

PIXELZ 2024

Corporate **Social** Responsibility Report



Our Why

What Keeps Us Going

We exist to create more and better opportunities for our colleagues, customers, and community. We grow together.

Management Team



Thomas Ladefoged
Chief Executive Officer



Toan Duc Luu
Chief Financial Officer



Janus Klok Matthesen
Chief Technology Officer



Nguyen Quynh Huong
Country Director, Vietnam



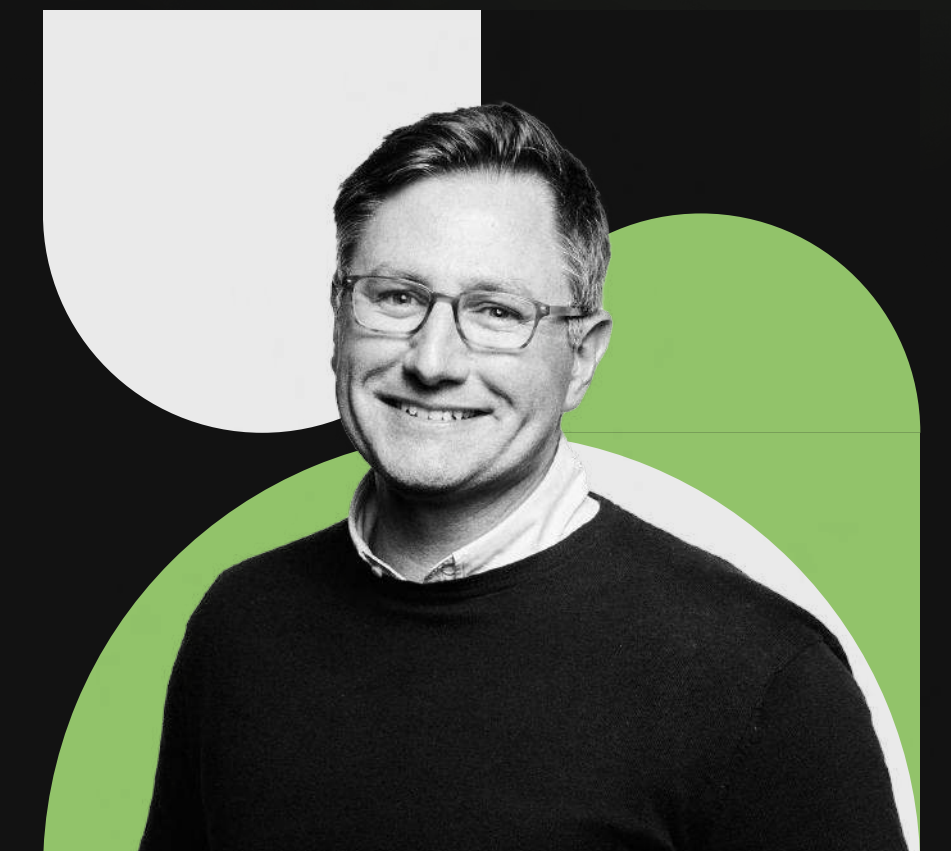
Katrine Rasmussen
Chief Marketing Officer



Jakob Østerby
Chief Operating Officer



Carlos Rullán Pérez
Chief Product Officer



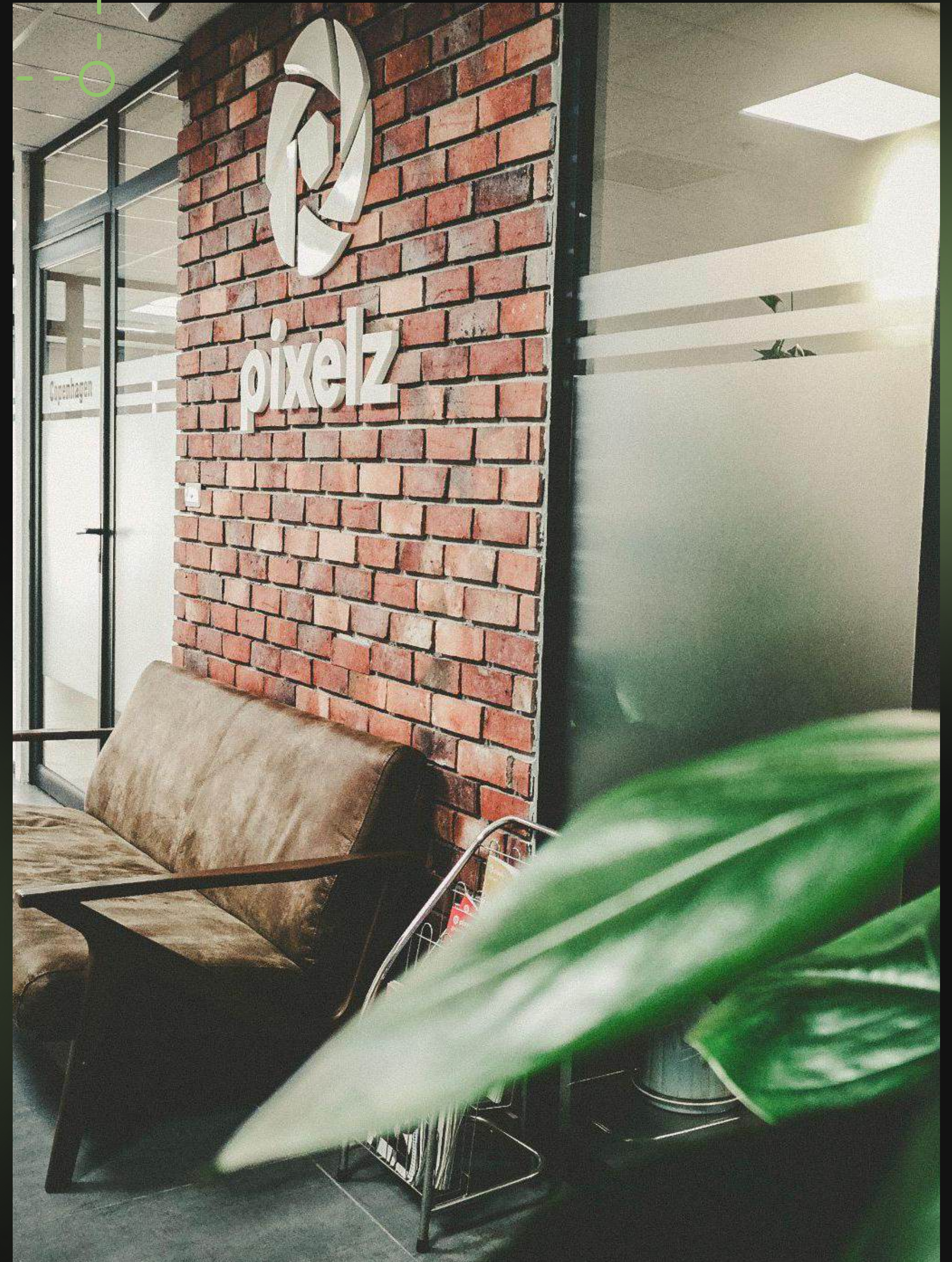
Brian Guidry
Chief Growth Officer

PIXELZ

Our Mission

Over the course of several years, we have undergone transformations and expansions to align with the evolving demands of the market. However, since our founding, a constant and unwavering aspect has guided our journey: our intrinsic human side. From our company's very start, building genuine relationships has stood as our foundational ethos.

In all we do, we prioritize the welfare of our colleagues, partners, customers, and the broader community. Presently, we stand as trailblazers in the field of post-production, leveraging an innovative platform and methodology that have been instrumental in nurturing enduring partnerships. Our commitment extends to creating welfare and security for all stakeholders, regardless of income, age, gender, ethnicity, disability, religion, sexuality, or level of education.



Our Core Values

Build Genuine Relationships

We are in it for the long term. We treat our colleagues, customers, and partners openly and honestly.

Let Data Decide

We are passionate but objective. We make informed decisions that are driven by data and guided by intuition.

Own It

We empower each other to act when we see an issue or opportunity. We take pride in our work, speak up, and continuously improve without the fear of failure.

