



Straiive Sustainability Report 2024





Message from the CEO

To our valued stakeholders,

This is Straive's inaugural Sustainability Report. The year 2024 marks a pivotal moment in our 44-year journey of advancing knowledge. We believe now is the time to formally articulate our commitment to a more sustainable and equitable future.

We publish this report amid profound global transformation. The rise of Artificial Intelligence, central to our "AI-First" strategy, presents both immense opportunities and new responsibilities. As we pioneer AI-driven solutions, we are equally committed to the ethical and sustainable application of this technology.

At Straive, we believe high performance and sustainable practices are inextricably linked. Our long-term strategy creates enduring value by serving all our stakeholders—our people, clients, planet, and communities. Our Environmental, Social, and Governance (ESG) framework is not a separate initiative; it is being woven into the fabric of our operations, from board-level governance to daily business decisions.

In this report, you will find our 2024 performance, including our commitment to achieve Net Zero Carbon Emissions by 2040. We detail our dedication to our 18,000+ strong, gender-balanced global workforce and our robust governance structure—the bedrock of trust in an age of AI.

We have made measurable progress, renewing our UN Global Compact commitment, earning ISO 14001 certification, having our Greenhouse Gas Inventory verified by a third party according to the ISO 14064 framework, improving our Carbon Disclosure Project (CDP) and our EcoVadis ratings. Most importantly, our near-term and net-zero targets have been verified and approved by the Science-Based Targets Initiative (SBTI).

And while this report is a baseline, we are proud of the foundation we have built and are energized by the work ahead. Thank you for your partnership and trust. We invite you to join us on this critical journey.

Sincerely,
Ankor Rai
President and CEO, Straive



Chapter 1:

Introduction & Our ESG Foundation



1.1 About This Report

This is Straive's first annual Sustainability Report, offering a transparent and comprehensive overview of our Environmental, Social, and Governance (ESG) strategy, initiatives, and performance.

Reporting Period

This report covers our activities and performance for the fiscal year from **January 1, 2024, to December 31, 2024.**

Reporting Scope and Boundary

This report covers all operations under Straive's direct control, unless otherwise specified. This includes major operational sites in India, the Philippines, and Vietnam. The scope encompasses all employees (full-time and part-time) and primary business activities.

Reporting Framework

This report is prepared in accordance with GRI Standards, a global best-practice framework for communicating economic, environmental, and social impacts. We used GRI Standards to guide topic selection, data collection, and disclosures, ensuring a balanced presentation of material impacts.

Forward-Looking Statements and Data Assurance

This report contains forward-looking statements reflecting our current intentions and expectations regarding ESG goals. These statements rely on assumptions subject to risks and uncertainties.

Data was compiled through internal management and verification processes. Committed to transparency, we engage third-party assurance providers. Our 2023 GHG Inventory was verified against ISO 14064, and our 2024 inventory is undergoing verification. We aim to expand external assurance to cover additional ESG metrics in future reports.

Contact Point

We welcome and value your feedback on our sustainability performance and this report. Your insights are crucial as we continue to refine our strategy and disclosures.

For questions, comments, or further information, please contact our ESG team at: sustainability@straive.com.

1.2 About Straive

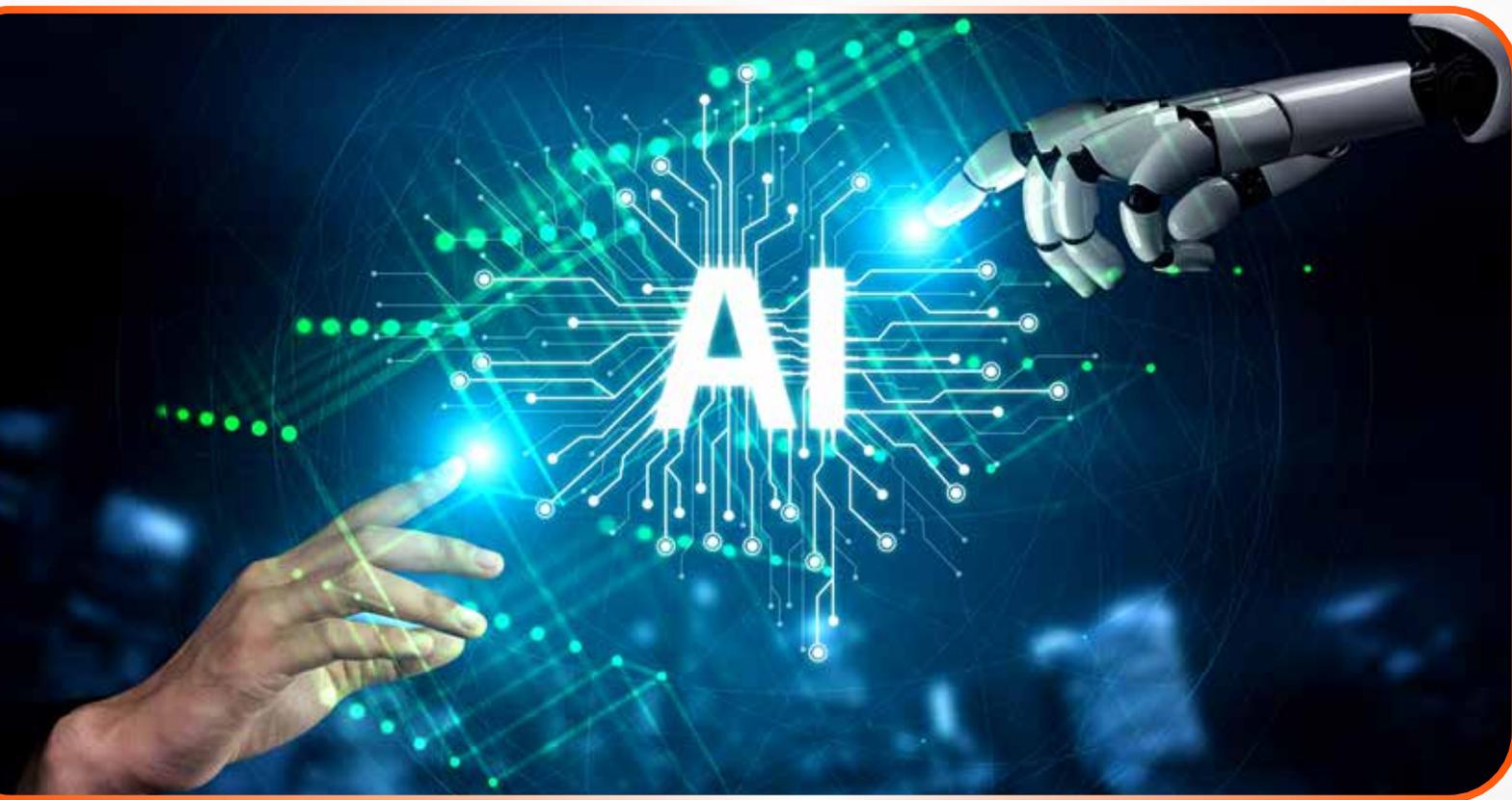
Who We Are

- **Our Mission:** To be a global leader in technology-driven content and data solutions, advancing knowledge and learning for a better world.
- **Our Vision:** To partner with our clients to create a smarter, more informed, and more connected future, driven by innovation and underpinned by sustainability.
- **Our Values:** Our Values: Our actions are guided by our core values of Respect, Accountability, Meritocracy and Motivation, Innovation, and Client Focus. These principles shape our culture, our client relationships, and our commitment to our people and the planet.



What We Do: The Engine of Impact

Straive is a dedicated partner to the world's top publishers, educational institutions, information providers, and diverse enterprises. As a service-based organization with primarily office-based operations, our core capabilities are powered by our unique people-process-tech framework, increasingly driven by Agentic AI services. Our services are the engine through which we deliver value to our clients and, by extension, create a positive impact.



Our key service lines include:

- **Data Management:** Providing the foundation for all data-driven and AI-led initiatives, including Data Curation, Data Architecture, and Data Strategy & Governance.
- **AI Design & Deployment:** Accelerating our clients' journey to becoming AI-first companies through AI infrastructure setup, specialized training, and continuous optimization.
- **IT & Tech-Ops:** Transforming traditional IT operations into resilient, efficient, and future-ready environments using AI-driven enablement solutions.
- **Generative AI (GenAI):** Transitioning clients from experimentation to secure, enterprise-scale execution, driving ROI through Document Intelligence, Data Democratization, and Scalable AI Applications.
- **Insights & Analytics:** Bridging the gap between raw data and strategic value through BI, Reporting, Visualization, and Advanced Analytics.
- **Product Engineering & Expert-in-the-Loop Ops:** Blending human expertise with technology to modernize legacy systems and embed AI across workflows.
- **AI Customer Experience:** Revolutionizing customer interactions through an end-to-end, AI-powered omnichannel approach across multiple languages.
- **Global Capability Center (GCC):** Providing a rapid value creation engine for our clients, enabling scale and AI operationalization with SLA-backed governance.



