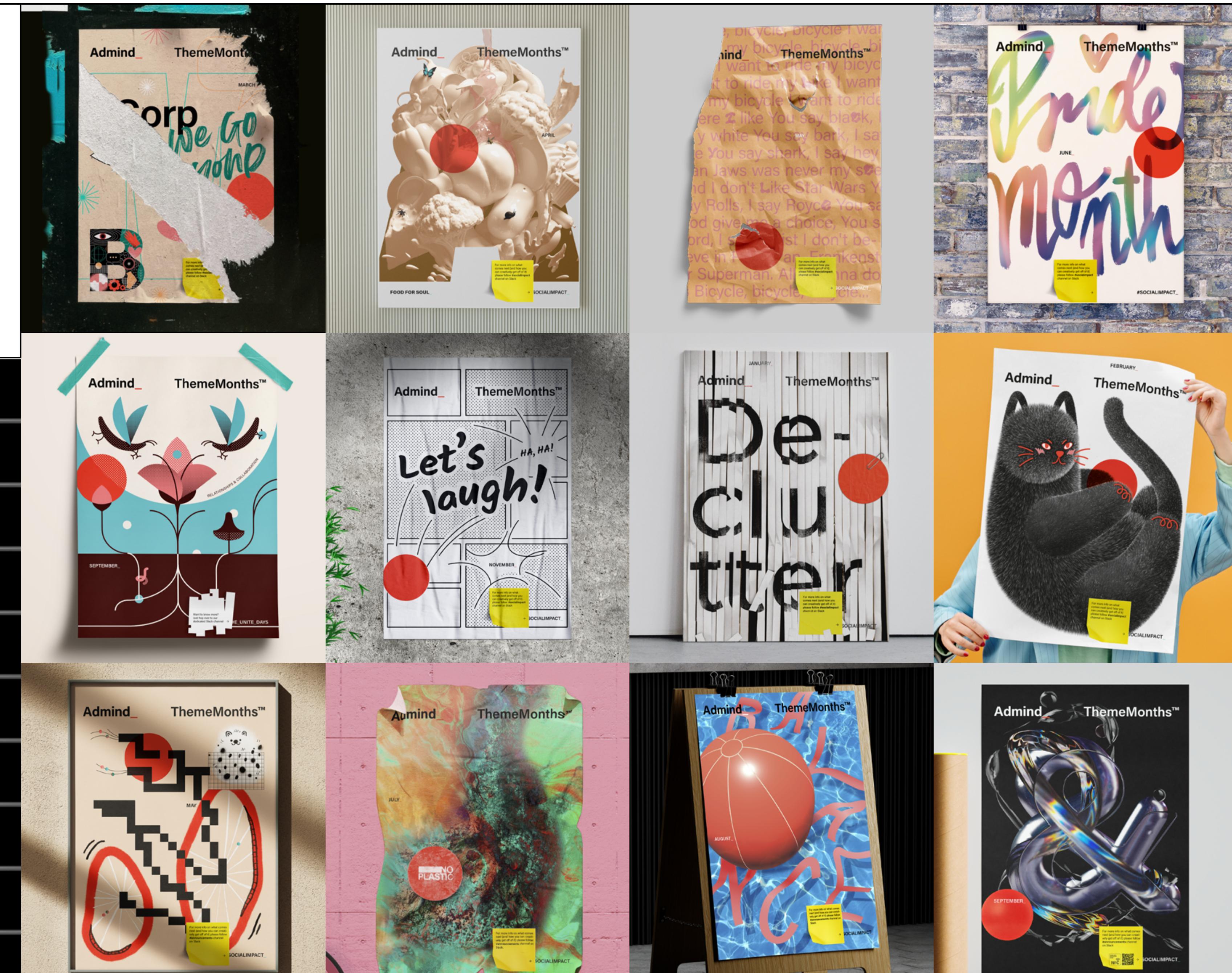
Admind's scope of work included the development of brand strategy, visual identity, web and social media content, event materials, and locally adapted communication assets. All elements were aligned with the program's values, which emphasize ethical technology use, innovation, and support for mission-driven organizations worldwide.



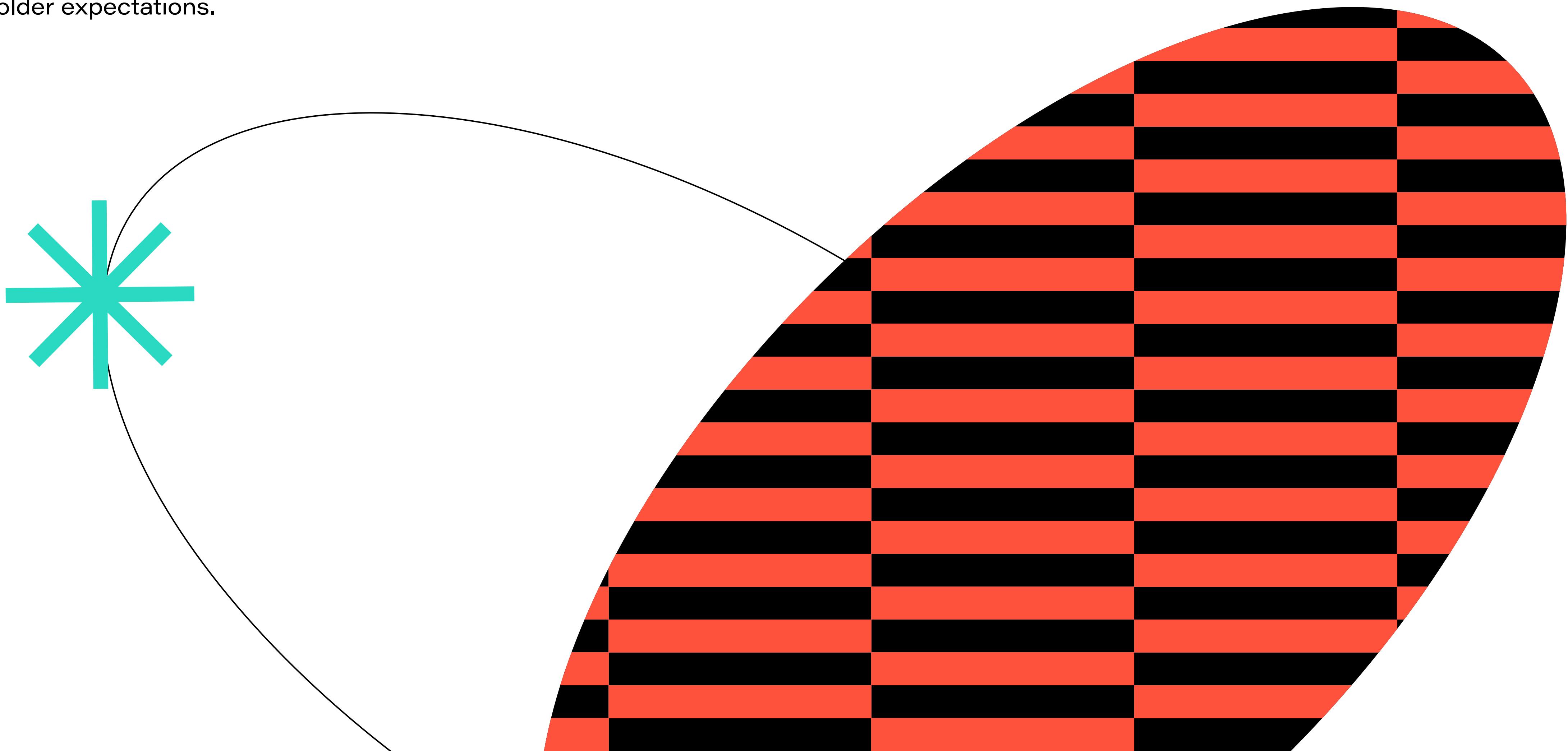
In 2024, Admind organized a series of **internal webinars focused on sustainability-related topics, including plastic reduction and inclusive communication**. These sessions were part of a broader effort to raise awareness and strengthen understanding of responsible practices among team members. Throughout the year, **more than 100 employees participated in these voluntary webinars**, indicating an increasing interest in environmental and social topics across the organization. While not linked to specific performance targets, the initiative laid the groundwork for continued education and future actions aligned with Admind's sustainability goals.



Additionally, one of Admind's ongoing social impact initiatives, the **Theme Month poster series**, was recognized internationally with the **DNA Paris Design Award in the Graphic Design / Key Art category**. The campaign, co-created by employees to highlight key social and environmental issues, exemplifies how creative communication can support dialogue and engagement around topics such as sustainability and inclusion.



This accumulated experience demonstrates Admind's ability to understand the specific communication needs of different industries and to provide design and branding solutions that respond to varied regulatory, cultural, and stakeholder expectations.



## 2.4.4. Regions of operation

Admind Agency delivers branding and communication projects internationally. Services are provided through a combination of office-based and remote teams, with active presence in key regions:

### Europe

Offices in Kraków and Amsterdam coordinate operations across European markets.

### Asia

A team based in Bangkok enables collaboration with clients in various parts of the region, supporting access to fast-developing markets.

### North America

Remote project teams support client relationships across the region, allowing for flexible and efficient service delivery.

This operational structure enables Admind to manage international projects effectively and respond to the needs of clients in diverse geographic and cultural contexts.

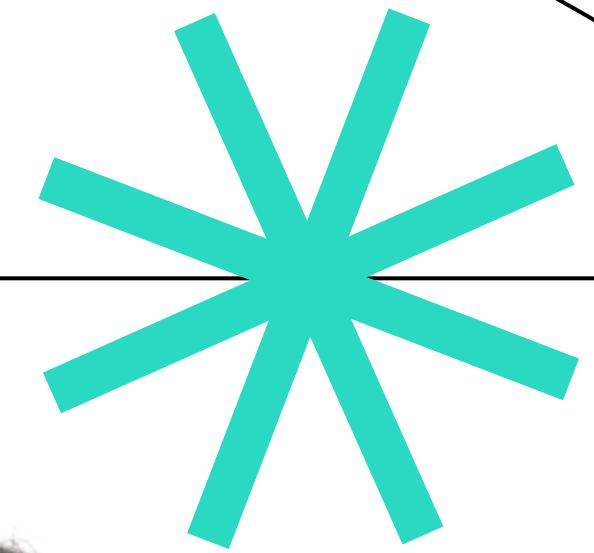


# 2.5. Mission, vision and values

## 2.5.1. Mission

Admind Agency supports organizations in shaping and managing brand communication in alignment with their business goals and operational context. The agency focuses on branding solutions that reflect social and environmental considerations, particularly in situations of organizational change, including mergers and acquisitions, strategic repositioning, or the integration of sustainability into brand strategy and visibility.

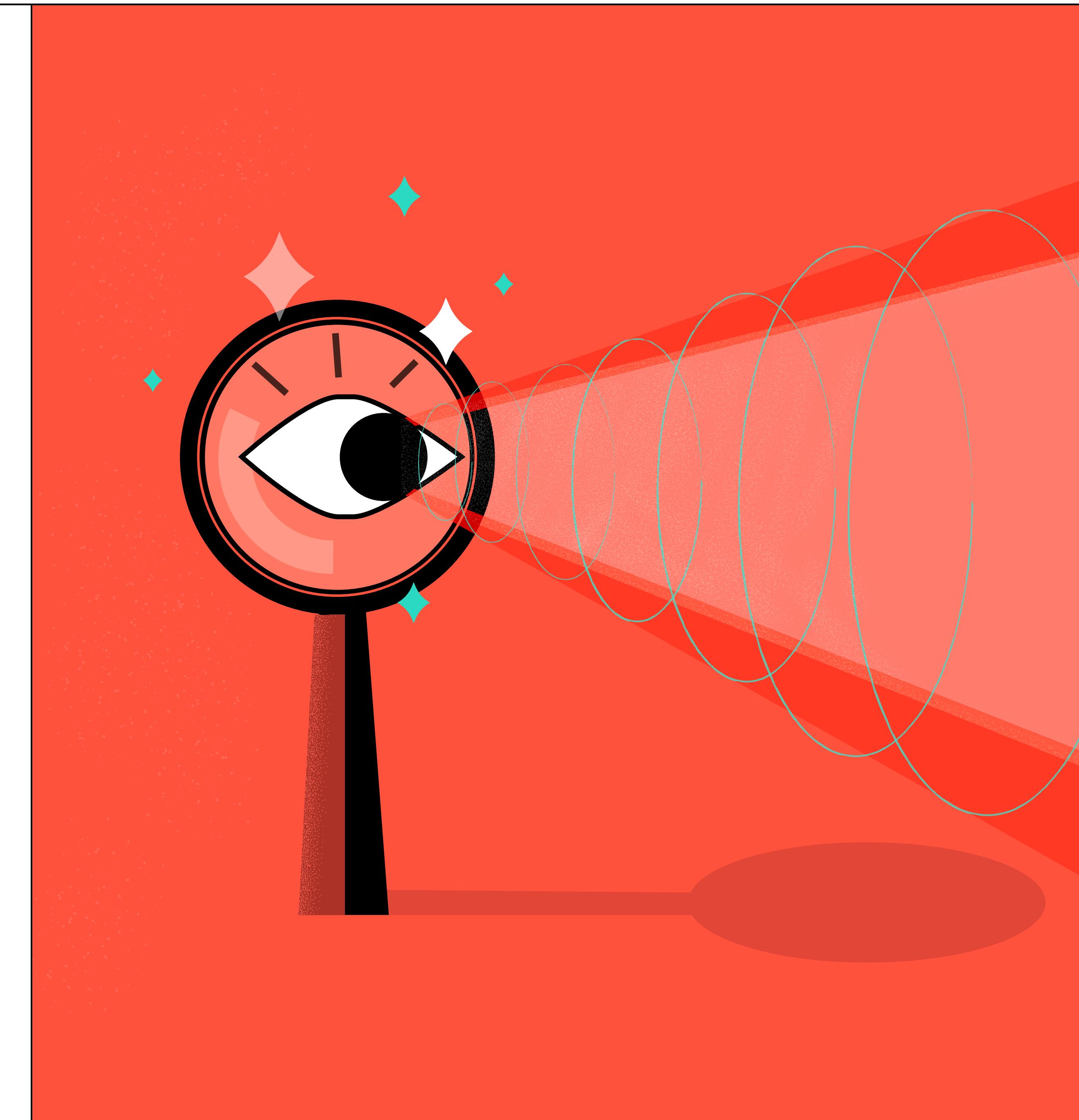
This approach is formalized in Admind's internal methodology, Conscious Branding, which considers the lifecycle of a brand and its interaction with the broader environment and stakeholders. The methodology includes practical guidance on selecting more sustainable materials, balancing digital versus print communication formats, identifying local suppliers who meet environmental or ethical certification standards, and designing assets for long-term or repeated use, such as adaptable event materials or reusable communication tools. These elements are integrated into project delivery when aligned with the client's expectations and project scope.



## 2.5.2. Vision

Admind Agency's vision is to contribute to a business environment in which branding supports not only commercial success but also informed decision-making, openness, and shared responsibility across sectors.

In the long term, the agency aims to take part in shaping a branding industry that integrates sustainable development principles into its standard practices, helping brands align more closely with societal expectations and long-term value creation.



## 2.5.3. Values

Admind Agency's activities are guided by five core values, which inform the organization's development priorities and collaboration standards. The list below outlines how these values are understood and applied within the company:



Value	Illustration	Description
Trust		Transparent and open communication with clients, employees, and stakeholders is considered essential for effective cooperation and the development of long-term relationships.
Responsibility		The organization is committed to delivering high-quality work while considering the potential social and environmental impact of each project.
Kindness		Admind fosters a culture of mutual respect and care, both within teams and in relation to communities and the natural environment, placing people at the center of its work.
Cooperation		Client relationships are developed with a long-term perspective, based on collaboration and shared objectives including those related to sustainable development through cooperation among our people, employees, clients, business partners, and social impact organizations.
Adventure		The company engages with new challenges by seeking creative and relevant solutions that respond to the evolving needs of the external environment.
Satisfaction		We seek satisfaction in everything we do by finding purpose in our work, appreciating daily tasks, and celebrating even the smallest achievements. This is nurtured through trust, accountability, kindness, cooperation, and a spirit of adventure, helping us stay focused on solutions and approach challenges with a positive mindset.

