

InMoment ESG Strategy

Environmental, Social & Corporate Governance

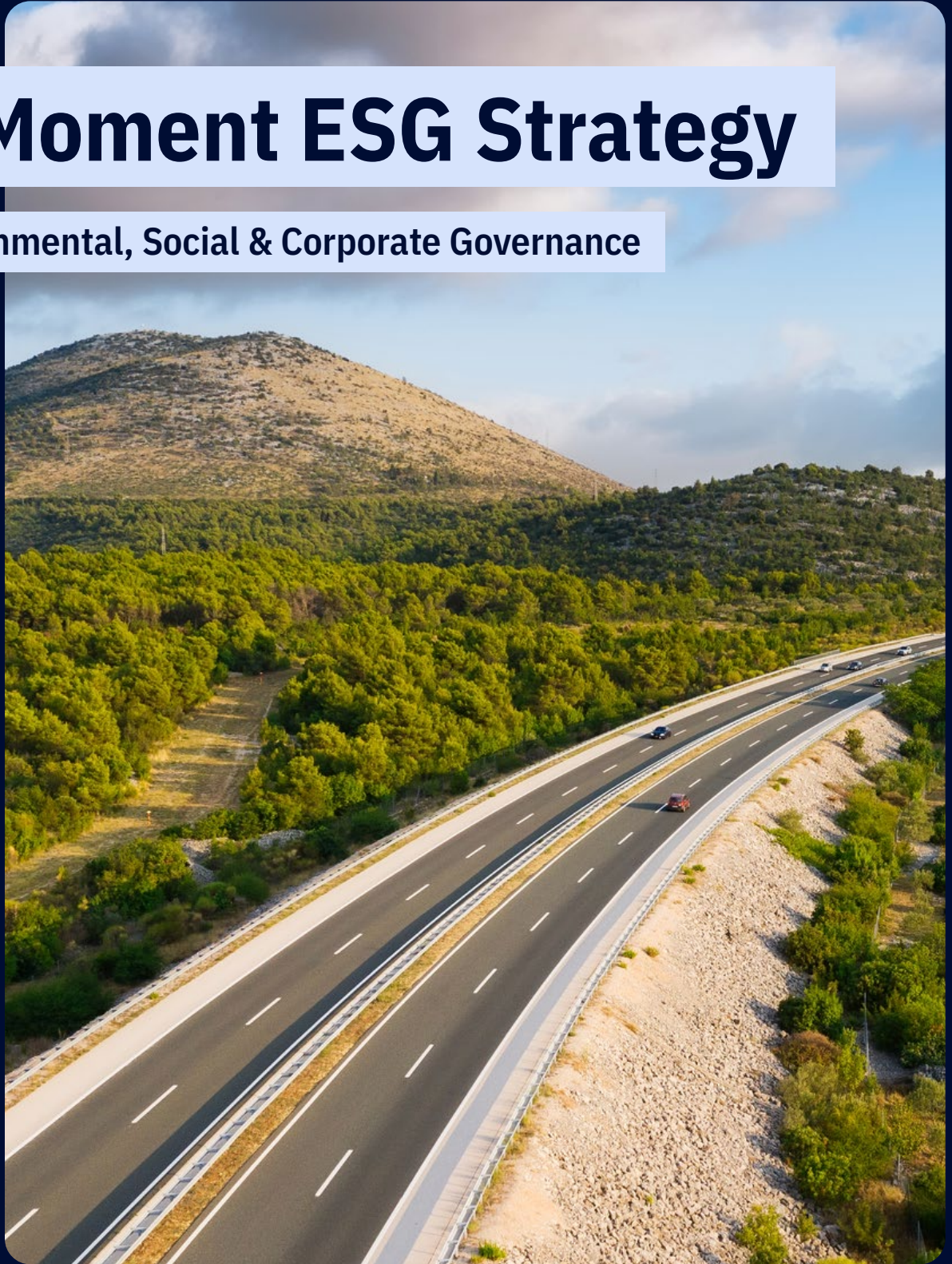


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Introduction

Our goal is to be a responsible employer, neighbor, and corporate citizen that fulfills the needs of current generations without compromising the needs of future ones.