Our Global Footprint

Supported by a robust, secure IT infrastructure and a talented global workforce of over 18,000 specialists, our operations span multiple geographies. This global footprint provides us with rich, diverse perspectives and a deep understanding of complex market needs.

Our key operational locations include:

- **Asia:** Singapore (Headquarters), India, the Philippines, Vietnam
- **Americas:** The USA, Nicaragua
- **Europe:** The United Kingdom



Our Value Chain

Straive's value chain is centered on transforming information into knowledge. As a service-based organization, our impact is driven by our people, processes, and partnerships. We embed sustainability into every link of this chain to ensure we operate responsibly and create lasting value for our stakeholders and society.

The heart of our value chain is our global team of experts who leverage cutting-edge technology to deliver innovative solutions. Here, our sustainability focus is twofold: minimizing our operational footprint through energy efficiency and waste reduction, and maximizing our social impact by investing in our employees' growth, well-being, and fostering a diverse and inclusive culture.

We work with select technology partners, service providers, and talent who align with our high standards for ethics, environmental performance, and social responsibility. Our goal is to build a resilient and sustainable supply network founded on shared values.

We deliver our solutions digitally to clients worldwide, enabling them to advance research, enhance education, and make smarter business decisions. Our greatest contribution to society lies in the positive effect our work has on knowledge dissemination and global progress. We are dedicated to being a trusted partner that not only delivers excellence but also helps our clients achieve their own sustainability goals.



1.3 Our Approach to Sustainability

At Straive, sustainability is the strategic integration of our Environmental, Social, and Governance (ESG) commitments into our core business. Our approach is built on a foundation of strong governance, continuous stakeholder dialogue, and a data-driven focus on the issues that matter most.

Sustainability Governance

We have established a formal governance structure to ensure executive-level oversight and clear accountability for our ESG performance.

- **Board-Level Oversight:** Our Board of Directors has ultimate responsibility for overseeing Straive's sustainability strategy, targets, and risk management. A dedicated Sustainability Committee of the Board meets quarterly to review progress, approve major initiatives, and ensure that our ESG goals are aligned with our long-term business strategy. Net-Zero 2040 goal.

- **Executive Leadership:** Our President and CEO is the executive sponsor for sustainability, chairing the Executive ESG Steering Committee. This committee includes C-level leaders from across the organization (including Operations, HR, Finance, IT, and Legal) and is responsible for driving the strategy, allocating resources, and monitoring performance against our public targets, such as our Net-Zero 2040 goal.
- **ESG Management Team:** A dedicated, cross-functional ESG Core Team, led by our Head of Sustainability, manages the day-to-day implementation of our ESG programs. This team works directly with business units and corporate functions to gather data, execute initiatives, manage disclosures (like this report, CDP, and EcoVadis), and champion sustainability culture across the company. This structure ensures that ESG is not a siloed function but is embedded directly into our operations.





Stakeholder Engagement

We believe that building a sustainable business requires an inclusive and continuous dialogue with our key stakeholders. Their feedback is essential in shaping our priorities, identifying emerging risks, and refining our strategy.

	How we engage	What we hear
 <p>Employees Our people are our most valuable asset.</p>	Regular town halls, anonymous employee engagement surveys, our "Great Place to Work" certification process, internal development programs, and dedicated wellness sessions.	The importance of career development, flexible work, well-being, and a strong, inclusive culture.
 <p>Clients Our clients are our partners in innovation.</p>	Quarterly business reviews, client satisfaction surveys, strategic partnership meetings, and compliance audits.	The critical importance of data security, ethical AI, service reliability, and, increasingly, their desire to partner with suppliers who share their own ESG values and commitments.
 <p>Investors Our investors focus on value creation strategy</p>	Regular financial reporting, strategic updates, and direct engagement on our long-term value creation strategy, including ESG risk management.	A clear interest in our long-term resilience, our management of climate-related risks, our talent retention strategies, and our robust governance framework.
 <p>Suppliers Our suppliers align with us in responsible supply chain</p>	Our Sustainable Procurement process, supplier audits, and our Supplier Code of Conduct, which outlines our expectations for ethical, social, and environmental performance.	A need for clear expectations and partnership to build a more resilient and responsible supply chain.
 <p>Communities We are committed to being a positive force in the regions where we live and work.</p>	Through our Creating Shared Value (CSV) initiatives, local volunteering, and partnerships with non-profits and educational institutions.	The need for support in education, wellness, environmental stewardship, and career readiness, which we address through our CSV programs.



Materiality Assessment Process

Our sustainability strategy is grounded on **Double Materiality Assessment** to identify and prioritize the topics that matter most. This process ensures we focus our resources on the issues that present the most significant risks and opportunities for both our business and our stakeholders.

The process involved three key phases:

- 1. Identification:** We created a broad list of potential ESG topics by analyzing GRI standards, client requirements, and stakeholder feedback. This initial list included topics ranging from energy consumption and data privacy to talent retention.
- 2. Prioritization:** We assessed each topic along two distinct dimensions, in line with the principle of "double materiality":
 - **Impact Materiality:** The significance of our actual or potential impact on people and the planet (our "inside-out" view).
 - **Financial Materiality:** The influence of these issues on our long-term enterprise value, success, and risk (our "outside-in" view). This analysis was conducted through structured workshops with our internal leadership and subject matter experts

- 3. Validation:** The prioritized list of material topics was presented to our Executive ESG Steering Committee and the Board's Sustainability Committee for review, discussion, and final validation, this affirming our strategic priorities.

This dual-lens approach ensures we focus on risks that could disrupt our business (e.g., data breaches, talent attrition) and opportunities where we can create the most positive, systemic change (e.g., responsible AI, community education programs). Our key material topics span our three core pillars: Environmental & Climate, Social & Talent, and Governance & Digital.



Chapter 2:

Environmental Stewardship



Chapter 2:

Environmental Stewardship



Why is it Material?

Environmental Stewardship, particularly the minimization of our carbon and operational footprint, is a material topic for Straive given the global scale of our primarily office-based and data-intensive service operations. Our environmental impact is predominantly linked to the energy consumption of our facilities, the management of waste and water across our global sites, and the carbon intensity of our upstream and downstream value chain (Scope 3), such as employee commuting and purchased goods.

Impacts, Risks, and Opportunities for Straive:

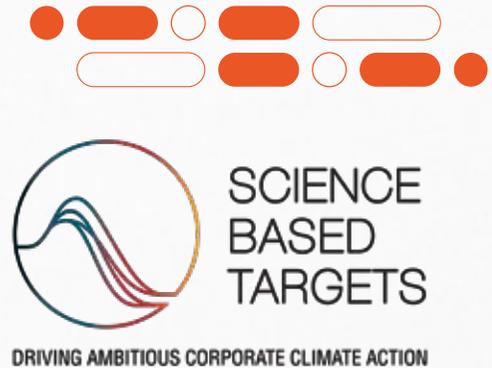
- **Impacts:** Our key environmental impacts stem from Greenhouse Gas (GHG) emissions from purchased electricity (Scope 2), the use of diesel generators and refrigerants (Scope 1), and the indirect emissions from our large, geographically diverse employee base (Scope 3).
- **Risks:** Climate-related risks include physical risks to our global operational sites from extreme weather events, and transition risks such as rising energy costs, carbon taxes, and the reputational and competitive disadvantage of failing to meet the evolving sustainability expectations of our clients, particularly leading publishers and educational institutions.
- **Opportunities:** Opportunities lie in enhancing energy efficiency through equipment modernization, expanding our renewable energy adoption, improving supply chain transparency, and leveraging our digital infrastructure to enable low-carbon work models. By actively managing these impacts, we strengthen our commitment to corporate responsibility, enhance long-term value creation, and secure a competitive edge with clients who prioritize ESG criteria.

2. 1. Minimizing Our Footprint

Our commitment to environmental responsibility in our digital and physical operations.

Straive recognizes that minimizing its environmental footprint is crucial for sustainable operations and long-term business resilience. As a technology-driven content and data solutions provider, our primary environmental focus is on optimizing energy use across our physical offices and data-intensive infrastructure, reducing waste, and integrating sustainability throughout our value chain. Our approach is guided by our commitment to global standards, evidenced by our recent achievement of the **ISO 14001:2018 certification** in 2024, and our continuous push toward ambitious, science-aligned targets. We view environmental stewardship not just as a compliance requirement, but as a core driver for operational efficiency and technological innovation, particularly as we center our strategy on the operationalization of Artificial Intelligence.





Science-Based Targets (SBTi): We are proud to announce the formal approval of our near-term and net-zero targets by the Science-Based Targets initiative (SBTi). This pivotal achievement confirms that our comprehensive, verified Scope 3 inventory and our commitment to climate action are aligned with a 1.5°C trajectory, anchoring our long-term decarbonization strategy.

2.2 Energy Management & GHG Emissions

Energy efficiency initiatives in offices and data centers; strategy for measuring our carbon footprint.