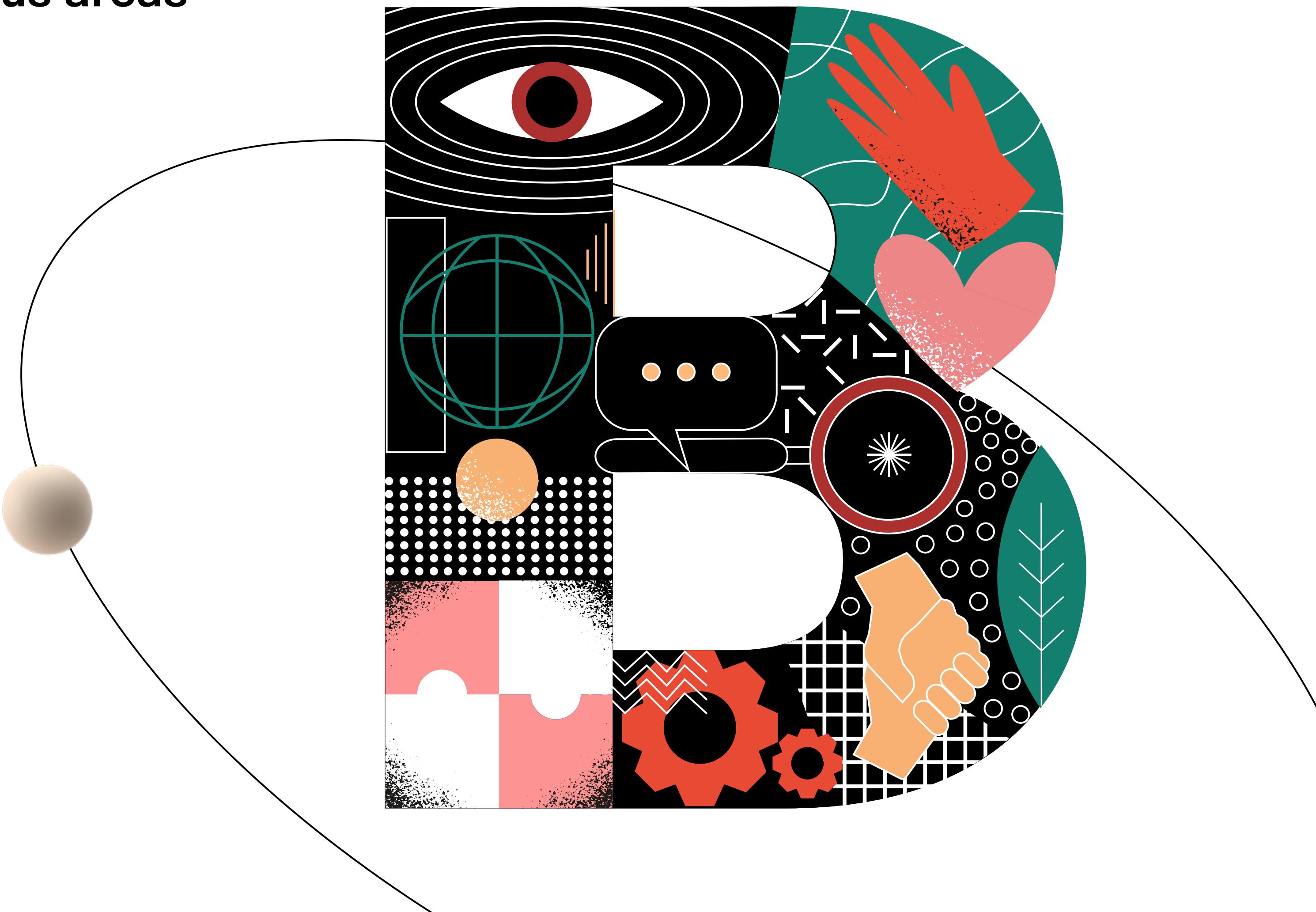
# 2.6. ESG integrations and selected indicators

## 2.6.1. ESG approach and operational focus areas

Since obtaining B Corp Certification in 2022, Admind Agency has continued to shape its internal ESG practices across five thematic areas defined by the B Corp framework: governance, employees, community, environment, and clients. This structure serves as a reference point for organizing ESG-related efforts and supports the integration of social and environmental responsibility into operational and decision-making processes.

Selected performance indicators (KPIs) have been introduced in areas such as environmental impact and employee engagement. Other initiatives are pursued as long-term efforts, including actions to reduce CO<sub>2</sub> emissions and promote workplace diversity. These activities are monitored over time to assess their progress and relevance.

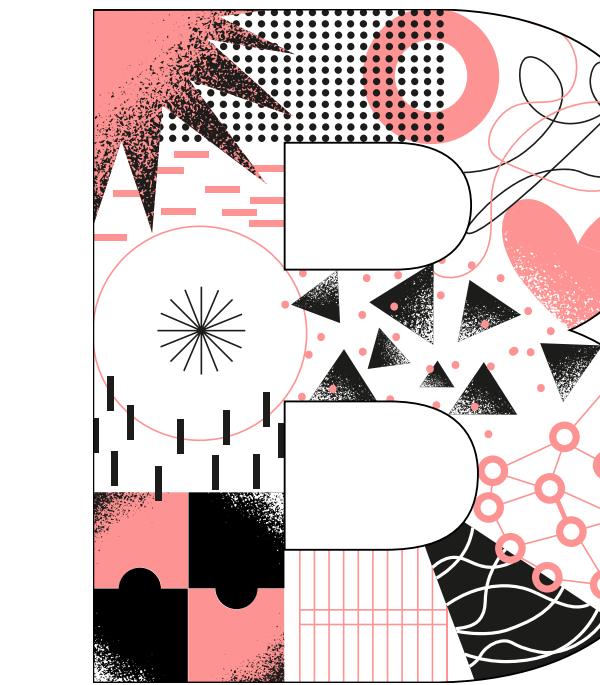
Additional information on the scope, methods, and outcomes of ESG-related actions is presented in the following sections of this report.





## Governance

Transparency and ethical conduct are key operational priorities. Since 2022, Admind has been certified as a B Corp, which includes an evaluation of governance practices. In 2024, the company began publishing annual ESG reports, starting with 2023 data, to share relevant information with stakeholders. A whistleblower policy has been adopted, and ethics training sessions are conducted regularly to support internal accountability.



## Community

Admind is involved in activities that support local and global communities, with a focus on education, inclusion, and environmental awareness. These efforts include partnerships with non-profit organizations working in the areas of culture, equality, and sustainability, as well as initiatives like tree-planting projects. Internally, programs such as Engagement Champions help identify employee needs and recommend well-being support measures. Examples of these initiatives are presented in later sections of this report.



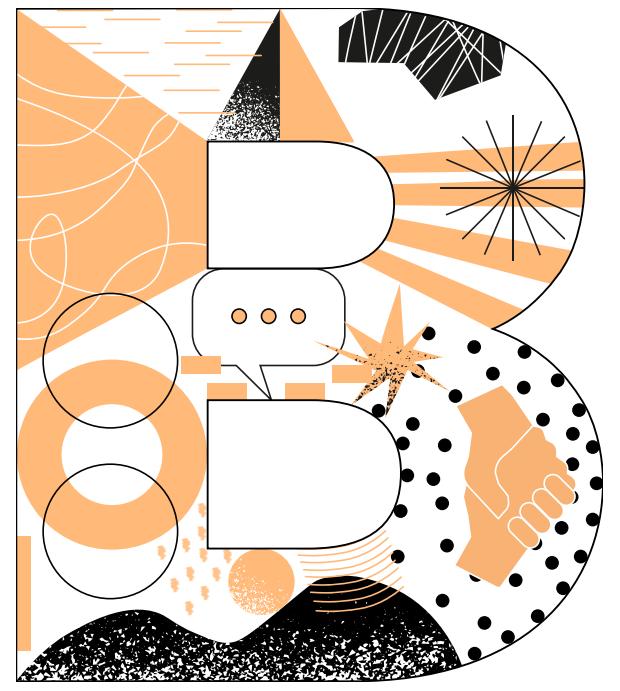
## Employees

Admind promotes equal pay, inclusion, and diversity within the workplace. Regular performance evaluations and development programs, such as Performance Review and Leadership Academy, support employee development through standardized review and goal-setting processes. Educational initiatives like the Theme Month Series, which is focused on ESG topics, aim to increase awareness across teams. Community-building efforts, such as Interest Corners, offer space for knowledge-sharing and informal connections among employees.



## Environment

The company implements operational practices aimed at reducing its environmental footprint, including minimizing plastic use, digitizing office workflows, and supporting remote work to reduce travel-related emissions. A responsible travel policy encourages rail travel over air travel, and includes CO<sub>2</sub> offsetting for unavoidable flights. These initiatives form a foundation for future measurable environmental targets.



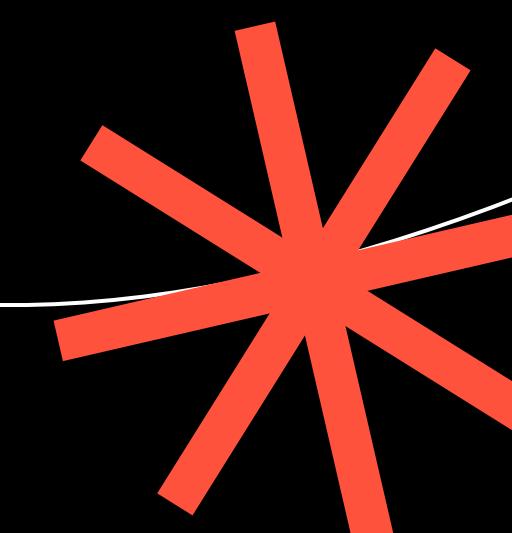
## Clients

Admind integrates ESG considerations into client work where applicable. This includes:

- prioritizing digital formats to reduce paper and resource consumption;
- designing materials in line with accessibility standards, including WCAG 2.1;
- using clear and inclusive language to ensure message accessibility;
- promoting transparency in communication to support trust;
- sourcing from local vendors where feasible; and
- developing reusable materials; such as adaptable campaign assets.

The agency also offers advisory support in integrating ESG principles into branding and communication projects when aligned with client needs and project scope.

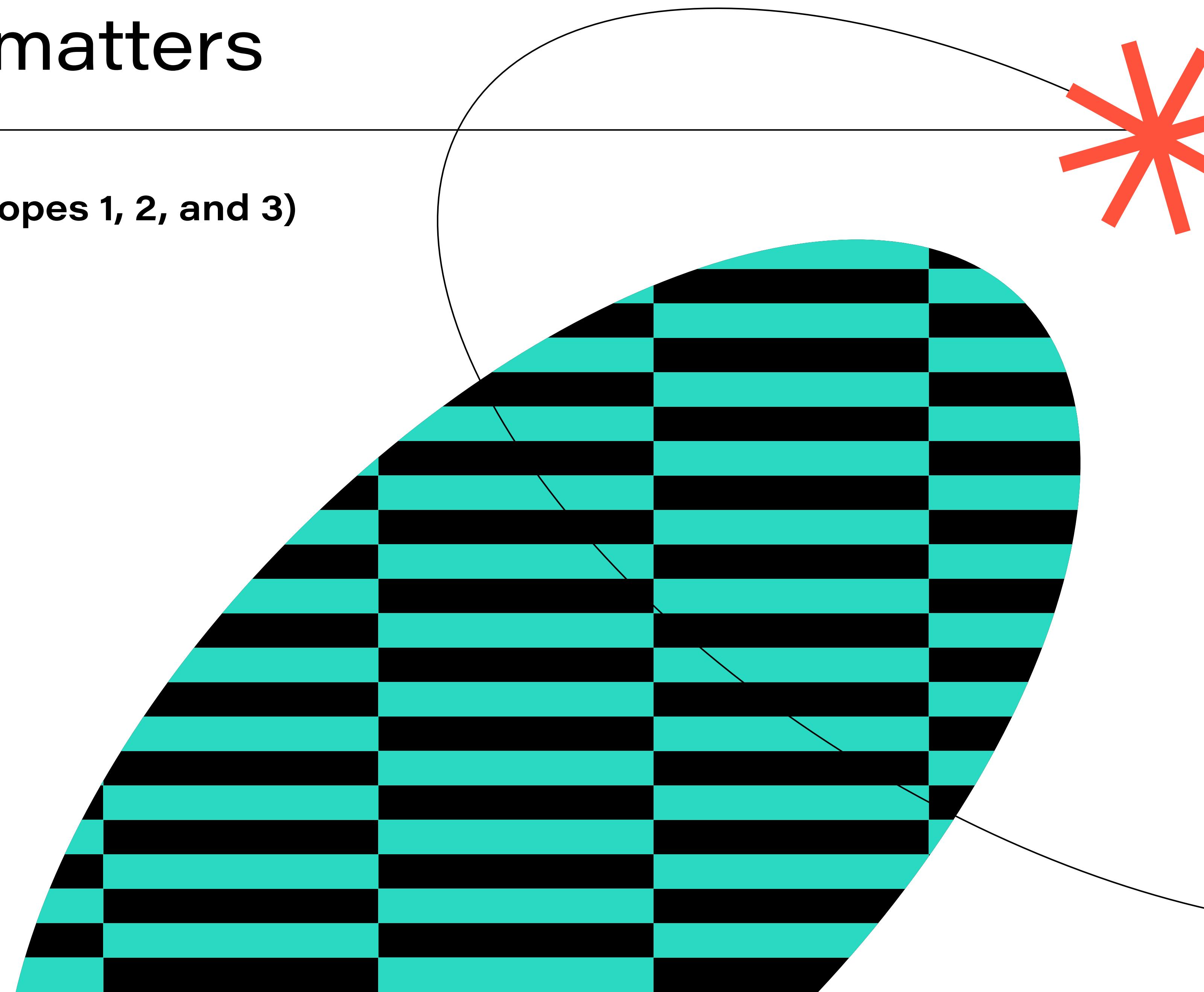
# 3 Key indicators and disclosures



# 3.1. Environmental matters

## 3.1.1. Greenhouse gas emissions (Scopes 1, 2, and 3)

Admind Agency monitors greenhouse gas (GHG) emissions in accordance with the GHG Protocol Corporate Standard. The inventory includes Scope 1, 2, and selected Scope 3 categories. The assessment covers operational activity at the company's offices in Kraków and Amsterdam. Efforts related to emissions measurement and reduction were initiated in 2024 and represent the company's first reporting year in this area.



To calculate Admind Agency's carbon footprint, all relevant GHG emissions from the processes and activities occurring at the company headquartered in Kraków and division in Amsterdam are identified, and activity data is collected:

- **Scope 1 – Direct emissions:** Direct greenhouse gas (GHG) emissions result from sources controlled or owned by an organization (e.g., emissions associated with fuel combustion in boilers, furnaces, and vehicles). Admind does not own any buildings but owns three company vehicles.
- **Scope 2 – Indirect emissions from purchased energy:** Emissions resulting from electricity usage for activities connected to working from the offices, as well as the use of HVAC and heating.
- **Scope 3 – Other indirect emissions:** Emissions in this scope are divided into 15 categories. In calculating Scope 3 emissions, Admind considered the most emission-intensive categories: business travel, consumables, and water supply. In 2024, emissions related to leasing were also included. This data was not considered in the previous year, which has resulted in an increase in emissions in this category.

**Table 1. Emissions breakdown by office location (2024)**

Category	Kraków office	Amsterdam office
Total annual emissions (tCO <sub>2</sub> e)	51.11	6.83
Vehicle fuel	14.67%	—
Electricity	43.05%	90.78%
Heating	21.33%	7.3%
Water supply	0.005%	0.01%
Water treatment	0.005%	0.01%
Office supplies	3.72%	1.9%
Business travel	17.22%	—

## Kraków

Kraków 2024				Kraków 2023				Difference between 2023 and 2024 in %
Scope	Activity	kg CO2e	tCO2e	Activity	kg CO2e	tCO2e		
Scope 1	Mobile combustion (diesel)	681.4	0.68	Vehicles fuel consumption	7,500.00	7.5		
	Mobile combustion (petrol)	7 712.2	7.71					
	<b>Total Scope 1</b>	<b>8,393.6</b>	<b>8.4</b>	<b>Total Scope 1</b>	<b>7,500.0</b>	<b>7.5</b>		<b>11.91%</b>
Scope 2	Electricity	30,183.8	30.18	Electricity	22,000.00	22.00		37.20%
	Heat & steam	5,700.0	5.70	Heat & steam	10,900.00	10.90		-47.71%
	<b>Total Scope 2</b>	<b>35,883.8</b>	<b>35.9</b>	<b>Total Scope 2</b>	<b>32,900.0</b>	<b>32.9</b>		<b>9.07%</b>
Scope 3	Water supply	1.9	0.00	Water supply	2.60	0.003		-26.63%
	Water treatment	1.9	0.00	Water treatment	2.60	0.003		-26.63%
	Consumables	1,418.3	1.42	Consumables	1,899.52	1.900		-25.33%
	Business travel	20,000.0	20.00	Business travel	8,800.00	8.80		127.27%
	<b>Total Scope 3</b>	<b>21,422.1</b>	<b>21.4</b>	<b>Total Scope 3</b>	<b>10,704.7</b>	<b>10.7</b>		<b>100.12%</b>
<b>Total emissions</b>		<b>65,699.5</b>	<b>65.7</b>	<b>Total emissions</b>	<b>51,104.7</b>	<b>51.1</b>		<b>28.56%</b>
<b>Total emissions per employee (79)</b>		<b>831.6</b>	<b>0.8</b>	<b>Per employee (60)</b>	<b>851.7</b>	<b>0.9</b>		<b>-2.36%</b>

A positive value indicates an increase in emissions, while a negative value signifies a reduction in emissions.

## Amsterdam

Amsterdam 2024				Amsterdam 2023				Difference between 2023 and 2024 in %
Scope	Activity	kg CO2e	tCO2e	Activity	kg CO2e	tCO2e		
Scope 1	Mobile combustion (diesel)	0.00	0.00	Fuel consumption (no data)	0.00	0.00		A positive value indicates an increase in emissions, while a negative value signifies a reduction in emissions.
	Mobile combustion (petrol)	0.00	0.00					
	<b>Total Scope 1</b>	<b>0.00</b>	<b>0.00</b>	<b>Total Scope 1</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>	
Scope 2	Electricity	6,258.6	6.26	Electricity	6,200.00	6.20	0.94%	
	Heat & steam	699.0	0.70	Heat & Steam	499.00	0.50	40.08%	
	<b>Total Scope 2</b>	<b>6,957.6</b>	<b>6.96</b>	<b>Total Scope 2</b>	<b>6,699.0</b>	<b>6.7</b>	<b>3.86%</b>	
Scope 3	Water supply	1.0	0.00	Water supply	1.2	0.0	-18.63%	
	Water treatment	1.0	0.00	Water treatment	1.2	0.0	-18.63%	
	Consumables	58.0	0.06	Consumables	129.6	0.1	-55.29%	
	Business travel	5,800.0	5.80	Business travel (no data)	0.00	0.00	0.00%	
<b>Total Scope 3</b>		<b>5,859.9</b>	<b>5.9</b>	<b>Total Scope 3</b>	<b>132.0</b>	<b>0.1</b>	<b>4,338.88%</b>	
<b>Total emissions</b>		<b>12,817.5</b>	<b>12.8</b>	<b>Total emissions</b>	<b>6,831.0</b>	<b>6.8</b>	<b>87.64%</b>	
<b>Total emissions per employee (79)</b>		<b>1,281.7</b>	<b>1.3</b>	<b>Per employee (60)</b>	<b>853.9</b>	<b>0.9</b>	<b>50.11%</b>	

## Emission reduction practices

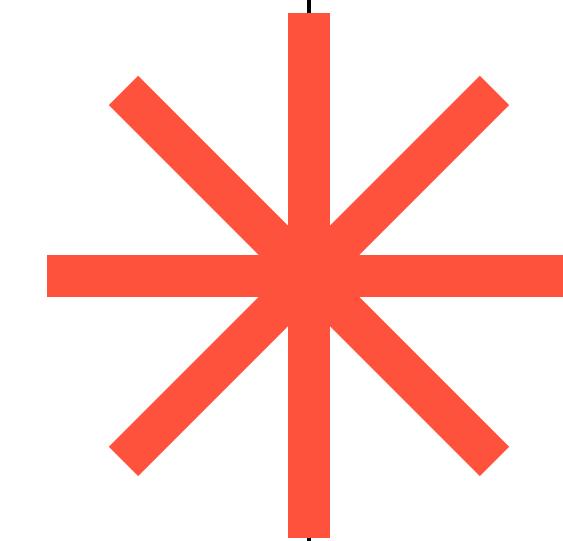
Emission reduction activities are implemented through operational policies, including the company's business travel policy, which promotes fewer trips, low-emission transportation options (e.g., rail travel), and the continued development of remote collaboration tools.