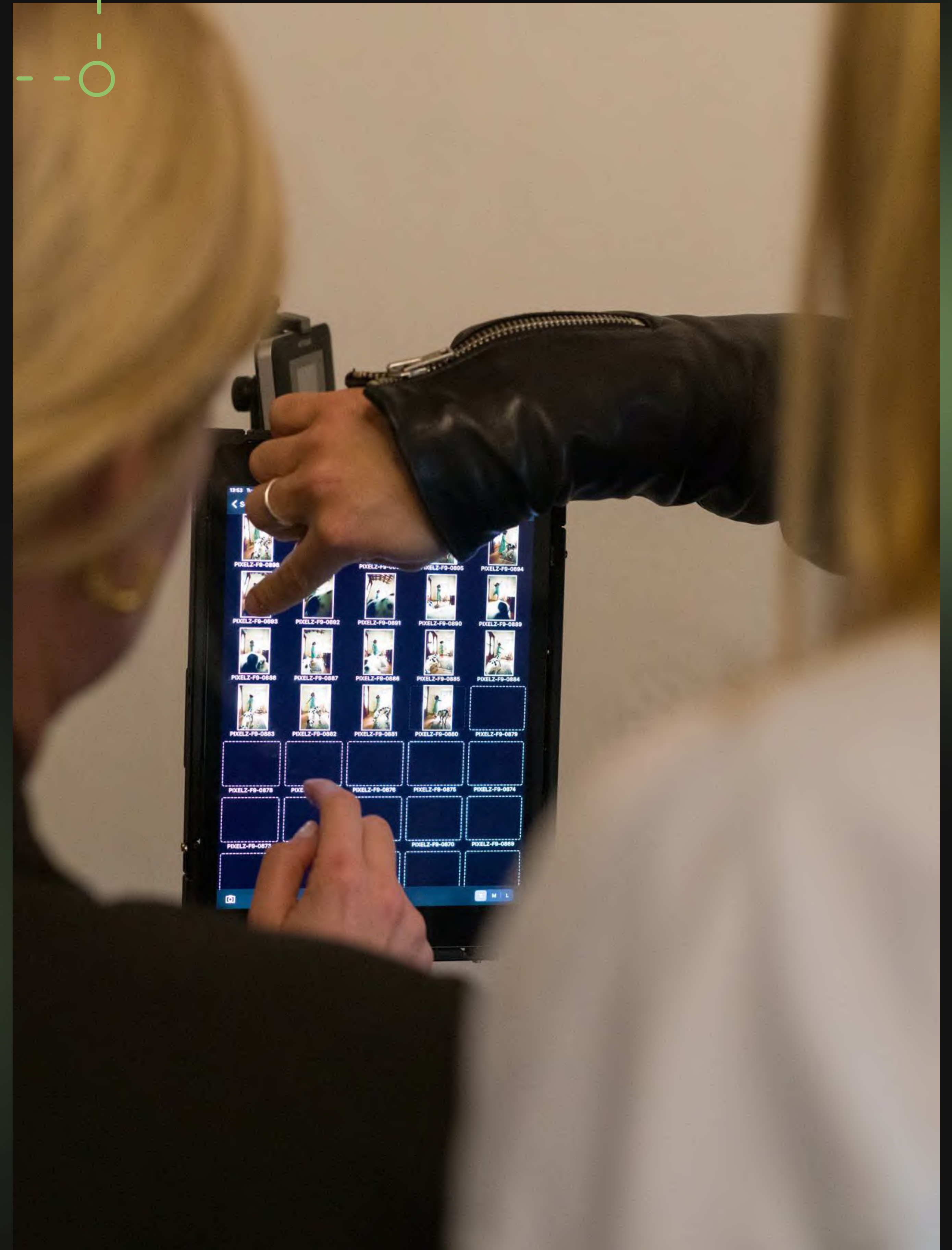
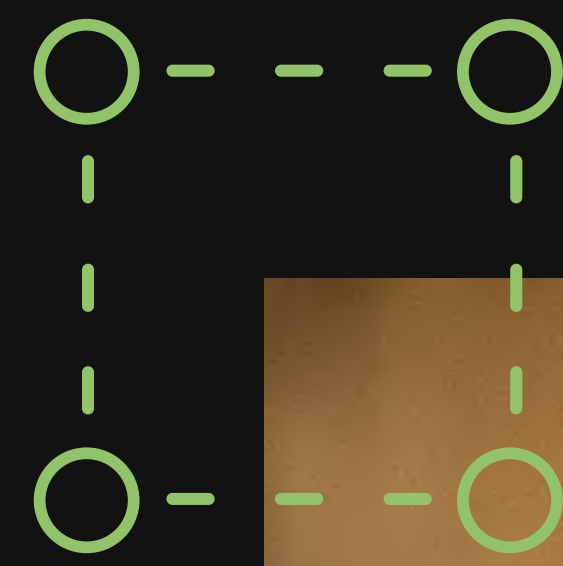
Our CSR Approach

At Pixelz, we believe in the significance of corporate social responsibility, particularly in the context of cultivating a constructive workplace and addressing the welfare of our workforce. With this conviction, we have implemented a stakeholder analysis framework specifically tailored to collect content that centers around working conditions.

Through insightful interviews with employees across our different offices, coupled with our internal NPE questionnaire, we have sought to acquire a deep understanding of our employees' viewpoints, expectations, and concerns.

By actively incorporating the voices of our employees, we can create comprehensive corporate social responsibility guidelines that genuinely reflect their needs and align with our strong commitment to fostering a positive and sustainable work environment at Pixelz.

Our approach to developing the stakeholder analysis is based on the Global Reporting Initiative and the latest European Corporate Sustainability Reporting Directive (CSRD) guidelines.



Our CSR Approach

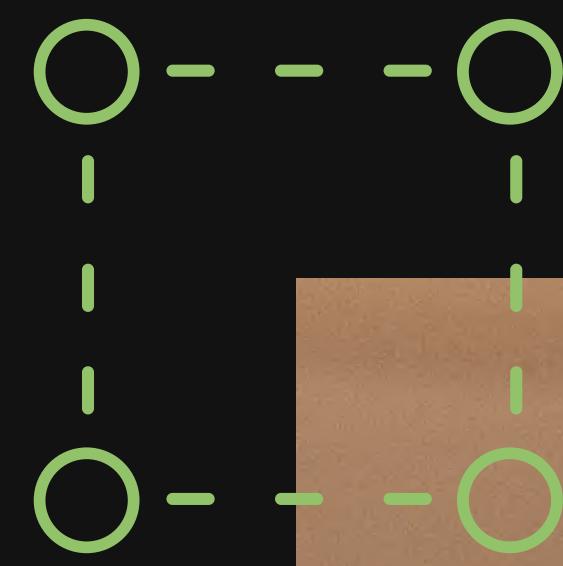
Preparing for EU's Corporate Sustainability Reporting Directive (CSRD)

The EU Corporate Sustainability Reporting Directive requires companies to disclose comprehensive information regarding their impact on the environment, communities, and governance. The CSRD aims to have companies report in a manner similar to financial reports. We are committed to achieving full compliance with CSRD and detailed reporting by 2026.

To facilitate our transition to external reporting, we have already integrated reporting practices within our company. This report is a reflection of our implementation of these reporting standards.

Transparency

Transparency is a cornerstone of our philosophy in our interactions with customers, partners, and employees. Moreover, it serves as the key driving force for change in Corporate Social Responsibility (CSR). Within Pixelz, we firmly believe that our company shoulders a responsibility to the communities in which we work, and this report is our first step towards reporting transparently on our impact on local communities.

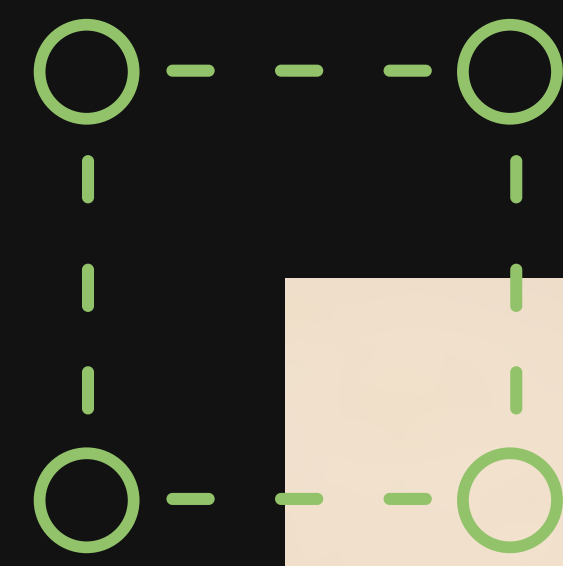


Our CSR Approach

Ethical Outsourcing

The need to establish equitable practices for factory and farm laborers within the fashion industry is widely acknowledged; however, the digital workforce often remains a marginalized topic. The reality persists that digital laborers confront vulnerabilities similar to those of their industrial counterparts, often with comparatively limited regulatory action. Pixelz is committed to seeing this oversight change. While some companies consider this approach "ethical outsourcing," we view it as a steadfast adherence to our intrinsic principles in business.