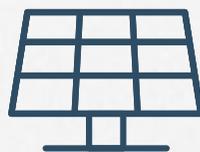
Straive's management approach to energy and GHG emissions is governed by the **GHG Inventory Management Procedure**, which is designed to ensure compliance with the rigorous ISO 14064-1:2018 standards. This systematic approach allows us to accurately quantify, manage, and report our comprehensive carbon footprint.

Energy Efficiency and Optimization

Our strategy prioritizes the systematic reduction of energy consumption across our controlled operational sites in India, the Philippines, and Vietnam. Key initiatives implemented as part of our energy optimization efforts include:



Energy Audits: Institutionalizing the practice of energy audits across existing and newly acquired facilities to identify specific optimization opportunities.



Lighting Systems: Implementing a widespread shift to more efficient LED lighting systems.



Smart Monitoring: Adopting smart digital meters for improved tracking and real-time management of energy use.



Equipment Modernization: Modernizing our infrastructure, including the adoption of more energy-efficient Air Conditioning (AC) units, to directly reduce our energy intensity.



GHG Measurement and Strategy

Our measurement strategy defines organizational boundaries using the **operational control approach**, accounting for 100% of emissions from operations we manage. The methodology adheres to the formula: **GHG emissions = Activity Data × Emission Factor**. Our emission factors are consistently sourced from internationally recognized databases, primarily the **UK Department for Environment, Food & Rural Affairs (DEFRA) 2024 Government GHG Conversion Factors** and **International Energy Agency (IEA) data for electricity grid factors**.

- **Scope Inclusion:** Our inventory covers Scope 1 (direct), Scope 2 (purchased electricity), and all relevant Scope 3 (value chain) emissions, including purchased goods and services, employee commuting, and business travel.
- **Base Year Recalculation:** We have established **2023** as the base year, recalculating the original inventory to align with expanded boundaries and refined definitions following the verification process conducted by the Science-Based Target Initiative (SBTI). This ensures our future targets are grounded in the most current and robust data.

Performance:

The reporting year 2024 saw Straive successfully achieve a total reduction of **-0.51%** in overall GHG emissions compared to the recalculated 2023 baseline, demonstrating the positive impact of our energy management initiatives.

Scope	2023* (tCO2e)	2024 (tCO2e)	Variance (tCO2e)	Change (%)
Scope 1	2,112.60	2,039.10	-73.50	-3.48%
Scope 2 (Location-Based)	7,569.40	7,350.83	-218.57	-2.89%
Scope 3	12,799.40	12,977.10	177.70	1.39%
Total Emissions	22,481.40	22,367.03	-114.37	-0.51%



Total Energy Consumption (MWh):

Straive's total gross electricity consumption (Location-Based), encompassing energy drawn from the grid (Non-RE and Grid RE) and generated from our Onsite Solar Facilities, amounted to 3,847.59 MWh in 2024. This figure represents the total physical energy consumed across our controlled sites in India, the Philippines, and Vietnam, and serves as the activity data foundation for our Scope 2 calculation. The activity data is sourced from verified electricity bills and meter readings, representing a high-quality data point for our core energy use.

Energy Intensity Ratio (e.g., MWh per employee):

To track the efficiency of our operations, we calculate energy intensity using the total physical energy consumed (MWh) normalized by our total employee headcount (17,925).

- **2024 Energy Intensity (MWh per employee):** 10,238.24 MWh / 17,925 employees = approx 0.57 MWh per employee
- **2024 Scope 2 Emissions Intensity (tCO2e per employee):** 7,350.86 tCO2e / 17,925 employees = approx 0.41 tCO2e per employee

This dual metric provides insight into both energy efficiency (MWh/employee) and carbon intensity (tCO2e/employee) of our core operation.

Scope 1 & Scope 2 GHG Emissions (tCO2e):

- **Total Scope 1 GHG Emissions: 2,039.10 tCO2e (-3.48% decrease)**
 - The reduction in Scope 1 was driven by efficiencies in Stationary Combustion, Mobile Combustion, and Fugitive Emissions from Refrigerants. Specifically:
 - Stationary Combustion (Diesel): -31.76%.
 - Mobile Combustion: -37.77% reduction, due to the shift to more energy-efficient vehicles meeting Bharat Stage 6 (BS6) standards.
 - Fugitive Emissions (Refrigerants): -32.27% reduction, linked to compliance with the Montreal Protocol for the gradual phase-out of R22 refrigerants.
 - Note: This reduction was partially offset by a 71.56% increase in Fugitive Emissions from Fire Extinguishers due to scheduled, high-volume refills.

- **Total Scope 2 GHG Emissions (Location-Based, 2024): 7,350.83 tCO2e (2.89% decrease)**

- This reduction is a direct result of energy optimization initiatives, including equipment modernization and the use of efficient lighting systems across our global sites.





Case Study: Strategic Portfolio Approach to Scope 2 Decarbonization

Straive is deeply committed to increasing the share of Renewable Energy (RE) in its total energy consumption, a core strategy for decarbonizing our Scope 2 footprint. Our approach, guided by our GHG Removal Quantification procedure, employs a robust portfolio of initiatives to ensure consistency and accelerate our transition to clean energy.

The Strategy: A Three-Pillar Approach

The foundation of our success in 2024 was built on a flexible, layered strategy incorporating both direct physical and market-based solutions:



Onsite Solar Facilities:
We continue to invest in and monitor energy generated from solar panels installed directly within Straive premises, such as our operational sites in Dumaguete (Philippines) and Pondicherry (India). This provides locally sourced, dispatchable clean power.



Grid-Supplied RE:
We actively source and consume electricity supplied from verified renewable sources directly through the commercial grid at several facilities, including six key sites across India. This leverages regional clean energy infrastructure.



Strategic REC Procurement:
Recognizing the immediate need to match our growing energy demands with clean energy and to accelerate the decarbonization of the grid, we strategically procure **Renewable Energy Certificates (RECs)**. This market mechanism is used to bridge the gap between our annual RE consumption target and the actual physical renewable energy production/supply, demonstrating our commitment to sustainability investments.

2024 Performance: Exceeding the Target In 2024, our combined efforts yielded significant success, culminating in a total RE utilization rate of 42% across Straive's global operations, successfully exceeding our internal annual RE target of 40%.

The breakdown of our market-based action highlights this commitment: the strategic procurement of **3,052 MWh** in RECs directly compensated for the remaining consumption gap. This active step addressed a significant portion of our Scope 2 emissions, ensuring we not only met our annual goal but actively contributed to the financial development and stability of the broader renewable energy market. We are committed to further expanding our procurement of International Renewable Energy Certificates (I-RECs) and exploring additional energy efficiency projects to progressively reduce our Scope 2 footprint in the coming years.



Future Goal: Strategic Scope 3 Emissions Reduction

Straive recognizes the critical need to actively reduce and decarbonize our value chain emissions. In 2024, Scope 3 represented the majority of our footprint, accounting for 58% of total emissions (12,977.10 tCO₂e). Our future strategy is focused squarely on implementing targeted reduction programs in our largest Scope 3 categories:

1. Low-Carbon Commuting Programs:

As the largest single source of emissions (43.43% of total, or 9,713.42 tCO₂e), we will develop and launch enhanced engagement initiatives focused on shifting employee travel modes. This includes promoting public transport and carpooling to realize substantial, measurable reductions in this category.

2. Decarbonizing Business Travel: Following the large reduction in air travel emissions seen during the pandemic, we are institutionalizing policies to maintain this low footprint. Our goal is to minimize the climate impact of necessary Business Travel through strategies like prioritizing virtual meetings, requiring the selection of lower-emission travel modes or carbon offsetting by supporting legitimate tree planting initiatives.

3. Sustainable Procurement:

We will intensify the integration of environmental performance metrics, such as circularity, into purchasing decisions for capital goods and IT infrastructure. This targets the upstream emissions hotspot created by our ongoing technology modernization and expansion efforts.

2.3 Waste & Water Management

Our "Reduce, Reuse, Recycle" policies; water conservation measures in our facilities.

Straive applies a fundamental "Reduce, Reuse, Recycle" hierarchy to manage operational waste and maintains dedicated water conservation measures across its key operational sites.



Waste Management

The Facilities Management Team is responsible for the daily tracking and actual weighing of garbage at the site level. Our policies prioritize the segregation of waste to maximize recycling rates. For waste disposal, we employ cautious reporting: waste disposed of via Local Municipality is assumed to be solely landfilled due to the municipality's inability to provide documentation to validate recycling

or composting. Furthermore, hazardous waste is managed and disposed of strictly in accordance with local environmental laws, tracked via official manifests issued to local government bodies.



Water Management

Our water conservation measures focus on responsible withdrawal and consumption, particularly in our major office locations. A key example of this stewardship is the implementation of a dedicated rainwater collection facility at our Pondicherry, India site. This collected water is reused for watering the surrounding landscaping and plants, reducing the demand on municipal or ground water sources.