"Our commitment to ESG principles is not just a corporate responsibility; it's a strategic imperative. In a world facing unprecedented environmental and social challenges, embracing ESG is not only the right thing to do; it's the smart thing to do. By aligning our business practices with ESG values, we're not only mitigating risks but also seizing opportunities for innovation, growth, and lasting positive impact. We believe that a strong ESG foundation isn't just a checkbox; it's the cornerstone of our company's resilience and success in the long run."

JOHN LEWIS, CEO of InMoment



Employee & Company Core Values

We have three core principles that guide what we do and how we do it. It doesn't matter which department, office, or country we're in—we all play by these same rules. We believe experiences shape the world we live in. Experiences are a culmination of moments filled with emotions, judgments, learnings, and more. Therefore, every moment presents an opportunity to make a positive impact. We strive to discover meaning, be continuous learners, start conversations, and build relationships. We believe that we should strengthen and support our employees, our customers, our stakeholders, and the communities we live in.



Human

We believe in a human-centric approach to business, technology, and social and environmental needs. It is our connection with each other that makes us stand out from our competition.



Invested

We are invested in the success of our clients, colleagues, and communities and are committed to going above and beyond. Our employees are selfless in their pursuit to make an impact at work and in their communities.



Bold

We believe in moving forward fearlessly, speaking up for what we believe, and challenging the status quo. Our employees are adventurous and innovative in their constant pursuit of excellence.



Environmental

COMMITTED TO SUSTAINABILITY

We strive to minimize our environmental impact on the world and to build an ESG strategy that helps us reduce our carbon footprint, go green, encourage diversity, encourage employee health and wellness while building and operationalizing an effective ESG program that includes clear and transparent corporate governance. Our goal is to develop products, services, and processes that make a difference and educate employees on how we can make a positive impact together.

We incorporate sustainability and environmental protection efforts into our core business operations through internal and external efforts. We have adopted and foster the following practices:

1 Product & Services

Our SaaS product does not warrant a “production process” in regard to raw materials and chemicals, even though that is the case, we have set goals to be more environmentally friendly by reducing the number of paper surveys produced by converting our client programs to web-based where possible while leveraging an effective cloud operations strategy.

2 Data Centers

We are consolidating our data centers (6 globally) and moving the majority of them to AWS data centers. In addition to Amazon being a world-class leader in data center management they are committed to reaching net-zero carbon emissions by 2040, and are on the path to power their operations, including AWS data centers, with 100% renewable energy by 2025. For the remaining data centers we are dedicated to making them environmentally friendly by reviewing power and resource usage levels while replacing inefficient technology assets with newer ones.

3 Work from Home

InMoment has a work-from-home option for 99% of the InMoment workforce that has allowed us to reduce our carbon footprint. The company encourages employees to travel for business only as necessary, and to take public transport, walk, or cycle to work whenever possible. There are regional specific employee benefits and incentives as well, some regions provide bicycle storage for employees who ride to the office while others subsidize public transportation.

4 Office Space Recycling and Conservation

We have eliminated over 100,000 square feet of office space and are continuing to review our current space usage and needs. For the space that remains we're regularly identifying ways to reduce the overuse of electricity, heating/cooling of space while reducing vehicular travel and emissions and use of fossil fuels.

Our global offices and employees are encouraged to increase waste diversion by recycling all paper, cardboard, wood, metals, bottles, plastics, toner, packaging and cans. Reduce the waste generated by donating reusable office items (appliances, electronics, equipment, furniture) to charitable organizations and recyclers that reuse components. We have implemented natural watering for a portion of the properties that we control, eliminating sprinkler systems. In addition we insist that toilets and urinals are to be low flow design.

Our team has taken steps to replace fluorescent lighting with energy efficient LED lighting and have incorporated the use of occupancy sensors in all shared meeting spaces and rest rooms. In an effort to recycle universal waste, expired fluorescent lighting and ballasts are sent to third party vendors that are licensed to properly and safely destroy and/or recycle in accordance with OSHA guidelines.

We are committed to purchasing only environmentally preferable products like rechargeable batteries and energy star appliances and recycled products whenever possible.

5 Equipment and Supply Management

We recycle our hardware through Revivn, a company that is committed to keeping waste out of landfills, removing essential parts for repurpose and identifying reuse where possible, leveraging and recycling supplies and equipment to reduce waste wherever possible. A part of our reuse strategy with Revivn is to donate to schools in NA/EMEA, along with other organizations in need.

