



COMMITMENT TO THE UNITED NATIONS GLOBAL COMPACT TEN PRINCIPLES

STATEMENT FROM THE CEO

WE Communications (WE) reaffirms its support of the company's participation in the United Nations Global Compact (UNGC) initiative, as originally stated in our first Communication On Progress (COP) in 2011.

As a company whose purpose is to use its gift of communications to move people to positive action in the world, we remain committed to responsible, sustainable business practices, contributing economically and socially to society, helping conserve natural resources and positively contributing to the quality of life of our employees and communities.

During the global pandemic, WE paused reporting a COP due to the complex and turbulent times and the need to prioritize the most pressing business and people priorities. As the pandemic recedes and we reemerge, WE is recommitting to the UNGC. The company has reevaluated and updated initiatives and strategies in the face of historic global challenges, including an economic downturn, disrupted supply chains, racial injustice and climate change. WE continues to integrate consistent and incremental advancements across the 10 principles and advance shared interests and values in pursuit of a fair, just and equitable society for all.

Within our influence, we remain committed to adhering to and advancing the Global Compact Ten Principles — with respect to human rights, labor, environment and anti-corruption — and we are in it for the long term.

Melissa Waggener Zorkin
Global CEO
WE Communications

June 2022



HUMAN RIGHTS

PRINCIPLE 1: BUSINESSES SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS.

PRINCIPLE 2: BUSINESSES SHOULD MAKE SURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES.

WORK ENVIRONMENT

WE is committed to creating and maintaining a safe, clean and healthy work environment. The company employs nondiscrimination personnel practices that promote equal opportunities, diversity and a harassment-free workplace for all our employees. WE provides professional development opportunities and continually looks for ways to enhance employment benefits to be competitive and exceed the legal minimum requirements in the countries where it operates. As such, the health, wellness and quality of life of all staff, both full-time and part-time, is supported. The company tracks employee engagement, rates of injury and absenteeism and the number of work-related injuries and fatalities, and it has not registered any fatalities or major injuries in its history.

COMMUNITY AND VOLUNTEERING

The company also protects and supports human rights through financial contributions, employee volunteering, community relations and pro bono services, with the goal of helping develop and sustain communities in partnership with nongovernmental organizations, especially those focused on education and economic empowerment and the environment. WE makes monetary and time-based donations to charitable organizations around the globe. WE continues to support and mobilize corporate volunteers to achieve the Sustainable Development Goals (SDGs).

WE employees are eligible to take up to 24 paid hours per year to volunteer for nonprofit organizations of their choosing and engage in community activities that advance social and environment causes of their choosing. Employees use their volunteer hours via WE-facilitated team events or individually via skilled or general service, either virtually via Catchafire, a skills-based volunteer matching platform, or in person. In 2021-2022, employee volunteers served as guest lecturers at Hampton University, a historically Black university to teach PR courses. This is part of the company's efforts to diversify the communications industry and WE's own workforce.

LABOR

PRINCIPLE 3: BUSINESSES SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING.

PRINCIPLE 4: BUSINESSES SHOULD UPHOLD THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR.

PRINCIPLE 5: BUSINESSES SHOULD UPHOLD THE EFFECTIVE ABOLITION OF CHILD LABOR.

PRINCIPLE 6: BUSINESSES SHOULD UPHOLD THE ELIMINATION OF DISCRIMINATION IN RESPECT TO EMPLOYMENT AND OCCUPATION.



LABOR AND ETHICS

Working and living in accordance with strong ethical values is important to everyone working at WE. The company supports the right of employees to exercise freedom of association and collective bargaining in adherence with local laws. Our business expansion strategy and process involves assessing local and national laws and norms to ensure compliance to, adherence to and support of local cultures and labor laws. Child labor and forced, compulsory labor issues are not material risks to our business, and both are unacceptable to the company.

EMPLOYEE CONDUCT

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MANDATORY AND ELECTIVE TRAININGS

WE measures the outcomes of initiatives associated with labor rights by setting goals and measuring initiatives' success against the goals for mandatory employee training about policies and procedures concerning labor rights and tracking gender metrics.