- **Data Collection:** Water consumption data (m³) is collected based on actual water bills.
- **Wastewater Treatment:** We manage fugitive emissions from on-site Sewage Treatment Plants (STPs) in the Philippines and India, where emissions are tracked based on the month-end number of employees and average working days
- **Future Focus:** We are committed to enhancing data accuracy for water and plan to invest in systems that capture more detailed metrics.



Performance:

Total Weight of Waste Generated and Recycled:

The total waste generated in operations (landfilled) registered a notable increase in 2024, indicating areas for improved reduction and recycling programs.

- **Waste Generated in Operations:** 65.90 tCO₂e
- **Variance vs. 2023: 11.92% increase (from 58.88 tCO₂e in 2023).**

This increase, recorded under Scope 3, highlights the need for a renewed focus on our "Reduce" policy and enhanced recycling initiatives. The reported data accounts for waste landfilled, including electrical, paper/cardboard, metal, plastic, organic, glass, and household residual waste. Hazardous waste is also tracked based on official manifests.

Total Water Withdrawal from key operational sites:

Water usage is tracked based on water bills in m³. Our initial analysis confirms that in 2024, the total physical volume of water withdrawn was **95,259.75 m³**. This figure is derived from the aggregated water consumption activity data across our operational sites.

The associated environmental impact is quantified under Scope 3, with **Total Water Use Emissions** being tracked and utilized to calculate our impact, using emission factors sourced from DEFRA 2024.

2.4 Sustainable Procurement

Our Supplier Code of Conduct and the integration of ESG criteria into our procurement process.

Straive views sustainable procurement as a critical lever for managing our significant Scope 3 emissions footprint, particularly those arising from **Purchased Goods and Services** and Capital Goods. Our management approach integrates sustainability criteria into vendor selection and management, formalizing these expectations through our **Supplier Code of Conduct**.



Key Policy Tools:

- 1. Supplier Code of Conduct:** This document outlines mandatory expectations for all third-party product and service providers regarding ethical, social, and environmental performance, including adherence to Straive's GHG management policies.
- 2. ESG Integration:** The Global Procurement Team is responsible for ensuring compliance and integrating ESG criteria, particularly environmental metrics, into the overall procurement process.
- 3. Upstream Stakeholder Policies:** We have implemented specific internal policies to drive upstream change, including:
 - **Sustainable Procurement Policy**
 - **Responsible Procurement and Use of Paper**
 - **Policy Against Single Use Plastic**

Our commitment extends beyond merely collecting data on spend, and converting it to emissions using NAICS-based factors; it involves active engagement to reduce the carbon intensity of the goods and services we purchase, which is essential given that Purchased Goods and Services and Capital Goods contribute substantially to our Scope 3 emissions.



Performance:

Percentage of new suppliers screened using environmental criteria:

While the exact percentage of new suppliers screened using environmental criteria is not yet quantifiable at this time, the management approach clearly outlines the mechanism: the Supplier Code of Conduct and the integration of ESG criteria are mandated functions of the Global Procurement Team. The existence and enforcement of these documents serve as the foundational proof of our screening commitment. Future reporting will quantify the exact percentage of suppliers screened against environmental and social criteria.

Key Scope 3 Performance Data related to Procurement:

Procurement Category (Scope 3)	2023 (tCO2e)	2024 (tCO2e)	Variance (%)
Purchased Goods and Services	503.60	566.10	12.41%
Capital Goods	221.52	373.34	+68.54%

- **Purchased Goods and Services:** This category showed a 12.41% increase in emissions.
- **Capital Goods:** The significant 68.54% increase in emissions from Capital Goods (which includes items like UPS, Diesel Generators, Air Conditioners, and IT hardware) is a direct reflection of Straive's ongoing technological transformation and facility modernization efforts in 2024, including the inclusion of a newly-acquired company's sites. While necessary for operational efficiency and AI implementation, this investment highlights a new emission hotspot that must be addressed through the procurement of energy-efficient and low-carbon-manufactured assets in the future.



Chapter 3:

Empowering Our People & Communities



Chapter 3:

Empowering Our People & Communities



Why is it Material?

Empowering Our People and Communities is a material topic for Straive. As a technology-driven content and data solutions provider, our global workforce of over 18,000 specialists is our engine. Our long-term success, innovation, and resilience depend on attracting and retaining world-class talent within a vibrant, inclusive culture. Furthermore, our commitment to social responsibility is essential for maintaining our license to operate and aligning with client and stakeholder expectations.

Impacts, Risks, and Opportunities for Straive:

- **Impacts:** We foster Diversity, Equity, and Inclusion (DEI), evidenced by a gender-balanced workforce (52% female employees; 53% female line managers). We also create positive systemic change through Creating Shared Value (CSV) programs focused on education, digital literacy, and health in local communities.
- **Risks:** Risks include talent attrition (currently below industry average but requiring monitoring), reputational damage from failing to maintain an inclusive workplace, and operational skills gaps if training fails to keep pace with our "AI-First" strategy.
- **Opportunities:** We can leverage our Employee Value Proposition (EVP) to reduce attrition (over 50% of employees have five years' tenure), strengthen female leadership through EmpowHER and Reignite, and attract talent as a "Top 100 Best Company for Women." Managing these factors cultivates a resilient organization, driving client satisfaction and long-term value.

3.1 People as the Greatest Asset

At our core, we believe long-term success is linked to stakeholder engagement and a supportive work culture. As a responsible corporate citizen, we integrate sustainable development principles into our strategy.

This commitment is fundamental to our identity, guiding us toward ethical business practices, societal well-being, and a culture of respect, accountability, and meritocracy. Our social strategy emphasizes **Diversity, Equity, and Inclusion (DEI)** through gender-balanced leadership goals, diverse hiring, holistic wellness initiatives, and signature development programs like **EmpowHER** and **Reignite**.





Beyond the office walls, we are dedicated to **creating an impact in the communities** where we operate through our **Creating Shared Value (CSV)** programs. These initiatives leverage employee volunteerism for change-driven efforts in **education and digital literacy, health and wellness, social empowerment, and the environment**, ultimately supporting marginalized groups and building a more equitable, healthier future for all.

3.2 Our Employee Value Proposition (EVP): *Strategies Creating a Compelling and Rewarding Workplace*

At Straive, we view our workforce as our greatest resource and an employee-focused talent strategy as a driver of success. Thus, our **Employee Value Proposition (EVP)** fosters an inclusive environment that fuels professional and personal development.

Our integrated approach to talent centers on four key components: **Talent Acquisition, Talent Development, Talent Engagement, and ESG/Corporate Social Responsibility.**

This framework ensures we attract world-class talent aligned with our core values, while cultivating leaders committed to co-creating a business that delivers impactful change for stakeholders.





Case Study: Fostering Belonging through #ICELEBRATEYOU

Straive's approach to Diversity, Equity, and Inclusion (DEI) is anchored in cultivating a vibrant, multicultural environment where all employees feel valued. This is driven by the **#ICELEBRATEYOU campaign**, a credo that shifts the focus from individual entitlement to the appreciation of others' uniqueness, thereby actively promoting a culture of acceptance and inclusivity.

The Strategy: A Foundational Approach to Inclusion

The company's success in DEI is built on integrating advocacy directly into the employee experience:

- 1. A Credo of Acceptance and Inclusivity:** The #ICELEBRATEYOU campaign serves as the central principle, ensuring every individual feels safe, empowered, and valued by celebrating their differences.
- 2. Integration into Employment Practices:** This advocacy is fully integrated across the entire employment lifecycle, from hiring and compensation to employee engagement programs, reinforcing the company's stance as an equal opportunity employer with a zero-tolerance policy for discrimination.
- 3. Data-Driven Strategy Refinement:** Critical employee feedback is regularly gathered through comprehensive Diversity, Equity, and Inclusion (DEI) assessments, including Voluntary Self-Identification Surveys, which guide the strategy and ensure a continuously inclusive, respectful, and motivating work environment.

2024 Performance: Demonstrable Progress in Embedding Inclusive Practices This concerted effort to embed inclusion has yielded significant and measurable results:

The engagement in data collection reached a **72% participation rate** in the Voluntary Self-Identification Surveys in 2024, demonstrating high employee trust and willingness to contribute to the DEI strategy. Furthermore, Straive's management approach to fostering a gender-balanced and inclusive workplace has been externally recognized by Avtar and Seramount as one of the **Top 100 Best Companies for Women for two consecutive years since 2023**. This recognition underscores the successful integration of inclusive practices into the fabric of the organization.

#ICelebrateYou





3.3 Tying It All Together

An Overview of Our Management Approach as Anchored on DEI

Our management approach to fostering a highly engaged, healthy, safe, and empowered workforce is integrated across these **critical pillars**, all anchored in the concept of Diversity, Equity, and Inclusion: our inclusive Talent Strategy, Training & Development, Employee Engagement Surveys, Employee Engagement Programs, and Employee Participation through Community Activities.

Our Talent Strategy

Our commitment to Diversity, Equity, and Inclusion (DEI) is non-negotiable and fundamental to Straive's global, multicultural environment. It is driven by strong leadership commitment to empower women and bridge the gender gap, grounded in values of respect and support.

