



Impact report for the common good 2020

2020

Connexia
Società Benefit S.r.l.

Connexia Società Benefit S.r.l.

IMPACT REPORT FOR
THE COMMON GOOD 2020



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LETTER FROM THE CEO



Paolo d'Ammassa

CEO & FOUNDER - CONNEXIA

This year we are publishing our first impact report with the aim of sharing our achievements, challenges and future goals with all our stakeholders, making them aware of the enormous commitment we are making in all our actions to respect the society we belong to. In 2020, Connexia chose to become a Benefit Corporation, formalising a path of social responsibility and ethical commitment that had become an integral part of the company's DNA over the years. Being a Benefit Corporation means voluntarily complying with the highest standards of accountability and transparency, giving equal weight to economic and financial objectives and those relating to social and environmental impact, and marking a radical paradigm shift from the traditional business model that is focussed on profit alone. Our first impact report provides a snapshot of what we have achieved so far and sets the direction for future action.

The decision to transform Connexia into a Benefit Corporation, which was strongly supported by our majority shareholder Marina Salamon and the entire management team, is consistent with our journey and our desire to demonstrate an ethical commitment that has been part of our approach and working methods for many years. We firmly believe that only those companies that are able to create value over time, for themselves and for the entire community, will have a future. Not only that: among the major players in its industry, Connexia was the first to consciously make this choice, giving a strong signal and confirming its

long-term commitment. We have decided to focus our extra-business mission on five macro areas, explaining our positioning in a Manifesto of Values that we hope will inspire other players in the market. This impact report, which details every single action in black and white, is and will be our compass for the future.

When Connexia was born, I felt a responsibility to create a different kind of company, one that would make people proud to be part of it, and whose partners and stakeholders would be aware of our daily commitment, which goes far beyond the delivery of the products and services required. Today, more than 20 years later, I am proud to say that the road we took was the right one. But I am sure that the best is yet to come. Our challenge now is to continue to grow by committing ourselves to enhancing our society, every day, through our actions and decisions, and by raising the bar for our industry (and beyond).



COMPANY PROFILE



Connexia is an independent marketing and communications agency that brings together data, creativity, media and technology. Active in the communications market since 1997, with offices in Milan and Rome, Connexia has created a new agency model: one that is fast and responsive, and seeks new opportunities to create value and invest in innovation and talent every day.

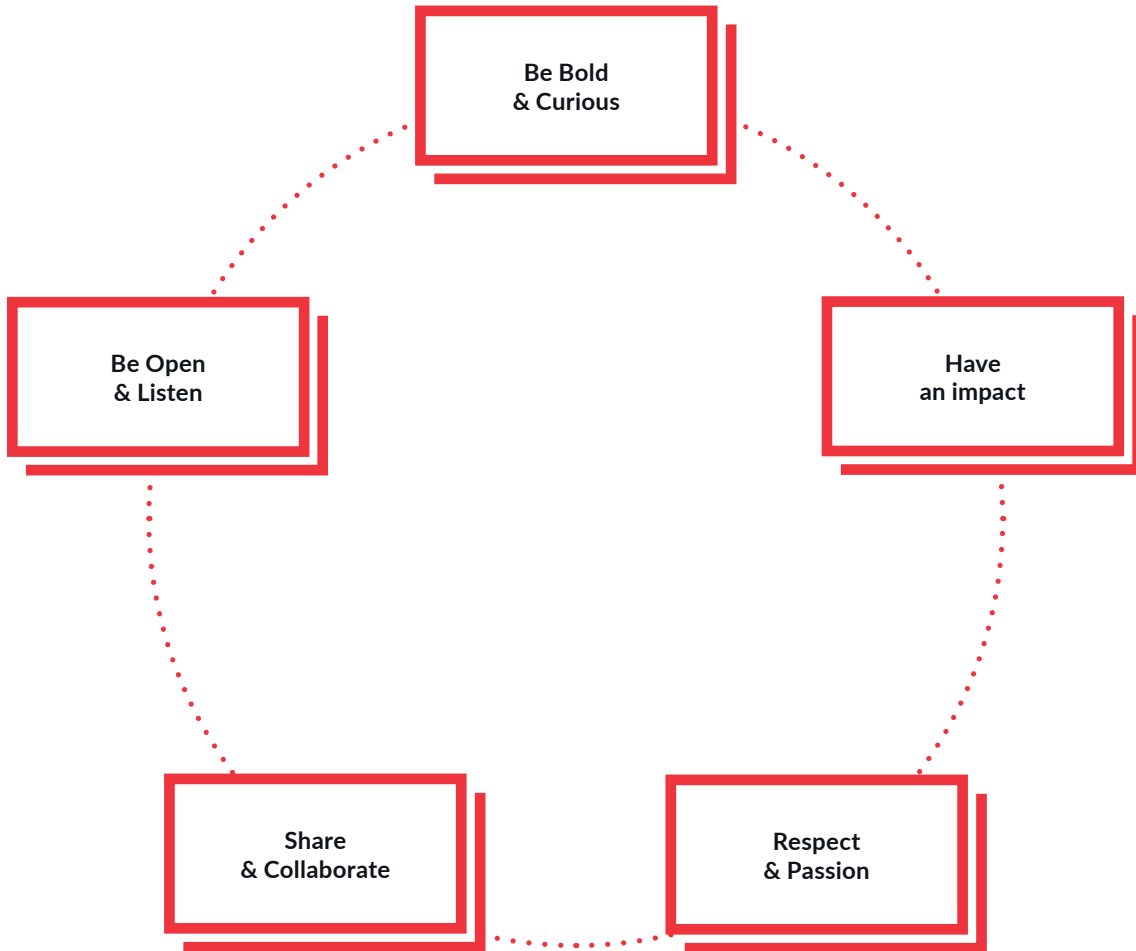
With a multicultural and multidisciplinary team of 140 professionals who are passionate about communication, Connexia develops ideas with high strategic content, expressing the values of the brands it represents across all channels and guiding the digital transformation processes of public and private organisations.

Connexia is creativity, data-driven thinking, excellence in digital project management and technological innovation. Thanks to its full consultancy approach and its in-house video & content production hub, the agency is able to oversee the entire communication process, aiming to achieve the greatest possible integration between digital and physical.

Connexia is an ISO 9001 and ISO 20121-certified company that has chosen to demonstrate its ethical commitment and corporate social responsibility by becoming a Benefit Corporation and complying with the highest standards of transparency with one objective above all: to pursue aims that are of shared benefit and linked to social and environmental impact in addition to its economic and financial goals.

CONNEXITUDINE

Connexitudine encapsulates our approach to everyday work and is summarised in 5 guiding principles:



Be open & listen

Be open to change, to changing your mind, and to questioning your beliefs. Every person has something important to say and share.

Share & collaborate

Share information, knowledge, and ideas with colleagues and clients, and always be transparent. Teamwork is our strength: always try to be objective and to value others by encouraging everyone's involvement.

Be bold & curious

Dare: always try to go further, always achieve more than what is required, ask an extra question, be curious and proactive.

Have an impact

Make your mark, make a difference, do something better than what was there before.

Respect & passion

Respect others. Respect your own actions. .

ORGANISATIONAL CHART



What we do

Our agency's registered office is located in Milan and it has operational headquarters in both Milan and Rome. We pursue communication activities at a national and international level, mainly in Europe. As a creative and strategic consultancy our identity is complex and fluid. Our position can be summed up by the motto: "Creativity in love with data & technology". Harmonising all our skills is how we come up with new ideas and new approaches to projects.

Strategy

This is our starting point. For everything. Even if it is not in the brief. We analyse the scenario, the brand, the target audience, the competitors, and every relevant element of the context. We analyse every component of the customer experience. We always try to ask one more question, looking for answers in the data. We never overlook any nuances of the activities in question and we question apparent certainties. We never lose sight of business and communication objectives. Never.

Creativity

It is not a question of awards. Being creative today is about the power of ideas in fragmented contexts and paradigm-shattering logics. We believe that data, creativity and technology must go hand-in-hand to generate memorable ideas, increase brand reputation and generate concrete business results.

Technology and innovation

Technology isn't just about algorithms, development, and platforms. We know how to choose the right technological context to achieve the objectives of our clients. Above all, though, we strive to accompany

the companies and organisations that rely on us in new digital transformation processes and new ways of involving stakeholders, employees and customers. Innovation is in our DNA.

Media relations, influencers, & events

Sending the right messages, choosing and engaging with the most relevant ambassadors, building lasting relationships with those who embody the values of our client brands, breaking down the barriers between physical and digital experiences. We are content producers - thanks in no small part to Connexia Media House, our in-house production house.

Media, measurement e optimisation

Our passion for data is well known. We measure every single action, monitor the progress of every campaign and work towards the most challenging Key Performance Indicators (KPIs). Search-marketing activities are a key component of our positioning strategy, alongside the transparent management of all media planning. Integrated expertise, a cross-industry approach, and - of course - measurable results.

Branding

Successful brands today incorporate a higher-order purpose into their organisation: this "purpose" goes far beyond the mere provision of products and services. And communication must go hand in hand. Our process is based on in-depth research and our own strategic platform, which allows us to design and implement unique positioning strategies. We believe in co-creating, sharing and building authentic and effective positioning strategies with many hands and multi-disciplinary teams. And this applies to business, too.

PARTNERSHIPS

We collaborate with the most important technological players and media in the world. Our added value consists in providing consultancy, technical assistance, events management, education, and much more.

1. Platforms for managing internal and external company collaboration

Cisco Webex

The cloud service for completely secure collaboration with the team and with clients, anywhere in the world.

Google Workspace

Work from anywhere, on any device, even offline, with tools that help integrate, customise and extend Google Workspace to meet the specific needs of a team.

