

2022



LOOP — IMPACT REPORT

2022



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REPORT VERSION	2.0
YEAR	2023
DATA PERIOD	2022
UPDATE CYCLE	YEARLY
RESP. DEPT.	BUSINESS OPS.



FUNDAMENTALS AND GENERAL INFORMATION





ABOUT THIS REPORT

Today, we all carry a responsibility to conduct our lives in an eco-friendly way. Here at LOOP, we are fully dedicated to this mission through our implementation of processes and ways of working that aim to contribute to a climate-neutral future. The following report will provide a deep insight into LOOP's understanding of sustainability and an overview of our ecological awareness.

On the one hand, this report outlines statistics, analyses and figures which show the consideration put into everything we do. On the other hand, it gives an overview of all kinds of internal processes and guidelines with which we want to motivate every single employee to understand that everyone can make a difference.

The contents follow the GRI Standards report principles of the Global Reporting Initiative. So far this is our second sustainability report and we aim for constant improvement on an annual basis.

A LETTER FROM OUR CEO

When founding LOOP back in 1999, I never would have imagined that one day I'd have the opportunity to manage a company with such an incredible team, help young, talented people break into this thrilling industry and work with some of the most amazing clients.

As a company evolves, its priorities tend to transform. During our early years, our primary focus centered on delivering the best possible project outcomes. Today, our priority lies in creating an ideal work environment; one that has a positive impact on our clients, employees, and surroundings every day. We believe in leadership that exemplifies these priorities through action and value, continuously challenging ourselves to become better. If we can achieve that, great work follows.

We believe in leadership that leads by example, consistently striving to turn these priorities into actionable and valuable results. Presently, we proudly work for some of the world's most exceptional brands, having experienced tremendous growth within the last three years.

Our diversity and multinational presence allow us to make meaningful contributions while aiming to make a positive impact. We want to make a difference inside this buzzing industry.

For today's young talent, a job is more than the work they do. It's about purpose, enabling positive change, and playing a significant role in creating a better world. Our vision is to be an ambitious workplace, while at the same time creating a perfect environment for the future, one that promotes diversity, leaves a positive impact on every path we tread, as well as one that defines what it means to do so – and that inspires other companies to follow.

As we unveil our second impact report, our ambitious mindset and motivation continue to drive us and our clients and partners to create a better, more diverse and sustainable future for LOOP. Our unwavering commitment to this goal proudly remains one of our top priorities.



MICHAEL JOHN
LOOP CEO



DIGITAL BY DEFAULT

At LOOP, we do more than expected. Our work starts with a strategy designed to bring all brand initiatives, channels, and activities together in a way that thrives. Our process is based on a collaborative client approach. Contemporary brand communication should be something that people really want to be a part of. Activating the right audiences is what we're here for.

GOOD WORK IS HARD

Sometimes it's hard and time-consuming, but we don't look for shortcuts. We're proud of our work ethic and it's this attitude that defines us. LOOP is 100% independent and owner-managed. Our founders have been working closely with leading brands from the beginning of the era of digital communication. We know how to achieve the perfect mix of strategy, creativity, technology, and production to provide value for businesses. We're all set to take brands into the next decade.