Our approach operates as an **equal opportunity employer**. This policy strictly prohibits discrimination and harassment of any kind—based on characteristics like race, gender, sexual orientation, religion, or disability—and applies to all employment lifecycle practices, including hiring, recruiting, promotion, and compensation.

We ensure **equitable opportunities** for everyone and believe celebrating every employee's uniqueness strengthens our mutual understanding. This dedication is reflected in our workforce, which includes **52% women**, with women comprising **53% of our line managers**.

Talent Attraction & Retention in View

Building on the foundational belief that our people are our greatest asset, we employ a comprehensive strategy for attracting, developing, and retaining globally competitive talent. This ensures a high-performing workforce that drives global success.

We utilize targeted strategies within our talent framework to maximize employee potential and sustain engagement:

- **Talent Acquisition:** Our Talent Acquisition strategy emphasizes adaptability, utilizing digital end-to-end recruitment and creative channels like university sourcing events to attract young, dynamic minds.
- **Talent Development:** For Talent Development, we actively support career growth through various learning programs, including hands-on labs, micro-learning spaces, and specialized centers of practice, complemented by targeted leadership training and succession planning.

- **Talent Engagement** is sustained through an emphasis on work-life balance, equal access to career-advancing skills, engaging rewards programs, and regular performance appraisals.

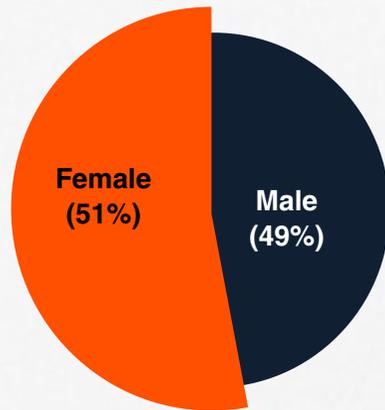
Altogether, these strategies ensure fairness, transparency, and impartiality across all spectrums and reinforce the transformative talent strategy that propels us to global leadership.



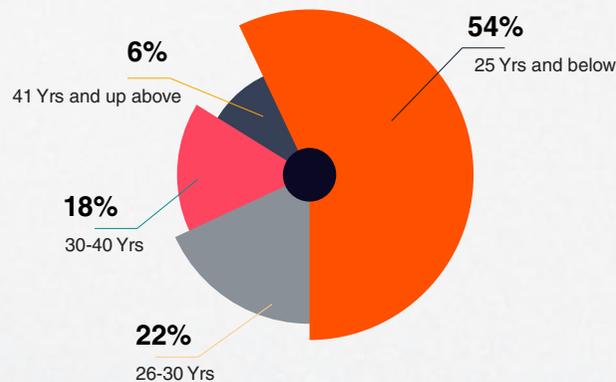


An Overview of Our Performance

- Total number and rate of new employee hires by age group, gender, and region



Straive also continues to attract workforce from all age clusters:



- **Employee Longevity and Tenure**
Straive's commitment to its fair and inclusive talent strategy is key to employee retention.

While research shows an industry average of 13% to 21% attrition rate, Straive's attrition rate falls below 7% globally (with associate-level employees making up the largest majority). Gender-wise, attrition is slightly higher for women employees at 1.51% (versus 1.23% for male employees).

As such, we continue to hone employee programs and initiatives that are targeted toward addressing retention in female employees.

More importantly, while the industry average for employee retention is three years, we are proud to share that **more than 50% of our employees have a tenure of five years and above**, with the highest tenured employees **reaching up to 36 or more years**—well-surpassing the industry benchmark.

- **Inclusion & Fair Representation of Persons with Disabilities (PWDs) in the Workforce**

Globally, we have a significant number of PWDs. In the Philippines alone, the law recommends that companies with 100 or more employees allot at least 1% of their positions for qualified PWDs.

This provision aligns with Republic Act No. 10524, which amends the Magna Carta for Persons with Disabilities (Republic Act No. 7277) to expand their employment opportunities.

Straive meets this recommended representation, with 4% of employees belonging to the PWD community, as self-identified during our latest Self-Identification Survey.

3.4 Continuous Training & Development

Straive is committed to continuous learning and helping employees reach their full potential. Our development framework builds leaders and functional experts, while allowing employees to grow horizontally by exploring new skill sets. With robust opportunities for re-skilling and upskilling, our employees enjoy a flexible and inclusive working experience that supports maximum career growth.

Competency-Based Training

As part of our competency-based frameworks, we offer functional courses that deliver concise, high-impact training to enhance professional development. These are conducted through Growth Hub, Straive's Center for Leadership Development, which was created to cultivate employees and prepare them for the next level in their career progression.



- **Functional Trainers**

Technical experts and trainers are embedded in business vertical and functional groups. These highly skilled trainers and Team Leads ensure that team members are able to perform their jobs effectively, conducting functional orientations and refresher courses regularly, as well as performance remediations for low-performing team members.

These technical experts and trainers are enabled via Trainer Certification conducted by the corporate learning and development team.

- **Learning and Development Team**

Consisting of highly skilled trainers, **University Next** is Straive's corporate Learning and Development Team.

Their mandate covers:

- **Leadership and Executive Development.** Our leadership and executive development programs focus on enhancing strategic thinking, decision-making, and interpersonal skills. University Next workshops and coaching sessions empower leaders to navigate complex challenges, foster

innovation, and drive organizational success.

Under these are ladderized programs, such as Leadership Development Program (LDP) for Team Leads and Supervisors, Management Development Program (MDP) for Managers and Up, and Accelerated Leadership Excellence (ACE) for High Potential Leaders.

It also includes our flagship program, Intentional Careers Program for Women (EmpowHer), deliberately designed to prepare women leaders for higher responsibilities within the organization.

- **Reskilling and Upskilling Programs.**

Straive's **SkillsInfinite** programs equip employees with alternative skills outside of their current roles. Through targeted training conducted by our in-house Subject Matter Experts (SMEs), team members enhance their competencies and adapt to technological advancements, fostering a culture of continuous learning and professional growth.



- **Computer-Based Training (CBT)**
We continuously create Computer-Based Training (CBT) modules that deliver engaging, interactive learning experiences via **Learnovate**, our CBT delivery platform. The platform tailors content to diverse needs, implements technology solutions, and continuously assesses and updates materials for optimal relevance in **skill development and knowledge retention**.



Gender-Focused Programs

A significant number of our upskilling and re-skilling opportunities include gender-focused programs under our **Intentional Career Program (ICP) for Women**. These efforts align with our goal of increasing diversity and our women leadership ratio.

Our career pathing ultimately aims to empower women employees by equipping them with strong leadership skills. This process transforms them into globally competitive, compassionate, and well-rounded women leaders who encourage, inspire, and uplift others through their work.



- **Reignite:** Reignite is our unique second career program for empowering women who have taken a career break to return to the workforce on their own terms. Through strong support and flexible employment options (part-time or full-time), it ensures easeful reintegration into the labor force and has decreased attrition rates from 32% in 2023 to 15% in 2024. As of year-end, there have been 128 women hired under the program.
- **EmpowHER:** This 3-month customized Management Development Program (MDP) for female employees consists of workshops, mentorships, and activities that guide them toward becoming resilient, tech-savvy, and compassionate leaders. 2024 saw 15 EmpowHER graduates, based on our redesigned Management Development Program (MDP).
- **LeadHER:** Another program designed to equip our women employees for their leadership journey, LeadHER is a leadership development program with tailored mentoring and Lean Six Sigma certification.



3.5 Employee Feedback & Employee Engagement Surveys (EES)

For Straive, employee dialogue and feedback are essential to informing our policies and shaping a culture where everyone is nurtured, valued, and remains motivated to contribute to the organization's overall success.



More importantly, these assessments also empower them to inform our organization of their needs, circumstances, and challenges. By doing so, they help shape workplace policies, initiatives, social environment, and culture.

Key Findings From Our Latest Engagement Survey

The Great Place to Work Trust (GPTW) Survey in for 2023 as a Baseline

To gauge progress or need for improvement in employee engagement, we used the **Great Place to Work Trust (GPTW)** Survey in 2023 as our baseline for deploying the Engagement Survey for 2024 across teams in India and the Philippines.

Vis-a-vis the **GPTW Index*** for Credibility, Respect, Fairness, Pride, and Camaraderie, we have identified and continue to focus our efforts on five corresponding key drivers of employee engagement: **Leadership and Management, Work Efficiency and Conditions; DEI, Total Rewards, Career Growth and Development, Culture, Work Well-Being and Feedback.**

Our constant commitment to these key drivers earned us the recognition of being one the Top 100 Best Companies for Women in India for two consecutive years, from 2023 to 2024.



A Breakdown of Culture Drivers for EES 2024

To better determine employee motivations and what they value at Straive, employees who participated in the EES 2024 ranked eight culture drivers. The results of the survey paint a highly encouraging picture of our workplace, affirming that our commitment to core organizational values resonates strongly with our global team.