## Activities to reduce GHG emissions

In 2024, Admind implemented targeted actions to reduce emissions in specific categories. Although the total emissions increased, mainly due to organizational growth and broader reporting coverage, progress was recorded in several areas.

At the Kraków office, emissions related to the purchase of heat and steam were reduced by 47.71% compared to the previous year. Furthermore, Scope 3 emissions associated with water supply and wastewater treatment and consumables were reduced by 26.63% and 25.33%, respectively. At the same time, overall operational emissions in Kraków increased by 28.56%, primarily as a result of office expansion and higher headcount. When normalized per employee, emissions decreased by 2.36%, suggesting improvements in environmental efficiency.

In the Amsterdam office, significant reductions were observed in the consumables category, where emissions dropped by 55.29%. The increase in total emissions at this location was influenced by the inclusion of a new Scope 3 category (business travel) which had not been previously reported. Its inclusion led to a natural rise in the overall figures for the reporting year.



## Planned emissions management actions for 2025

As part of our ongoing development, and in response to the growing number of employees in this region, Admind plans to open a new office in Warsaw. This expansion is expected to result in an increase in absolute emissions. In this context, our focus remains on enhancing emissions efficiency and deepening our emissions data quality.

### Key actions planned for 2025 include:

- **Reducing emissions intensity from business travel** by expanding our low-carbon travel policy. This includes favoring rail over flights for short-distance travel and encouraging virtual meetings as a default option.
- **Targeting Scope 3 categories with significant environmental impact**, such as procurement. Supplier selection processes will increasingly incorporate environmental criteria to promote low-emission value chains.
- **Implementing a monitoring system for Scope 3 emissions**, with the aim of improving the accuracy and granularity of emissions data across our supply chain. This will support informed decision-making and the identification of further reduction opportunities.

While total reported emissions may grow alongside our organizational footprint, our emissions intensity targets measured, for example, per full-time employee or per one million PLN of company revenue will serve as key indicators of environmental efficiency. This approach is aligned with our commitment to continuous improvement and the principles of proportionality in ESG reporting.

### 3.1.2. Resource use and waste management

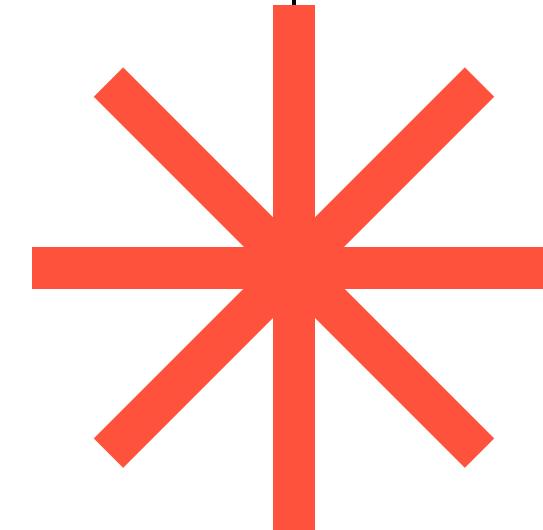
At Admind Agency, we integrate resource efficiency and waste reduction into our daily office operations. While our service-based business model naturally limits material use and waste generation, we actively promote sustainable practices across the organization.

#### Recycling and office practices

We support recycling through thoughtful office habits and responsible choices. For example:

- We've partially digitalized administrative processes, which helps reduce paper consumption.
- We do not purchase single-use plastic bottles or utensils – employees use reusable alternatives, and filtered water systems are available throughout our offices.
- We order catering in multi-portion formats, which helps limit packaging waste and reduces reliance on individually packed meals.

These initiatives are part of our regular operational approach and reflect our broader commitment to minimizing unnecessary resource use and promoting sustainability at work.



### 3.1.3. Biodiversity and ecosystem considerations

Admind Agency does not operate in areas of high ecological value and does not engage in land management or activities with a direct impact on ecosystems. However, the company has undertaken several initiatives focused on topics such as biodiversity and environmental responsibility.

#### → Environmental projects

In 2024, Admind supported the planting of 600 trees in cooperation with local organizations. The initiative was carried out on land designated for ecological restoration.

#### → Employee education

Ten internal workshops were held on environmental topics, aimed at increasing employee awareness of biodiversity, personal environmental impact, and ecosystem interdependencies.

These activities are part of the company's ongoing commitment to environmental education within the organization and are primarily driven by employee interest and engagement.

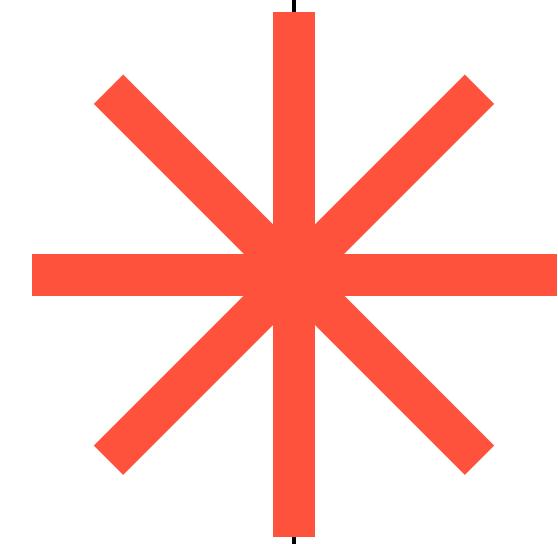


### 3.1.4. Air, water and soil pollution

Admind Agency does not operate in sectors or locations associated with significant emissions or pollution of air, water, or soil. Due to the company's office-based and creative service profile, its operations do not generate pollutants with a material environmental impact.

However, the company recognizes that electricity use and the operation of IT equipment contribute indirectly to its overall environmental footprint. In response, Admind promotes resource-conscious practices in its daily operations and seeks to improve energy efficiency in office equipment use.

These actions are part of ongoing efforts to reduce the indirect environmental impacts associated with service delivery. The company continues to monitor relevant aspects to remain aligned with responsible business practices.



## 3.2. Social matters

The following section presents aggregated workforce data for Admind's operational group, including Admind Agency Sp. z o.o. (Poland), Admind entities based in the Netherlands and Poland, as well as one individual contributor engaged via the affiliated entity in Ukraine.

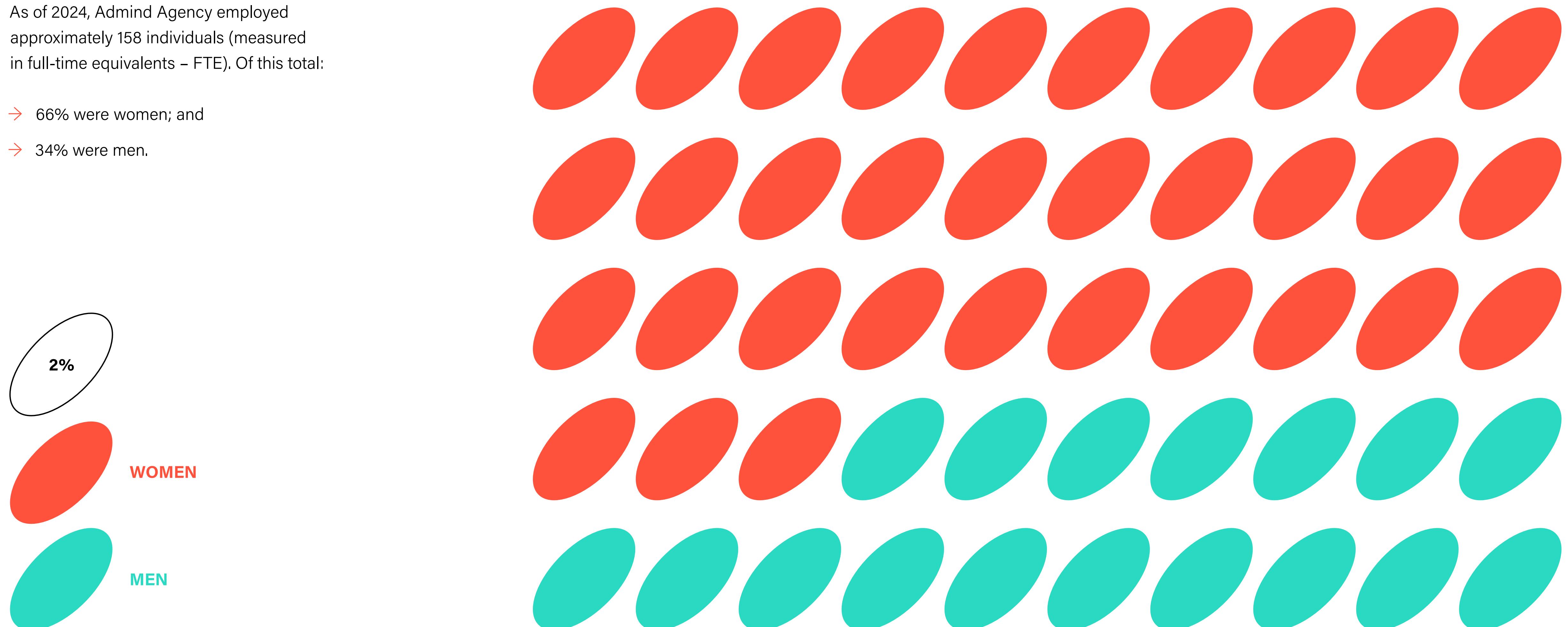
This consolidated view reflects the team composition and HR practices applied across key operations. A breakdown by legal entities is provided in the annex to this report for transparency.



### 3.2.1. Workforce structure and diversity

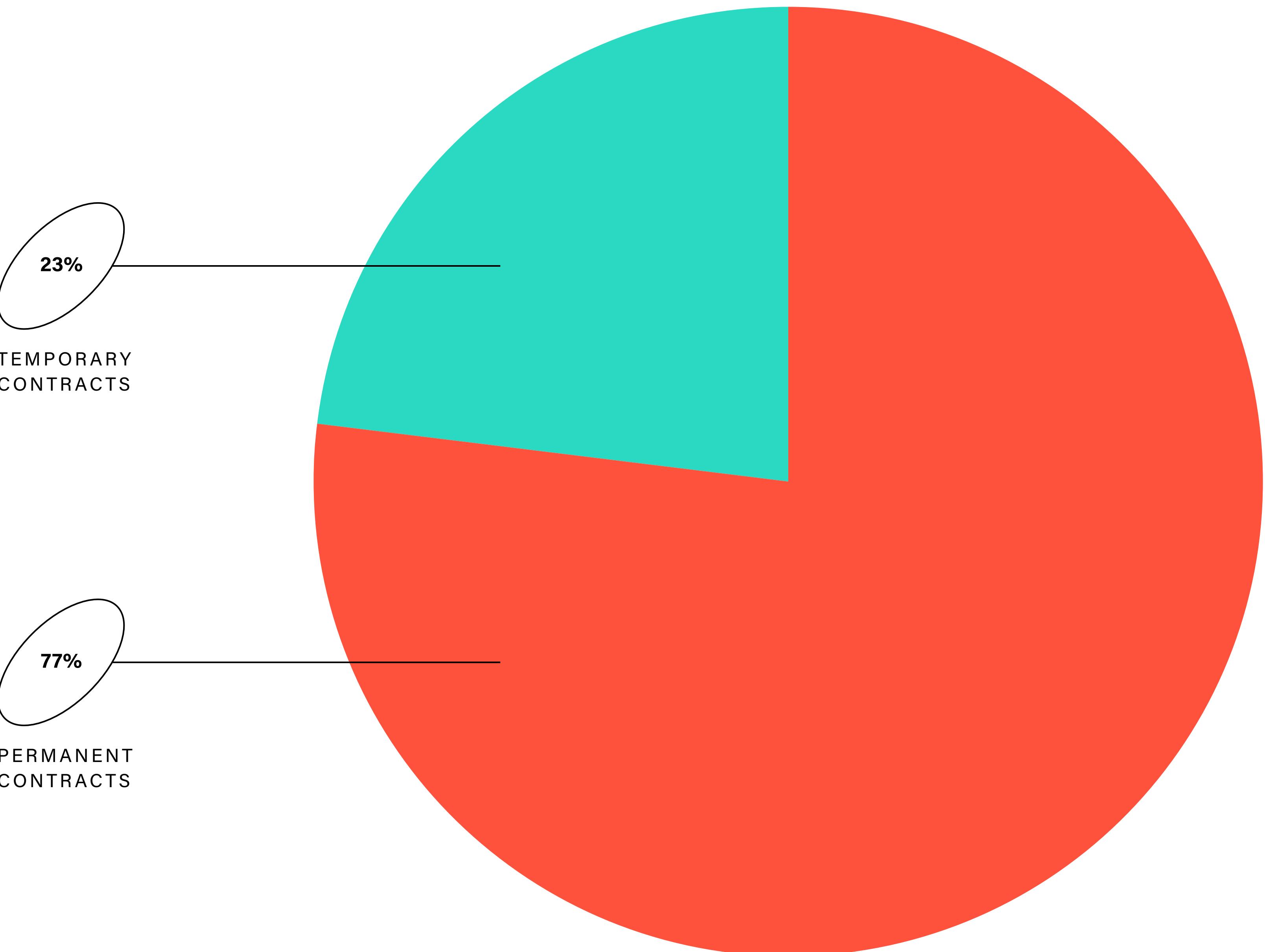
As of 2024, Admind Agency employed approximately 158 individuals (measured in full-time equivalents – FTE). Of this total:

- 66% were women; and
- 34% were men.



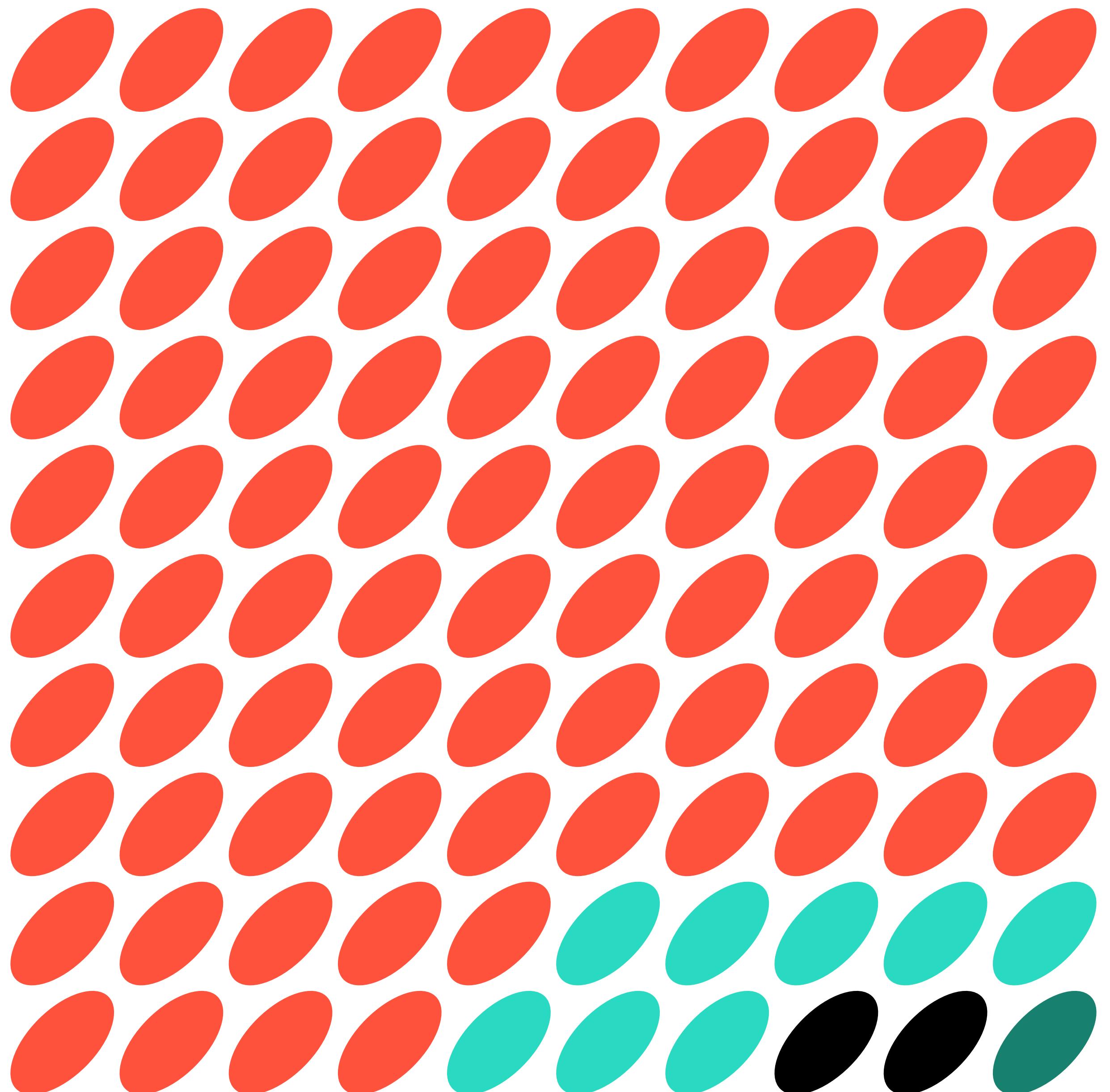
## Employment contracts:

- 77% of the workforce were employed under permanent contracts;
- the remaining 23% held temporary contracts.



