Sitecore Environmental, Social, and Governance (ESG) Questionnaire and RFP Stock Responses

Overall Program Management

Does Respondent have an established Environmental/Sustainability Program?
Sitecore formalized our ESG program in 2021 and developed a comprehensive workplan for FY 2022. Prior to 2021, efforts in CSR, diversity, and environmental reductions were spread out across various departments. Sitecore engaged Stok, a sustainability consulting firm, to help develop and manage a cohesive and comprehensive ESG program with a mission, vision, key KPIs, and support/participation across the firm.

Energy Consumption Reduction
Where feasible, we have begun tracking energy consumption data for all sites. By understanding and tracking our monthly usage, Sitecore can measure progress against our reduction goals. We’re currently conducting an assessment to better understand which office spaces have LED lighting, photocell and occupancy sensors and energy efficient equipment. Spaces without these features may require upgrades.

Employee engagement is also a crucial part of energy usage reduction. Employees are encouraged to switch everything off when leaving (including low-energy equipment like monitors in standby mode, cell phone charges, surge protectors).

Carbon Footprint
Pre-pandemic, Sitecore’s hypergrowth drove a significant increase in corporate travel with an estimated value of €12MM [~$10,000/per employee]. Concerned with the amount of travel expenses and environmental impact, Sitecore invested in a travel booking system [TripActions], that every employee is required to use. This travel booking system allows Sitecore to track all corporate travel and our total carbon footprint for air and train. Sitecore’s pledge is to neutralize the companies travel carbon footprint through various charitable organizations that offset our carbon emissions, with a goal to accomplish 100% carbon neutrality by 2023.

Through our majority shareholder, EQT, we engaged Schneider Electric to conduct a 2020 GHG Emissions baseline and provide us with a GHG Emissions Implementation Plan. Sitecore has collected data for our operational building energy use and has quantified the emissions associated with this usage. We are now working to refine the data collection and reporting process to have a more accurate representation of our carbon emissions within our portfolio.

In addition, Sitecore is evaluating switching to an electric vehicle fleet during the next lease renewal.

Waste Reduction
Where feasible, Sitecore plans to implement recycling programs in all our offices. Some offices have engaged third party vendors to recycle old furniture, supplies, and e-waste. Many offices utilize reusable cutlery and dishes as well as purchase goods with recycled content. Several spaces also provide filtered water to cut down on plastic waste and provide safe drinking water to employees.

Updated: 12/1/2021
Although sometimes challenging as a tenant, Sitecore will work with landlords to secure data to track waste and ask for better recycling programs where we feel we could be doing better.

It’s also important to note that some countries where we have an office presence do not have a recycling infrastructure.

**Water**

Water usage can be difficult to track as many of Sitecore’s office spaces are landlord controlled and water is tracked at the building-level and not individually metered by space. Where available, Sitecore is gathering water data to better understand usage. We will conduct an assessment to better understand water efficiency features at each site including type of fixtures and percent of low flow fixtures as well as water efficient equipment such as dishwashers. It is our goal that 90% of Sitecore’s global real estate portfolio will be equipped with low-flow fixtures by 2023, and 95% by 2025.

**Certifications**

Several office spaces have achieved a green building certification. Certifications include Green Building Index (GBI), LEED, and 5 stars NABERS rating.

**Does your organization have a formal environmental policy in place?**

Sitecore does not have a formal environmental policy; however, the firm has a Code of Conduct which includes a section related to Corporate Social Responsibility and adheres to EQT’s Responsible Investment Policy and Sustainability Blueprint. Sitecore is currently developing an ESG policy that includes responsible parties for the program and key KPIs to track performance.

**Does your organization set any sustainability targets and objectives against which performance can be measured?**

Sitecore is currently evaluating our existing ESG goals and plans to set more rigorous goals by early 2022. As a first step, we will be conducting a materiality assessment to determine which ESG considerations are impactful to our business operations and important to stakeholders. Survey responses will allow us to set meaningful goals and targets that are supported by the entire organization.