With an impressive overall EES score of **66%**, and positive feedback from **71%** of employees in India and **56%** in the Philippines (with 8,288 respondents and 4,222 respondents from each respectively), it is clear that a significant population of our workforce appreciates the culture we are building together.

Most notably, the data reveals that **Diversity, Equity, and Inclusion (DEI), Communication and Feedback, and Leadership & Management** stand shoulder-to-shoulder as the top three most highly valued and positive employee motivators, signaling that our employees feel seen, heard, and capably led. This near-identical ranking of these key drivers demonstrates our efforts to foster an inclusive environment, open dialogue, and commitment to effective management skills.

Beyond recognition of employees, these serve as foundational strengths that enhance employee experience and commitment to Straive.

3.6 Key Employee Engagement Campaigns and Programs

Emphasizing the empowerment of diverse groups, Straive celebrates employee uniqueness, ensure equitable access to opportunities, and translate our policy into action through several dedicated initiatives:

Culture and Awareness Campaigns: Initiatives like the **#ICELEBRATEYOU** campaign promote acceptance and inclusivity by encouraging employees to celebrate the individuality of their colleagues, ensuring everyone feels safe to speak their mind and valued.

Occupational Health and Safety Efforts for Holistic Wellness: Our People Programs broadly encompass DEI, ensuring that all employees, irrespective of gender, race, beliefs, or capability, are recognized as unique beings. As part of our robust Occupational Health and Safety Management System, we offer a suite of well-being initiatives that support both mental and physical health.





VIA Talks. A venue for open exchange of ideas, this monthly webinar invites leaders and subject matter experts to facilitate discussions on work-related topics, providing knowledge expansion for employees, while also encouraging them to share insights, learn from each other, and support mutual growth.

Support Group for Expectant Parents. Serving as a support network for new and anticipating parents, Support Group for Expectant Parents offers them a safe space to connect, support, and freely exchange insights and access helpful parenting tools. Monthly virtual sessions focus on critical topics that impact parents' physical, emotional, and mental states from perinatal and beyond—all led by expert speakers.

Project LINK. A global initiative aimed at supporting parent-employees navigate the complex challenges of their kids' education during the COVID-19 pandemic, Project LINK refers to how we bridged Learning through Innovation, and Knowledge-Building in a time when kids were unable to attend schools physically.

Family Matters. An evolution of Project LINK, Family Matters offers a more relevant and encompassing approach to parenting support in

the post-pandemic era, providing meaningful resources, insightful sessions, and a supportive community throughout employees' parenting journey. Key to these are interactive sessions on psychosocial development, which are moderated by parenting educators learned in establishing healthier parent-child bonds across all ages.



Among our mental health-boosting efforts are:

- **Self-Care Sessions.** Building resilience and work-life balance, these monthly online webinars cover a vast range of wholesome activities, from fitness sessions (e.g. yoga, physical workout, mindfulness practices), to financial planning, to mind-body care talks facilitated by wellness experts and medical doctors.

- **Peer Support for Mental Health.** Led by licensed healthcare professionals, our monthly Peer Support for Mental Health talks equip employees with sustainable approaches to boosting mental wellness at work and open important, judgment-free conversations around mental health.
- **Funtastic Fri-Yays.** Every third Friday of the month, from 12 noon onwards, employees enjoy meeting-free time to make room for explorative activities that promote growth, self-learning, and bonding with colleagues.
- **Family-centric campaigns.** Further underscoring the importance of work-life balance in employee happiness and performance, our various support programs for families act as virtual communities for parent-employees to share, learn from each other's experiences, and better navigate their parenting journey.





Secure Physical Workplace

Our commitment extends to maintaining a secure physical workplace and preventing work-related injuries through these efforts:

- **Regular Occupational Health & Safety communications**, held with **routine** announcements and educational content that equip our employees with knowledge on common illnesses and general well-being practices.



- **Routine Safety Drills**, such as mandated earthquake and fire drills, to ensure all employees are prepared to act swiftly and correctly in emergencies. These are consistently and regularly held across the company, enjoining the help of employee-volunteers, who help raise awareness on keeping a safer workplace

for all — yet another proof of employees as active participants and core drivers of organizational success.

- **Other physical facilities to boost & protect employee's physical well-being:** Taking diversity and inclusion into account, we offer the following facilities to employees to ensure they are in sound physical health:
 - **Free medical camp.** Often done in partnership with public health agencies, we conduct regular onsite medical camps where employees can undergo basic medical procedures and seek one-on-one consultations with physicians.
 - **All-inclusive restrooms.**
 - **Lactation rooms.** On top of continuing learning sessions for nursing moms, our sites are also built with lactation rooms to ease up their breastfeeding journey.
 - **Structures** (ramps, lifts) for easy access to parking lots and other locations.
 - **Sufficient** space for mobility devices (e.g. wheelchair and crutches) across locations.
 - **Continuous upgrade** of facilities to ensure ergonomic function and prevent work-related injuries.





3.7 Community Engagement: CSV

Our CSR Strategy for Community Upliftment through Employee Volunteerism

Beyond the workplace, our Corporate Social Responsibility (CSR) efforts — which we call Creating Shared Value (CSV) — focus on uplifting the lives of women in marginalized communities through scholarships, digital literacy classes, and career training programs, enhancing their employability and societal contribution.

Over and above compliance to India's mandatory Companies Act of 2013 (which mandates companies to spend at least 2% of their average net profit on CSR activities), we extend our impact through these CSV activities.

Our CSV program also is a step in proactively supporting the United Nations' Sustainable Development Goals (UNSDG), by focus on the critical areas of Education (access, training, and infrastructure), Environment (clean air, clear water, waste reduction, environmental campaigns), Diversity (empowerment of women and diverse groups) and Wellness (clean water, health drives, and nutrition).



Through CSV, we extend our impact to the broader community. These initiatives are powered by employee volunteerism, through our CSV volunteers, and address critical social needs. Collectively, these programs help uplift marginalized groups and build a more equitable society.

To further promote and celebrate the spirit of volunteerism, we held our first ever CSV recognition event, the Good Awards. The awards recognized outstanding CSV teams' efforts aligned with our CSV Focus Areas – education, health and wellness, environment, and social empowerment.



Overview of Our CSV Programs

In Focus: Project 25:25: A Successful CSV initiative Powered by Employees, for Children

As champions of equitable education for all, we launched our flagship **Project 25:25** with the aim of creating a difference in the lives of **25,000 students by 2025**. By partnering with schools and non-government agencies across our global locations to provide quality education to those who need it most, we make meaningful connections and create an impact on the lives of children of diverse backgrounds — in alignment with UNSDG goals.

We have impacted the lives of close to **29,000 students in 2024**, exceeding the original target of 25,000 students in 2025 way ahead of the schedule.





Our 4 CSV Focus Areas

In alignment with UNSDG goals, our CSV initiatives center on 4 key areas — all with the aim of uplifting the lives of the communities we operate in.

Education

The CSV educational initiative is dedicated to breaking the cycle of poverty and ensuring equitable learning for all through a multi-faceted approach. This strategy includes three primary pillars:

- 1. Financial and Skills Support:** We provide education grants to youth across diverse backgrounds (from public school children and low-income girls to meritorious university students and those with disabilities). Simultaneously, CSV volunteers commit time to personally enhance student proficiency and global competitiveness through English language instruction and computer literacy training.
- 2. Infrastructure and donations:** We create a more conducive learning environment through classroom refurbishment—which covers essential tasks like repainting, installing electrical lines and air conditioning, and providing student dormitory rooms.

These efforts are paired with donation drives, made possible by employee-fundraising, which supply necessary learning tools such as books, PCs, tables and chairs, and school supplies. This effort is a direct testament to the power of employee volunteerism.

- 3. Health and basic needs:** Recognizing the link between health and knowledge absorption, our initiatives address hunger and malnutrition through food donation drives and the sponsorship of healthy meals to student-beneficiaries. Crucially, we also sponsor the construction of water facilities in underserved, high-altitude communities. Clean water is vital for school sanitation, drinking, and cultivating vegetable gardens used for student meals.

Altogether, these comprehensive steps not only improve school attendance rates but guarantee student-beneficiaries have the foundation they need to thrive and reach their full potential.



Health and Wellness

Our CSV efforts include health and wellness programs that ensuring critical support for both students and the broader community, particularly those in vulnerable, remote areas.

Our commitment addresses four vital needs:

- 1. Clean Water Access and Safety:** We construct water facilities in underserved, high-altitude villages where natural sources are scarce, murky, or located in dangerous cliffside areas. This prevents gastrointestinal diseases for children and adults, particularly our beneficiary groups—often 100% ethnic minorities near the poverty threshold.
- 2. Nutrition and Hunger:** We partner with charitable institutions to run feeding programs across schools, orphanages, and hospitals, addressing chronic hunger and malnutrition within these communities.
- 3. Hygiene and Disease Prevention:** We promote hygiene by constructing and renovating handwashing facilities in schools to prevent disease. We also partner with Local Government Units (LGUs) to provide free vaccinations (like flu and pneumococcal boosters) to our communities.