Zoom

Simplified video-conferencing and messaging on any device.

Related services offered



2. Digital marketing platforms

Facebook

We are one of the very few Italian companies that is a Facebook Marketing Partner. We have access to dedicated programmes and resources, to overcome all the challenges that are inherent in the Facebook ecosystem.

Google

We are a Google Premier Partner, which is a testament to the excellence of our digital media team - both in terms of strategy and planning on Google platforms.

Microsoft

We are a Microsoft Advertising Partner, with priority access and services to advertising solutions.

OUR STAKEHOLDERS

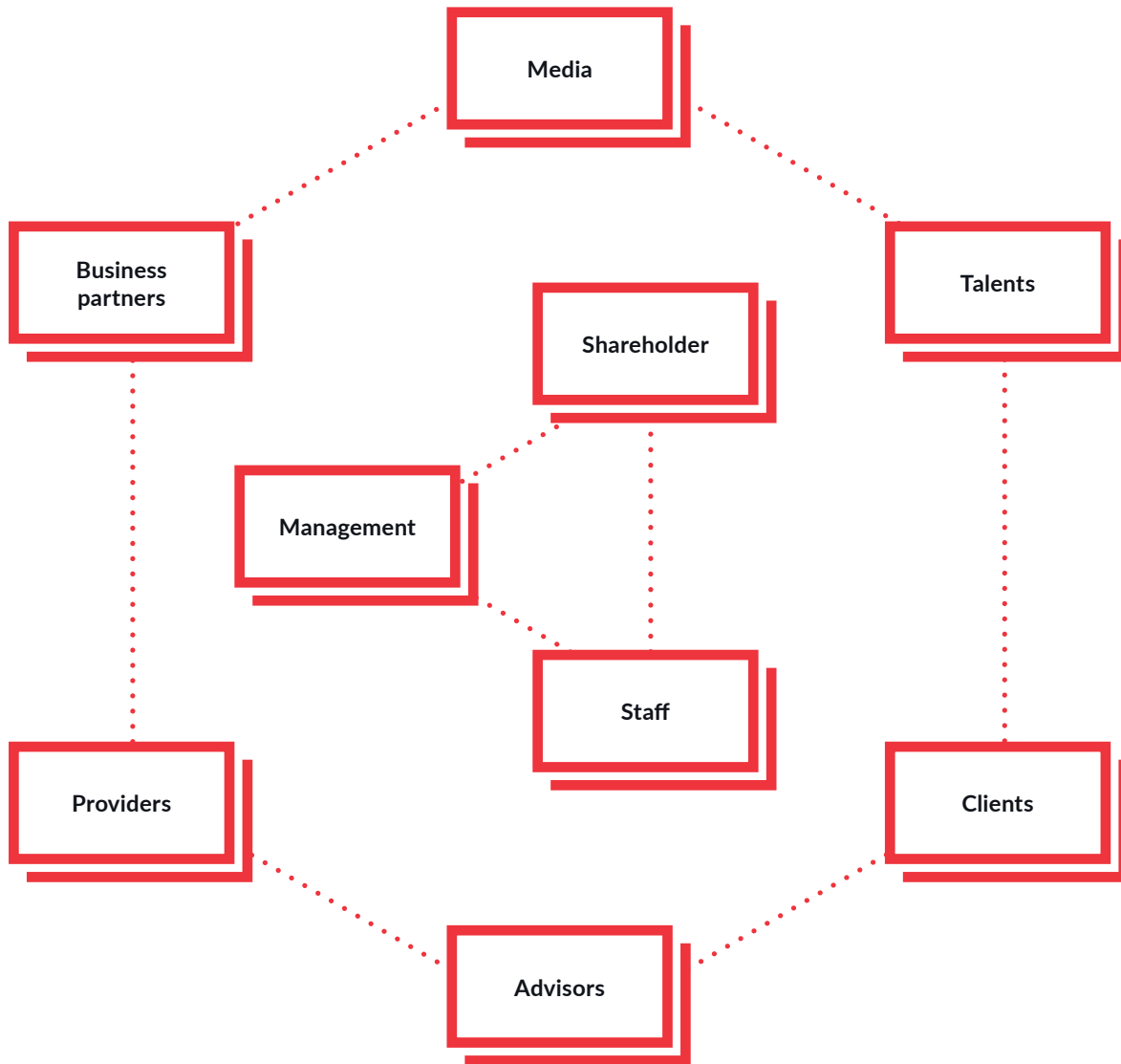
In 2020 we identified and analysed our stakeholders, i.e. those who influence and are influenced by our business activities. Below are our most significant stakeholders, grouped as internal and external.

Internal

Stakeholder	Description
Shareholder	Marina Salamon, controlling shareholder
Management	The management consists of Managing Director and founder Paolo d'Amassa, as well as various operating partners and managers
Staff	Everyone with a labour contract, including employees, apprentices, and interns

External

Stakeholder	Description
Clients and prospect clients	Leading companies in the following industries: Food & Beverage, Retail, Pharma & Healthcare, Luxury & Fashion, Travel, Banking & Insurance, TLC, Consultancy, etc.
Advisors	These are professionals in the fields of: corporate matters, tax, legal matters, labour, security, GDPR, IT, insurance
Providers	These are maintenance technicians, gadget subcontractors, facility services, core-business service professionals, printers and forwarding agents.
Business partners	These are third-party agencies, platforms, big tech and BVA Doxa
Media	These are marketing and communication heads, press agencies and business media
Talents	These are our future employees



Transparency

All the activities carried out by Connexia are done so with maximum transparency and documented in the most appropriate way. The organisational chart and job descriptions identify the individuals responsible for each activity and allow staff members to understand their own role within the management system. Through the documentary information provided in the management system, Connexia keeps track of the outcomes of key meeting, decisions made, and actions taken by core staff and operational teams. Requests for information from third parties are considered by the head of the management system, who provides feedback within a reasonable period of time.

The corporate website provides easy access to all information and documents relating to sustainability commitments, ensuring transparency and providing a useful means of communication for stakeholders.

The outcome of each event is documented in order to record the new knowledge gained and to contribute to the achievement of the commitments made in terms of sustainability and continuous improvement.

MISSION STATEMENT AND SUSTAINABILITY MANAGEMENT SYSTEM

With our environmental statement of intent and values, we want to formalise and communicate to all stakeholders the environmental and social values and criteria that inspire Connexia in the provision of marketing services, in the development of communication campaigns (from conception to completion and evaluation of results), and in the organisation and staging of events. The internal management system is based on the principles of sustainable development that inspire Connexia's activities:



Inclusivity

All Connexia activities aim to involve both internal and external stakeholders to ensure that all major aspects of sustainability are shared and understood. Inclusivity is sought through the careful analysis of every event to identify all possible stakeholders with respect to the activities covered by the management system. This allows every stakeholder to contribute to the management system by providing their own point of view through tools such as surveys, online discussion forums, and meetings. Stakeholders are encouraged to contribute using these communication means, with the positive effect of continuously increasing their involvement and learning from each other. All this allows Connexia's decision-making process to be completely clear and transparent. Feedback information is documented where it is considered necessary and useful. Constant two-way communication is also used to share the decision-making process and the actions taken to promote sustainability in order to increase stakeholders' awareness and understanding of the principles behind Connexia's policy. Once the key stakeholder groups for each event have been identified, these groups will be reviewed and updated as necessary.

Integrity

Connexia is committed to promoting the principles of sustainability within the community in which it operates and in its relationships with partners, providers, and clients. The fundamental principle is that of interacting with all stakeholders in an open, honest, and correct manner.

This integrity is preserved by respecting operational procedures and policies relating to issues such as corruption, labour rights, respect for diversity, and education. Connexia is also committed to respecting relevant legislation as well as the rules and codes of conduct that apply to all areas in which it operates, and any other commitments made as part of a corporate policy. A procedure is in place to ensure that the rules and regulations applicable to the events and the management system itself are regularly updated. The above-mentioned commitments regarding integrity mean that all suppliers are expected to work according to the same principles, especially with regard to the labour code. Connexia also ensures compliance with the principle of integrity through periodic checks, and a procedure for conducting internal audits is in place.

Social responsibility

Connexia is aware that the activities included in its own management system have an environmental, social, and economic impact, and is therefore committed to adopting the best sustainability practices applicable to the relevant activities in line with the ISO 20121 standard, wherever possible. Connexia is committed to supporting the issue of sustainability, providing educating, and making decisions that can reduce negative environmental impacts wherever appropriate. Event venues are also reviewed to ensure that the impact of the event is properly addressed during its life cycle.

Cooperation between organisers, clients, and local authorities is encouraged to facilitate the attainment of sustainability objectives and ensure compliance with policies.

Any problems identified are transformed into objectives and goals that facilitate the correct management of economic, social, and environmental considerations. The expertise of Connexia's staff members is regularly reviewed to identify any opportunities for further training that could help to improve the management system. Training and the development of skills are key to sustainable development, leading to increased dissemination of knowledge and experience.

In the case of any discrepancies between the skills required and those that are possessed, Connexia will promptly implement a training programme to guarantee that the individuals involved can acquire the necessary abilities.