6 Toxin Reduction

Our practice and processes have been developed to reduce the use of toxic materials to protect employee health and the environment. Specifically, we require that our Janitorial contractors use green cleaning products and methods. Microfiber cloths and the use of HEPA filtration on vacuums. No purchase of VOC paints, markers and air fresheners. Use of MERV 11 or higher filters on all HVAC units, changing these filters four times per year.

7 Employee & Community Environmental Support

We advocate for all employees to participate in their community's environmental & social programs and activities with specific days off for volunteering, social observance, and community participation.

As a global business we pledge to continue to reduce our carbon footprint by complying with relevant environmental laws and requirements.





Social

COMMITTED TO EMPLOYEES

We believe every moment offers a new opportunity to make an impact in every interaction, whether it is personal or professional and we strive to be intentional. We take deliberate action to make the lives of our families, teammates, clients, and community better. We see the big picture, knowing every path to progress starts with a single gesture.

Employee Fair Labor Practices

We are committed to our employees and to helping them throughout their time at InMoment. We ensure we use fair labor practices which include competitive benefits with paid volunteer and social observance days, flexible work arrangements, and parental leave opportunities along with encouraging social awareness and diversity, inclusion, and belonging.

InMoment believes that the working conditions, wages, and benefits it offers to its employees are competitive with those offered by other employers in this industry.

It is the policy of InMoment to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, gender identity, genetic information, or any other protected characteristic under applicable law.

As part of the company's equal employment opportunity policy, InMoment also takes affirmative action as called for by applicable laws and executive orders to ensure that minority group individuals, females, disabled veterans, recently separated veterans, other protected veterans, armed forces service medal veterans, and qualified disabled persons are introduced into our workforce and considered for promotional opportunities.

Local Charity & Philanthropic Engagement

COMMITTED TO COMMUNITY

We encourage programs such as planting a tree, community charity or environmental events, or clothing recycling and food donations to raise awareness of environmental issues and enlist the support of our employees.



Asia Pacific employees use InMoment's Volunteer Day to do beach clean up—removing 3kg of trash from one of Sydney's beaches.



United Kingdom employees spent a day working at a shelter in Birmingham to support the homeless.

“The woman sitting next to me on my flight back to San Diego shared that she was on a 4-day retreat in Salt Lake City to help her heal from past trauma. I told her about InMoment and the service project we did the day before with Saprea. She was really touched since that was the retreat she was on and was very thankful to everyone involved.”

—Employee quote



Salt Lake City employees made blankets for Saprea, an organization that liberates individuals and society's from child sexual abuse and its lasting impacts.



Pittsburgh employees packed 1100 boxes of food to serve 1100 families at the Greater Pittsburgh Community Food Bank.

We are committed to diversity, inclusion, and belonging to provide a safe, culturally appropriate, inclusive environment for all people, regardless of their ethnicity, faith, disability, sexuality, or gender identity. We use our knowledge and expertise to educate our employees, clients, and prospects into becoming more inclusive and diverse.

Affiliations & Initiatives

Don't Ban Equality.

InMoment takes a stand against policies that hinder people's health, independence, and ability to fully succeed in the workplace. To further highlight and stand with other companies regarding these issues, InMoment proudly signed the **Don't Ban Equality** pledge and joined 650+ globally respected companies including Lyft, Nordstrom, Twilio, Yelp, Zendesk, H&M, lululemon, and Etsy. [Read blog.](#)



InMoment is proud to be a part of **The Valuable 500** network and their objective to make a tangible change. We believe that it is our role to not only address inclusion and diversity internally but also to raise awareness with our clients on the importance of building inclusive customer journeys. With this partnership, we are able to advise our clients on how to design physical and digital experiences for their customers, partners and employees with inclusion in mind. [Read press.](#)



InMoment partners with **Open Inclusion** to give our clients access to global inclusive research. Conducted from a panel of the world's largest community of insight into people with disabilities, Open Inclusion positively addresses disability and age-inclusion through broader and deeper authentic insights, participatory design and inclusive innovation.



InMoment demonstrates commitment to disability inclusion with industry's first accessibility compliance. [Read press.](#) InMoment achieved compliance with **Web Content Accessibility Guidelines (WCAG) 2.0 AA**, Americans with Disabilities Act (ADA), and Accessibility for Ontarians with Disabilities Act (AODA) becoming the first experience management solution to achieve this milestone.