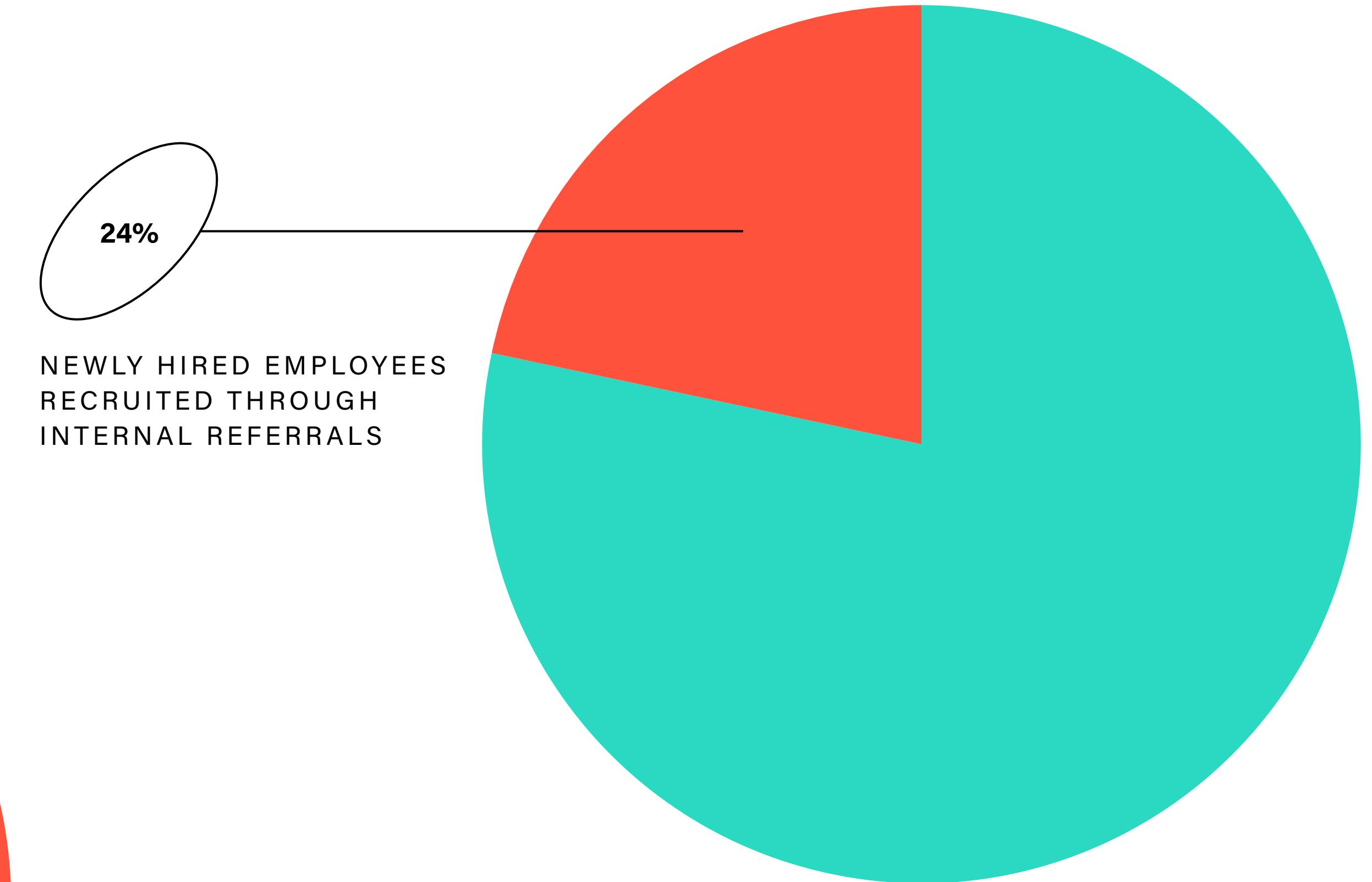
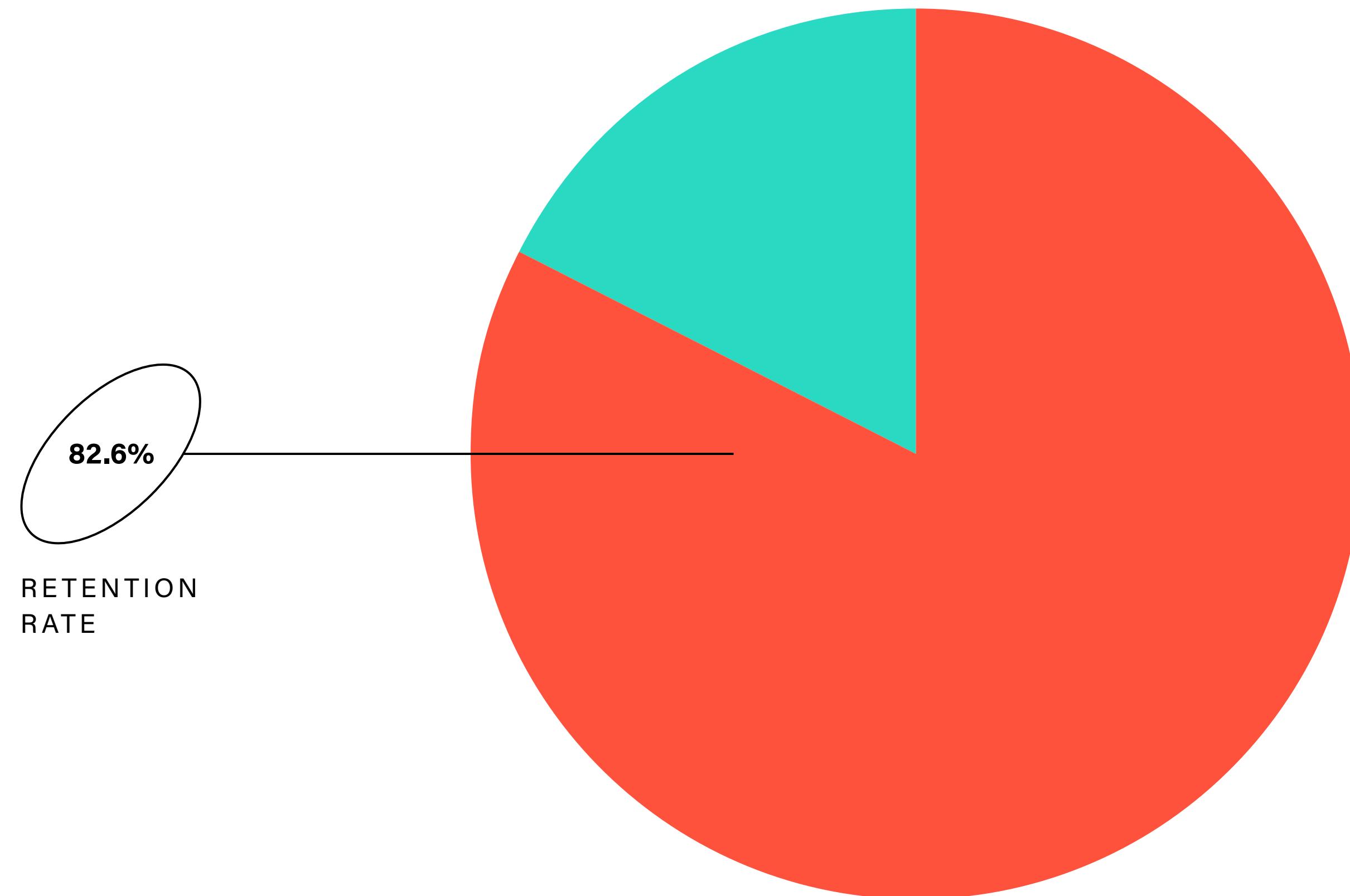
## Country of employment:

- 89% employees were based in Poland;
- 8% were based in the Netherlands;
- 2% were based in Thailand; and
- 1% were based in Ukraine.



The retention rate reached 82.6%. Additionally, 24% of newly hired employees in 2024 were recruited through internal referrals.

The company does not report the proportion of employees covered by collective bargaining agreements, as such arrangements are not applicable within Admind Agency's organizational structure.



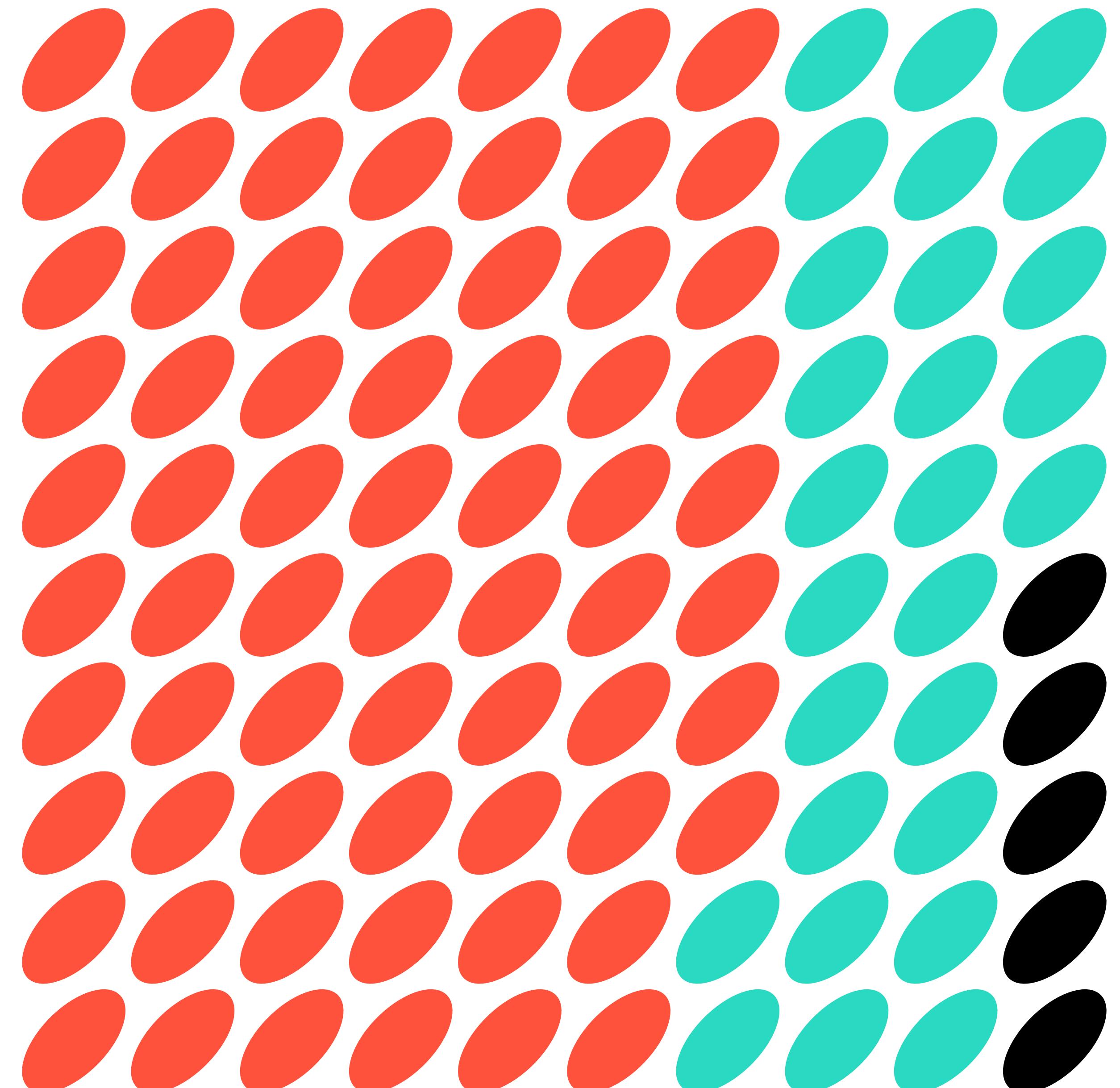
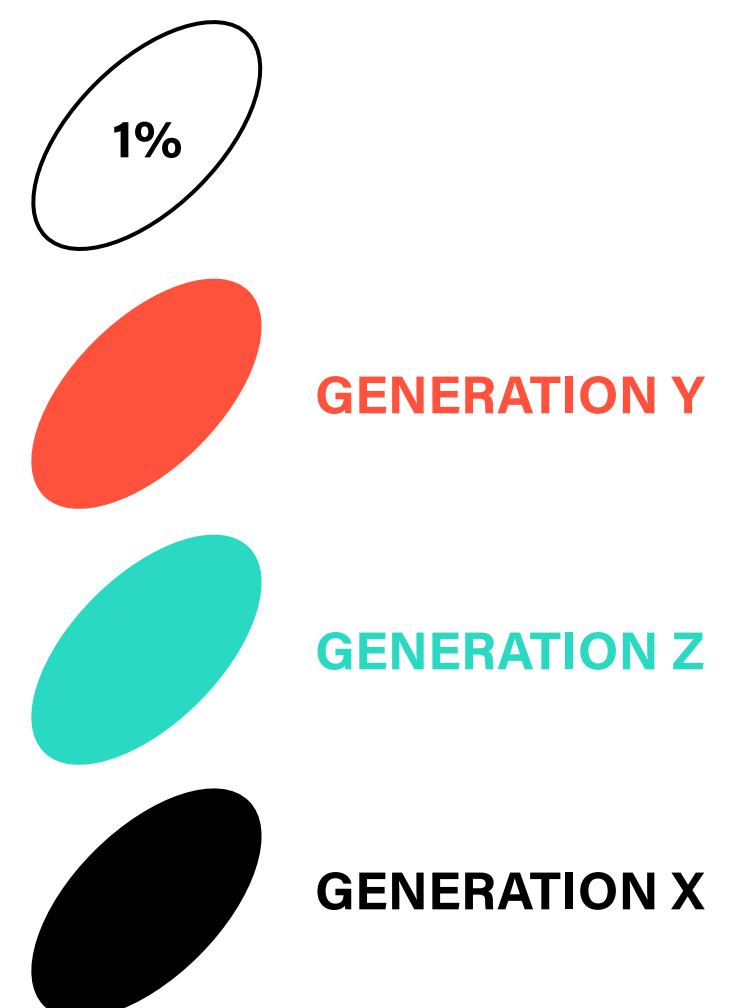
NEWLY HIRED EMPLOYEES  
RECRUITED THROUGH  
INTERNAL REFERRALS

The average age of employees was 34 years.



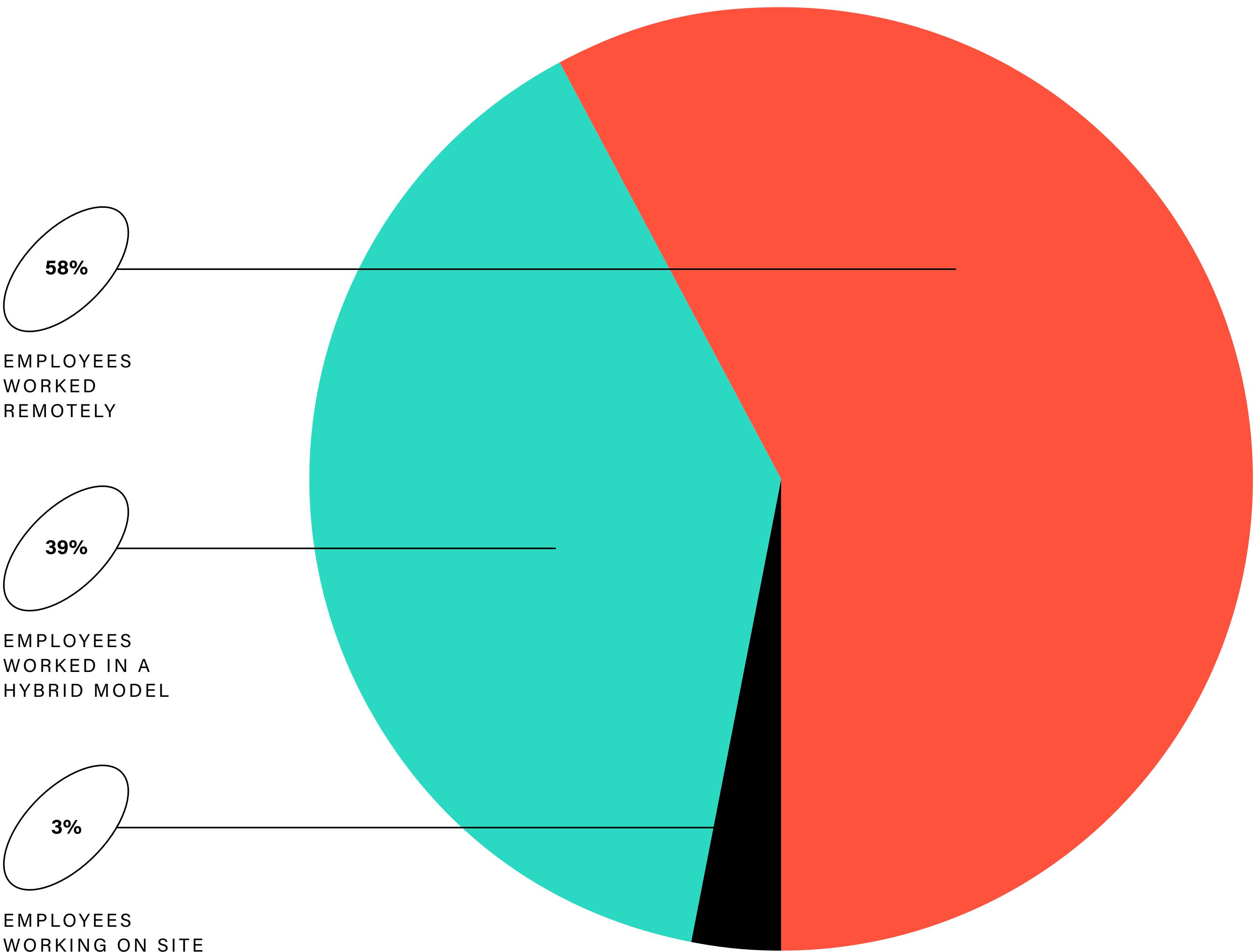
## Demographic breakdown by generation:

- Generation Y (1980–1994): 68%;
- Generation Z (1995–2002): 27%;
- Generation X (1973–1979): 5%.