Connexia is creating and aims to maintain a system of sustainability management for the projects in which it is involved as a provider, respecting the above-mentioned values of inclusivity, integrity, and corporate social responsibility, which underpin its operational practices. The following statements of intent guide the company's sustainability policy:

- Creating a working culture that encourages sustainability by ensuring that related issues are taken into account
- Allowing employees to develop personally and increasing the resources available through innovation, training, and learning
- Allocating sufficient resources to ensure the correct functioning of the management system
- Promoting the use of materials and resources that have an impact (either directly or indirectly) on the area covered by the management system
- Seeking to reduce negative environmental impacts to guarantee sustainable growth that respects the needs of future generations
- Managing relationships with stakeholders in a transparent and inclusive way, respecting the principles of sustainability identified and encouraging feedback and support. This approach includes the sharing of knowledge and good practices to encourage stakeholders to adopt appropriate behaviour for the sustainable management of events
- Using products and services that respect the principle of sustainability during their entire life cycle, with the aim of fostering the integration of social responsibility and strategic thinking
- Incorporating principles of sustainability in the supply chain and requesting that providers operate in compliance with this principle wherever possible
- Guaranteeing that all staff can work in a safe and healthy environment
- Considering the effects on the local community as part of the decision-making process
- Maintaining an adequate profit margin to guarantee long-term value creation
- Carrying out activities in an honest and transparent way
- Improving the company's reputation by supporting local communities and ethical business initiatives
- Guaranteeing that the events promoted have a positive impact, including long term

CONNEXIA AS A BENEFIT CORPORA- TION

In October 2020, Connexia, an independent marketing and communications agency, decided to become a Benefit Corporation, formalising the journey of social responsibility and ethical commitment that had become an integral part of the company's DNA over the years. For us, being a Benefit Corporation means voluntarily adhering to the highest standards of accountability and transparency, giving equal weight to economic and financial objectives as well as those related to social and environmental impact, and marking a radical paradigm shift away from the traditional business model that is focussed on profit alone.

The decision to transform Connexia into a Benefit Corporation is consistent with our journey and our desire to demonstrate an ethical commitment that has been part of our approach and our way of working for many years. We firmly believe that only those companies that are able to create value over time, for themselves and for the entire community, will have a future. With this choice, Connexia has once again demonstrated its commitment to its own values: its own story is intimately connected with the personal stories of those who founded the company and currently lead it, and the stories of all of us who are part of it.

More specifically, we have altered our Charter and become Connexia Società Benefit S.r.l. to formalise

our commitment to corporate social responsibility.

Italy is the second country in the world, after the United States, and the first in Europe to have introduced this opportunity into its legal system, and we were the first of the major players in our industry to make this conscious choice, giving a strong signal and confirming our long-term commitment to creating shared value for the community.

There are five macro areas that characterise our position and extra-business mission. These are explored in our Manifesto of Values with a particular focus on one area above all: people.

In deciding to become a Benefit Corporation, we have committed to continuing to work together to grow and build solid opportunities for development in all the areas in which we are actively involved: because we firmly believe that business can be done in a way that benefits people and the planet as well as profit.

The video in which Paolo d'Amassa and Marina Salamon present Connexia Società Benefit is available at the following link:

<https://youtu.be/-aQfJNVw4nE>.



THE FIVE MACRO AREAS

Connexia has included five points in its charter for the common good, which are divided into three thematic areas in this Impact Report: value distribution and giving back to the community; employees and professionalism; the environment and our impact..

Distribuzione del valore e restituzione alla comunità

1. PROFIT → 2.2.1 To allocate part of the profits made each year to carefully selected non-profit organisations with the precise aim of supporting bodies that are capable of helping the most vulnerable in a concrete way.
2. KNOW-HOW → 2.2.3 To make the company's skills available on a "pro bono" basis to non-profit organisations, offering strategic, communication and marketing advice, as well as the technology and related training required for them to work at their best, through a real transfer of skills, aimed at supporting their growth over time.
3. PROJECTS → 2.2.4 To create shared technological platforms that have a positive impact on the community and region.

Employees and professionalism

4. WELL-BEING → 2.2.2 To create concrete programmes with a focus on the physical and mental wellbeing, work-life balance, and professional development of individual employees, enhancing the talent of each individual in a context of fairness, meritocracy and involvement.

The environment and our impact

5. ENVIRONMENT → 2.2.5 To protect the environment through a daily commitment that aims to reduce the company's impact on the planet – for example, through the almost total dematerialisation of documents, the elimination of unnecessary travel and transfers, the avoidance of wasted electricity, supporting the separate collection of waste, the purchase and use of ecological products, and energy-efficient electronic and IT equipment.

ACTIONS FOR THE COMMON GOOD

We have decided to transform our company into a Benefit Corporation because we believe that this choice reflects our commitment to our corporate social responsibility towards all our stakeholders. In the following section, we report on the actions we have already undertaken and the shared benefit objectives we intend to pursue, divided into the five macro-areas of our charter. Relevant data and topics relating to the activities carried out in 2020 are specified.

1. Value distribution and giving back to the community

PROFIT

Actions undertaken	Objectives to be reached
Donation of a % of profits to non-profit organisations, selected by the controlling shareholder, in the areas of: children, animals and dogs, long-distance adoptions, the poor and the homeless	<ul style="list-style-type: none"> → To maintain this commitment over the years → Better and regular communication of our commitment to charitable giving

KNOW HOW

Actions undertaken	Objectives to be reached
Making the company's skills available to non-profit organisations on a "pro bono" basis, offering strategic, communication, and marketing advice as well as technology and related training to non-profit organisations, selected by the owners, in the areas of: children, animals, in particular dogs, long-distance adoption, the poor and the homeless	<ul style="list-style-type: none"> → To maintain this commitment over the years → Better and regular reporting and communication of our commitment to pro-bono projects

PROJECTS

Actions undertaken	Objectives to be reached
→ Generosity map: during the Covid-19 pandemic, we provided non-profit organisations, for-profit organisations and citizens with a data collection tool to track all donations made.	→ To offer digital services and products to companies to better manage environmental and social sustainability issues
→ Digital solidarity: during the Covid-19 pandemic we provided free licences for accessing Cisco Webex to all companies that requested one, for the red zone and then for the whole of Italy	<ul style="list-style-type: none"> → To launch a Master's in Sustainable Communication -IULM → To launch an open call for innovation and social communication projects for non-profit organisations



2. Employees and professionalism

WELL-BEING

Actions undertaken	Objectives to be reached
<p>→ <u>Wellbeing</u> During the first lockdown we launched the following initiatives, some of which are still running: People.connexia; emotional support; yoga and wellness pills; one day InCooking; activities for children; smart photography course; Connexia generated playlist; Fra' di NOI column; #Challenge; Covid insurance; Connexia branded surgical mask kit and mini hand sanitising gel; birthday gift; Christmas gift 2020. Other initiatives that were also undertaken pre-pandemic include: All Agency Meeting; Connexia Lab; lunch roulette; welcome kit; DEM; conventions; fresh fruit in the office; fresh fridge; natural and sparkling water dispenser; 6 euro electronic restaurant tickets; welfare CCNL; one-off bonuses; Metasalute Fund; supplementary health policies; ISO 9001 Certification</p>	<p>→ To improve the initiatives already in place</p> <p>→ To offer five free psychological E-counselling sessions, subject to request</p> <p>→ Coffee with: to organise 30-minute meetings with different colleagues for all newcomers to the Connexia family</p> <p>→ To give a 50 euro bonus to each employee to improve their remote workstation</p> <p>→ To improve the culture of continuous feedback</p> <p>→ To draw up regulations for smart working</p> <p>→ To draw up policies for managing employees</p> <p>→ To improve initiatives relating to the physical and mental well-being of our employees</p> <p>→ To launch voluntary, social and environmental initiatives, involving our employees</p>
<p>→ <u>Work Life Balance</u> We have the following benefits in place: flexibility; part-time; parental and matrimonial leave; simplified smart working; ConNexTeam Initiative</p>	
<p>→ <u>Professional growth</u> We offer our employees: training needs analyses; technical training courses; MBO assignment; career plan review; job rotation; internal workshops to share know-how</p>	

3. The environment and our impact

ENVIRONMENT

Actions undertaken	Objectives to be reached
<p>→ Differentiated recycling</p> <p>→ Implementation of digital tools to facilitate work flows</p> <p>→ The launch of an internal dematerialisation process through a single system across all vital functions of the agency, providing real-time targeted data to ensure that the right decisions are always taken</p> <p>→ An increase in remote meetings, leading to a reduction in travel</p> <p>→ The acquisition of PCs with ecological certifications</p> <p>→ The elimination of plastic cups, which have been replaced by compostable cups</p> <p>→ ISO 20121 certification</p>	<p>→ To launch internal initiatives to raise awareness of the importance of reducing the environmental impacts of offices and lifestyles</p> <p>→ To improve work and structures to ensure greater efficiency in environmental terms</p> <p>→ To rethink the company's business model as a function of environmental impacts</p> <p>→ To install digital signature software to further reduce printing</p> <p>→ To invest in improving the office structure to be more ecologically efficient</p> <p>→ To select providers in possession of FSC certification</p>



01

VALUE DISTRIBUTION AND GIVING BACK TO THE COMMUNITY

At Connexia, all of our actions aim to create value. This is our raison d'être. It is also our responsibility to grow and to be a place of opportunity and development for all our employees.

PROJECTS TO SUPPORT BUSINESSES

Digital solidarity & generosity map

As one of the first 10 companies to join the Digital Solidarity initiative launched by the Minister for Innovation, Paola Pisano, as a partner of Cisco Webex for over a decade, when the Covid-19 pandemic broke out, the communications company Connexia stepped up to offer licences, technical assistance, and training for the Webex platform (a tool that enables remote collaboration in a simple and easy way) free of charge to all those who requested them. This move facilitated smart working and distance learning.

Connexia provided concrete assistance to anyone who asked for it, helping them to deal with the emergency situation that threatened to bring all printing activities (whether work-related or scholastic) to a standstill. Connexia was not the only company to do so, but it was certainly among the very first, on a par with giants such as Amazon, Google and Fastweb. And that's not all.