4. Life-Saving Healthcare:

A significant pillar of our health support is our internal onsite blood-letting drives, conducted with healthcare institutions. Hundreds of employee-volunteers donate blood annually, supplying the majority of the blood needed for underprivileged patients requiring life-saving emergency procedures and critical care.

This holistic investment in health ensures our partners and communities have the foundational well-being required for long-term equity and sustainable development.



Environment

In keeping with our Net Zero Carbon Emissions by 2040, our CSV initiatives include environmental efforts that green the world and actively reduce our carbon footprint.

Our commitment is delivered through these key initiatives:

1. Massive Cleanup Drives:

We champion efforts like the annual World Cleanup Day, where our volunteers collected 910 kilograms of garbage in the 2024 iteration alone. We also conduct regular sanitation projects to tidy and collect non-biodegradable waste in rivers, coastal areas, and city streets. This directly tackles plastic pollution in oceans, safeguarding marine ecosystems and biodiversity.

2. Carbon Reduction Campaign:

Through our #ISwitchOff campaign, we invite employees to reduce their carbon footprint by turning off lights and devices for two hours. Beyond contributing to planet health, this fosters connection with others by encouraging them to explore enjoyable outdoor activities.

3. Reforestation and Tree Planting:

Across all geographies, CSV volunteers engage in reforestation and tree-planting in critical watersheds, wildlife reserves, and campus grounds. Volunteers happily adopt and donate seedlings, learning useful sustainability skills such as gardening and seedball making in the process.

These active environmental initiatives cement our promise to achieve net-zero targets, ensuring we leave a cleaner, greener world for the generations to come.





Social Empowerment

Our commitment to Social Empowerment is central to our mission, which we execute through a variety of initiatives designed to uplift underserved sectors and champion diversity and inclusion.

1. Innovation & Technology Programs: As an AI-focused company, a bulk of our programs center on future-proofing individuals through competency training. We deliver essential foundational skills—such as computer literacy, troubleshooting, and MS Office navigation—to both intermediate and college students, equipping them to explore diverse careers in tech. These are paired with career intentionality training focused on vital life and employability skills.

2. Information and Communication Technology (ICT) and Essential Goods Donations: We directly support learning by donating ICT facilities (PCs, furniture, Smart TVs, and annual internet subscriptions) to general education and special educational needs learners. Additionally, employees routinely donate essential goods—including clothing, books, stationery, and toys—to partner charity centers.

These donations are sourced from the beneficiaries' "wishlists" to ensure we meet their actual daily needs, supporting diverse groups such as orphans, the homeless elderly, ethnic minorities, and individuals with disabilities.

- 3. Advocacy for Persons with Disabilities (PWDs):** We actively support the PWD sector through onsite activities, including exhibits that showcase handicrafts by children with special needs and events where proceeds benefit the population. A number of these initiatives are designed to empower them as they navigate independent living and basic entrepreneurial skills.
- 4. Diversity and Economic Support:** Our social empowerment programs actively help support small-scale women-led businesses, including those involved in hand painting, beauty and bath care, and fashion.

These diverse programs and events serve as vital venues for us to personally engage with our beneficiaries through fun activities, extending our core belief that individuals across all walks of life must be recognized and valued. Furthermore, our CSV volunteers ensure continuous support through regular assessment visitations, always in search of ways to help to guarantee our beneficiaries not merely adapt but thrive in their daily lives.



Chapter 4:

Governance & Ethics: Operating with Integrity



Chapter 4:

Governance & Ethics Operating with Integrity



Why is it Material?

Governance and Ethics is a material topic for Straive because it provides the bedrock of trust and accountability for our global operations. As a technology-driven content and data solutions provider, a strong ethical culture and transparent governance are non-negotiable for maintaining the confidence of our clients, investors, and employees. This material topic ensures that we manage complex risks, maintain strict compliance, and, most critically, uphold ethical and responsible conduct across all our services.

Impacts, Risks, and Opportunities for Straive:

- **Impacts:** Our key impacts stem from embedding ethical conduct and compliance into our business through clear policies, establishing a formal governance structure (like the Board's Sustainability Committee and Executive ESG Steering Committee) that integrates ESG into the core strategy, and ensuring responsible and ethical conduct.
- **Risks:** Governance and ethical risks include non-compliance with global regulations (such as data privacy laws and emerging ethical frameworks), the threat of security breaches, and the reputational damage associated with a failure to ensure ethical behavior, fair practices, and transparency in our operations.
- **Opportunities:** Opportunities lie in leveraging our robust ethical framework to become a trusted, secure, and compliant partner for clients, enhancing our long-term resilience through effective risk management and internal accountability, and gaining a competitive advantage by leading the way in ethical and responsible business practices.

4.1. Introduction: Strong Governance as the Bedrock for Sustainable Growth & Stakeholder Trust

For Straive, rigorous corporate management is the cornerstone that drives consistent business scaling and cements stakeholder faith. Our governance framework is critical to guaranteeing transparency, accountability, and ethical conduct across the organization. This strategy is structured to maintain the highest standards of corporate responsibility, which builds high-level credibility and integrity in all our interactions.

We commit to the continuous reinforcement and refinement of our governance practices, from employee dialogue to data privacy policies, to our Information Security Management System — all critical steps that assure alignment with global best practices and stakeholder expectations.





4.2 Management Approach:

A Robust Information Security Management System, Stringent Data Privacy Policies, and Employee Participation

A Robust Information Security Management System

Straive has formulated an Information Security Policy that applies to all employees, contractors, third party users, and business entities. The policy focuses on preventing unauthorized access, protecting sensitive data, and reducing the risk of security incidents such as data breaches or misuse of information.

Our Information Security Management System (ISMS) is rooted in protecting the Confidentiality, Integrity, and Availability (CIA triad) of all information assets, whether they are in digital, paper, or cloud format.

Based on ISO 27001:2022 and created in alignment with National Institute of Standards and Technology (NIST) cyber security frameworks, helping us categorize all our practices, our ISMS ensures that accountability, transparency, and ethical conduct govern all our data-handling processes, making security and compliance a non-negotiable part of our corporate responsibility.

Stringent Data Privacy Policies

Our management approach centers on maintaining **absolute client and stakeholder trust** through a robust framework for information security and data privacy.

Our commitment to a "Zero Data Breach" record is achieved by stringent data privacy protocols and compliance policies that adhere to global standards like **GDPR**.

This systematic approach is reinforced by a proactive, **five-step framework for continuous** risk assessment. This framework is ready for integration with our Enterprise Riskmanagement (ERM) Process, ensuring we address critical and potential vulnerabilities proactively.

Crucially, our dedication to security and compliance is operationalized through **Mandatory Computer-Based Training (CBTs)**, which deepens employee understanding of key areas including data privacy and the responsible use of AI tools.

- **GDPR Compliance:** Our adherence to the General Data Protection Regulation (GDPR) is a cornerstone of our commitment to data integrity and client trust.

For us, compliance is not just a legal requirement but a fundamental part of our Zero Data Breach commitment and our promise of dependability, ensuring we uphold the highest international standards for managing and safeguarding all sensitive information.



- **ISO 27001 Certification:** Our ISO/IEC 27001 certification for Information Security Management Systems (ISMS) demonstrates our high standards for data privacy. It underscores our proactive, risk-based approach, ensuring robust security controls are maintained globally to protect sensitive client and company data.

Substantiated complaints concerning breaches of customer privacy

Instilling our dependability, we maintain zero incidence of data breach regarding customer or client privacy. To date, we continue to achieve our zero-breach commitment through a robust



risk management system in place, stringent data privacy protocols, compliance policies, continuous risk assessment, and mandatory training for employees.

- **Audits or risk assessments performed**

Straive is an ISO 27001:2022-certified organization. Along with ISO 27001, Straive is SOC 2 Type II certified and PCI DSS-compliant. A SOC 2 Type II report is provided by a third-party independent audit firm that assures clients their data is handled securely and responsibility over time. It helps to create a competitive advantage and accelerates sales and partnership in regulated industries.

Similarly, a PCI DSS attestation strengthens security measures and reduces the risk of data breaches, fraud and unauthorised access to cardholder information. It ensures adherence to global industry standard helping to avoid the significant fines and penalties associated with non-compliance.



Employee Participation

Instilling our dependability, we maintain zero incidence of data breach regarding customer or client privacy. To date, we continue to achieve our zero-breach commitment through a robust risk management system in place, stringent data privacy protocols, compliance policies, continuous risk assessment, and mandatory training for employees.

- **Employee Engagement and Awareness Raising via CBTs**

Mandatory Computer-Based Training (CBTs) are a critical component of our management approach to security and privacy education. These routine, comprehensive modules ensure that every employee is consistently educated to reinforce our data privacy policies and deepen understanding of key areas, including the responsible use of AI tools. By requiring all personnel to complete these CBTs, we maintain a **company-wide culture of security awareness, effectively mitigating human risk and upholding the confidentiality and integrity** of all sensitive information.