## Admind operates with a high degree of flexibility in its working model:

- 58% of employees worked remotely;
- 39% worked in a hybrid model; and
- 3% worked on-site.



**The company implements a Diversity, Equity, and Inclusion (DEI) Policy. Its key principles include:**

- eliminating discrimination in recruitment, compensation, and promotion processes;
- promoting gender equality (women held 61% of managerial positions in 2024);
- conducting diversity and inclusion awareness workshops, attended by 17% of employees.



### 3.2.2. Employee health, safety and well-being

Health, safety and well-being are integral to how Admind operates as an organization. Given the nature of our work, primarily office-based in the creative and service sectors, the overall exposure to occupational risks remains low. No workplace accidents or safety incidents were recorded in the reporting period.

#### **Measures supporting a safe and supportive working environment included:**

- mandatory occupational health and safety (OHS) training delivered to all employees;
- regular reviews of workplace ergonomics, supported by access to height-adjustable desks and ergonomically designed chairs;
- the implementation of a mental health support programme, which included access to psychological services and stress management workshops. In 2024, four webinars with a psychiatrist were held, covering topics such as ADHD, insomnia, and anxiety disorders.

While the physical risks are limited, Admind continues to monitor and improve its practices to support both the physical and mental well-being of its team, recognizing that people are at the core of the organization.

#### **Indicators:**

- recorded occupational accidents: 0;
- average OHS training hours per employee: 0.86 hour.

## Additional initiatives supporting psychosocial well-being

### → Pet-friendly office practices

To support employee mental well-being and create a comfortable working environment, Admind allows employees to bring their dogs to the office in selected locations. This practice is part of our broader approach of fostering a supportive and inclusive workplace culture, in which individual needs and personal contexts are taken into account.

While no formal evaluation of the initiative has been conducted, informal feedback suggests that the presence of pets has contributed positively to employee morale and stress reduction. Going forward, we aim to assess the impact of this initiative in line with our mental health and well-being strategy.

### → Pet-related educational activity

As part of our well-being theme cycle, Admind organized an internal webinar for employees on responsible pet care. The session, led by a licensed veterinarian, focused on basic safety procedures for assisting pets at home and recognizing situations requiring professional veterinary care.

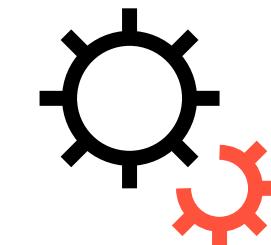
This initiative was designed to acknowledge the diverse responsibilities employees manage beyond the workplace, including care for companion animals. While no participation data or formal evaluation was collected, the initiative contributes to a broader workplace culture that considers well-being holistically, aligning with our efforts to support psychosocial health.



### 3.2.3. Learning and development

Admind Agency continued to support the professional growth of its employees through the implementation of Learning & Development (L&D) initiatives in the reporting year. These activities focused on building skills and competencies aligned with the organization's strategy and aimed to strengthen team capabilities.

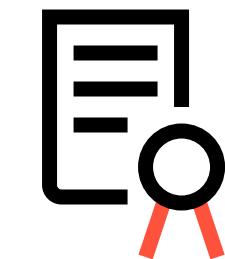
#### Key activities included:



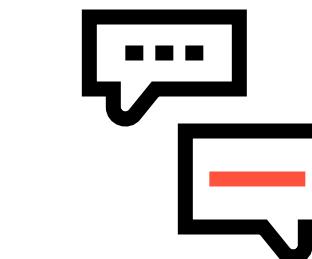
Delivery of formal training sessions and workshops to all employees, with learning time recorded across both structured and informal formats.



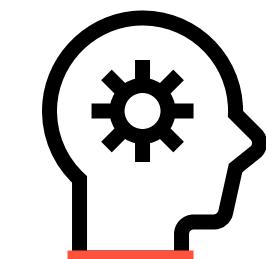
Implementation of a structured and expanded onboarding programme for new managers, including additional components such as leadership development and peer support.



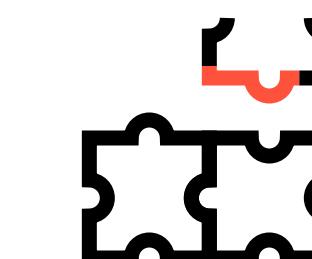
Access to digital platforms such as udemy, enabling self-directed learning based on individual development needs.



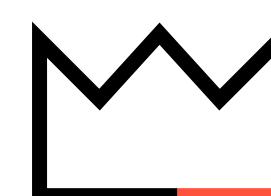
English classes focused on project management, and presentation skills.



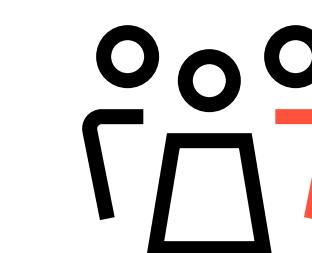
A series of informal sessions on well-being, mental health, inclusivity, and physical health, accessible to employees across teams.



Organization of team sessions aimed at strengthening team connections and integration, using the gallup strengths test.



Leadership training and coaching sessions for selected leaders, aimed at strengthening management skills.



A standardized onboarding process for new hires, including introductory meetings with different departments across the company.

## Core learning goals and outcomes

- Workshops emphasized the development of soft skills, including stress management, effective collaboration in diverse teams, and maintaining work-life balance and physical health.
- E-learning platforms supported skill-building in both technical and managerial areas, with participants choosing courses aligned with their professional goals.
- The mentoring program helped participants shape their career paths and strengthen leadership skills in a structured, peer-supported setting.

Spending on learning and development activities was proportionate to both payroll and total organizational costs.

## Indicators

- Share of employees participating in training: 12%.
- Average training hours per employee: 24 minutes.
- Training costs as share of:
  - payroll and related expenses: 0.86%.
  - total organizational costs: 0.29%.
- Number of well-being and personal development sessions: 8.
- Average participants per session: 28.



### 3.2.4. Role descriptions and organizational levels

Admind Agency applies a structured system of role descriptions and organizational levels as part of its human resource management approach. This system aims to provide transparency in talent management and career development processes. In the reporting year, the system was reviewed and updated to better reflect evolving market expectations and internal organizational needs.

#### Key components of the system

##### → **Updated role descriptions**

Each role is defined in terms of core responsibilities, scope of accountability and required competencies. The 2024 update aimed to improve transparency in recruitment and internal mobility, and to support employees in navigating career development paths. Based on the revised role descriptions, individual development plans were created in collaboration with employees to enable personalized progression pathways.

##### → **Organizational levels structure**

The system defines a clear set of role levels that reflect varying degrees of responsibility, technical requirements and soft skills. This framework supports visibility of career progression opportunities within the organization, helping employees to understand advancement pathways.

##### → **Leadership support and development**

Admind runs leadership development programmes such as the Admind Leadership Academy, aimed at strengthening managerial skills and supporting talent development. Participation in leadership training covered all team leaders during the reporting period, equipping them to better navigate the demands of a growing and evolving organization.



### 3.2.5. Compensation and benefits

Admind Agency does not employ staff in roles typically associated with minimum wage compensation. All positions within the organization require a defined set of skills and competencies, and compensation levels are structured accordingly. Salaries are benchmarked against industry standards and reflect the scope of responsibilities and qualifications required for each role.

The organization conducts regular pay structure analyses, including reviews of pay equity across gender and other demographic factors. These analyses have not identified significant disparities, confirming alignment with internal fairness principles and external compliance standards.

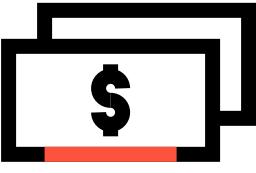
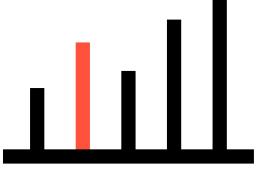
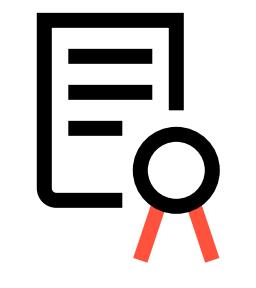
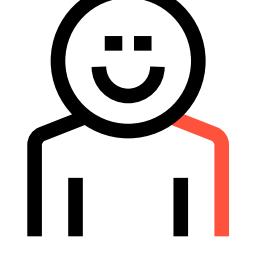
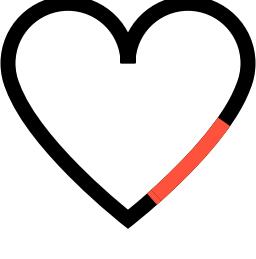
Collective bargaining agreements are not in place, which is typical for the creative and communication sector.

Nevertheless, Admind facilitates open communication with employees through regular internal surveys and team-level consultation meetings. These activities support the ongoing adaptation of workplace practices to employee needs.

To foster employee engagement and retention, the organization applies a comprehensive Total Rewards system, which integrates compensation, benefits, development opportunities, and well-being measures.

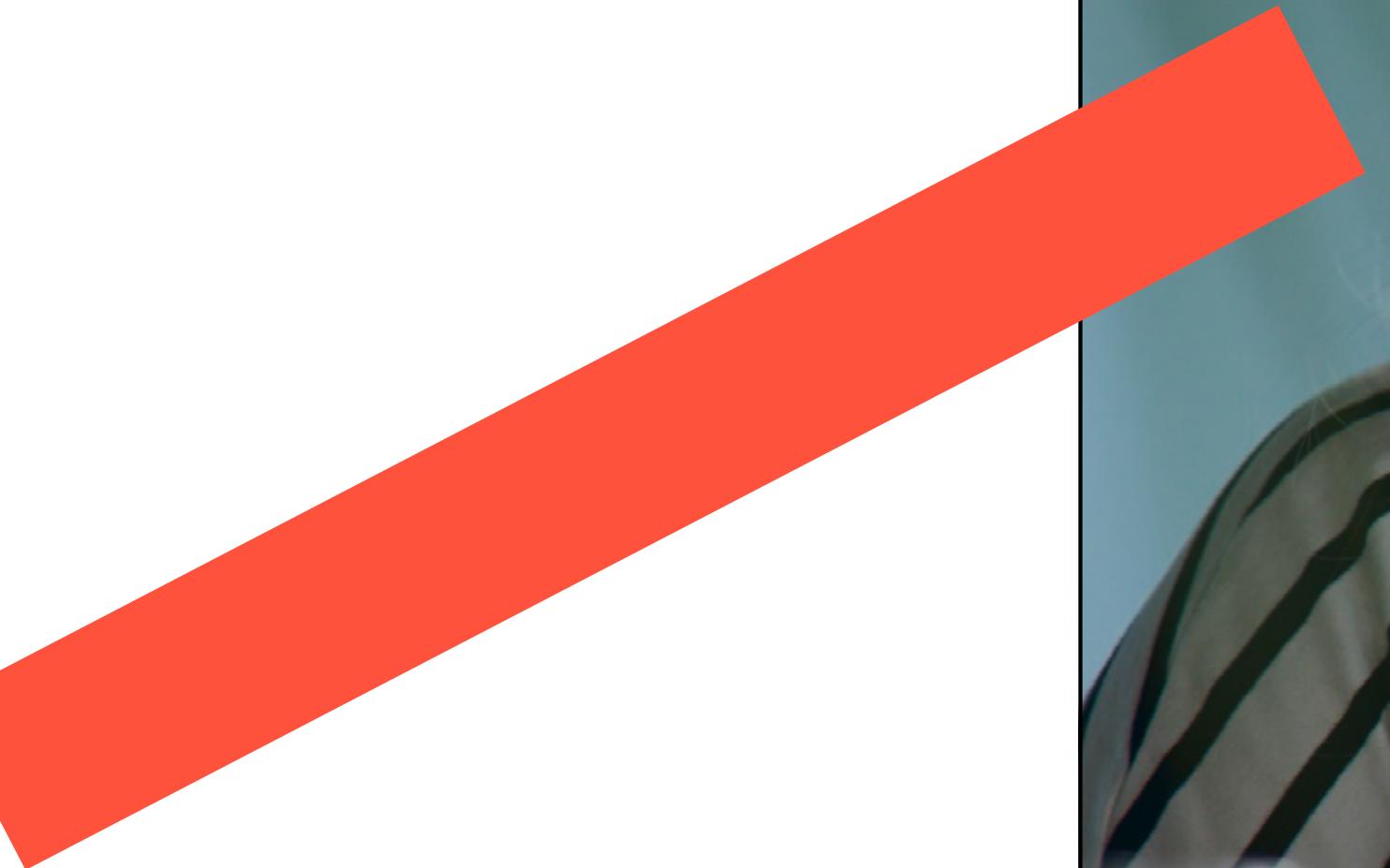


## Core components of the Total Rewards system

				
<p><b>Transparent compensation and pay equity</b></p> <ul style="list-style-type: none"><li>→ Role-based salary bands are maintained and reviewed regularly to ensure consistency with market trends and internal fairness. The structure is accessible to employees.</li><li>→ Internal analysis confirms equal pay for women and men in equivalent positions.</li></ul>	<p><b>Employee Stock Ownership Plan (ESOP)</b></p> <p>The ESOP addresses employees holding key positions within the organization, whose responsibilities significantly influence business operations or strategic direction. Selection is based on internal criteria combining role level, scope of impact, and contribution to long-term organizational goals.</p>	<p><b>Development and promotion</b></p> <p>Biannual performance reviews provide structured feedback and support career planning. Outcomes may inform salary adjustments and promotion opportunities, based on performance and development goals.</p>	<p><b>Benefits and well-being</b></p> <p>The benefits package includes:</p> <ul style="list-style-type: none"><li>→ extended health insurance,</li><li>→ access to mental health services, including psychological consultations,</li><li>→ wellness initiatives such as mindfulness workshops and physical activity programmes,</li><li>→ additional paid leave supporting work-life balance.</li></ul>	<p><b>Organizational culture support</b></p> <p>The organization promotes inclusivity and transparency, supported by a Code of Ethics and anonymous reporting channels.</p>

## Actions implemented in the reporting year

- The salary band system was reviewed, and a defined group of employees received salary adjustments.
- Additional health insurance options and expanded psychological support services were introduced.
- Wellness workshops were held covering topics such as stress management, physical health, and inclusivity. All sessions were recorded, and participation data was collected. On average, 28 employees took part,

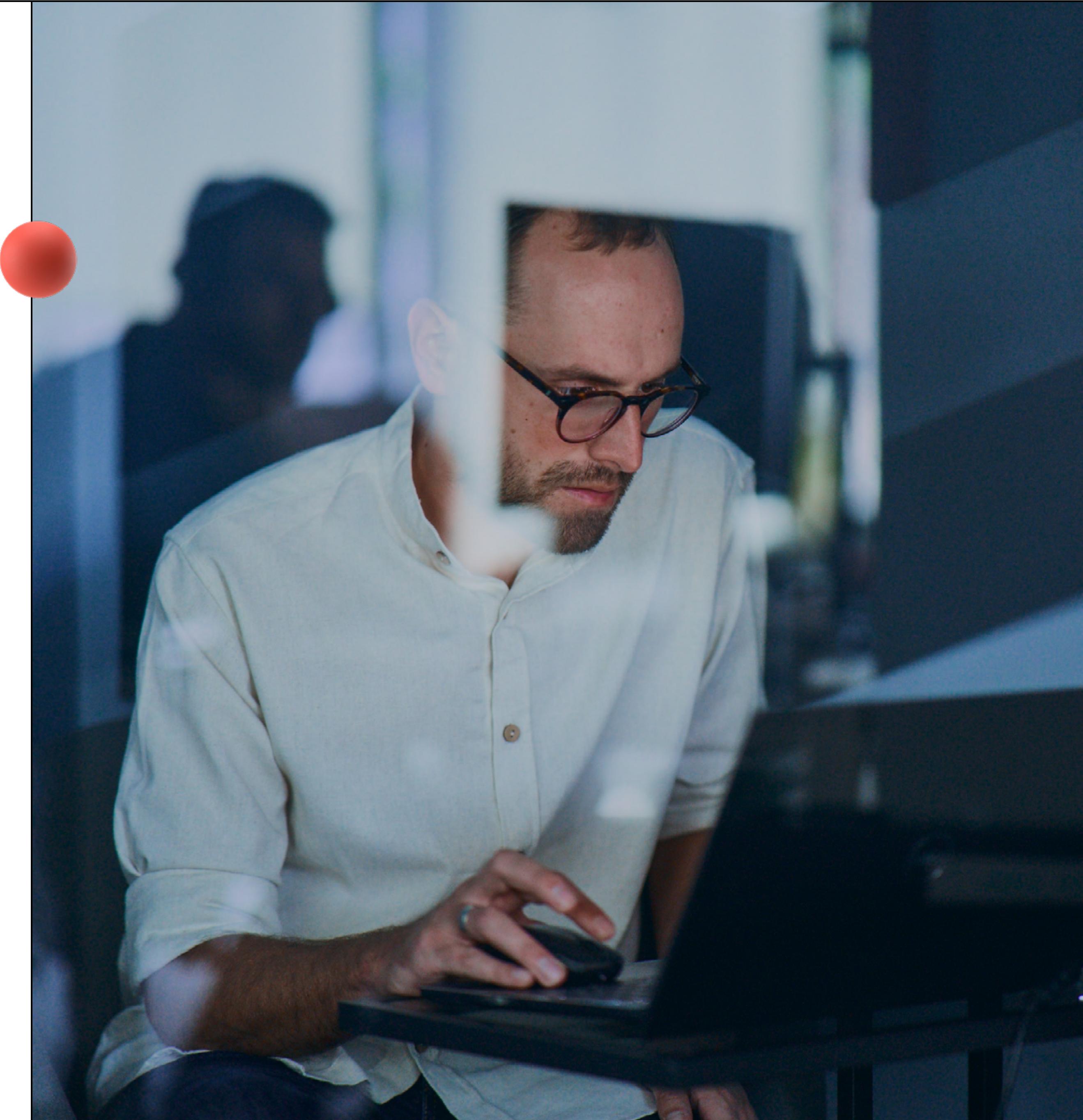


### 3.2.6. Contracted workers

Admind Agency engages contracted workers to support projects that require specific expertise or experience not available within the organization's core team. These collaborations are governed by clearly defined terms to ensure transparent and compliant working relationships.