During the first lockdown, Connexia also implemented a number of other initiatives with one common thread: the sharing of expertise.

One of these is the Generosity Map, a data application that monitors all the companies actively involved in the fight against the pandemic, mapping the donations of money and materials made by individual companies and graphically representing them in the form of aggregate data. This is a way of giving a face and a voice to the many organisations that have contributed towards solidarity, but also an opportunity to launch an appeal to civil society, allowing everyone to become an active player, including in the reporting of new donations. The initiative is one of the various ways chosen by Connexia to contribute and give back to the community,

sharing data and information and providing a cross-section of the companies that have had an impact on the communities in which they operate.

Durante la prima ondata, tra marzo e luglio 2020,

During the first wave, between March and July 2020, Connexia enabled a total of 1,057 users, allowing freelancers, educational institutions, and students to organise 4,052 free digital meetings, for a total of 441,474 minutes of web conferencing and 44,081 participants involved. With its Generosity Map, Connexia has tracked 203 donor companies, for a total of 581 million, 151 beneficiaries, and 343 donations, of which 1/3 were non-monetary donations (including hospital equipment, protective devices, software licenses and educational content).

More information on the Generosity Map can be found at: <https://donazionicovid19.connexia.com>

580.098.000 €		
343 Donations	203 Companies Donors	151 Beneficiaries

Wake Up Innovators | RESTART

Wake Up Innovators | RESTART was a cycle of meetings on a digital platform that Connexia dedicated to the theme of restarting after the Covid-19 emergency. The main objective was to open up a direct dialogue with the protagonists of Italian industry to take stock of the business situation and the strategies needed to react to the crisis and restart. Within a context

of almost complete inertia, where all physical events had been postponed or cancelled due to the pandemic, the promotion of a “digital restart” had become essential, creating an opportunity for concrete analysis and open discussion between managers, communicators, and professionals, and shining a light on the profound need to react and work together towards the recovery of production activities.

Guests of Connexia’s virtual lounge were C-levels and entrepreneurs active in the most strategic sectors of our country (and beyond): we dedicated 17 weekly appointments (from 2 April to 23 July 2020) with as many protagonists from the Italian economy, interviewed by Connexia’s Corporate Communication Director, Zornitza Kratchmarova.

For each appointment, an average of 95 people took part, resulting in a total of almost 1,700 participants.

17 appointments

17 Speakers	1695 Total participants	95 Average participants for each event
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Wake Up Innovators | EVOLUTION

The culture of innovation and transformation is encapsulated within the ability to regard change with courage and determination, without prejudices or preconceptions, remaining consistent with one’s purpose and contributing concretely to the cultural evolution of the social fabric within which one lives and operates.

This is the conceptual genesis of the format that has supported a new “season” of Connexia’s cycle of monthly meetings on a digital platform dedicated to the culture of innovation.

This is how Wake Up Innovators | EVOLUTION was born in 2020: this fluid and adaptable format, without predefined frameworks, was “contaminated” by the suggestions of a digital culture that Connexia had helped to create, and which is fed and enriched by increasingly diffuse knowledge, aiming to make a difference and creating value. Its evolutionary journey started with confrontation and contamination, designed to equip us all with the right tools to manage the present and build the future. The first launch event took place in October 2020, with the participation of 10 guests and more than 70 connected users.

The other meetings, held between late 2020 and early 2021, saw the participation of more than 10 guests, with an average of 500 viewings per event via YouTube and Facebook.

5 appointments

21 Speakers	4385 Total participants	500 Average participants for each event
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Sharing is Caring

Sharing is Caring is a format based on the sharing of digital knowledge: a cycle of weekly free-streaming meetings, during which Connexia professionals offer their experience and skills to their audience. The aim of the project was to help build and “nurture” dialogue surrounding the processes and dynamics of digital change and the transformation of individuals, groups, and complex organisations, exacerbated by the pandemic.

We held five meetings, ranging from Web Analytics – with an explanation of how to make the most of traffic booms to improve the consumer experience and the efficacy of brand business strategies at a time when e-commerce has exploded – to SEO, which is a cornerstone for successfully representing the contents of a website in search results, optimising the ability to drive qualified traffic, and improving brand perception.

Particular attention was also given to brand reputation and business strategies, with the sharing of best practices and recommendations for governing the digital reputation and analysing the current historical moment through the lens of marketing and communication, with structural changes, new behaviours, areas of opportunity, and insights into the future of what is already being defined as “a new era for brands and consumers”.

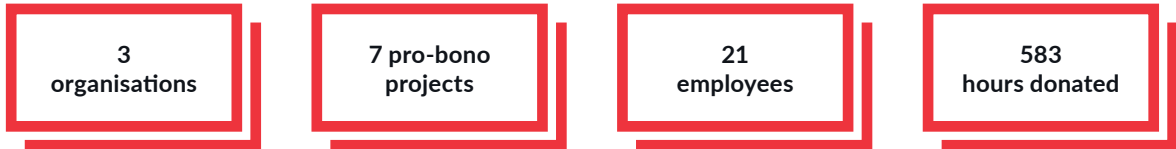
To conclude, an analysis of the best of creative communication during the Covid-19 emergency was carried out: a detailed analysis of the choices made by brands during the pandemic and the various ways of creating important messages during a health emergency that involved and affected everyone, disrupting values, needs, and priorities. The meetings were held between April and May 2020, with the participation of 5 speakers and an average of around 100 active users.

5 appointments

5 Speakers	492 Total participants	100 Average participants for each event
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PROJECTS TO SUPPORT THE COMMUNITY

Every year, we support the community by carrying out pro-bono projects and distributing a part of any profits made to charities. In 2020 we worked together with 3 organisations on 7 pro-bono projects, involving 21 Connexia employees for a total of 583 hours donated.



Organisation: ActionAid

Project: "The world of tomorrow"

Connexia staff involved in the project	Hours
Art director	8
Creative Director	40
Senior Account	32.5
Art director	17
Client Director	15
Creative director	1
Total	113.5

Project: The world of tomorrow (April – May 2020)

A multi-subject campaign to tell the story of the post-pandemic world. A campaign designed to substantiate the story of our future through the lens of Covid-19: a clear reflection of how the virus has changed us and – more importantly – how it will change humanity forever. This has, of course, been a sudden and painful experience of change, but it is possible to find silver linings. No stranger to unconventional forms of communication, ActionAid has thus chosen to promote the rediscovery of some of its founding values - humanity, solidarity, and community - at a historical moment in which they are even more topical, and have an even more tangible meaning.

Between April and May 2020, Connexia was involved in the creative part of the project entitled "The world of tomorrow", from the initial idea to the delivery of the final design to the authorities. 6 employees were involved, donating a total of 113.5 hours.

Organisation: Fondazione Rava

Campaign "Covid-19" + "Maternity"
 Media campaign "5x1000"
 Media campaign "In the pharmacy for children"
 Media campaign "Christmas 2020"
 Data Analytics and training course for GA use

Between March and December 2020, Connexia contributed to the execution of the following projects, managing all media communication and creating the graphic assets requested. 12 staff members worked on the projects, for a total of 391.5 hours.

Campaign "Covid" + "Maternity" (March - June 2020)

A social media and TV campaign undertaken during the emergency to raise funds for the location and donation of equipment for intensive care units.

Media campaign "5x1000" (June - September 2020)

Social media campaign (FB/IG + Google) for fund raising 5x1000

Media campaign "In the pharmacy for children" (November 2020)

Social media campaign (FB/IG) to raise awareness of the rights of children and the collection of medicines and baby care products for children in health poverty.

Media campaign "Christmas 2020" (October - December 2020)

Social media campaign (FB/IG + Google) for solidarity gifts

Data Analytics and training course for GA use (April - May 2020)

Set-up of events for Fondazione Rava campaigns and training course for GA use, plus various consultancy services

Connexia staff involved in the project	Hours
Client Director	3.5
Social Media Director	1.5
Art director	62
Creative Director	4
Account Manager	132.5
Senior Media Planner	86.5
Video Maker	9
Copywriter	50.5
Media Director	4
Social Media Coordinator	1
Data Solutions Director	0.5
Media Planner	36.5
Total	391.5

Organisation: Presidency of the Council of Ministers

Campaign "DNA Italy"

Between July and October 2020, Connexia oversaw the creative part of the spot, devising the basic concept. For this project, 3 collaborators were involved, for a total of 78 hours.

Campaign "DNA Italy" (July - October 2020)

A 60-second spot dedicated to all the grandparents in our country on the occasion of their celebratory day. The spot was donated to the Presidency of the Council of Ministers. The institutional campaign was aired on TV from 28 September to 2 October on the RAI channels and on Palazzo Chigi's Facebook profile.

Connexia staff involved in the project	Hours
Operation Director	2
Creative Director	32
Account director	44
Total	78

#INSIEMEPERILPAESE (#TOGETHERFORTHECOUNTRY) – At the height of the lockdown, Connexia, Medtronic, and Methodos created a video with the aim of raising awareness among Italian citizens of the role that older people have played and still play in the civic community. Donated to the Presidency of the Council of Ministers, the tribute was dedicated to "all the young people of the past who still do all they can to make our vountry great, every day". The video gave rise to an institutional campaign, planned for the occasion of Italy's Grandparents' Day (2 October) and broadcast on RAI channels and online on the Facebook profile of Palazzo Chigi - Presidency of the Council of Ministers. The video on the Palazzo Chigi - Presidency of the Council of Ministers Facebook profile recorded 64,624 views, 1,881 interactions and 948 shares.