Case Study: Rakshans: An Impactful Step Toward Safeguarding Cybersecurity Through Employee Participation

The **Raksha program** (meaning "protection" in Sanskrit) is a dedicated employee volunteer group focused on enhancing Information Security and Data Privacy (ISDP) across the organization, recognizing information as a vital asset in today's interconnected world. This proactive community builds a secure digital environment by raising awareness, sharing knowledge, and actively strengthening the company's data security posture.

Joining the **Rakshans** offers significant benefits: members gain access to exclusive expert webinars on cybersecurity trends and threats, expand their network through Monthly Connect events, and boost expertise via specialized InfoSec training. Most importantly, Rakshans directly contribute to a strong organizational security culture, safeguarding sensitive data and preventing breaches. The program also encourages knowledge sharing through **Raksha Ripples**, an initiative that rewards volunteers for expanding security awareness among colleagues.



4.3 Governance Through Certification and Employee Awareness

Other than the ISO 27001 Certification, which underscores our proactive, risk-based approach to data protection, Straive has endeavoured to undergo the following ESG-related ISO certifications to ensure that we have the proper governance and practices in place.

- **ISO 9001 Quality Management Systems:** This certification reflects our commitment to good governance. It ensures consistent, high-quality standards in every process, building client trust and operational reliability.



- **ISO 14001 EMS Certification:** Achieving ISO 14001 Environmental Management System certification showcases our serious commitment to good governance beyond the office, legally adhering to environmental regulations and consistently working to minimize our ecological footprint.
- **ISO 14064 Verification:** Our ISO 14064 verification affirms our dedication to robust, verifiable good governance by accurately quantifying and reporting our greenhouse gas emissions, guaranteeing transparency and accountability in our climate actions and sustainability compliance.

Supplemental to these certifications are ESG-related awareness programs delivered through CBTs.

- Corporate Governance
- Data Privacy
- Information Security
- Environmental Management Systems Awareness
- #ICelebrateYou (DEI at Straive)
- My Workplace is a Safe Space
- Prevention of Sexual Harassment (PoSH)
- Responsible Use of Artificial Intelligence





4.4 Corporate Governance & Risk Management

Board Structure, Stakeholder Roles & Responsibilities in ESG

Board of Directors

The Board of Directors oversees the implementation of the ESG policy and ensures that ESG considerations are integrated into Straive's overall business strategy. The Board reviews the company's ESG performance on a regular basis, providing guidance on ESG-related risks and opportunities.

ESG Executive Committee

Guided by Straive's ESG Chapter, the ESG Committee develops, implements, and monitors the company's ESG strategies. Among their crucial responsibilities are:

- Setting the general strategy related to ESG matters
- Overseeing the development and execution of specific ESG initiatives
- Monitoring compliance with ESG-related regulations and standards
- Reporting to the Board of Directors on ESG performance and issues

Senior Management

- Senior management ensures that ESG principles are integrated into their respective areas of responsibility. They work closely with the ESG Executive Committee to implement ESG initiatives and ensure that their teams are aware of and comply with the ESG policy.

Employees

- All employees are expected to adhere to the ESG policy and contribute to Straive's sustainability and responsibility goals. They are encouraged to participate in ESG initiatives and provide feedback on how the company can improve its ESG performance.

Suppliers and Partners

- Straive expects its suppliers and partners to adhere to similar ESG standards and practices. We work with our supply chain to promote sustainable and responsible practices and ensure that our suppliers comply with relevant ESG regulations.



4.5 Business Ethics & Integrity

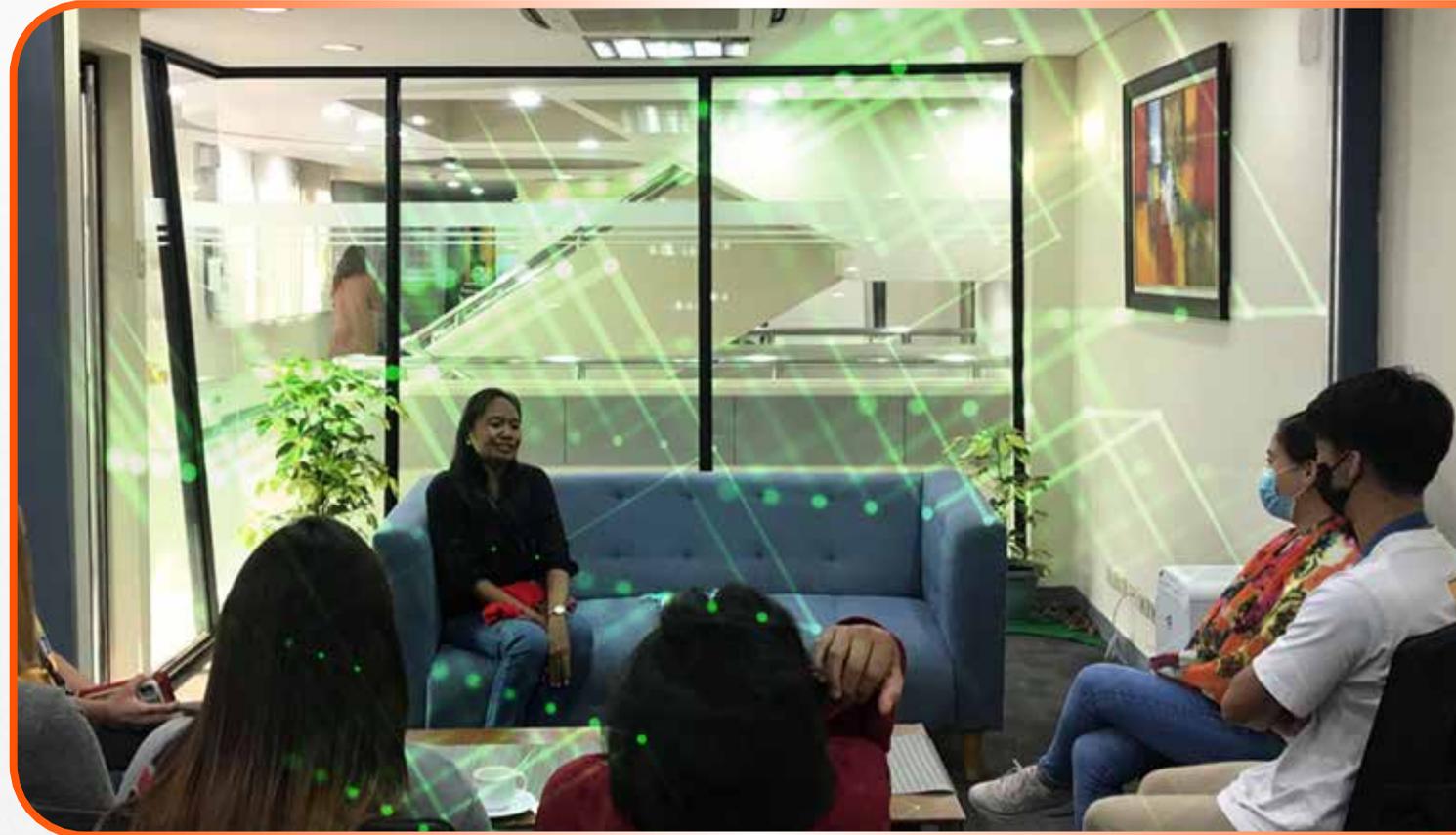
Management Approach: Our Code of Business Conduct and Ethics, Anti-corruption Policies, Employee Channels, and Whistleblower Mechanism

- **Social compliance policies:** Straive is fully adherent to policies on Human Rights, and policies against forced labor and child labor.
- **Conflict of Interest Policy:** Mandates that all choices made by Straive employees and their consultants ensure the organization's welfare.
- **Policy on Gifts, Entertainment and Sponsored Travel:** Ensures employees follow the corporate standard for managing any free items, entertainment, or paid travel provided by external parties.
- **Supplier Contractor Relations Policy:** Requires team members to uphold the company's standing for fair opportunity and equitable treatment toward all service providers across all business exchanges.
- **Employee Communication Channels –** (base on the handbook): Straive has several methods for communication and disclosure to guarantee that every team member and stakeholders can privately seek guidance and voice concerns without negative repercussions.



We operationalize these commitments and ensure regulatory adherence through:

- **Coffee Talks.** In addition to CBTs, we regularly hold intimate Coffee Talks — an avenue for employees to openly and directly communicate with leaders on crucial issues.
- **Whistleblowing Policy:** Covers the submission, processing, and resolution of all grievances related to breaches of company leadership rules, and addresses any potential hostile actions against those who bring forward such information.
- In addition to this Policy, all employees have access to **Localized Whistleblower Ombuds**, or trained volunteer-employees whom other employees can reach out to for grievances and concerns to aid them in facilitating reports, across all geographies; and **My Voice Matters** — a 24/7 confidential online, platform for facilitating and reporting employee experiences involving engagement, facilities, security, payroll, and other workplace concerns.



**My Voice
Matters**



**WHISTLEBLOWER
OMBUDS**