

## System1 Group plc – ESG Strategy on a page

At **System1 Group plc**, we are committed to **high standards of corporate governance, ethical business practices, and sustainability**.

Our approach aligns with the **AIM Corporate Governance Code**, ensuring **transparency, accountability, and long-term value creation** for all our stakeholders.

### ESG Governance & Oversight

The **ESG Committee** plays a key role in ensuring that environmental, social, and governance considerations remain central to System1's strategic direction. The Committee:

- Monitors ESG risks and opportunities, ensuring alignment with regulatory and investor expectations.
- Guides strategic initiatives related to data ethics, sustainability, and diversity & inclusion.
- Reports directly to the Board, ensuring ESG remains a core part of our business strategy.

The **ESG Committee Terms of Reference** below provide a clear framework for how we integrate **governance, sustainability, and responsible business practices** into our decision-making.

### 1. Our Products & Services

**System1's mission is to help brands predict and improve marketing effectiveness using science-backed insights. Our methodologies are designed to deliver fast, accurate, and actionable data, ensuring clients maximise ROI while maintaining consumer trust.**

#### Data Ethics & AI Governance

- We are committed to responsible data practices, ensuring fairness, transparency, and compliance with global data protection regulations.
- System1 does not collect personal data in our research. We use AI-driven tools to improve our IT infrastructure and quality control to enhance the accuracy and reliability of our insights while maintaining the highest ethical standards.

#### Supplier & Data Partnerships

- We work with trusted data and research partners to uphold the highest standards of accuracy, security, and compliance.
- System1 applies rigorous due diligence processes for all third-party vendors, aligning with industry-leading security and ethical sourcing standards.

### 2. Our People: Culture & Wellbeing

**Our success is built on the talent, creativity, and expertise of our team. We foster a culture of collaboration, learning, and inclusivity, ensuring our people thrive in a fast-paced, innovative environment.**

#### Diversity & Inclusion

- We are committed to building a diverse and inclusive workforce across our global offices.
- Our recruitment and progression policies ensure equal opportunities, aligning with best practices in pay equity and fair employment policies.

#### Employee Wellbeing & Engagement

- System1 offers flexible working, mental health support, and personal development programmes to support employee wellbeing.
- We actively gather employee feedback to shape policies and enhance workplace culture.

### 3. Sustainability & Environmental Responsibility

**As a digital-first insights company, System1 has a low environmental footprint, but we are committed to further reducing our impact through sustainable practices.**

- **Energy-Efficient Data Operations** - We optimise cloud computing and storage to **minimise energy consumption** and enhance digital sustainability.
- **Sustainable Advertising Practices**- By helping brands **test and refine their creative before large-scale investments**, we help them reduce **wasted ad spend and unnecessary creative production**, contributing to a more **efficient and responsible** advertising ecosystem.
- **Carbon Emissions Reporting** - We measure and disclose our **Scope 3 emissions** in our **Annual Report**, ensuring accountability in our sustainability commitments.
- **Sustainable Partnerships** - We collaborate with data suppliers and cloud providers that demonstrate commitment to ESG. We are further exploring ways to minimise digital waste and improve energy efficiency in our research processes.

### 4. Community Impact & Social Responsibility

**We believe in giving back and creating a positive impact beyond our business.**

#### **Industry Thought Leadership**

- System1 contributes to industry-wide discussions on marketing effectiveness, ethics, and creativity, ensuring best practices are shared and adopted.
- We actively support research initiatives that drive better, more inclusive advertising.

#### **Charitable Giving & Employee Volunteering**

- We encourage our employees to support causes they care about, with matched donations and volunteering initiatives.
- System1 partners with industry groups to drive meaningful social impact.

#### **Looking Ahead**

With the oversight of the ESG Committee, our commitment to corporate governance, responsible business practices, and sustainability remains at the core of how we operate and grow.

As we scale, we will continue to align our business with evolving ESG standards while delivering world-class actionable insights for our clients.