VALUE CREATED AND DISTRIBUTED

	31/12/2020	% invoices	% added value
Gross sales	17,636,186 €	99.6 %	
Other revenues	63,852 €	0.0 %	
Total income from production	17,700,038 €	100.0 %	
Cost of goods	-29,967 €	0.0 %	
Cost of services and other operating costs	-9,134,415 €	52.0 %	
Total production costs	-9,164,382 €	52.0 %	
Added product value	8,535,656 €	48.0 %	
Balance of non-recurring income	-108,742 €		
Gross global added value	8,426,914 €	48.0 %	
Thus intended:			
At work	- 6,837,374 €	39.0 %	81.0 %
Salaries and contributions, severance pay	- 6,837,374 €	39.0 %	81.0 %
To the state	- 366,776 €	2.0 %	4.0 %
Other taxes (ICI, IRES, IRAP, stamp duty, waste, etc.)	- 366,776 €	2.0 %	4.0 %
To lenders	- 266,176 €	2.0 %	3.0 %
Partners for the remuneration of paid-up capital	-	0.0 %	0.0 %
Remuneration of Directors	- 266,176 €	2.0 %	3.0 %
Other lenders for remuneration of loans	-	0.0 %	0.0 %
To the community	- 2,370 €	0.0 %	0.0 %
Social initiatives, educational and cultural activities, sponsorships	- 2,370 €	0.0 %	0.0 %
Added value reinvested	- 253,865 €	1.0 %	3.0 %
Depreciation	- 253,865 €	-1.0 %	-3.0 %
Total	- 700,353 €	4.0 %	8.0 %

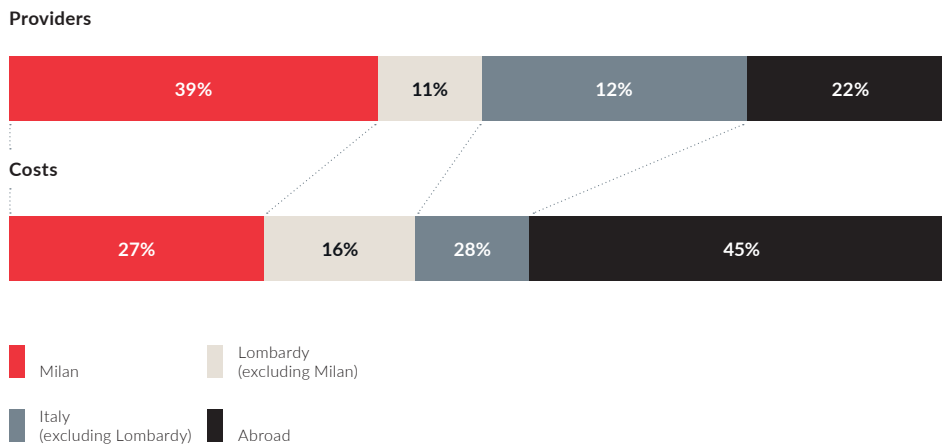
	Description of financing	Reason for financing	€
Tax relief or tax credit	Tax credit	Foundation of a benefit company	2,948
Other	Youth guarantee reimbursement	National operational plan "Youth Employment Initiative".	3,200
Total income from production	100.0 %		6,148

PROVIDERS

At Connexia, we prioritise procurement from providers who are local and (where possible) have environmental and social sustainability certifications, although procurement is not strategic for our intangible services business. The following table shows our material and service suppliers for the year 2020, broken down by geographical area. We consider local providers to be those operating in the province of Milan, where our company has its registered office and operations. More than 50% of our expenses for the year 2020 were incurred in Italy, in particular 27% to providers in the province of Milan. In total, in 2020 we used materials and services from 578 providers, 78% of which were Italian and almost 40% from the province of Milan.

Area	% costs	No. of providers	% no. of providers
Province of Milan	27%	227	39%
Lombardy (excluding Milan)	16%	62	11%
Italy (excluding Lombardy)	12%	159	28%
Abroad	45%	130	22%
Total	100%	578	100%

Costs and providers per area

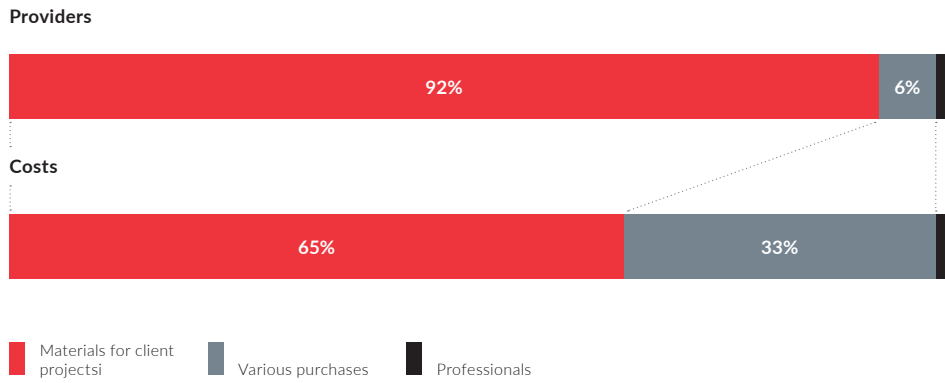


Our main expenditure categories relate to various office materials and tools, consultancy fees and services provided by professionals in various fields, and purchases of materials and services for the implementation of projects for our clients, which was the largest amount of expenditure and the largest number of suppliers in 2020.

Costs vs type of provider	Milan	Lombardy (excluding Milan)	Italy (excluding Lombardy)	Abroad	% of total
Various purchases (software, stationery, PCs, businesses, gadgets, shipping, etc.)	6%	3%	14%	4%	6%
Professionals in the following areas: corporate, tax, legal, labour, security, GDPR, IT, insurance	7%	0%	2%	0%	2%
Purchases for client projects	86%	97%	83%	96%	92%

No. of providers per provider type	Milan	Lombardy (excluding Milan)	Italy (excluding Lombardy)	Abroad	Total	%
Various purchases (software, stationery, PCs, businesses, gadgets, shipping, etc.)	68	14	56	55	193	33%
Professionals in the following areas: corporate, tax, legal, labour, security, GDPR, IT, insurance	7	0	6	0	13	2%
Purchases for client projects	152	48	97	75	372	65%
Total	227	62	159	130	578	100%

Costs and providers per provider type





02

EMPLOYEES AND PROFESSIONALISM

Our employees have helped to make Connexia the company that it is today. Our attention goes to them, to their psychological and physical wellbeing, to their work-life balance, to their professional growth. We have many women and many young people in positions of responsibility, because we work in a meritocratic environment where talent is valued and continuous training is offered.

PROJECTS, ACTIVITIES AND BENEFITS FOR OUR EMPLOYEES

Wellbeing

Over the course of 2020, we implemented various campaigns to support the organisational, physical, and psychological wellbeing of our employees during the Covid-19 pandemic. Some activities that had already been put in place in 2020 before the pandemic were suspended, while others were intensified as required.

The following initiatives were implemented during the first lockdown in the spring of 2020, and some are still in place:

A day in the kitchen

Between the end of March and the start of May 2020, weekly sessions were held for all employees, during which an employee presented and created a recipe. All sessions were recorded for the benefit of employees who could not take part at the time.

Activities for children

Once a week, between Saturday and Sunday, a decoupage activity was carried out together with the children of Connexia employees. This activity was able to take place thanks to an employee who is passionate about decoupage. The sessions were also recorded.

Smart photography course

A smart photography course consisting of two sessions (a total of three hours) was held, led by our video-maker and "DOP" (Director of Photography). The course was recorded.

Connexia Generated Playlist

A playlist was created by Connexia employees to provide a new song every day and boost motivation among employees. A total of 31 songs were compiled and can be listened to on Spotify.

#Challenge

Between May and June 2020, all Connexia employees were presented with a true #Challenge. Divided into teams of 10-12 employees, they presented projects aimed at interpreting the consequences of the Covid-19 crisis in a communicative way - a kind of "we learned that..." activity. This #Challenge gave rise to a diverse range of ideas, proposals and suggestions. It was also an opportunity to get to know each other better and spend time together in a more light-hearted way.

Birthday gifts

Between March 2020 and March 2021, we delivered our employees' birthday gifts directly to their homes. 20% of each order was donated to the Papa Giovanni XXIII Hospital in Bergamo.

Christmas gifts 2020

We delivered an aperitif kit and a black Connexia branded sweatshirt directly to our employees' homes, as well as donating a €50 SOS Spesa voucher to families in need for each Connexia employee (Fondazione Francesca Rava). We all raised a glass together to exchange festive wishes on 23 December.

People.connexia

This project involved the design and development of a company Intranet, with the aim of making it easier to share certain information and documents within the agency.

All Agency Meeting

The All Agency Meeting represents a live institutional moment, during which colleagues come together to talk about the market, Connexia's performance, business, people, and any other issues. These meetings foster a sense of involvement, belonging, sharing, understanding, and transparency. During the Covid-19 pandemic, we organised 1 online session per week or bi-weekly, lasting 1 hour. The sessions were recorded and archived on people.connexia.

Connexia Lab

This is Connexia's Facebook group, where we share ideas and photos of moments that represent life at Connexia. It is a laboratory that we have created to constantly improve the way we work and to keep us informed about the latest trends in digital, social and marketing.

Lunch Roulette

In order to promote familiarity and integration between colleagues, each week 4 employee names are drawn at random to choose a date to have lunch together. Lunch is offered by Connexia. The initiative has been temporarily suspended due to the Covid-19 pandemic.

Welcome KIT

On their first day, each newcomer to the Connexia team receives a welcome kit consisting of a backpack, mug, diary, pencil, and T-shirt/fleece, all featuring Connexia branding.