01

**WE ARE 100%
INDEPENDENT AND
OWNER-MANAGED**

02

**THERE IS NO SALES
TEAM, WE JUST DO
GREAT WORK**

03

**CLIENTS ARE
FRIENDS. WE
WOULDN'T BE HERE
WITHOUT THEM**

04

**352 DIGITAL TALENTS
CARE ABOUT OUR
PROJECTS**

05

**EXPECT CREATIVITY,
TECHNOLOGY AND
STRATEGIC THINKING**

06

**WE'RE A CONSUMER
ENGAGEMENT ONE-
STOP SHOP**

07

**WE KNOW HOW TO
PLAY DIGITAL FOR
BRAND VALUE**

08

**WE HAVE AN EYE
FOR GREAT CONTENT**

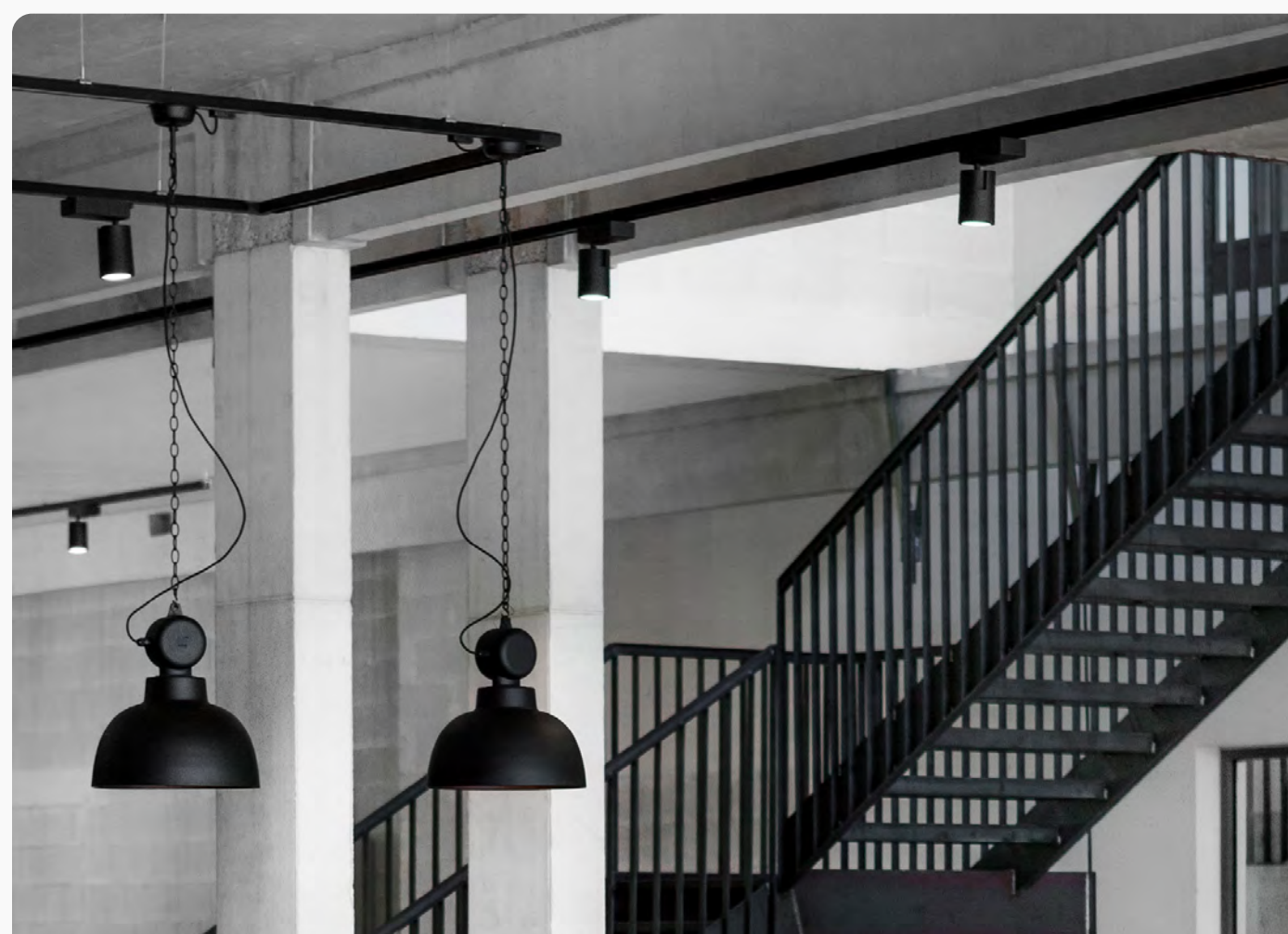
OUR GLOBAL OFFICES

352* talents collaborate across our office locations in Salzburg, Vienna, Berlin, Copenhagen, New York, Bangalore and Sydney.

Our global offices help us stay closer to our key clients as well as run services outside Austria, allowing us to succeed globally.