Employee Groups & Programs

Our employee resource groups exist to engage with, and support, people's unique experiences and backgrounds; driving an inclusive, open culture that celebrates diversity.

Employee Groups



INMOVEMENT

To ensure the Inclusion & Diversity movement continues and evolves with InMoment's future needs, an internal organization InMovement—a global, cross-functional group of inclusive all-stars drive formal and informal opportunities for improvement and education across the business. Our InMovement group highlights special heritage and holiday celebrations that are important to our diverse employees and honor the global nature of our workforce. In one example, 3 of our employees created a conversation-style Zoom recording about the history of Hanukkah and how they and their families celebrate. Similarly, two of our Muslim employees created a video to educate our colleagues about Eid Al-Adha.



Women of InMoment is a global employee (women & men) resource group designed to support inclusion and diversity, provide the women of InMoment with opportunities to mentor and learn from one another, activate leadership skills, and connect with service and professional growth activities in the larger technology community. Many members also are active members of Women Tech Council and members of Women in CX. An I&D intranet site and Slack channel #together_women-of-inmoment is also available for employees, a one-stop for everything employees need to know including upcoming events and how they can get involved.



Inmoment named on Women Tech Council's [Shatter List](#) for breaking the glass ceiling.



Forbes list for [Best Places to Work for Women](#).

Employee Programs

NAIDOC Week Reconciliation Action Plan

NAIDOC Week is significant for InMoment as our APAC region is committing to developing a Reconciliation Action Plan (RAP). This action plan is a commitment to taking action to advance reconciliation based around the core pillars of relationships, respect and opportunities. RAPs provide tangible and substantive benefits for Aboriginal and Torres Strait Islanders, increasing economic equity and supporting First Nations self-determination.

Employee Recognition Program

At InMoment, employees are encouraged to leave recognition for their peers via a reward platform to say thank you and acknowledge each other's efforts. Points are given which can be traded in for monetary gift cards or an option to leave a donation to their chosen charity. There are also memory books where you can sign an employee's memory book upon their yearly anniversaries.

Monthly Leadership Moment Series

Leaders and aspiring leaders are invited to join hour-long leadership coaching sessions addressing a variety of topics that aim to elevate our teams and those around us both professionally and personally. Curated topics for exploration as the Monthly Leadership Moment, include difficult conversations, mental health awareness, performance evaluations, and more.

Total Wellness Program

We want to emphasize the importance of good mental health, nutrition, physical activity, and financial wellness and provide adequate resources for our employees health and safety. InMoment offers a global wellness program, Total Wellness, which shares best practices, and employees can attend group sessions on how to take the time out to look after their mental health and physical wellbeing.

Social Observance, Volunteer, and Wellness Employee Days Off

We ensure that our employees are taking the days important to them and their families. These social days can be taken at any time throughout the year to celebrate any social or personal occasion and to participate in social celebrations and events to ensure our employees feel like they can take time to volunteer or observe the occasions that are most important to them.





Corporate Governance

COMMITTED TO
CORPORATE GOVERNANCE

As InMoment continues to grow as a global enterprise, corporate governance is core to our business strategy. We strive to continually improve the way we conduct business, identify safety and security needs, and implement corporate accountability policies and procedures.

Ethical Business Conduct

The successful business operation and reputation of InMoment is built upon the principles of fair and ethical conduct. InMoment upholds the highest standard of conduct and personal integrity and has an extensive Code of Business Conduct and Ethics policies.

We comply with all applicable laws and regulations and expect our directors, officers, and employees to conduct business in accordance with the letter, spirit, and intent of all relevant laws, as well as to refrain from any illegal, dishonest, or unethical conduct.

We post in an easily viewable location on our Intranet, ethical policy acts like the Modern Anti-Slavery, Anti-Corruption and Anti-Bribery, Foreign Corrupt Practices Act and more. Our data privacy and data protection policies are robust, regularly monitored and thoroughly enforced. InMoment does not tolerate any employee that violates any law or regulation in their business endeavors.