DEM

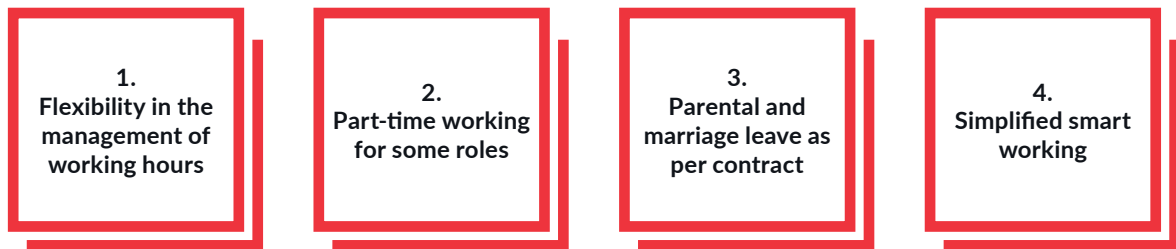
These are sent to all employees to celebrate birth-

days, births, and new roles, or to welcome them on board or back to the team.

Work Life Balance

We strive to offer our employees an ideal work-life balance, paying attention to the needs of individuals to improve professional performance, mental and physical wellbeing, and personal satisfaction.

In November 2020 we created the ConNextTeam: this team, consisting of five colleagues, aims to improve "work-life balance", promoting co-creation and the optimisation of processes and tools, enhancing professional growth to support the company's own growth, and increasing personal satisfaction and the sense of belonging. We focus on:



Professional growth

At Connexia, we value the professional growth of every single employee, nurturing the talent of each person in a context of fairness, meritocracy and involvement.

To do this, we have implemented the following projects:

Needs analysis for staff training

Identification and collation of training needs to fill any gaps.

Technical and soft skills training courses

These are mainly held online, but also in person. These experiential training sessions make use of innovative techniques and coaching courses for senior figures.

Assignment of MBO

For individuals with greater responsibility (about 50%

of our employees). Annual evaluation of quantitative and qualitative objectives, and objectives consistent with the company's strategy.

Career plan reviews

Professional development is supported through both vertical and horizontal growth paths, combining training and internal mobility activities (changes in role, company function). Systematic evaluations help establish the progress made and outline areas for improvement, where further action can be taken.

Job rotation

These are transversal career paths that make use of listening points to enhance, retain and accompany the talents within our team.

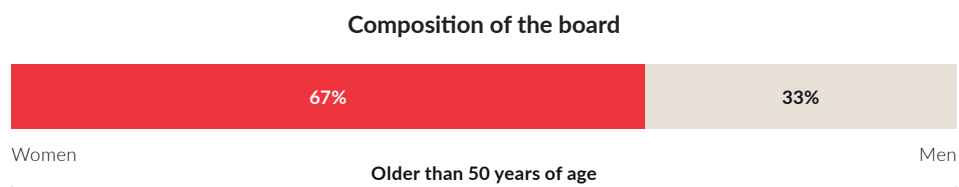
Internal workshops

We organise internal workshops with the aim of sharing expertise and acquiring new skills

THE CONNEXIA TEAM

Board structure

Our board consists of three individuals, two women and one man, all of whom are over 50 years of age.



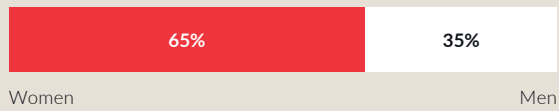
Our employees

At Connexia, all of our employees are covered by collective bargaining agreements set out in the National Collective Bargaining Agreement (CCNL) and are committed to complying with the Disciplinary Code. By "Senior Managers" we mean all employees who hold Director positions. The total number of our employees at the end of 2020 was 133, of which 65% were women and 73% between the ages of 30 and 50. 96% of our employees work full-time and 84% have a permanent contract in place. The average seniority in the company is 4 years.

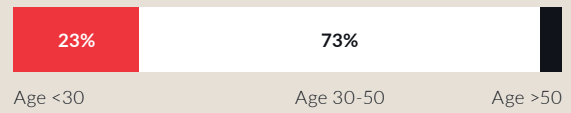
Employee category	Sex M	Sex F	Age <30	Age 30-50	Età >50	Average company seniority	Full-time / Part-time	Fixed-term / Permanent		
CO.CO.CO.	1	0	0	1	0	1	1	0	0	1
Intern	1	7	8	0	0	0,5	8	0	0	8
Apprentice	2	4	4	2	0	1	6	0	6	0
Employee level 3	0	8	5	3	0	1	6	2	2	6
Employee level 4	4	17	7	14	0	3	20	1	16	5
Employee level 5	10	17	5	20	2	4	27	0	26	1
Employee level 5S	4	3	0	7	0	3	7	0	7	0
Employee level 6	4	11	1	14	0	6	15	0	15	0
Employee level 7	1	9	0	8	2	5	9	1	10	0
Employee level 8Q	16	10	0	25	1	6	25	1	26	0
Director	2	1	0	3	0	5	3	0	3	0
Administrator	1	0	0	0	1	21	1	0	1	0
Total	46	87	30	97	6	4	128	5	112	21

Our employees

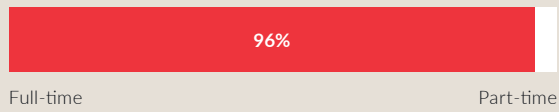
Sex



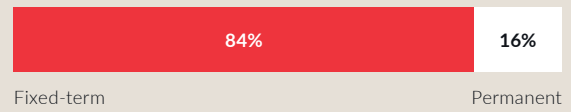
Age



Type of contract

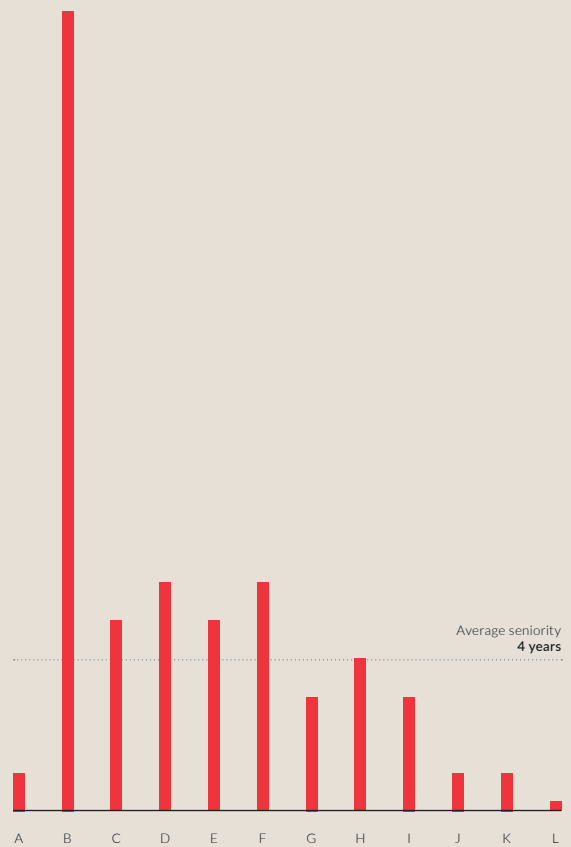


Contract duration



Average seniority

Index	Category	Seniority (years)
A	CO.CO.CO.	1
B	Administrator	21
C	Director	5
D	Employee level Q8	6
E	Employee level 7	5
F	Employee level 6	6
G	Employee level 5S	3
H	Employee level 5	4
I	Employee level 4	3
J	Employee level 3	1
K	Apprentice	1
L	Intern	0,5



New recruits 2020

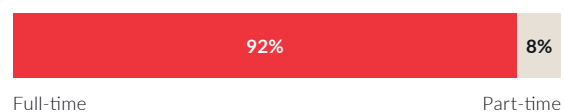
In 2020, 25 new employees were hired, 68% of whom were women and 64% of whom were under 30 years of age. 92% were hired in a full-time position and 64% with a fixed-term contract.

Employee category	Sex M	Sex F	Age <30	Age 30-50	Age > 50	Full-time	Part-time	Fixed-term contract	Permanent contract
CO.CO.CO.	1	-	1	-	-	-	-	-	1
Intern	3	8	10	1	-	10	1	-	11
Apprentice	1	1	2	-	-	2	-	2	-
Employee level 3	-	1	1	-	-	1	-	-	1
Employee level 4	1	3	2	2	-	3	1	1	3
Employee level 5	1	1	-	2	-	2	-	2	-
Employee level 6	1	1	-	2	-	2	-	2	-
Employee level 7	-	1	-	1	-	1	-	1	-
Employee level 8Q	-	1	-	1	-	1	-	1	-
Total	8	17	16	9	0	22	2	9	16

Sex



Type of contract



Age



Contract duration



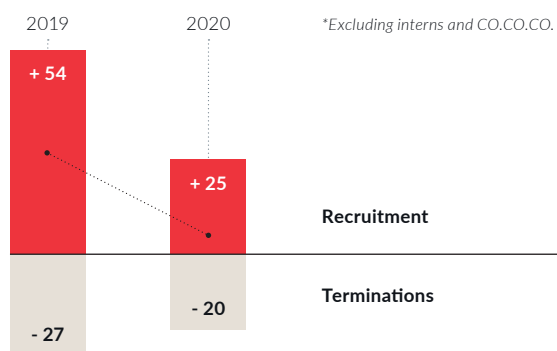
Terminations and turnover

Between 2019 and 2020, the number of contract terminations decreased, with a total of 20 terminations in the year 2020. In 2020, recruitments exceeded contract terminations, with a total of 25 new recruits.