Our presence in Vietnam was serendipitous at its start, yet genuine relationships with a dynamic and forward-looking team cemented it. Our corporate ethos resonates consistently across all our global offices and is characterized by high energy, innovation, and a sense of fun. This shared organizational culture, deeply rooted in the Danish model of flat hierarchies, has given all our offices autonomy and the ability to grow and become the attractive job locations they are today in their local communities.



Company Culture

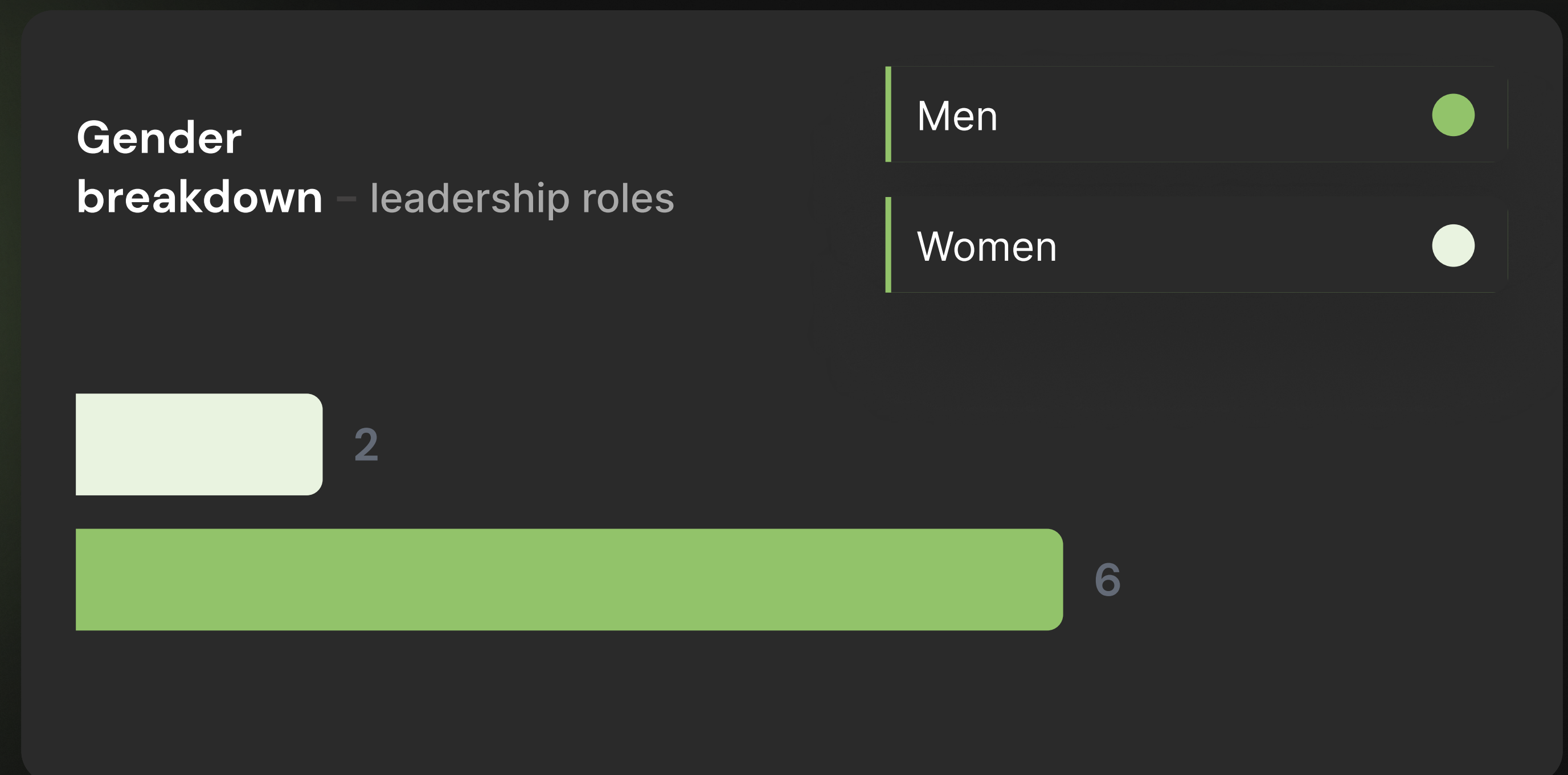
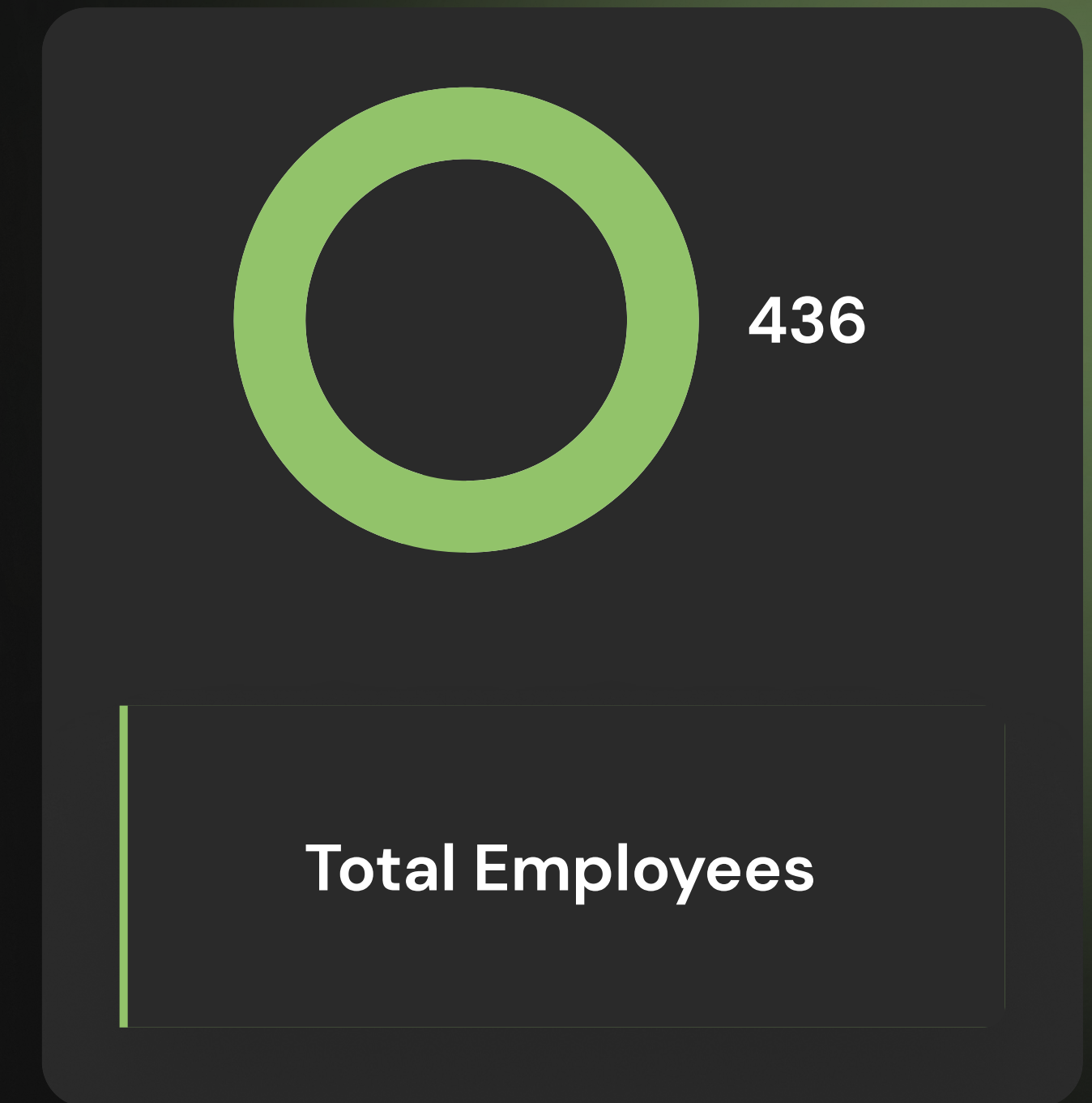
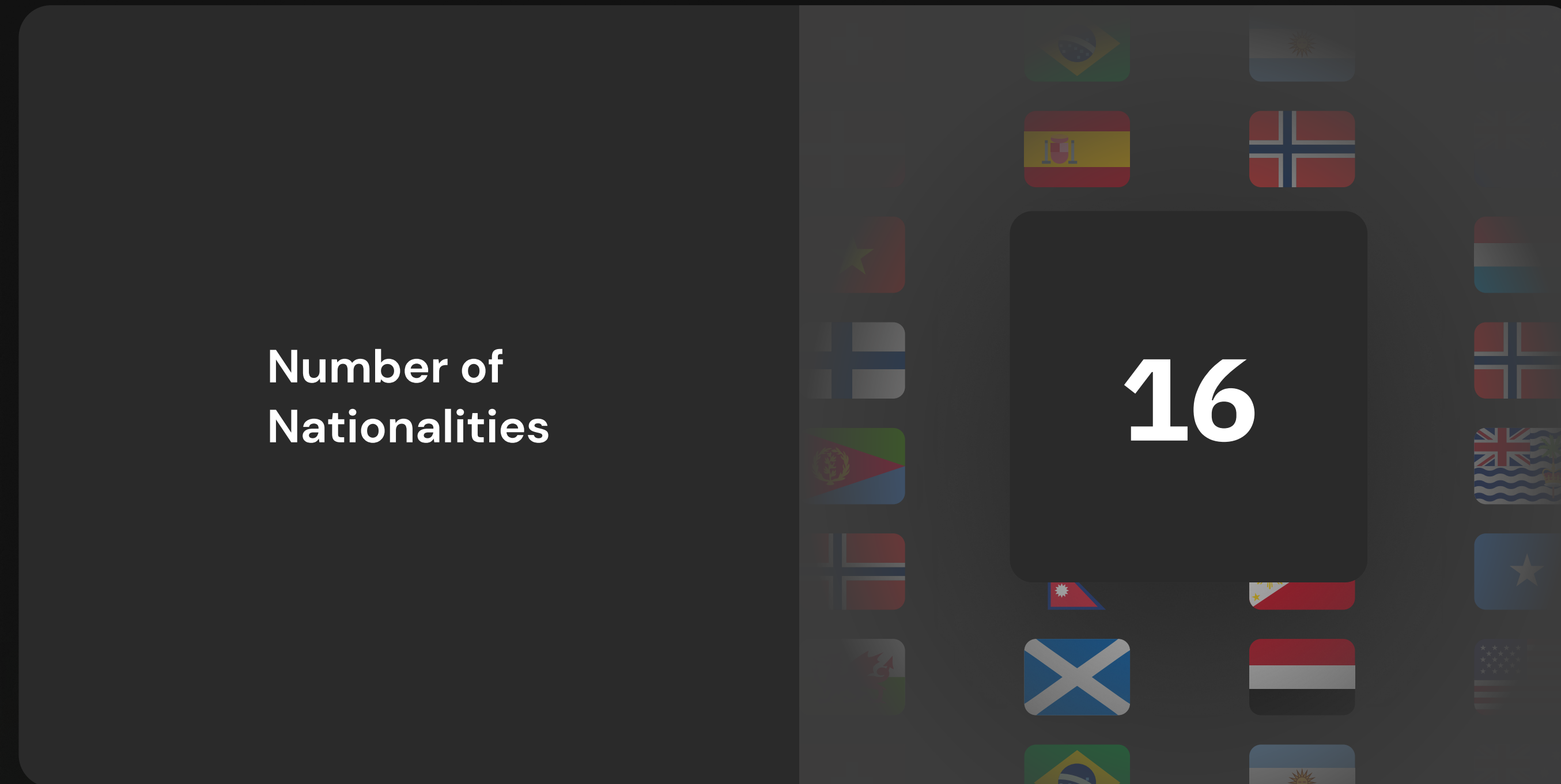
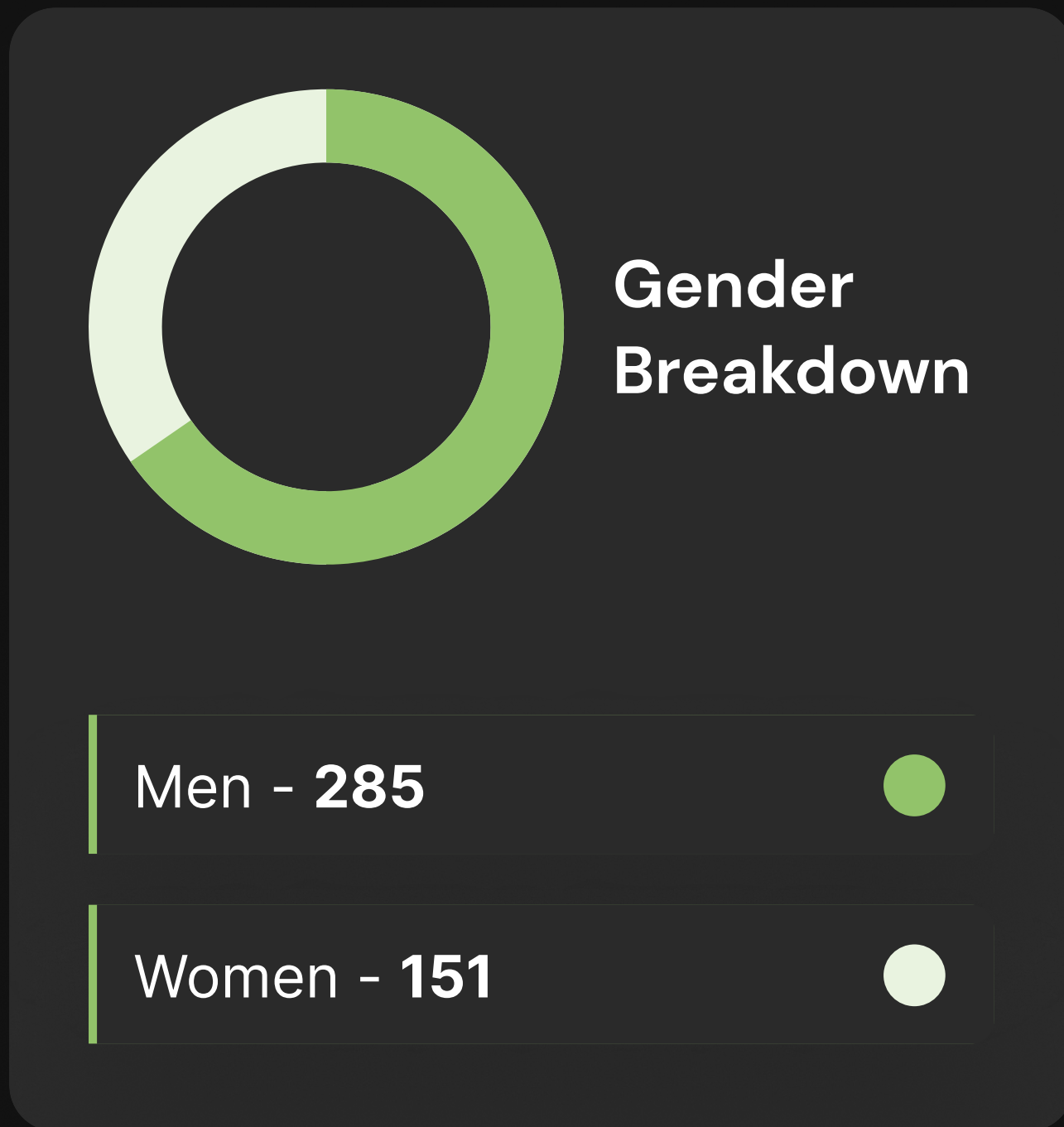