Currently, we have set the following goals:

- **Energy:** 3% yearly energy reduction
- **Carbon:** Offset 100% of business travel emissions
- **Water:** 90% of Sitecore’s global real estate portfolio will be equipped with low-flow fixtures by 2023, and 95% by 2025
- **Waste:** As feasible, implement recycling programs in all our offices.
- **Governance:** Provide ethics and anti-corruption training to 100% of employees
- **DEI:**
  - Continue increased recruiting of women and underrepresented groups
  - Conduct pay equity survey
  - Expand mentorship program to include other offices
Environment

Please list key ESG initiatives in progress or accomplished to date.

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Does your company have a process for assessing the opportunities climate change may present to your company?
No

Does your company assess the exposure to the risk of stranded assets due to climate change?
No

Does your company have a process for assessing the impacts that climate change will have on your supply chain?
No

What percentage of your energy needs are met with renewable energy?
At least one property is powered by green energy through the utility.

Does your organization have any carbon reduction schemes?
No

Governance

Does your company have a Whistleblowing policy or training material that enables any employee to freely report any perceived issues that might impact your clients or their customers?
Global Code of Business Conduct sets out both the legal and ethical behaviors that are expected from every employee. Our Reporting Hotline is operated 24-hours a day, seven days a week by a third-party, Convercent. The hotline is available in hundreds of languages and is accessible globally by web or phone. Notifications are always be treated confidentially.

Does your company have fraudulent activity systems, controls and processes in place?
Yes

Does your company have a Human Rights policy?
Contained in the Global Code of Business Conduct
Do you require that your suppliers carry out training concerning the elimination of such practices in your supply chain?
No

Do you Include modern slavery guidelines for your supply chain into your standard terms and conditions with suppliers?
Yes

Social

Does your company set goals for Diversity and Inclusion?
Yes, Sitecore has the following DEI goals:
- Continue increased recruiting of women and underrepresented groups
- Conduct pay equity survey
- Expand mentorship program to include other offices

What DEI Initiatives has your company accomplished or is currently pursuing?

DEI Initiatives
- Awards
  - Comparably Employer Awards
    - 2020 – Best Company for Women
    - 2021 – Best Global Culture
    - 2021 - Best Employee Happiness
- Communication
  - Published global awareness calendar
  - Launched new email signature with gender pronouns for inclusivity
  - Broadcasted monthly Squad Updates to celebrate and recognize diverse voices and to highlight employees giving back around the world during the pandemic
- Stats
  - Continue to focus on improving diverse representation at Sitecore – Maintained 32% female representation globally, 30% female in leadership roles (director and above), and for FY21, significant quarter over quarter increase in filling open people manager roles with females
- Training
  - Unconscious Bias training through LinkedIn Learning
  - Inclusive Leadership
  - Inclusive Hiring training for hiring managers and recruiters
- Hiring
  - Tapping into job boards to reach more diverse candidates and recruiting outside of our existing networks
    - Partnered with Mogul (Diversity Executive Search Company) for select roles. (Q2 and beyond)
  - Inclusive Hiring training
  - Completed DEI focused summer internship program for under-represented groups in US
  - Focus on Employer Branding to attract a more diverse candidate pool
  - Reviewing all job descriptions to ensure inclusive language (Q3)
  - Internal job board and National Society of Black Engineers (NSBE), Diversity Woman, and myGwork to promote internal mobility (Q3)

Updated: 12/1/2021
Employee Resource Groups
  - Women @ Sitecore
    - Pay it forward campaign for International Women’s Day. Matched employee contributions to their chosen charity
    - In FY21, Women at Sitecore launched Mentors @ Sitecore program to provide a channel for skill building and cross promoting Sitecore employees to facilitate our high growth initiative.
  - LGBTQ+ @ Sitecore
  - Latinos @ Sitecore

Grace, Grit, and Growth - quarterly panels
  - Leaders across the organization, predominantly women, lead and discuss different topics such as:
    - Setting healthy boundaries
    - Grace, Grit, and Growth
    - Cross-cultural leadership and leading global teams
  - Open to all employees and recorded. Typically, 300+ attendees

Employee Engagement
  - Conduct bi-annual Employee Satisfaction Survey

Health and Wellbeing Programs
  - Developing a wellness challenge and monthly challenges for future roll out
  - Policies
  - Benefits
  - Mental health programs
  - Physical health programs
    - Regional focused benefits. Pre-pandemic, employees could sign up for Class Pass to try workout classes at participating studios.