#### Collaboration terms

- Contracted workers are engaged based on civil law contracts, which define the scope of work, responsibilities, intellectual property provisions, and remuneration conditions.
- Contracts also include clauses promoting equal treatment, respect for diversity, and adherence to Admind's organizational values.



## Framework and good practices

Admind requires all contracted workers and their organizations to adhere to ethical standards outlined in the Admind Suppliers Code of Conduct. This includes obligations related to anti-bribery, non-discrimination, fair treatment, and respect for human rights, as well as clear commitments to avoid employing underage workers. Contractors are expected to maintain a safe and healthy working environment and are encouraged to report any health and safety concerns or ethical issues through established channels. While contractors are not permitted to subcontract work without prior written consent, in cases where such consent is granted, the subcontracted entities must uphold the same standards outlined in the Code. Contracted workers are also bound by confidentiality obligations regarding all information and materials shared during the course of collaboration, which remain in effect even after the engagement ends.

## Support and integration

- External specialists are provided with access to technical resources required to carry out their assignments effectively.
- Selected collaborators participated in training sessions covering intellectual property protection, project workflows, and task-specific guidance.
- In the reporting year, Admind worked with approximately 28 contracted workers across disciplines such as graphic design, animation, copywriting, and other specialized fields.

### 3.2.7. Engagement with local communities

Admind Agency maintains ongoing relationships with local communities in the areas where it operates. These efforts focus on supporting inclusive, socially relevant initiatives, fostering access to education, and enabling employee-driven civic involvement.



## Key areas of engagement

→ **Educational outreach:** Admind employees delivered creative workshops for teachers at secondary schools, reaching over 40 participants. These sessions supported access to design-related learning experiences and promoted creativity among young people. The workshops were specifically designed for teachers working with students with disabilities whose pupils participate in the FilmON Disability Film Festival, fostering inclusive education and creative expression.

→ **Employee awareness session:** In line with our commitment to inclusivity and accessibility, Admind hosted a learning session on appropriate communication and interaction with persons with disabilities. The session was led by Angelika Chrapkiewicz-Gądek, a speaker with lived experience, who provided practical guidance and shared her perspective on respectful and inclusive behavior. The initiative was designed to raise awareness among employees and foster a more inclusive workplace culture. While no formal impact metrics were collected, the session contributed to internal dialogue on accessibility and respectful communication.

→ **Equal access to hygiene:** Through the Różowe Skrzyneczki (Pink Boxes) initiative, the organization ensured free access to menstrual hygiene products at both office locations. This action was aimed at supporting health equity and reducing stigma related to menstruation.

→ **Community fundraising and cultural participation:**

Admind coordinated internal activities in support of Wielka Orkiestra Świątecznej Pomocy (WOŚP), including fundraising events initiated by employees and a creative competition, where team members submitted original works for auction. These actions combined cultural engagement with charitable contribution.

→ **Social impact projects:** The agency contributed to two high-visibility public campaigns:

- FilmON – an annual cultural festival focused on promoting inclusion of people with disabilities through artistic expression,
- Carbon Footprint Foundation Summit – a campaign centered on raising awareness of decarbonization and responsible climate action.

These projects, described in detail in the ESG-related projects section of this report, combined design expertise with community engagement goals.

Community activities at Admind are shaped in coordination with internal teams and external partners. The organization aims to ensure that such initiatives are relevant, respectful of local needs, and aligned with its internal values.



### 3.2.8. Social goals for 2025

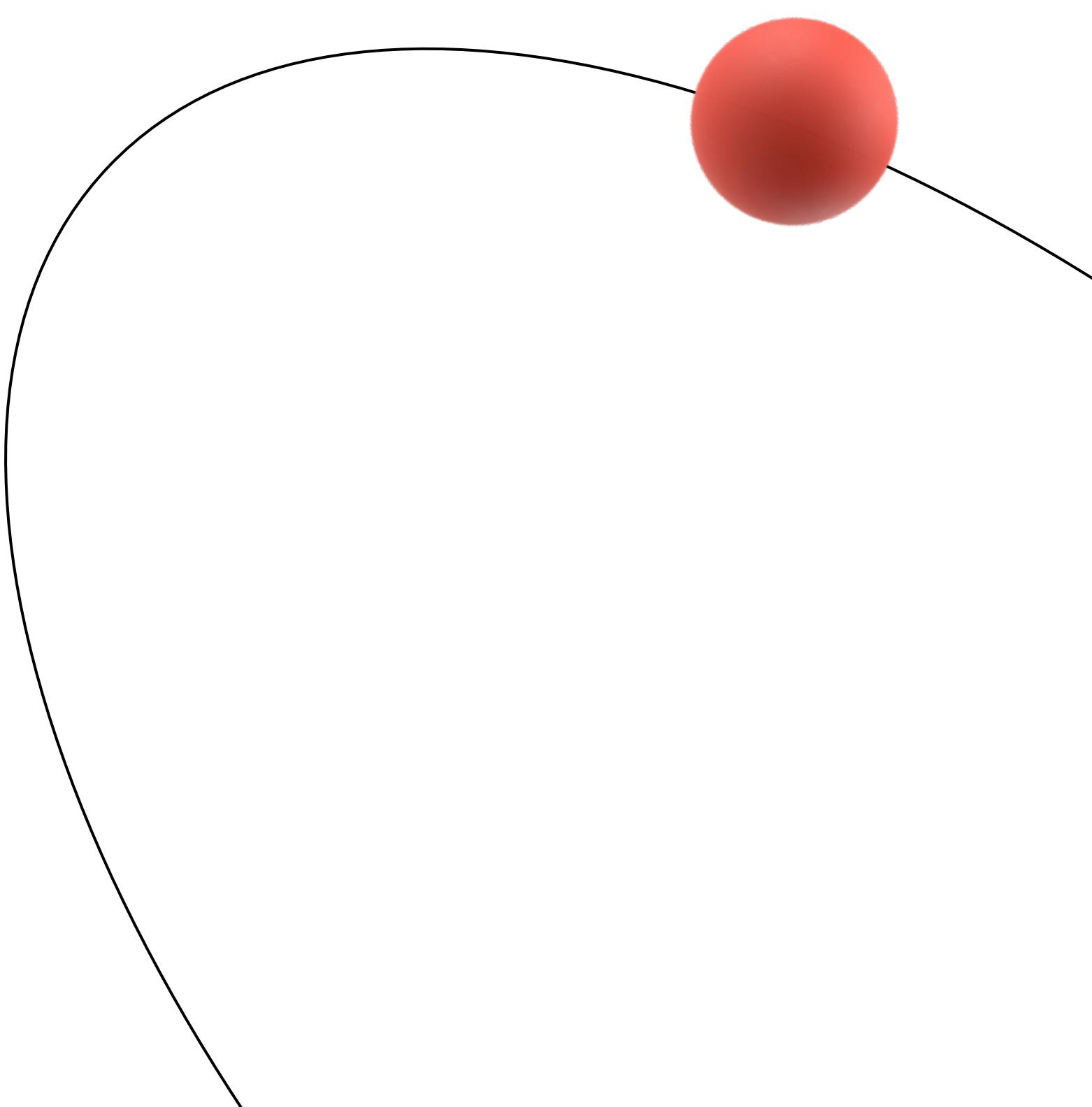
Admind Agency has set social objectives for 2025 that reflect its ongoing commitment to inclusion, employee development, and community contribution. These targets are designed to support transparency and continuous improvement.



## Planned initiatives to support workforce development and wellbeing

- **Implementation of an internal mentoring program** aimed at enhancing knowledge exchange and supporting professional development across functions.
- **Targeted improvement of the Employee Net Promoter Score (eNPS):** Aim to increase the score by 10 points, using periodic employee surveys to assess workplace satisfaction.
- **Maintaining training effectiveness** by securing an average post-training evaluation score of at least 4.5/5, based on participant feedback.
- **Knowledge-sharing initiatives:** Plan to conduct 10–12 internal sessions annually, promoting peer learning and skill-building across teams.
- **Development of creative competencies:** Introduce workshops focused on fostering creativity, innovation, and complex problem-solving as key future skills.
- **Leadership development:** Continue regular manager meet-ups to facilitate experience sharing and the exchange of good management practices.
- **Enhancement of change management skills:** Deliver specialized training for staff involved in change processes to build internal capacity in this area.
- **Anti-mobbing training and awareness:** Ensure that all employees complete training on anti-mobbing policies and understand reporting procedures.
- **Mental health and wellbeing support:** Offer a series of webinars and awareness initiatives to address psychological wellbeing, in line with the company's mental health policy.
- **Tailored competency development:** Organize customized training sessions for specific teams based on identified skill gaps and operational needs.

These goals are subject to regular internal review processes intended to track progress and support evidence-based decision-making.



## 3.3. Governance matters

### 3.3.1 Anti-corruption and misconduct policy

Admind Agency does not maintain a stand-alone anti-corruption policy. Instead, principles relating to integrity and compliance are embedded in the organization's Code of Ethics, which serves as the primary reference document for ethical conduct. The Code outlines the obligation to comply with applicable laws, avoid conflicts of interest, and prevent all forms of corruption, including bribery and financial misconduct.

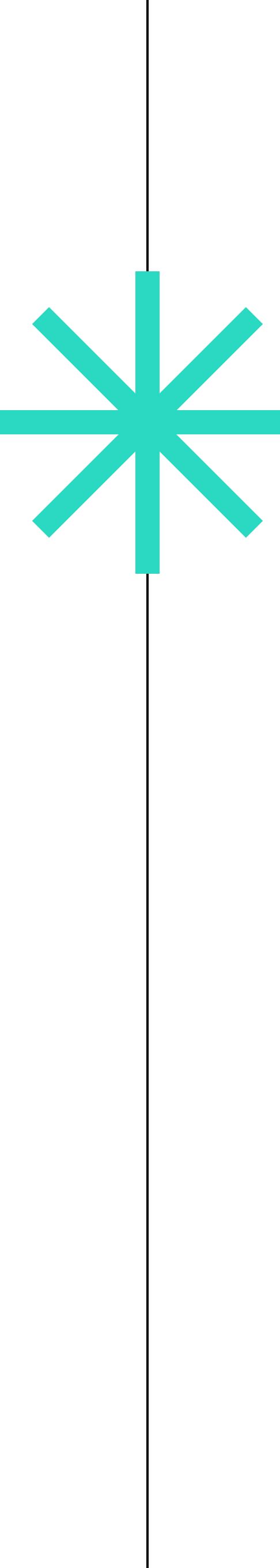


Employees are expected to act honestly and transparently. This includes avoiding situations that may lead to conflicts of interest and refraining from accepting gifts or other benefits that could compromise independent judgement.

The organization provides guidance on the interpretation of ethical standards and offers a whistleblowing mechanism for reporting suspected violations.

A designated staff member within the Delivery Team is responsible for overseeing the implementation and monitoring of principles related to anti-corruption and misconduct. Compliance with the Code of Ethics is reviewed through periodic assessments, conducted no less than once per year, and through internal audits of equal frequency. These measures support the identification of potential risks and enable timely preventive actions.

In the reporting year, no breaches of anti-corruption standards or cases of misconduct were recorded within Admind Agency.



## 3.2.2. Whistleblowing policy and reporting channels

Admind Agency maintains a whistleblowing policy designed to provide employees and collaborators with safe and anonymous channels for reporting misconduct. The policy supports the organization's approach to ethics, transparency, and building a culture of trust.

The **People Experience team** is responsible for the implementation, oversight, and continuous improvement of the whistleblowing framework. This includes ensuring ethical compliance, protecting individuals who report concerns, and overseeing transparent case-handling procedures. The team also provides training and guidance on available reporting mechanisms and related procedures.

### Key policy components include:

- **Secure reporting channels:** Concerns may be submitted through the Whistlelink platform, email, post, or directly to the internal reporting team.
- **Anonymity:** Reports may be submitted anonymously and tracked via an assigned case number.
- **Protection of reporters:** The policy prohibits retaliation against individuals who submit a report in good faith and ensures full confidentiality.
- **Transparent investigation process:** All reports are reviewed by a designated compliance team, ensuring impartiality and thorough examination of reported matters.

### Reports submitted in the reporting year

In 2024, three reports were submitted, corresponding to a reporting rate of approximately 1.9% per 100 employees. The issues reported concerned inappropriate behavior:

- One case was resolved through internal investigation done by the PX BP with involvement of an external mediator and lawyer.
- The second case required consultation with legal counsel and was resolved effectively through formal investigation.
- The third case also required consultation with legal counsel, established committee, with the involvement of a PX Business Partner, and a formal investigation.

All cases were resolved in accordance with internal policies and regulations. No instances of retaliation were recorded.

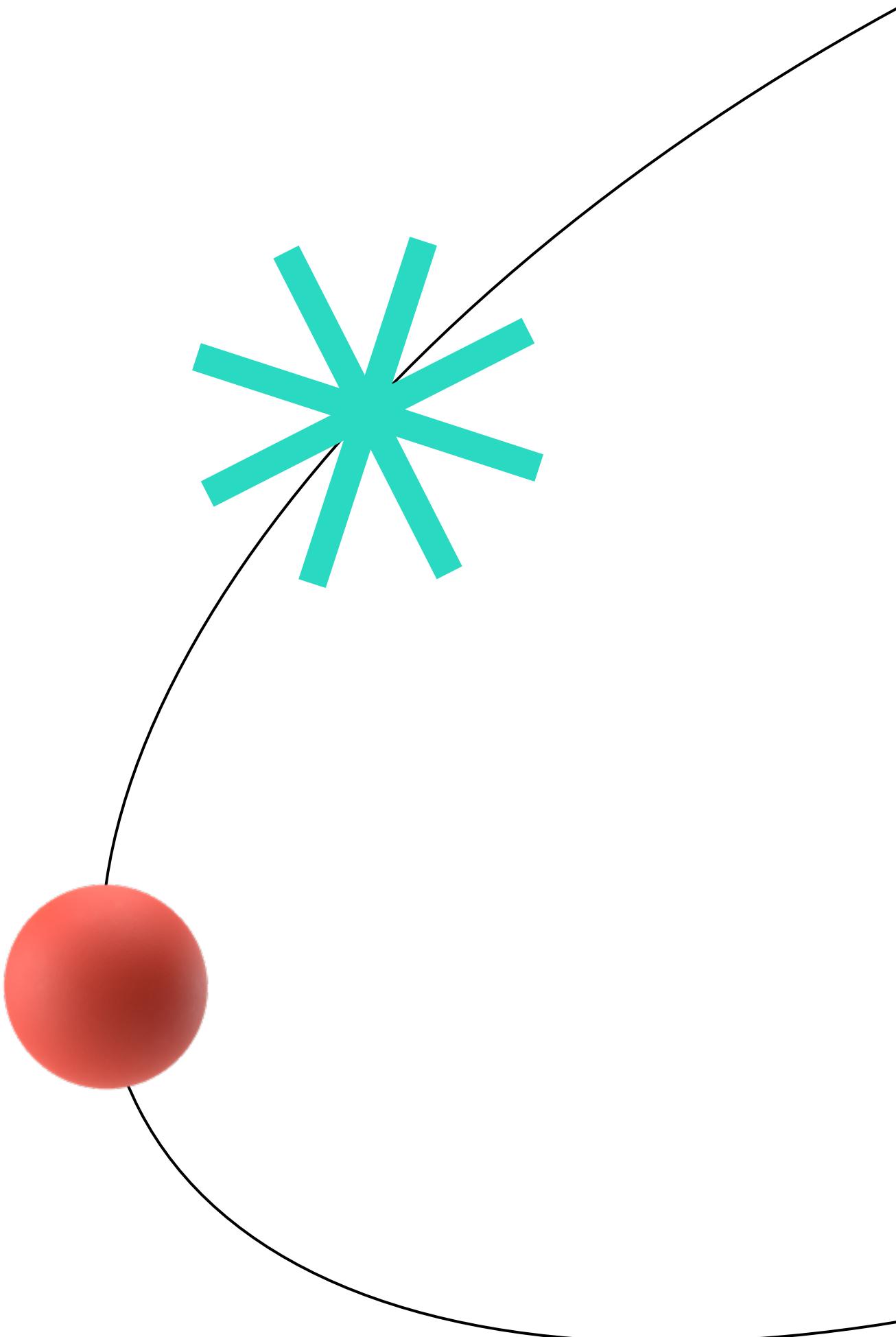
## Planned developments for 2025

### Policy update

An update of the existing whistleblowing policy is being prepared to ensure compliance with the Polish Whistleblower Protection Act of 14 June 2024 (Journal of Laws 2024, item 928), which came into force on 25 September 2024. The revision will address changes in reporting procedures, expand the scope of protections, and align with the legal framework applicable to individuals reporting legal violations. As part of this process, Admind also plans to formally define and separate mechanisms related to workplace bullying and harassment, ensuring clarity and appropriate response pathways for such cases.