“On average our employees spend 5 years in the company. I think that is very good, especially because we have so many young people in the company. Myself and management level colleagues have been in the company 13 years by now. I think that speaks for itself.”

Nguyen Quynh Huong,

Country Director - Vietnam

Who We Are



NUMBERS

Where We Are

Berlin, Germany

Hanoi, Vietnam

Copenhagen, Denmark

Danang, Vietnam

Holsterbro, Denmark

Palma, Spain

Barcelona, Spain

San Diego, USA



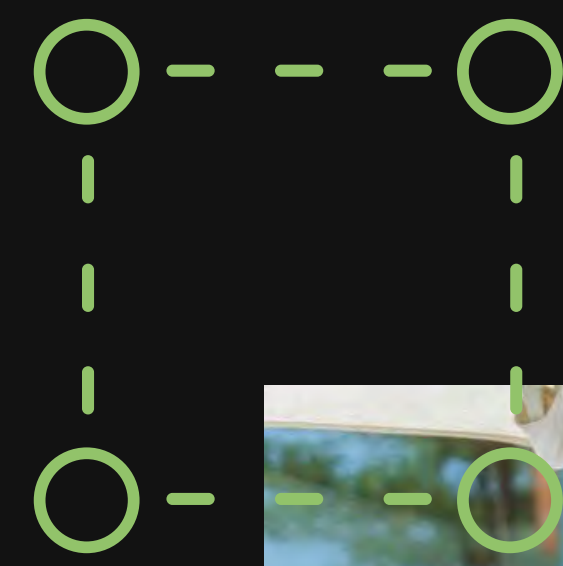
2024 CSR REPORT

Community



Partnering for Diversity & Inclusion

Pixelz operates within a connected global landscape, meaning that our duties transcend geographical confines. Our involvement in Vietnam exemplifies a proactive commitment to building community and fostering inclusivity. From the very outset, our company has collaborated with non-governmental organizations (NGOs) in Vietnam. These partnerships are dedicated to creating job prospects for youth who have previously encountered violence, gender disparities, or other forms of prejudice. Through such collaborations, we strive to create positive change and contribute to a brighter future for these individuals.

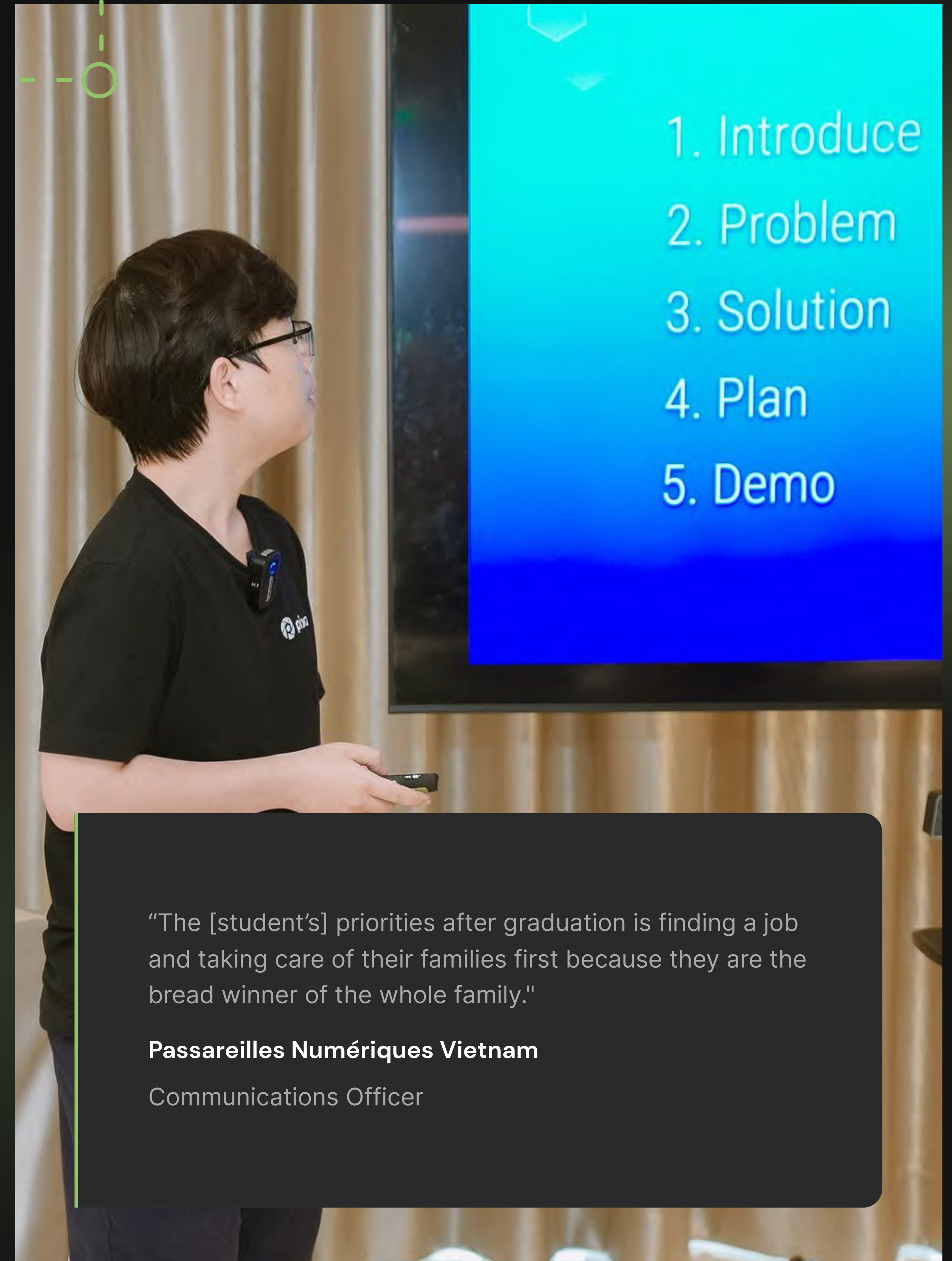
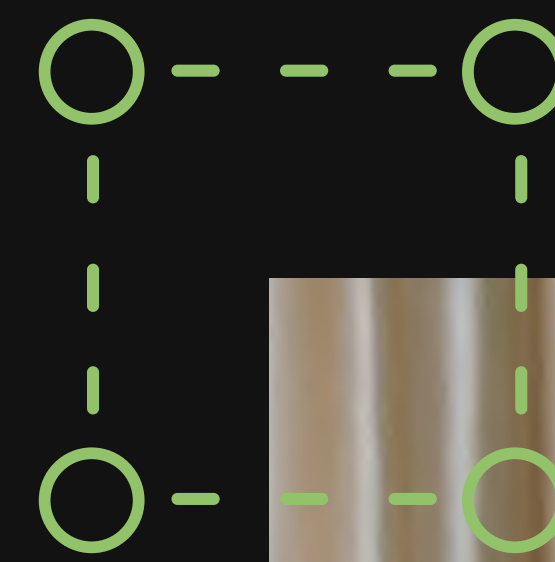


Partnering for Diversity & Inclusion

Passareilles Numériques Vietnam

At Pixelz Da Nang, we support Passareilles Numériques Vietnam (PNV), a French NGO specializing in providing education to underprivileged Vietnamese youth wanting an education. According to the Consumer Report Vietnam 2023, the top two leading sustainable development concerns in Vietnam are education and employment. PNV is committed to these two goals. PNV provides education within IT to marginalized and underprivileged students from Central Vietnam between the ages of 18 to 23. Since 2010, Da Nang has become one of the country's IT hubs. This allows the students to stay close to their families once they finish their studies. In addition to IT specialization, the NGO provides students with other courses, such as critical thinking skills and English.

We at Pixelz are proud to collaborate with PNV, helping youth from disadvantaged backgrounds receive quality education and equal and decent job opportunities. We are proud to be addressing the United Nations Sustainable Development Goals (SDGs) number 4 and 8.



"The [student's] priorities after graduation is finding a job and taking care of their families first because they are the bread winner of the whole family."

Passareilles Numériques Vietnam

Communications Officer

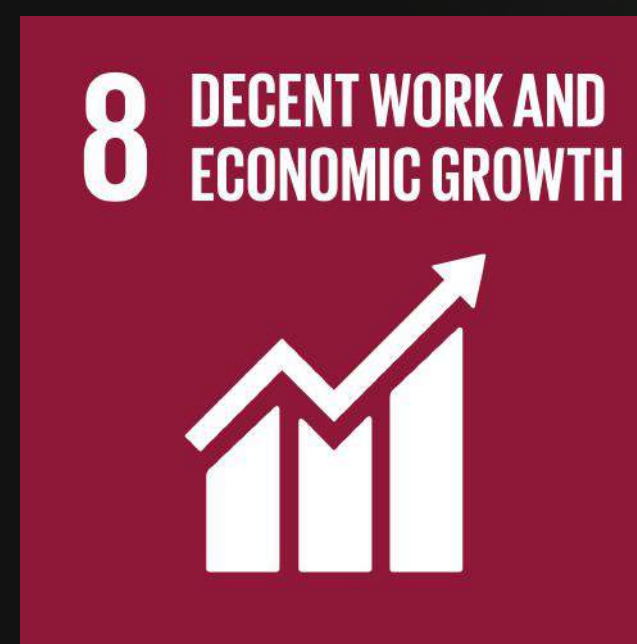
COMMUNITY

Partnering for Diversity & Inclusion

REACH

REACH is an NGO that supports underprivileged youth through education and career development. They support people from small villages and offer courses that last around six months. Much of the time is spent on technical training, and the remaining portion is dedicated to soft skills like communication and English. They also work with various companies to help students find jobs and track their progress. REACH can offer more resources and opportunities to their students, and we have been lucky enough to hire very skilled and trained individuals from REACH to join Pixelz.