Employee category	2019	2020
CO.CO.CO.	0	0
Intern	7	5
Apprentice	3	1
Employee level 3	2	2
Employee level 4	7	6
Employee level 5	4	3
Employee level 5S	0	1
Employee level 6	2	0
Employee level 7	0	1
Employee level 8Q	2	1
Director	0	0
Administrator	0	0
Total	27	20

Recruitment 2020			Terminations 2020		
Area	M	F	Area	M	F
Innovation	1		Operation		4
Creative		2	Event		1
Operation	1	3	Social		3
Finance		1	Creative design		1
Collaboration		1	Cloud	1	
Media	1	1	Media	3	
Media House	1		Creative	1	
Client Service	1		Client Service		1

Recruitment vs Terminations



External staff

We have just five external staff members, 4 men and 1 woman, all of whom are over 30 years of age.

External staff (trainers/consultants)	M/F	Average age	Average company seniority
4	M	40,5	7
1	F	39	1

Employees recruited from the local community

For us, the local context is the community that populates the province of Milan. 72% of our employees live in the province of Milan, and 95% are Italian nationals.

Province of residence	Employees	Province of residence	Employees
Barletta-Andria-Trani	1	Palermo	1
Brescia	2	Pavia	2
Como	1	Pisa	1
Ferrara	1	Roma	2
Genova	1	Savona	1
Grosseto	1	Siena	1
Lecco	3	Taranto	1
Livorno	1	Torino	1
Lodi	1	Treviso	2
Mantova	1	Venezia	1
Milano	96	Verona	1
Monza e Brianza	9	Totale	133
Novara	1		

Province of residence	Employees
Region	Employees
Apuglia	2
Lombardy	115
Emilia-Romagna	1
Liguria	2
Tuscany	4
Piedmont	2
Sicily	1
Lazio	2
Veneto	4
Total	133

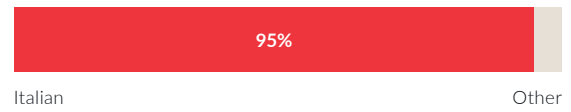
Province of residence	Employees
Nationality	Employees
Italian	126
Belarusian	1
Russian	2
British	1
Moldovan	1
Spanish	1
Polish	1
Total	133

External staff

Residence



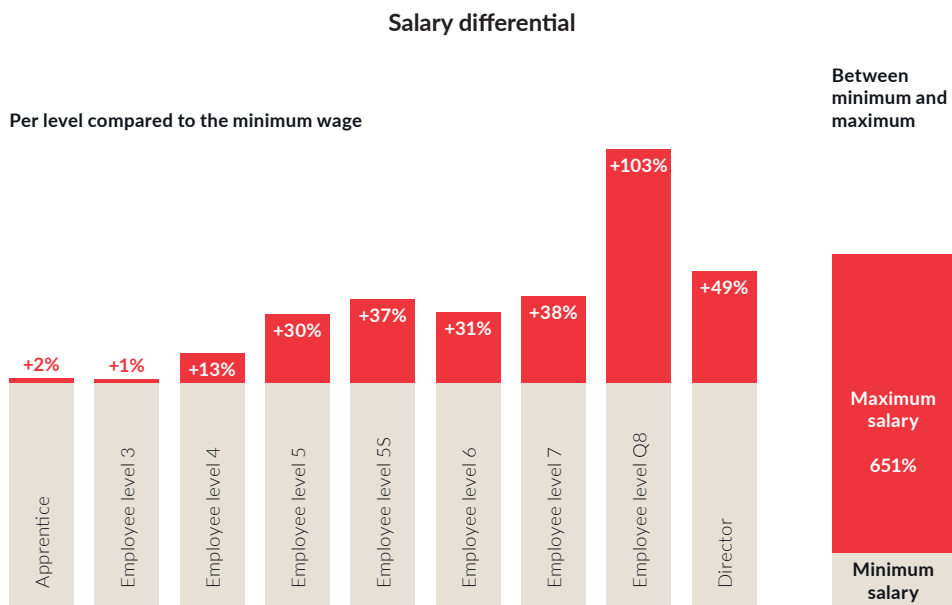
Nazionalità



Salary

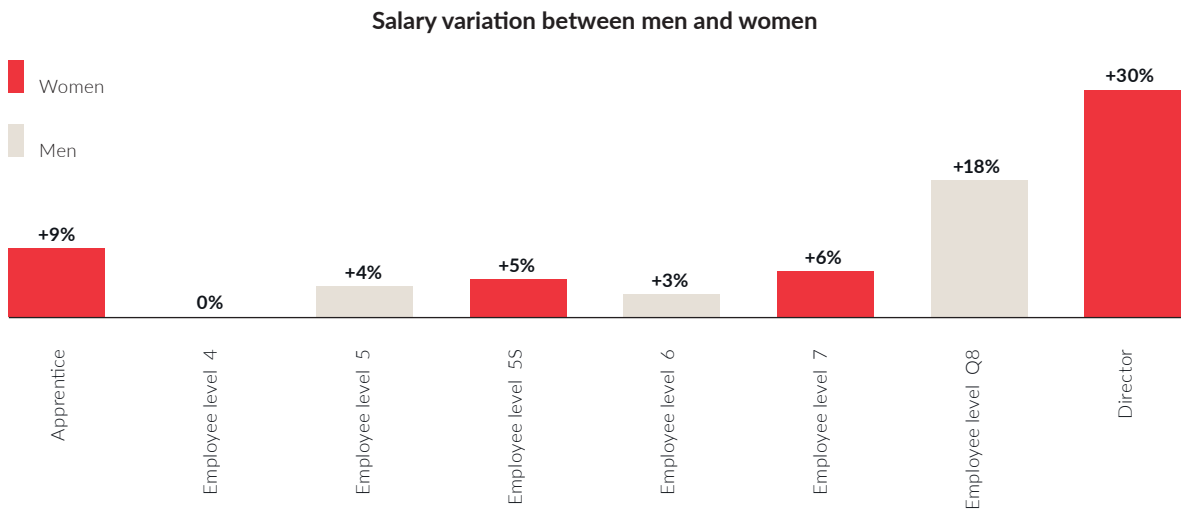
The average company salary is higher than the minimum wage for each employee category level. For level 8Q, the salary is 2.03 times the minimum wage.

Employee category	Change in salary
Apprentice	2%
Employee level 3	1%
Employee level 4	13%
Employee level 5	30%
Employee level 5S	37%
Employee level 6	31%
Employee level 7	38%
Employee level 8Q	103%
Director	49%



Up to the level category, there are variations in average salary between men and women of less than 10%. For the 8Q level, the variation is 18% in favour of men, while for the Executive level the variation is 30% in favour of women. The salary differential between minimum and maximum is 6.51.

Employee category	Average salary for women	Average salary for men
Apprentice	+9%	1
Employee level 3	1	-
Employee level 4	1	1
Employee level 5	1	+4%
Employee level 5S	+5%	1
Employee level 6	1	+3%
Employee level 7	+6%	1
Employee level 8Q	1	+18%
Director	+30%	1



Maternity and paternity

In 2020 at Connexia we had 3 maternity cases, which are still ongoing, and 3 paternity cases, which were completed in 2020. All our employees are entitled to return to work, and the return rate was 100%. In total, there were 404 days of maternity and paternity leave, plus 31 days of parental leave.

Parental leave entitlement	Days of maternity/paternity	Days of parental leave	M/F	Right to return to work	Return to work within 12 months
Compulsory leave Father L. 92/2012	7	0	M	YES	YES
Compulsory leave Father L. 92/2012	7	0	M	YES	YES
Compulsory leave Father L. 92/2012	6	0	M	YES	YES
Compulsory maternity	262	0	F	YES	Ongoing
Parental leave	0	31	F	YES	Ongoing
Parental leave	122	0	F	YES	Ongoing
Total	404	31	3M/3F	YES	100%

Employee benefits

Our employees enjoy certain benefits, some of which are not contractual but are granted to staff members to improve their wellbeing.

Concessions

Numerous discounts through concession agreements with bars and cafés in the vicinity of our offices. Discount on the value of an annual open membership at Virgin Active.

Company car for employees with more responsibility.

Welfare e Salute CCNL

Vouchers to the value of €200 provided for by the welfare system of the CCNL of the Mechanical Engineering sector, delivered by ticket compliments for all employees (excluding interns).

Fondo Metasalute, the supplementary health care fund provided for by the CCNL for all workers in the Mechanical Engineering industry.

Ticket restaurant

Electronic meal vouchers with a total value of €6 for all employees who work at least 6 hours a day (excluding interns)

One-off bonus

Bonus on the occasion of a birth, marriage, or recruitment. The recruitment bonus is paid after the individual recruited has successfully passed their probationary period.

Health and safety at work

For Connexia, the management of health and safety at work consists in guaranteeing that employees have a working environment that is safe and calm, anticipating and managing all potential risks that could compromise the wellbeing of staff members. Connexia possesses the DVR (risk assessment documentation) in accordance with its legislative obligations and there are no voluntary health and safety certifications.

The following table indicates individuals with responsibility for health and safety:

Worker Health and Safety Representative	Employer	Health and Safety Officer	Company Physician
Francesco Marcello Ferrario	Paolo d'Amassa	Stéphan Barbosa Jean Michel - Frareg S.r.l.	Dr Carmela Giordano

In addition, some of our employees receive annual training to ensure that they are up-to-date in terms of safety procedures, reaching a total of 64 hours in 2020.