We comply fully with the Americans with Disabilities Act (ADA) as amended (as well as applicable state law) to ensure equal opportunity in employment for qualified persons with disabilities. Ability, not disability, is the basis for employment decisions. InMoment's policy is to provide reasonable accommodations to qualified persons with a disability to allow an employee to perform the essential functions of their job or an applicant to apply for a position.

We are committed to providing a work environment that is free from all forms of unlawful harassment and discrimination. InMoment prohibits and investigates discrimination against or harassment of its employees by anyone, including any management employee, co-worker, vendor, client, or customer of the company.

Our extensive employee handbook includes policies and employee guidelines dedicated to personal conduct and code of business ethics. Copies of our business ethics and corporate policies reside in a location on the company Intranet that is easy to access for promotional opportunities.

Security & Privacy

InMoment takes the security of our clients and the privacy of our customers very seriously. We have the same commitment to our employees and their personal security and privacy information and data.

We are committed to maintaining a safe workplace environment for all employees and visiting clients. We recognize our responsibility to comply with all relevant local statutory and regulatory provisions, taking any additional measures as deemed necessary. We have adopted guidelines and training to deal with intimidation, harassment, or other threats of (or actual) violence that may occur during business hours on our premises. We also take steps to encourage a safe at-home work environment with ergonomic policies and mental health resources.

We have a dedicated team and documented policies to ensure data that is in our guard is secure and free from threat. **Our data policy and threat risk vulnerability policies** include data security measures like blocking removable media on employee laptops, USB drives, jump drives, and optical drives. We engage in regular data compliance review in purchasing tools, identifying what data external tools will have access to and how they store and manage data. Our employees are also regularly trained on email etiquette and security.

We adhere to extensive regional and data privacy regulations across our regions of business, as well as requiring customers to do the same. Visitors on our various websites will encounter cookie consent and other opt-in options based on their country/region of residence. Additionally, visitors may opt out or request that their personal data be deleted from InMoment or any of our brands (ReviewTrackers, Lexalytics, Wootric) tools.

Data loss prevention policies have been applied across our InMoment corporate and customer cloud environments and include all outbound email. When sending email to domains outside of inmoment.com, a sender must encrypt the communication. A Sophos notification is then sent to the recipient with instructions for retrieval. Outbound messages are scanned for sensitive information. Messages to external recipients that contain confidential information are automatically encrypted upon send. External recipients do not receive the email directly. Our security partner Sophos will notify them that the message is available for secure retrieval. The notification informs the recipient that the content of the email is sensitive and has been encrypted. It then provides instructions on how to retrieve the message from a secure portal.

Any email with an attachment which cannot be scanned will be blocked and quarantined. This includes password protected attachments, or files which might contain viruses, malware, or executables. The sender will receive notice of the quarantine.





Corporate Accountability

InMoment believes corporate accountability, oversight and management, and transparency is a critical function of corporate governance and is important to maintaining a company's reputation.

We follow a stringent proactive financial system monitoring for our accounting and reporting variance analysis and expectations of spend and controls within payroll and other financial and reporting and analysis systems. We follow gap and compliance standards using Oracle Net and Oracle NetSuite posts entries which reviews for compliance, reconciliation reporting, and assists in managing the production of forward-looking statements.

We maintain legal and contractual obligations by keeping all required government filings, registrations, and fees up-to-date and compliant across every region.

We believe in transparency and believe in the separation of powers by being audited yearly by multiple major public accountant firms and financial auditors. Our corporate policies and procedures are audited yearly under SOC 2 and ISO 27001 audits and audit reports are shared with customers upon request.

The Corporate Board of Directors contains a variety of inside owners, executive leaders, and notable industry experts and leaders. We have defined a code of conduct for board members; board committees and adhere to the formation of standard committees such as the Board Audit and Compensation Committees. The Board meets quarterly or more often as necessary. The Corporate Secretary produces meeting minutes for each previous meeting that are reviewed and approved at the subsequent Board Meeting. The board maintains accurate and current records regarding its Capitalization Table and regularly reviews and approves any ownership options distributed to employees and third parties.

THANK YOU for taking the time to learn about our ESG strategy and ongoing sustainability efforts.

We are proactively monitoring and updating our environmental, social, and corporate governance (ESG) strategy and we're committed to delivering on our promises, efforts, and being transparent about the progress we are making as an organization.

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About InMoment

Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com.