We at Pixelz are proud to collaborate with Reach, helping youth from disadvantaged backgrounds receive quality education and equal and decent job opportunities. We are proud to be addressing the United Nations Sustainable Development Goals (SDGs) number 4 and 8.



"Today, we have production managers that joined Pixelz after graduating from Reach."

Nguyen Quynh Huong,
Country Director - Vietnam

Partnering for Diversity & Inclusion

Will To Live

The Will to Live Center (WLC) is a nonprofit in Hanoi, Vietnam. It provides free computer and life skills training courses to people with disabilities to help them find employment and integrate fully into society.

Studies in Vietnam have shown that disability severity is strongly correlated with poverty. This is not something isolated to Vietnam; it is a global trend. In the most recent case study in 2021, approximately half of the people with disabilities were multidimensionally poorer, twice as frequently as those without disabilities.

We are proud to collaborate with Will to Live Center, helping reduce the risk of poverty for people with disabilities. We are proud to address the end of poverty for people with disabilities and decent work growth, according to United Nations Sustainable Development Goals (SDG) 1 and 8.



References

- <https://onlinelibrary.wiley.com/doi/10.1002/jid.1715>
- <https://www.tandfonline.com/doi/full/10.1080/13600818.2021.1985988>



“Right now we have around 10 people in our company, from Will to Live. They can come and work with us and are treated equally with equal opportunities as well.”

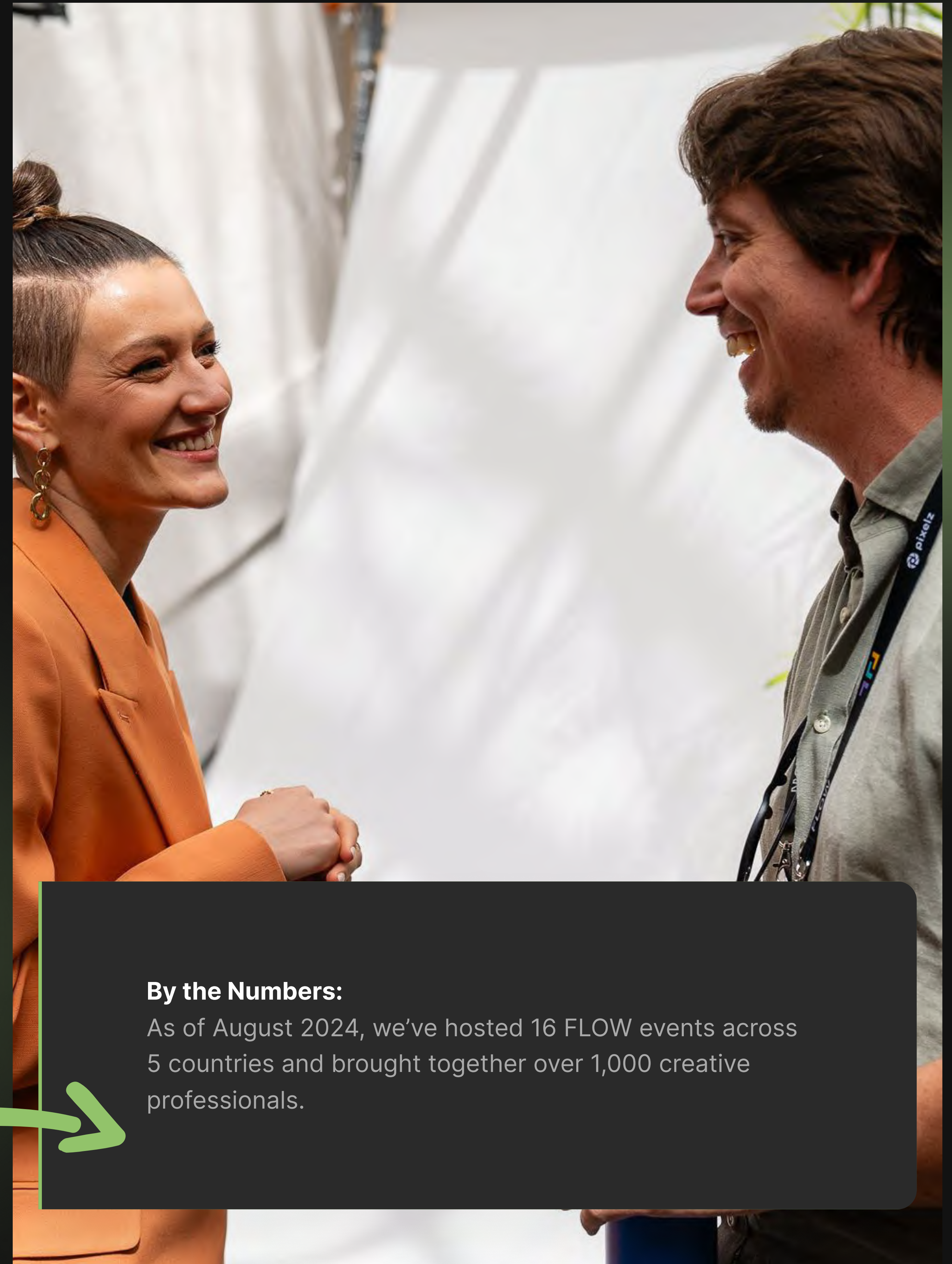
Nguyen Quynh Huong,
Country Director - Vietnam

Building Community Wherever We Go

FLOW Events

Our dedication to community and fostering authentic connections transcends the boundaries of our workforce and the localities where our offices are situated. The launch of our FLOW event series exemplifies this commitment by serving as a meeting point for the e-commerce content creation community. Recognizing the passion and creativity within this cohort of professionals, we identified the necessity for a platform where they could engage with peers from diverse geographies, backgrounds, and e-commerce domains.

Through the FLOW series, we facilitate a safe environment for connecting and sharing wins and pain points. This initiative also positions us uniquely to amplify a diverse array of voices. At each event, we aim to feature a broad spectrum of speakers and address themes that propel environmental and social consciousness, encompassing discussions on sustainability within creative sectors and the importance of diversity and inclusivity. In doing so, we contribute to the progression of ethical responsibility while facilitating the exchange of insights and ideas across the e-commerce community.



By the Numbers:

As of August 2024, we've hosted 16 FLOW events across 5 countries and brought together over 1,000 creative professionals.

2024 CSR REPORT

Social Responsibility



Fair Working Conditions

Fair Working Conditions

Pixelz takes immense pride in the embodiment of our human-centric approach, which manifests in the respectful treatment of our employees. Operating on a global scale, we diligently adhere to the legal frameworks in the various countries we have offices. Additionally, guided by our Danish roots, we strive to extend the Pixelz hallmark of a non-hierarchical structure and work life balance.

Integral to our operational framework is our Code of Conduct, outlining our principles of working conditions and the overall work environment:

“Pixelz works consciously and systematically for a good work environment, both physical and psychosocial. The overall goal is to achieve a safe and healthy workplace that promotes the development of employees and the company. When it comes to accidents, zero incidents are pursued as targets. Pixelz shall actively work to improve the work environment constantly, and regular follow-ups of the work environment shall take place both locally and centrally.”

Our commitment to equitable working conditions is found across our global workforce. Within this report, we focus on our personnel in Vietnam. The spotlight shines on their experiences due to the industry in which we operate. Pixelz stands apart by offering superior working conditions compared to peer companies operating within the same industry.

Notably, all Pixelz employees start with a contract outlining provisions for sick leave, parental leave, annual health checks, and robust and extensive insurance coverage. Beyond the contract, local offices host numerous social events and clubs, creating a sense of community across the company. This approach underlines our commitment to prioritizing our employees' well-being and setting a standard of excellence within the industry.

Fair and Equal Pay

Transparency and fairness of pay regardless of gender, race, ethnic background, age or neurodiversity

At the heart of our ethos lies an unwavering appreciation for each team member's individuality. This underpins our sense of pride in fostering pay and opportunity parity. Our commitment to achieving pay parity is grounded in the transparency that defines our organizational culture.

Within the cohort of photo editors, regardless of gender, race, ethnic background, age, or neurodiversity, all individuals enter at the same level, designated as level 1, and receive uniform compensation. As these employees progress and advance, their salaries evolve correspondingly. Notably, we supplement this framework with a "Bonus payment" component designed for the photo editor role. This bonus, contingent upon both the swiftness and quality of photo edits, plays a pivotal role in further substantiating the principles of equity and impartiality throughout our compensation structure.