### Training and awareness

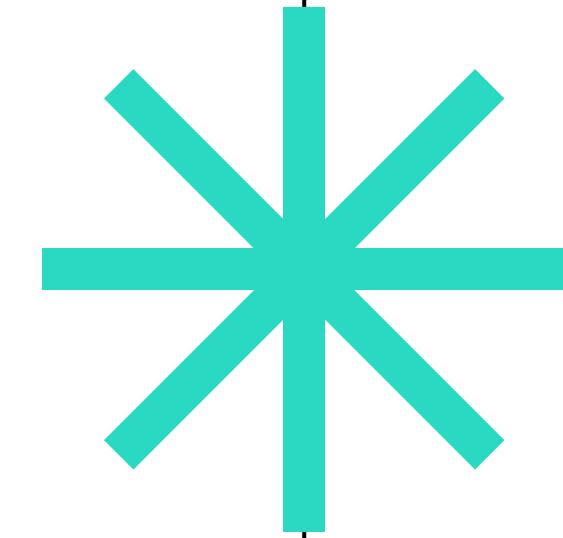
Training sessions on the updated whistleblowing policy are planned for 2025 for both managers and employees. These sessions aim to enhance understanding of whistleblower rights, responsibilities, and reporting channels. In parallel, additional training will be introduced to raise awareness of workplace bullying and harassment, helping participants understand how to identify and address inappropriate behaviours. These actions form part of broader efforts to support psychological safety and ethical workplace conduct.



### 3.3.3. Audit and monitoring mechanisms

Admind Agency has implemented audit and monitoring mechanisms that support the delivery of its ESG strategy and help ensure alignment with recognized standards of corporate responsibility. Core processes, such as the B Corp Certification, whistleblowing policy, Code of Ethics, and ESG indicator monitoring, are described in detail in Sections 3.3.1 ("Anti-corruption and misconduct policy") and 3.3.2 ("Whistleblowing policy and reporting channels") of this report.

Internal audits are conducted regularly and complemented by external assessments. These include independent certification processes such as the scheduled B Corp recertification in 2025. Such mechanisms support the organization in tracking ESG progress and identifying areas where further improvement may be needed.



## 3.4. Environmentally responsible practices in daily operations

In 2024, Admind revised its approach to holiday client gifts by selecting reusable stone-based notebooks instead of conventional promotional items. The notebooks are designed for reusability and erasability and were sourced from an external supplier certified as a B Corp. This choice was made to align the gifting process with circular economy values and sustainability standards verified by independent third parties.

This initiative was intended as a small-scale action to reduce reliance on disposable resources and support more sustainable alternatives in everyday business practices. At the same time, the company acknowledges that the international shipping of physical items continues to generate emissions. The choice reflects an effort to balance material impact with practicality and will be reviewed in the context of broader environmental goals.



While not a primary component of the company's environmental strategy, such actions contribute to an internal culture of awareness and responsibility regarding environmental issues.



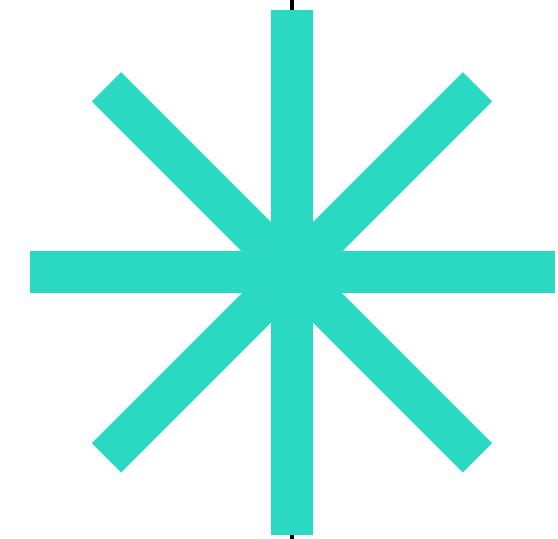
## **International Day Without Electronic Waste**

Admind participated in the Polish edition of International E-Waste Day by encouraging employees to dispose of unused or broken electronic devices through appropriate recycling channels. The initiative focused on raising awareness of responsible e-waste management and promoting sustainable habits in everyday life. While no quantitative data was collected, the campaign served as an opportunity to increase understanding of the environmental impact of electronic waste and to foster sustainable practices within the organization.

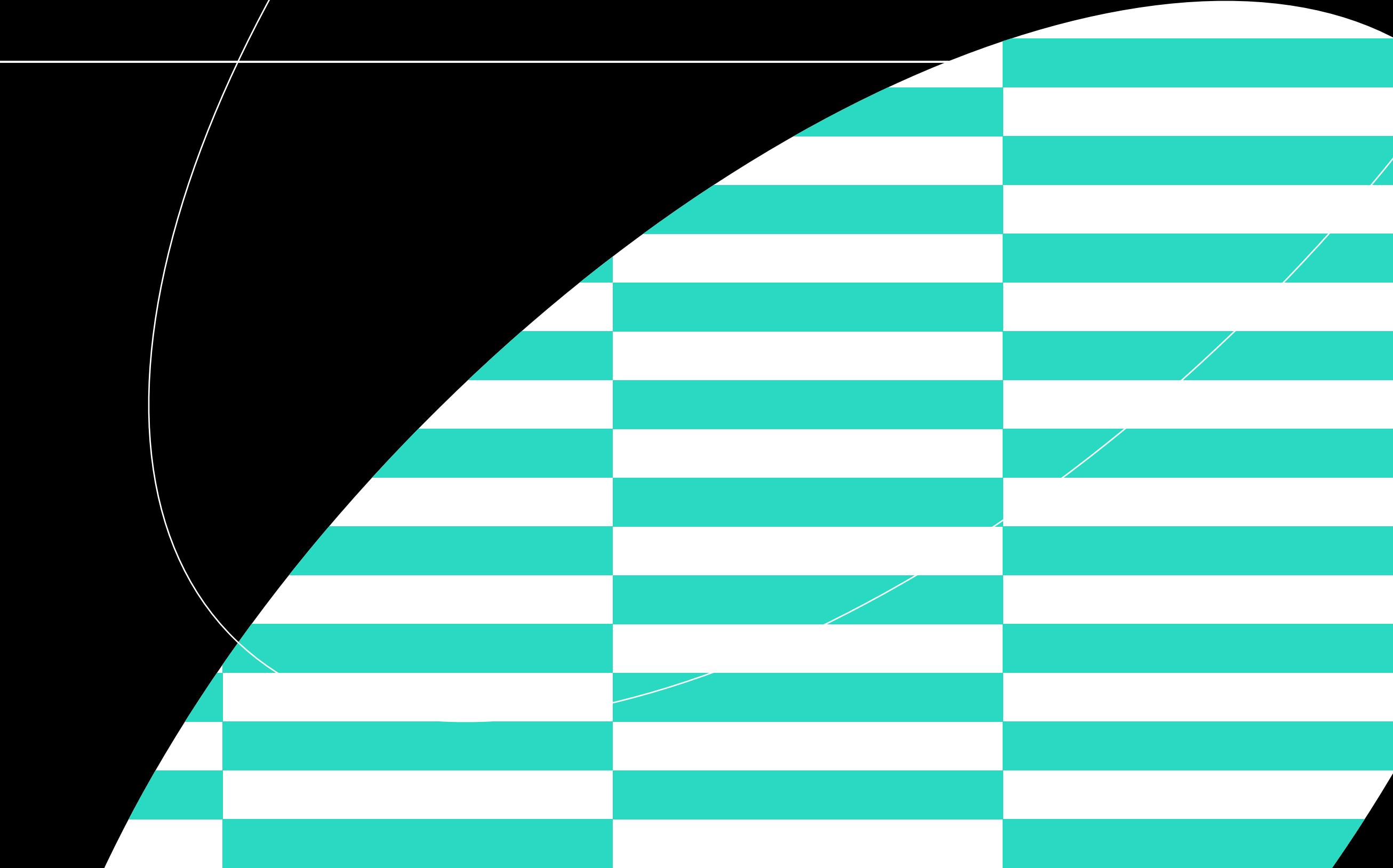
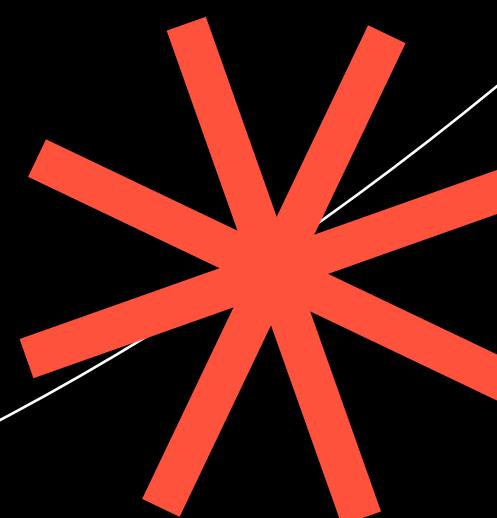


## **Biking to work (Rowerem do pracy)**

As part of our efforts to promote sustainable commuting, Admind participated in the Rowerem do pracy campaign, a local initiative encouraging cycling as an alternative means of transportation in Kraków. The campaign is designed to raise awareness of low-emission mobility options. In 2023, several employees joined the initiative by choosing bicycles for their commute. While participation was voluntary and not systematically tracked, Admind aims to continue promoting cycling as a health- and climate-friendly option and is considering monitoring commuting behaviors to assess future progress.



# 4 Glossary of terms and abbreviations



**B Corp**

A certification granted to companies that meet high standards of social and environmental performance, transparency, and accountability.

Learn more: <https://www.bcorporation.net/en-us/>

**Biodiversity**

The variety of living organisms within ecosystems, including plants, animals, and microorganisms.

**Carbon footprint**

The total amount of greenhouse gases emitted directly or indirectly by a person, organization, or product.

**Certification**

An official acknowledgment that confirms compliance with specific standards or criteria.

**Code of Ethics**

A set of principles guiding ethical conduct and responsible decision-making within an organization.

**Compliance**

Adherence to laws, regulations, and internal policies.

**DEI (Diversity, Equity, Inclusion)**

Practices that promote diverse representation, equal access to opportunities, and a respectful work environment.

**Emissions**

Substances, typically gases, released into the atmosphere as a result of human or industrial activities.

**Employee Stock Ownership Plan (ESOP)**

A program that provides selected employees with partial ownership in the company, often as part of long-term incentive structures.

**Equity**

Ensuring fairness and access to opportunities by acknowledging individual needs and removing systemic barriers.

**ESG**

An abbreviation for Environmental, Social, and Governance – the three central factors used to measure a company's sustainability and ethical impact.

**GHG (greenhouse gases)**

Gases such as carbon dioxide and methane, that trap heat in the atmosphere and contribute to climate change.

**Governance**

Structures and processes for decision-making, accountability, and control within an organization.

**Impact**

The effect that an organization's actions have on people, the environment, or the economy. This can include both positive outcomes, such as community support or reduced emissions, and negative consequences, such as pollution or inequality.

**Inclusivity**

The practice of creating environments where all individuals feel respected, accepted, and able to contribute fully.

**L&D (Learning and Development)**

Organizational programmes that support employee skill-building and professional growth.

**Mentoring**

A developmental relationship in which an experienced person supports the growth of another through knowledge sharing and guidance.

**Scope 1, 2, 3 emissions**

Categories of GHG emissions defined by the GHG Protocol:

**Scope 1:** direct emissions from owned or controlled sources;

**Scope 2:** indirect emissions from purchased electricity;

**Scope 3:** all other indirect emissions across the value chain.

Learn more: <https://ghgprotocol.org/>

**Stakeholder**

Any person or group affected by or with an interest in an organization's activities such as employees, clients, investors, or communities.

**Sustainability**

A way of operating that meets current needs without compromising the ability of future generations to meet theirs.

**Total Rewards**

A comprehensive approach to employee compensation, combining salary, benefits, and development opportunities.

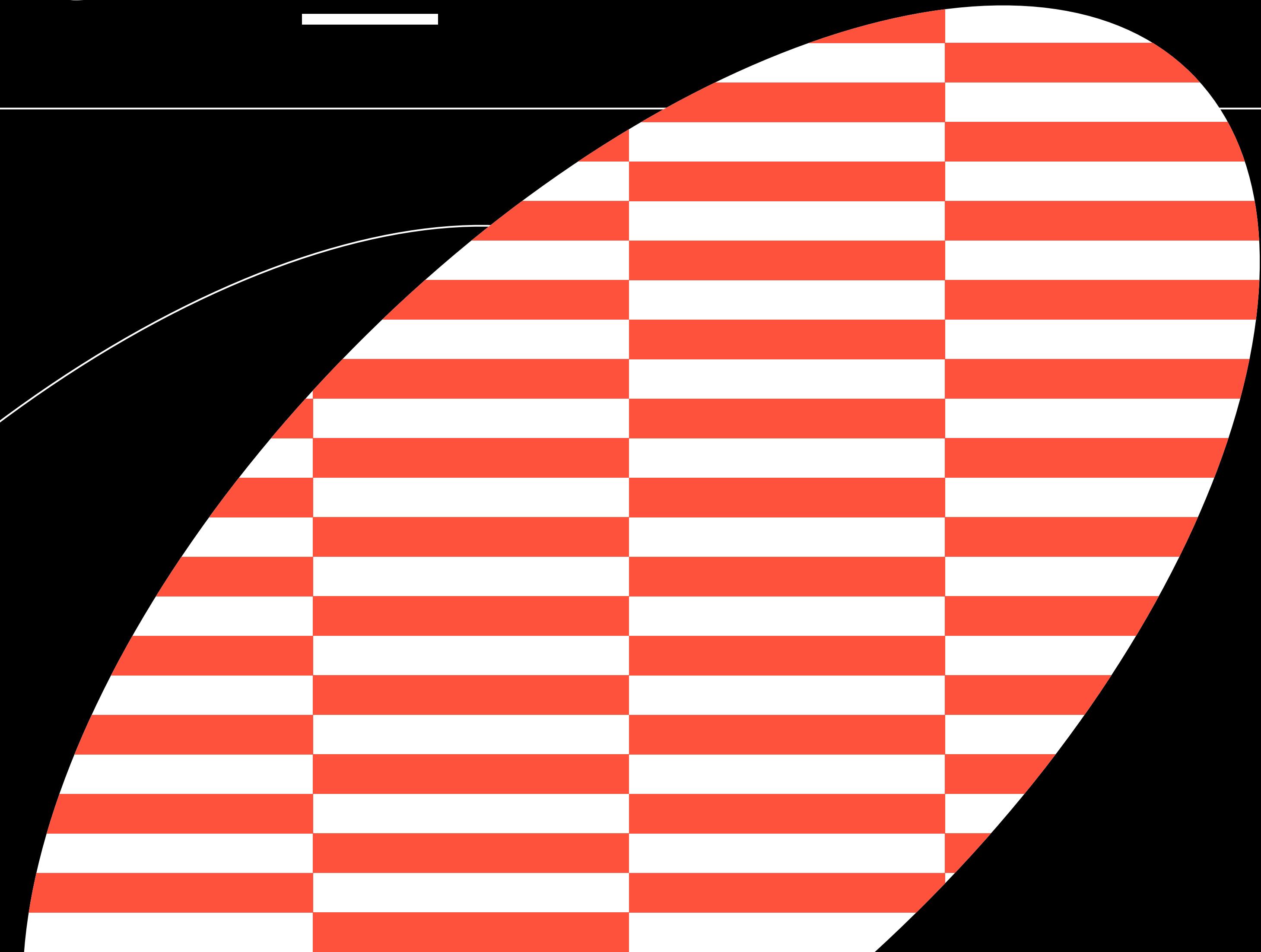
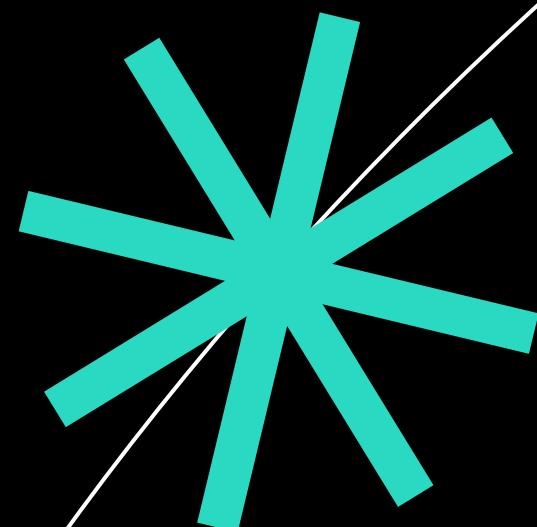
**VSME (Voluntary Standard for Micro, Small and Medium Enterprises)**

A voluntary reporting standard developed by the Impact Management Platform to help small and medium-sized enterprises disclose their sustainability-related information in a clear, structured, and comparable way.

**Whistleblowing**

The act of reporting suspected misconduct or unethical behaviour within an organization, often through anonymous channels.

# 5 Appendix



# 5.1. GHG information management – roles and responsibilities

The following table outlines the roles and responsibilities that were assigned before estimating the greenhouse gas emissions inventory. Note that multiple people or a group can be responsible for a single role, and a single person can be responsible for more than one role.

## **Data Collection Lead**

- Collecting, managing, and logging all data used to estimate GHG emissions inventory, as described in this document.
- Ensuring all data is reported to them and adheres to the specified data collection standards and quality assurance procedures.
- Ensuring that all data collection procedures in this document adhere to the relevant standards.

## **Finance Lead**

- Collecting and reporting activity data derived from accounting records to the Data Collection Lead.
- Accurately providing financial data and figures needed in this report.