As of June 2022, 90% of North American employees completed anti-harassment training (up to two hours per employee, depending on managerial responsibilities), and 76% of global employees completed code of conduct training. Employees are required to recertify each year. As of June 2022, 90% of global new hires and 87% of North American employees have completed the mandatory online unconscious bias training. The training was expanded to the UK with initial sessions in 2021, achieving 79% participation. In 2021-2022, 96% of WE's executive leadership in North America (vice president and above) completed a mandatory diversity, equity and inclusion (DEI) leadership training facilitated by an external consultant. As part of the ongoing education and training opportunities, WE provides 250+ DEI elective online courses on topics that include being an ally, discussing pronouns and supporting growth, development and inclusiveness.

DIVERSITY, EQUITY AND INCLUSION

The company is committed to creating an inclusive workplace where differing perspectives, experiences, lifestyles and cultures are embraced and respected. The differences among individuals are valued, and diversity within our workforce is welcomed. We support and obey laws that prohibit discrimination everywhere that we do business and are committed to ensuring opportunities for all employees to develop their abilities and contribute to WE's success. WE has an equal opportunity hiring and recruiting policy to support the company's commitment to attracting and retaining a diverse community of employees—a critical aspect of our business. The company's diversity, inclusion and equity strategy is built around three pillars: our people, our business and our community. In October 2020, WE appointed its first executive vice president, head of DEI — Elizabeth Herrera Smith, a 22-year veteran of WE. Elizabeth is responsible for leading the company's DEI strategy and partnering closely with leaders and functions across the agency to embed DEI into every aspect of WE. For the fourth year in a row, the Human Rights Campaign (HRC)



designated WE Communications a Best Place to Work for LGBTQ Equality in its 2022 Corporate Equality Index (CEI). The HRC evaluation looks at how companies support LGBTQ employees at work and in the community. The company achieved 100 out of a 100-point score rating, which is attributed to the companywide prioritization of equity, inclusion and justice.

EMPLOYEE RESOURCE GROUPS

The mission of our WE Pride employee resource group (ERG) is to foster a community among LGBTQ and ally employees of WE as well as partnerships with organizations that advocate for and advance social justice, diversity and inclusion. New in 2021-2022 was the establishment of a community group for employees who identify as LGBTQ. Engagement with the community has been strong and will continue to be the primary focus for WE PRIDE. WE has also maintained momentum with its second ERG called WE Prism, designed to create a safe place where employees of different cultures, races and ethnic backgrounds and their allies can come together to learn, support and advocate for each other. Similar to WE PRIDE, our WE PRISM ERG has established affinity groups for employees who identify as Black, Asian or Hispanic/Latinx. We also have a group for allies.

TRACKING DIVERSITY

WE tracks the ethnic and gender diversity of its employees. The company does not — and legally it cannot — require its employees to disclose their ethnicity, but the nondisclosed missing data is estimated by a human resources representative as required by U.S. Equal Employment Opportunity Commission reporting guidelines and for reporting purposes globally. Currently, 97% of WE’s US diversity data is self-reported, and the remaining 3% is estimated. Globally, 40% is estimated. As of May 2022, here is an overview of gender, global ethnic and US ethnic diversity.

GENDER DIVERSITY	GLOBAL ETHNIC DIVERSITY	US ETHNIC DIVERSITY
72% Female	52% Nonwhite	25% Nonwhite
27% Male	48% White	75% White

ENVIRONMENT

PRINCIPLE 7: BUSINESSES SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES.

PRINCIPLE 8: BUSINESSES SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY.



PRINCIPLE 9: BUSINESSES SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES.

GREENHOUSE GAS EMISSIONS

In 2021, WE achieved a 42% reduction in greenhouse gas (GHG) emissions from its 2019 baseline. Total GHG emissions were 1,359 metric tons of CO₂ equivalents in 2021, which equates to 1.1 metric tons per employee versus 2.3 metric tons per employee in 2019, a decrease of 52% per employee. Since 2020, WE has participated in and disclosed GHG emissions to the Carbon Disclosure Project. In 2022, WE established a long-term GHG reduction program with board-level oversight in alignment with science-based targets that aim to keep warming below 1.5C.