Talent Development

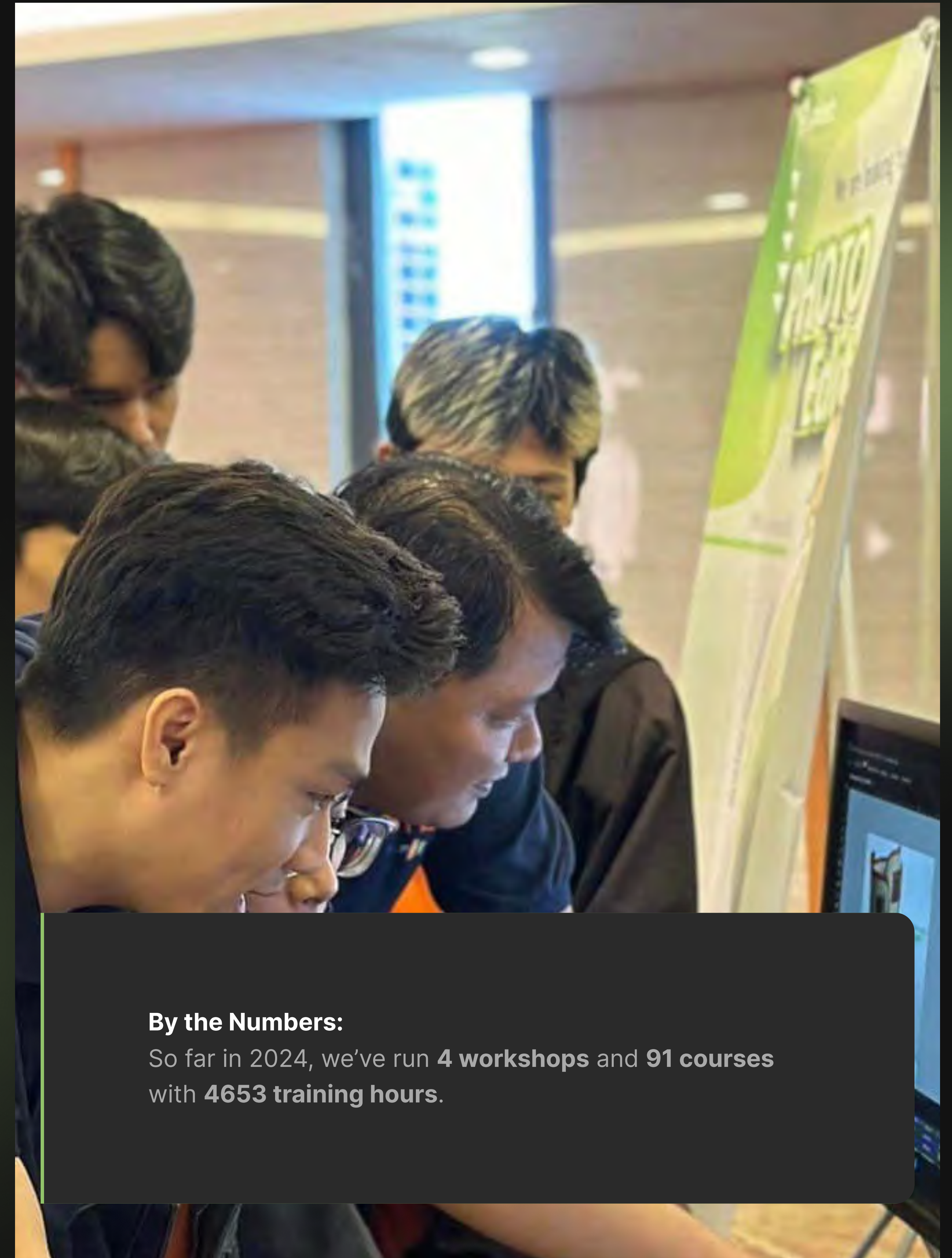
Training and Skills Development

At Pixelz, we're committed to cultivating an environment characterized by life-long learning and development. This dedication is embodied through the Pixelz Academy, an internal platform designed to develop our workforce's skill set and competencies.

The Pixelz Academy curates an extensive array of courses and workshops customized to cater to the dynamic skill requirements of photo editors. Leveraging an online format, the academy affords each photo editor the flexibility to learn at an individualized pace. The outcomes are apparent, evidenced by increased employee satisfaction and retention levels.

While the Pixelz Academy predominantly aligns with the technical enhancement of photo editors, we extend opportunities for self-improvement to our team across varying levels and roles. Whether it pertains to learning English, perfecting public speaking skills, or taking on a new role in the company, we emphasize creating an ecosystem where employees can continue to flourish.

Embracing the European Sustainability Report Disclosure framework for reporting, we take immense pride in affirming that Pixelz's life-long learning and development culture has fostered advancements in bolstering employee engagement and facilitating knowledge exchange across our organization.



By the Numbers:

So far in 2024, we've run **4 workshops** and **91 courses** with **4653 training hours**.

2024 CSR REPORT

Environment



Environmental Impact

Our most up-to-date carbon emission calculations are focused on collecting data on Scope 2 and Scope 3, as these are our industry's two most emission-heavy Scopes.

A substantial 90% of a company's emissions are typically attributed to Scope 3. In the case of Pixelz, given the characteristics of our production process, which extensively relies on electricity for computing tasks and heating/cooling for office spaces, 93.3% of our emissions are Scope 2. In tandem, the remaining 6.7% falls within Scope 3, consisting of emissions from acquired goods, services, transportation, and business-related travel.

Expanding on our transparency initiatives, it's crucial to note that the collection of CO2 emissions is a continual undertaking. We are collecting expenditure documents and activity-related records to offer a representative overview of our emissions landscape. This remains an ongoing endeavor, with our goal centered on the accuracy of our emission calculation.

By the Numbers:

Scope 2 emissions: **31 tCO2e**

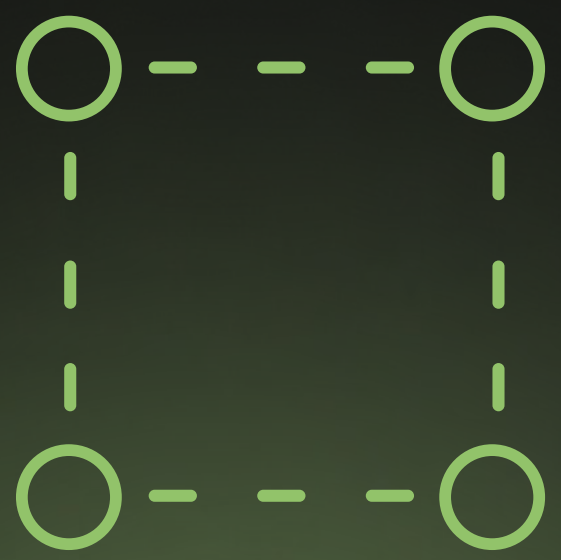
Scope 3 emissions: **429 tCO2e**

Total energy consumption: **252 MWh**

Renewable energy: **41%**



Minimizing Our Local Footprint



At Pixelz, our approach revolves around a dual-pronged strategy: the primary focus is on cultivating an acute awareness of our environmental impact on a global scale as well as within distinct regions. Subsequently, based on resource availability, we are committed to furthering our investment in local initiatives to offset the environmental impact of our operations.

Most of our emissions reduction endeavors are concentrated in our Vietnam offices, given their substantial personnel presence. Our offices in Vietnam have undertaken a Green Offices initiative to improve the office spaces to be more environmentally friendly. Employees in Vietnam also partake in regular trash collection days that include cleaning up waste on local beaches.

We believe that our Vietnamese colleagues should not solely be responsible for contributing to local communities and reducing emissions. Our vision entails comprehensive participation, where every global office and employee contributes to reducing and offsetting CO2 emissions. As we wrap up the complete assessment of our CO2 emissions, our next objective is to formalize our approach to offsetting and diminishing our carbon footprint.