## **Energy Assessment Lead**

- Collecting and reporting energy use (electrical and fuel) for data collection.
- Identifying and measuring energy usage across the company.

## **Survey Lead**

- Conducting necessary surveys, such as for employee commuting and energy usage for Scope 3 emissions.

## **Recording Lead**

- Writing and compiling all aspects of this report.

## Admind

**ALICJA MIŁUŃSKA**

HEAD OF PARTNERSHIPS & SUSTAINABILITY  
IN BRAND COMMUNICATION

Alicja is an executive leader with over 20 years of experience in strategy, brand and marketing communication, organizational transformation, and sustainability, with a strong focus on ESG integration.

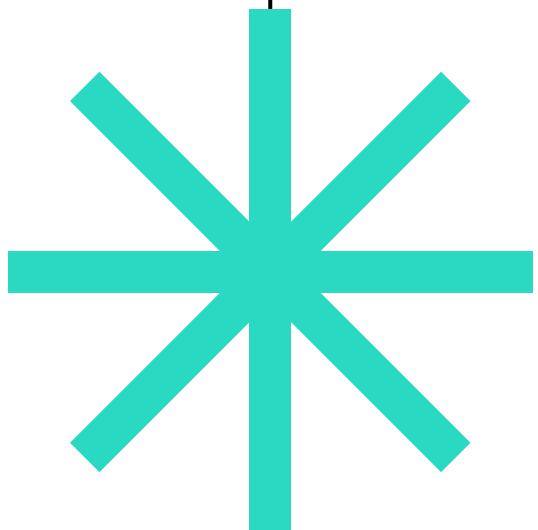
She combines broad, hands-on experience across brand, marketing, and stakeholder communication with responsibility for ESG and sustainability initiatives, including an active role in leading B Corp recertification processes, co-authoring corporate sustainability and ESG reports aligned with recognized standards, and advising organizations on credible ESG communication and stakeholder engagement.

Alicja brings board-level leadership experience together with advanced ESG education in sustainable corporations, climate transformation, and ESG reporting, supporting organizations in translating ESG commitments into clear, consistent, and trustworthy communication across channels and audiences.

**PIOTR DÁO**

COMMUNITY MANAGER

He joined Admind in 2022. Piotr holds a Master's degree in Management. He's self-taught in Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) matters. Within the Agency, he takes on a multifaceted role, spearheading endeavors related to these areas both internally and externally. His responsibilities extend to overseeing the intricate processes involved in our B Corp Certificate. Additionally, he actively engages in initiatives supporting the entire community of certified companies and promotes the B Corp ideology among business representatives.



## TerGo

**DR. KHALED MADKOUR**

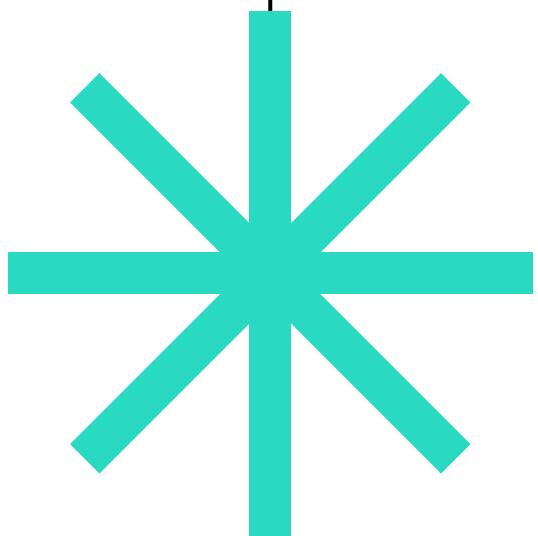
FACULTY MEMBER AND ASSISTANT PROFESSOR  
AT THE DEPARTMENT OF GEOGRAPHY AND GIS;  
AT AIN SHAMS UNIVERSITY, CAIRO EGYPT

He holds a Ph.D. and M.Sc in Climate Change and GHGs. He is the Head CO<sub>2</sub> Expert and Sustainability Specialist at TerGo, focusing on sustainability and carbon footprint reports and calculations and monitoring forest offsetting projects. Dr. Khaled is a GRI-Certified Sustainability Reporting Professional and ISSP (International Society for Sustainability Professionals) member.

**EWA KIEŁSZNIA**

PR & ESG PROJECTS LEAD AT TERGO

Expert at the Climate Leadership program supported by the United Nations Environment Programme. She supports businesses from various industries in implementing ESG-related legislation, with a particular focus on decarbonization measures.



## 5.2. Document retention and record-keeping

Documentation supporting the design, development, and maintenance of Admind's yearly GHG inventory is retained to support the verification process and provide a historical record.

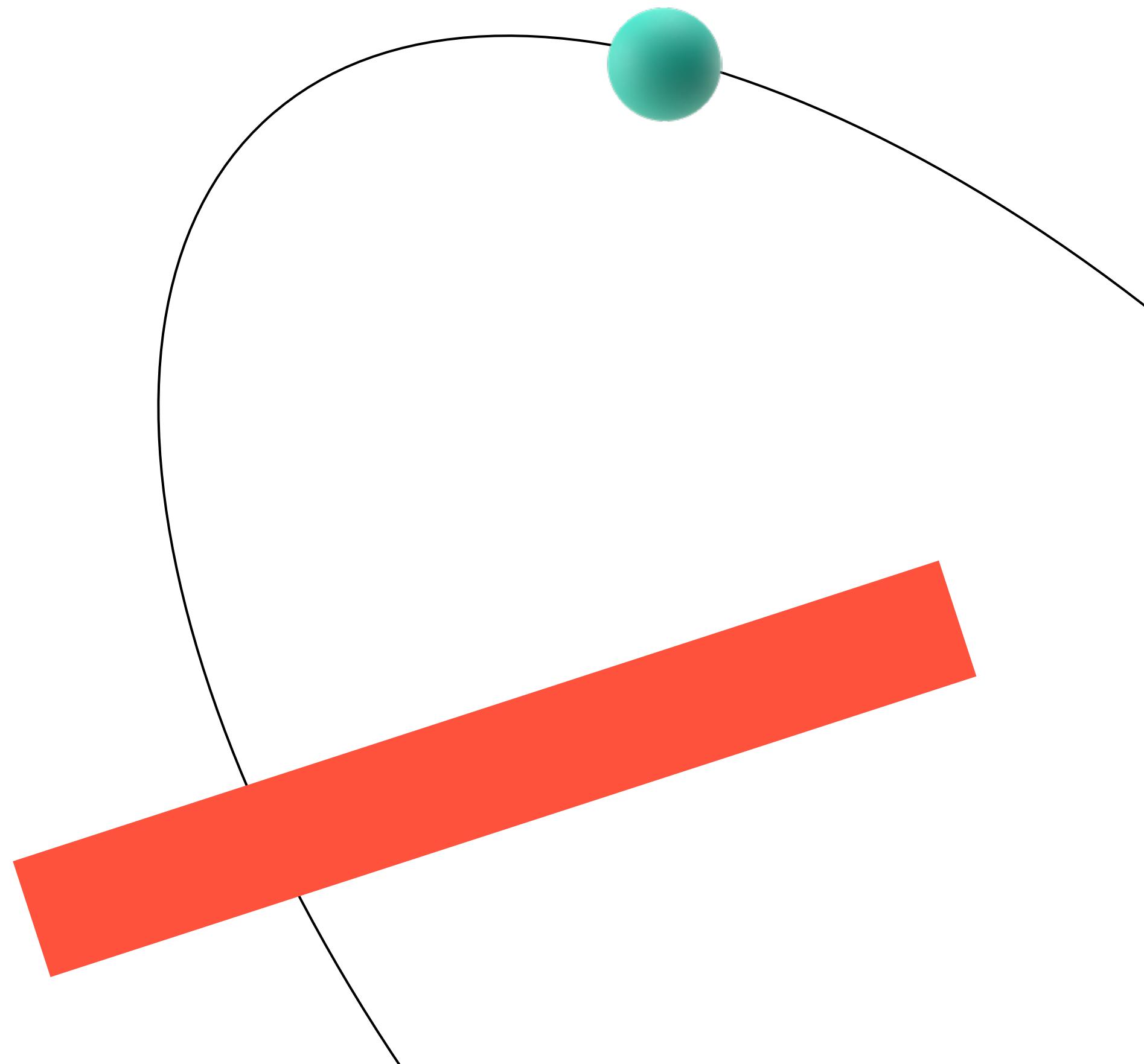
This task is the primary responsibility of the Data Collection Lead, Survey Lead, and Recording Lead. In determining what information needs to be retained, the following principles are applied:

- At any point in time, all past emissions inventories should be able to satisfy an audit.
- At any point in time, any past emissions inventory should be able to be recalculated from the retained records.

**The following information is retained on an ongoing basis:**

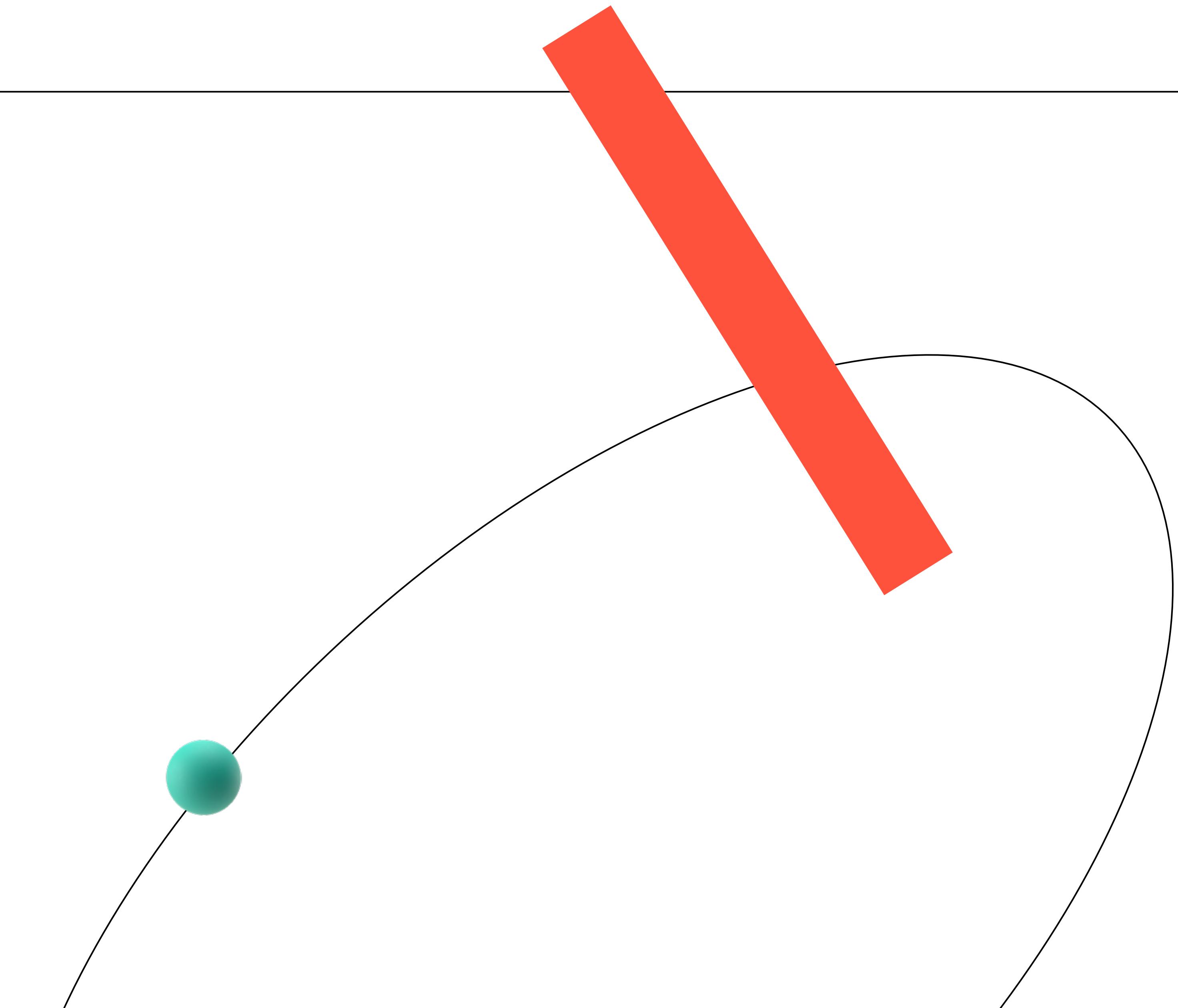
The procedures, processes, and methodologies used to estimate the emissions inventory and relevant sources

- All emission factors and their sources
- All activity data and their sources
- All supporting documentation and sources
- The emissions inventory is reported at the facility level.



## 5.3. Verification

This GHG Inventory and Sustainability Report was prepared by Admind's team and TerGo's team of reporting experts. The greenhouse gas assertions, including the 2023 carbon footprint, will be externally verified by an independent auditor and in a manner consistent with the requirements of the GHG Protocol standard.



# 5.4. Workforce data by legal entity and location

Employees based in Thailand and Ukraine perform their duties remotely. Consequently, emissions resulting from their home office activities have not been included in this report.

<b>Legal entity</b>	<b>Location</b>				<b>Sum</b>
	<b>Netherlands</b>	<b>Thailand</b>	<b>Poland</b>	<b>Ukraine</b>	
Admind Agency Sp. z o.o.	1	82			83
Admind NL Sp. z o.o.	12	4			16
Admind Sp. z o. o.	2	56			58
Admind Ukraine LLC			1		1
<b>Sum</b>	<b>12</b>	<b>3</b>	<b>142</b>	<b>1</b>	<b>158</b>

# 5.5. Additional environmental metrics by location

Kraków 2024				Kraków 2023				Difference between 2023 and 2024 in %
Scope	Activity	kg CO2e	tCO2e	Activity	kg CO2e	tCO2e		
Scope 1	Mobile combustion (diesel)	681.4	0.68	Vehicles fuel consumption	7,500.00	7.5	11.91%	A positive value indicates an increase in emissions, while a negative value signifies a reduction in emissions.
	Mobile combustion (petrol)	7 712.2	7.71					
	<b>Total Scope 1</b>	<b>8,393.6</b>	<b>8.4</b>	<b>Total Scope 1</b>	<b>7,500.0</b>	<b>7.5</b>		
Scope 2	Electricity	30,183.8	30.18	Electricity	22,000.00	22.00	37.20%	37.20%
	Heat & steam	5,700.0	5.70	Heat & steam	10,900.00	10.90	-47.71%	
	<b>Total Scope 2</b>	<b>35,883.8</b>	<b>35.9</b>	<b>Total Scope 2</b>	<b>32,900.0</b>	<b>32.9</b>	<b>9.07%</b>	
Scope 3	Water supply	1.9	0.00	Water supply	2.60	0.003	-26.63%	-26.63%
	Water treatment	1.9	0.00	Water treatment	2.60	0.003	-26.63%	
	Consumables	1,418.3	1.42	Consumables	1,899.52	1.900	-25.33%	
	Business travel	20,000.0	20.00	Business travel	8,800.00	8.80	127.27%	
	<b>Total Scope 3</b>	<b>21,422.1</b>	<b>21.4</b>	<b>Total Scope 3</b>	<b>10,704.7</b>	<b>10.7</b>	<b>100.12%</b>	
<b>Total emissions</b>		<b>65,699.5</b>	<b>65.7</b>	<b>Total emissions</b>	<b>51,104.7</b>	<b>51.1</b>	<b>28.56%</b>	
<b>Total emissions per employee (79)</b>		<b>831.6</b>	<b>0.8</b>	<b>Per employee (60)</b>	<b>851.7</b>	<b>0.9</b>	<b>-2.36%</b>	

Amsterdam 2024				Amsterdam 2023			
Scope	Activity	kg CO2e	tCO2e	Activity	kg CO2e	tCO2e	
Scope 1	Mobile combustion (diesel)	0.00	0.00	Fuel consumption (no data)	0.00	0.00	
	Mobile combustion (petrol)	0.00	0.00				
	<b>Total Scope 1</b>	<b>0.00</b>	<b>0.00</b>	<b>Total Scope 1</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>
Scope 2	Electricity	6,258.6	6.26	Electricity	6,200.00	6.20	0.94%
	Heat & steam	699.0	0.70	Heat & Steam	499.00	0.50	40.08%
	<b>Total Scope 2</b>	<b>6,957.6</b>	<b>6.96</b>	<b>Total Scope 2</b>	<b>6,699.0</b>	<b>6.7</b>	<b>3.86%</b>
Scope 3	Water supply	1.0	0.00	Water supply	1.2	0.0	-18.63%
	Water treatment	1.0	0.00	Water treatment	1.2	0.0	-18.63%
	Consumables	58.0	0.06	Consumables	129.6	0.1	-55.29%
	Business travel	5,800.0	5.80	Business travel (no data)	0.00	0.00	0.00%
	<b>Total Scope 3</b>	<b>5,859.9</b>	<b>5.9</b>	<b>Total Scope 3</b>	<b>132.0</b>	<b>0.1</b>	<b>4,338.88%</b>
<b>Total emissions</b>		<b>12,817.5</b>	<b>12.8</b>	<b>Total emissions</b>	<b>6,831.0</b>	<b>6.8</b>	<b>87.64%</b>
<b>Total emissions per employee (79)</b>		<b>1,281.7</b>	<b>1.3</b>	<b>Per employee (60)</b>	<b>853.9</b>	<b>0.9</b>	<b>50.11%</b>

A positive value indicates an increase in emissions, while a negative value signifies a reduction in emissions.

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This report has been prepared in accordance with the VSME standard and includes the ESG data, indicators and activities monitored by the company as of the publication date. The document is for informational purposes only and does not constitute a report prepared under the ESRS or any other mandatory sustainability reporting regulations. The information contained herein may be updated as the company's ESG management processes continue to evolve.

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