Safety training activities	Total no. of hours	No. of employees involved
General + specific safety course	64	9

In terms of the implementation of additional safety systems linked to the Covid-19 pandemic, all our employees have followed Covid-19 protocol as required by law. The following actions were implemented to improve the health and safety of our employees during the Covid-19 pandemic and some of them will continue until the health emergency comes to an end:

Action	Description
Covid-19 protocol	This was sent to all Connexia employees and made available on the agency's internal website
Information panels	Information and publicity panels were installed in various Connexia offices
Safety kits	Distribution of kits including surgical masks and mini sanitising hand gels with Connexia branding
Covid- 19 insurance	COVID-19 insurance package for all employees, implemented in March 2020 and still ongoing
Emotional support	Skype support to help manage the fears, anxieties, and stresses that a crisis situation such as the Covid-19 pandemic can bring. All professionals involved were registered psychologists
Yoga & wellness	Between March and May 2020 we held two live yoga sessions of 60 minutes each with a professional teacher, and two weekly live sessions of 30 minutes each with a wellness coach for free body exercises. All sessions were recorded so that everyone could review the lessons
Ready for "simplified smart working" solutions	At the start of the lockdown in March 2020, thanks to its technological know-how and well-organised company processes, Connexia managed to organise the entire corporate structure for "simplified smart working" in just a few days, guaranteeing productivity and quality of work

Activities to promote health and safety

Connexia takes care of its employees and promotes a healthy lifestyle in its offices through the provision of fresh and healthy food, easy access to water, and supplementary health policies for some senior staff.

Activity	Description
Fresh fruit	Fresh seasonal fruit for all employees twice a week. Due to the Covid-19 pandemic, this initiative has been on stand-by since March 2020
Water distribution	Installation of two towers offering purified natural water and sparkling water on both the fourth and fifth floors. Personalised reusable bottles were provided to avoid the use of disposable cups
Fresh fridge	Installation of an intelligent refrigerator to provide privileged access to fresh and high-quality products that are suitable for those seeking to live a healthier lifestyle, just a few steps away from their desk. This initiative has been on stand-by since March 2020 due to the Covid-19 pandemic.
Supplementary health policies	Supplementary health policies have been provided for some senior figures

Computer security

Connexia educates its employees regarding the modes and limitations of using the company's computer network. The progressive diffusion of new information technologies exposes the company to risks of both financial and criminal involvement, while simultaneously creating image and security problems. It is with the latter issue in mind that Connexia has taken steps to provide appropriate indications and instructions to all employees, with particular reference to the security measures imposed for the processing of personal data by European Regulation no. 679/2016.

Given that use of the company's IT and telematic resources must always be driven by the principles of diligence and fairness (attitudes that are intended to underpin any action carried out within the context of the working relationship), it is considered essential to adopt further internal rules of common conduct in order to avoid careless and/or incorrect behaviour.

We aim to inform our staff, as simply and systematically as possible, about the correct procedure regarding:

- Computer and e-mail access information
- Systems management and general rules
- User responsibility
- Procedure for reporting hardware or software faults and malfunctions (Helpdesk)

Training and education

At Connexia we promote continuous training by offering our employees targeted courses. The company then leaves employees free to identify the training that is most appropriate for their professional needs.

In 2020, we received 25,720 euros through interprofessional funds to finance the following courses:

Training course	Period of 2020	Total employee hours	Number of employees involved	Total number of manager hours	Number of managers involved
Strategies for implementing innovation	January	176	11	64	4
Leadership	February	120	5	96	4
Commercial negotiation	January – July	336	14	24	1
Coaching course	September – November	0	0	60	3
Total	Year 2020	632	30	244	12

At Connexia, there is a strong culture of internal self-training that aims to share expertise between different business divisions and between employees who have more experience than others, who want to improve their skills.

Training is also provided through online platforms. In 2020, the following courses were carried out:

Training course	Period	Cost in €	Hours of training	Number of employees/managers involved
Payroll clerk	October	18	16	1
AR effects	July	40	20	1
Excel - basics and advanced	November	12	16	1
Power Point	October	12	8	1
Branding with personality	November	18	8	1
Business branding	November	30	16	2
E-world marketing summit (event)	November	200	8	1
Total	Year 2020	312	92	8

Further training in the year focussed on GDPR (one hour course for the thirteen staff members involved) and a university master's degree.

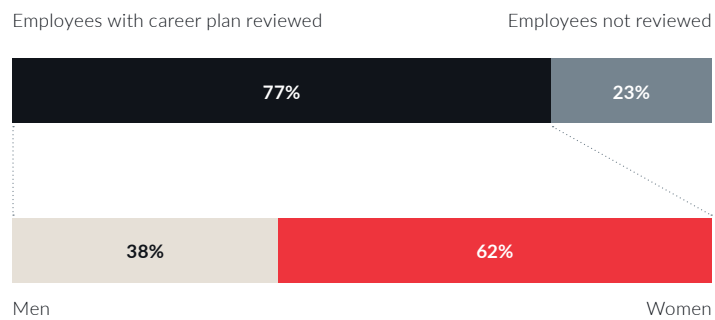
Review of staff career plan

At Connexia we help our employees to grow and develop their own career. In 2020, we talked to 103 employees to evaluate their career plan together, with the aim of helping them attain a more suitable career path, higher remuneration, or a different contractual level.

Employee category	No. of employees	Sex	Career plan review
Level 3	1	F	RAL variation
Level 3	1	F	Transition between fixed-term/indefinite contract
Level 4	2	F	MBO assignment
Level 4	1	F	Transition between fixed-term/indefinite contract
Level 4	3	F	RAL variation
Level 4	1	M	RAL variation
Level 5	13	F	MBO assignment
Level 5	3	M	MBO assignment
Level 5	1	M	RAL variation
Level 5	2	F	RAL variation
Level 5 super	2	M	MBO assignment
Level 5 super	1	F	MBO assignment
Level 6	6	M	MBO assignment
Level 6	9	F	MBO assignment
Level 6	1	F	RAL variation
Level 6	1	F	RAL variation + level

Employee category	No. of employees	Sex	Career plan review
Level 6	1	M	RAL variation + level
Level 7	7	F	MBO assignment
Level 7	2	M	MBO assignment
Level 7	1	M	RAL variation + level + role
Level 7	1	F	RAL variation + level + role
Manager	13	M	MBO assignment
Manager	10	F	MBO assignment
Manager	4	F	RAL variation
Manager	7	M	RAL variation
Manager	1	F	RAL variation + role
Manager	1	M	Level variation
Director	1	F	RAL variation
Intern	1	M	Transition between internship/apprenticeship
Intern	1	F	Transition between internship/apprenticeship
Intern	4	F	Transition between internship/temporary
Total	103	64F/39M	

Employee career plan review





03

THE ENVIRONMENT AND OUR IMPACT

For us the environment is a priority, and we have been committed to reducing our impact on the planet for a long time. We have a single belief: no to waste! We avoid wasting paper, for example, through the almost complete dematerialisation of documents. We avoid wasting CO2 by reducing the frequency of business trips, increasing the use of public transport, and the regular use of videoconferencing and smart working systems (predating the pandemic). But that's not all. We invest a portion of our profits in planting trees and protecting areas that are rich in biodiversity. And there's more: in 2020 we changed our electricity supplier to a 100% green solution from renewable sources. We pay attention to consumption, separate waste collection, the purchase of ecological detergents and certified furniture. We also choose energy-efficient electronic and IT equipment because we are aware that technology is highly energy-intensive and is often built using rare and non-renewable materials. We also pay a lot of attention to our use of plastic. We have removed plastic bottles and cups from our vending machines, and have implemented free water dispensers for everyone to use. We have also provided all our employees with personalised water bottles in perfect Connexia style. In general, we are eager to play our part in managing the planet's environmental resources as efficiently as possible. Wherever possible, we also try to instil this philosophy into the ideas and projects we propose to our clients. For example, for out-of-home advertising campaigns, we usually propose solutions that have a low environmental impact (in terms of the use of materials, the design, the resources involved, etc.).

CERTIFICATIONS

Connexia has obtained the certifications listed below. Only the first of these certifications does not relate to environmental issues but certifies the quality of the company's management system, while the other three relate to the following issues:

- ISO 20121: sustainable events
- Eco Declaration Product environmental attributes: environmental compliance of computers
- Energy Star: energy efficiency of computers and related equipment



*Eco Declaration Product

ENVIRONMENTAL IMPACT

Paper

Over the years we have reduced the use of paper for our documents, favouring the use of electronic formats. Despite having 133 employees, our paper printing expenses are very low indeed. In fact, in 2020, we reduced our paper expenditure by more than 50%, as many of our employees were working from home due to the Covid-19 pandemic.

Year	€
2019	548
2020	191

Separate waste collection

To allow our employees to correctly separate rubbish generated in our offices, we have installed containers for the separate collection of plastic, glass and paper on all three floors of Connexia, as well as disseminating good practices to engage in waste reduction.

Consumption

If we consider the company's consumption in terms of electricity and water, only partial information is available, as our offices are located within a building that is shared by several companies.

Year	Cost of electricity	Cost of energy per square metre	Cost of energy per employee	Cost of energy per €1 invoiced
2020	21.394 euro	16	160	

METHODOLOGY

This Impact Report meets the non-financial reporting requirements set out in the regulations for Benefit Corporations pursuant to and for the purposes of Law No. 208 of 28 December 2015, Sole Article, paragraphs 376-384. It contains a description of the specific objectives, methods and actions implemented by the company's directors in pursuit of goals that are of shared benefit. The analysis was conducted using an external and independent evaluation standard: GRI Standards. This is the first Impact Report for Connexia, covering the year 2020. Reporting will be carried out periodically on an annual basis..

Subjects included in the impact report: Connexia Società Benefit srl
Date of the most recent report: this report covering Year 2020

For more information regarding this Impact Report, please send an email to Connexia's two impact managers:

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Connexia Società Benefit srl

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Compiled in collaboration with **Sustainabilia**

Protect the environment. Only print this Impact Report if necessary: disseminating it and using it in a digital format is preferable.