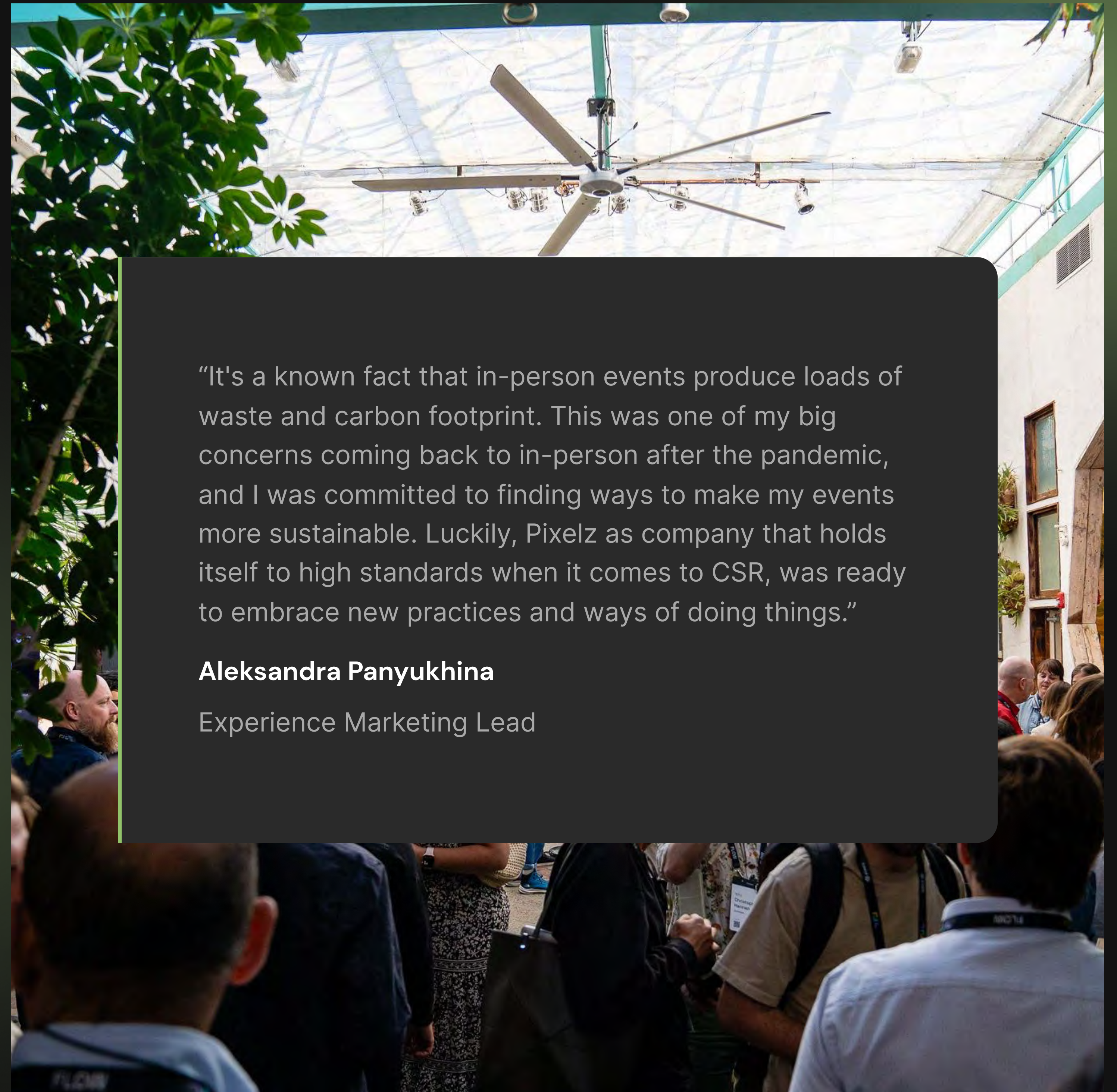


Creating Big Impact With A Small Footprint

Our FLOW events are important contributors to our journey to foster a meaningful community. However, it's no secret that conventional in-person gatherings often bear a reputation for their wastefulness and environmental footprint. In response, we have adopted a conscientious approach aimed at minimizing waste and reducing our carbon footprint at every available opportunity.

Central to our goal is the decision to abstain from distributing physical materials or promotional items ('swag'). Furthermore, we make an effort to slash the usage of disposable plates, cups, and similar items. This is achieved by working with caterers who provide reusable dishes and cutlery and offer plant-based catering menus. Attendees are encouraged to contribute by bringing their own water bottles, which can be refilled at water stations, circumventing the need for disposable water bottles.

While we acknowledge that our journey toward fully sustainable events is a work in progress, we remain firmly committed to fostering change. This commitment is exemplified through our ongoing collaborations with vendors and partners who share our vision for sustainability, allowing us to progress toward our sustainability goals.

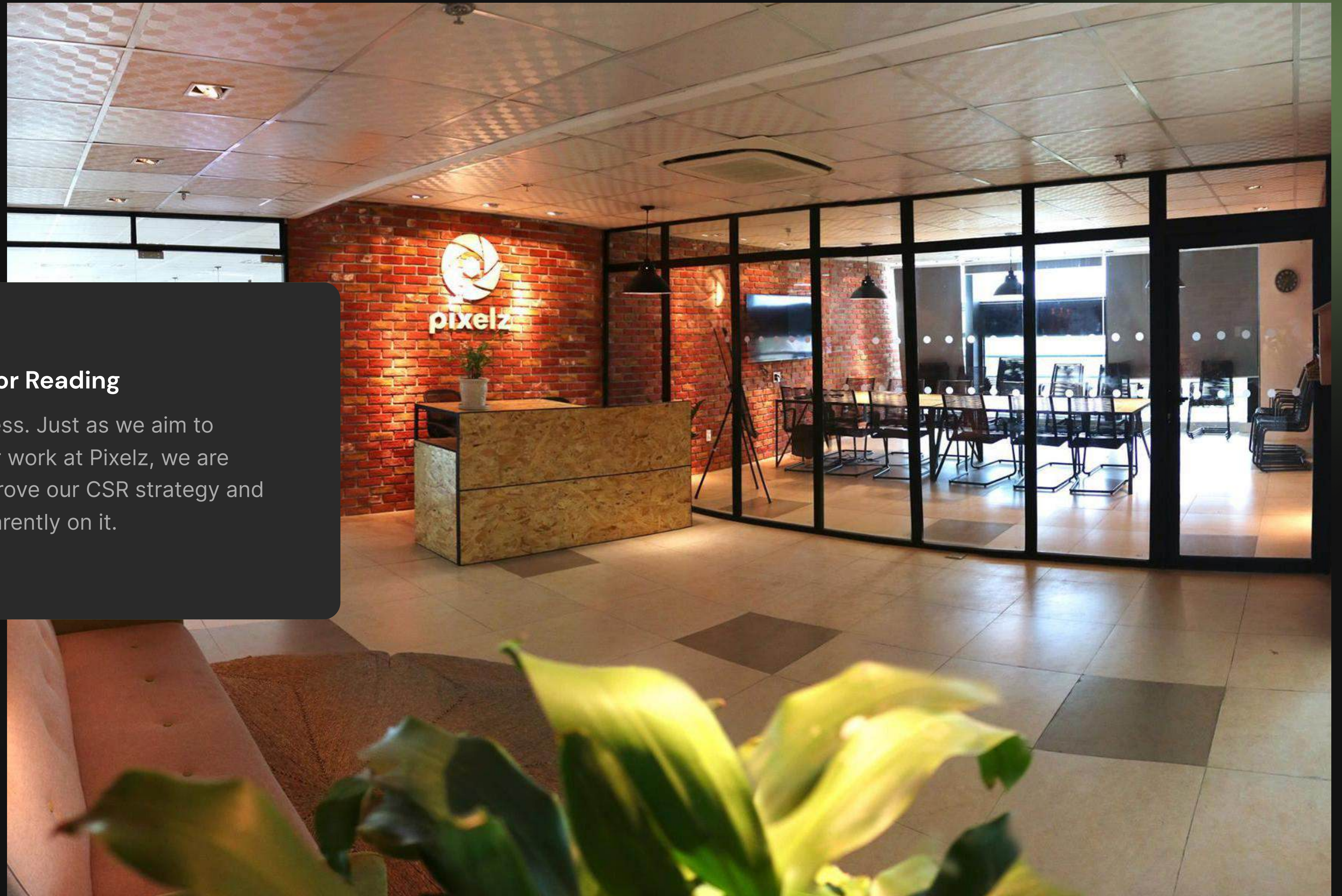


"It's a known fact that in-person events produce loads of waste and carbon footprint. This was one of my big concerns coming back to in-person after the pandemic, and I was committed to finding ways to make my events more sustainable. Luckily, Pixelz as company that holds itself to high standards when it comes to CSR, was ready to embrace new practices and ways of doing things."

Aleksandra Panyukhina

Experience Marketing Lead

To Be Continued...



Thank You For Reading

We are a work in progress. Just as we aim to continuously improve our work at Pixelz, we are continuously working to improve our CSR strategy and report transparently on it.