MINIMIZING TRAVEL

Historically, WE relies heavily on travel to deliver services to its clients. WE is committed to decreasing travel-related GHG emissions from pre-pandemic levels while meeting its client service and business goals. This is a challenging area that WE continues to monitor and for which it seeks cost-effective, sustainable and alternate solutions that would have a substantial impact on the environment while supporting the company's business goals. In 2021, business travel accounted for just 7% of the company's total GHG emissions, a significant decrease from the historic trend of business travel that represented more than 50% of the company's total GHG emissions annually. With travel demand and activities expected to return to pre-pandemic levels over the next few years, WE is committed to keeping business travel emissions below pre-pandemic levels through the use of sustainable aviation fuel, partnerships with sustainably conscious travel suppliers and optimized client travel policies.

INFORMATION TECHNOLOGY

WE invests in technologies that support sustainability. Most notable is its highly mobile workforce that is equipped with technology that supports anytime and anywhere collaboration. These video-, voice- and application-sharing technologies help eliminate travel and commuting while connecting staff with client and colleagues around the world. WE laptops are maintained on a four-year life cycle to promote the use of energy-efficient processors. In addition, laptops are centrally managed and configured with mandatory power-saving features to help reduce carbon emissions. WE Communication data centers utilize 100% renewable power to further reduce carbon emissions.

OFFICES AND FACILITIES

The company's leased offices and facilities are designed based on an eight-point metric to measure the general sustainability practices of our offices worldwide, make decisions, select vendors and balance costs. The company continues to integrate sustainable business practices into decisions about its operations, technology investments, travel options, remote work policies, partners and more.

PRINCIPLE 10: BUSINESSES SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY



ANTI-CORRUPTION

WE is committed to working against corruption in all its forms, including bribery and extortion, and is committed to complying with all relevant laws in the countries where it operates. In addition to other policies, the company's code of conduct sets clear standards that require employees' acknowledgement and compliance.

ENGAGING EMPLOYEES

Because WE is a professional services company, employees have an active role in facilitating discussions and disseminating information between a variety of stakeholders on behalf of clients, including media, online influencers, customers and nongovernmental organizations. Integrity shapes the services the company provides, supports the quality of the work it produces and drives the decisions it makes. It is key to the relationships that WE and its employees maintain.

CLEAN RECORD

The company continues to pride itself on a clean record. Since the last COP, there have not been any recorded incidents of corruption involving WE employees, clients or stakeholder relationships; therefore, no actions were necessary. WE is equipped to respond if corruption, including extortion and bribery, occurs. The company has a disciplinary procedure in place should such a situation arise. The handling and process of dealing with anti-corruption matters are addressed in the employee handbook and are managed under the guidance of human resource business partners, who are assigned to each business group.

ABOUT THIS REPORT

The COP 2022 provides highlights of actions that WE is taking to address and advance UNGC principles on human rights, labor, the environment and anti-corruption. For more details about WE, visit <http://www.we-worldwide.com>. This report will be published on the UNGC website and the WE website. The report highlights relevant initiatives and progress between July 1, 2020, and June 30, 2022, with exceptions where noted.

ABOUT WE

WE is one of the largest independent communications and integrated marketing agencies in the world. We're all about people — both our clients and employees — and we believe in the power of communications to move audiences to positive action. Female-founded, female-led, and fiercely independent, WE has spent more than three decades helping world-class brands tell technology-led transformation stories that shift perceptions and change behavior.

Our global reach includes offices in 21 cities, partner networks that expand our footprint and client capabilities, and a team of more than 1,200 media and content strategists, creatives and data scientists across our technology, health, and consumer sectors. Our work with global brands like Microsoft, Honeywell, McDonald's, and Volvo has been recognized by Cannes Lions, PProvoke SABRE Awards and PRWeek Awards, just to name a few.