With one central workflow from our Salzburg HQ implemented across the entirety of the company, all our offices work together seamlessly.

* 352 is the total number of employees by end of 2022 and 327 is the average number of employees in 2022.





**SOME
EMPLOYEE
FACTS**

3 2 7

**YEARLY AVERAGE
NUMBER
OF EMPLOYEES**

6 4 %

**PERCENTAGE OF
FEMALE EMPLOYEES**

5 3 %

**PERCENTAGE OF
WOMEN IN
LEAD POSITIONS**



**SOME
EMPLOYEE
FACTS**

31

**AVERAGE AGE
OF EMPLOYEES**

2.400

**TRAINING HOURS
ENGAGED BY THE
FULL TEAM DURING
THE YEAR**

93

**NO. OF EMPLOYEES
IN A 4-DAY WORK
WEEK**



SOME EMPLOYEE FACTS

47

NO. OF DIFFERENT
NATIONALITIES

19.9%*

PERCENTAGE OF
FLUCTUATION

* The industry average for the Information Technology Industry was 36,0% in 2022, the average for the Marketing Industry was 34,3% in 2022. Source. Global Talent Survey by Remote, December 2022. Average Turnover Rates by Industries. Definition: Departures initiated by an employee's resignation.



OUR TEAM STRUCTURE

We have a relatively horizontal organisational structure throughout LOOP. Departments are divided into separate teams, with a clear structure of leads who manage those teams and take care of key areas within the company.



REPORTING OF HARASSMENT

With an international mindset, LOOP makes it possible to work with colleagues, clients, talents, partners, and stakeholders from anywhere in the world. We want LOOP to be a place where everyone can work effectively, communicate easily, and feel safe — at all times.

If anybody within the company notices any kind of harassment, there is a reporting e-mail address to reach out to. Anyone who is asked to stop harassing behaviour is expected to comply immediately in order to avoid consequences.

ZERO-GOSSIP POLICY

Sometimes we don't realise that we're talking about others behind their backs, or that we're speaking without considering the possible – unpleasant – consequences. It doesn't take much to spread hurtful words, but once you do, you can never completely undo the damage. Most people involved in gossip may not intend to cause any harm, but gossip can have a negative impact and potentially ruin trust, damage credibility, and destroy another person's well-being.

It is everyone's responsibility to prevent and stop gossip. Not only is the management team responsible for acting on this, but each member of the agency is expected to contribute to a zero-gossip culture. Everyone at LOOP is asked to immediately put a stop to gossip as soon as they notice it.



COMPLIANCE AND INTEGRITY



ANTI-CORRUPTION AND BRIBERY

Corruption is a worldwide problem that causes economic damage and jeopardises fair competition. As a responsible company, LOOP is fully committed to fighting corruption.

We expect our employees to never directly – or indirectly, through intermediaries – offer or promise any personal, financial, and/or other advantages to obtain or retain a business and/or gain other advantages from a third party. Furthermore, our employees are not allowed to accept any advantage in return for any degree of preferential treatment from a client or third party.

CONFLICT OF INTEREST

Corruption often also arises because of conflicts of interest, such as when professional activities are affected by private interests. At LOOP, we require our employees to avoid situations that could lead to personal conflicts of interest and to not misuse their position, company information, or property at LOOP for personal gain, nor improper advantage of third parties.



CODE OF CONDUCT

Our Code of Conduct formalises our commitment to integrity and ethical rules of conduct and provides a basic understanding of the standards required by LOOP.

Each employee is responsible for complying with legal, professional and ethical regulations related to their job and level of responsibility. Among other things, we commit within the Code of Conduct to provide high-quality services to our clients.

It is planned to introduce an onboarding session focusing on the Code of Conduct, which will be mandatory for all employees to attend.

READ OUR CODE OF CONDUCT

<https://www.agentur-loop.com/code-of-conduct>

WHISTLEBLOWER PROCEDURE

We also implemented a so-called Whistleblower Procedure, where our employees can report violations or critical situations in respect to anti-corruption, bribery, or conflicts of interest. Of course, all reporting will be treated confidentially, and the reporting person shall not suffer any negative consequences.

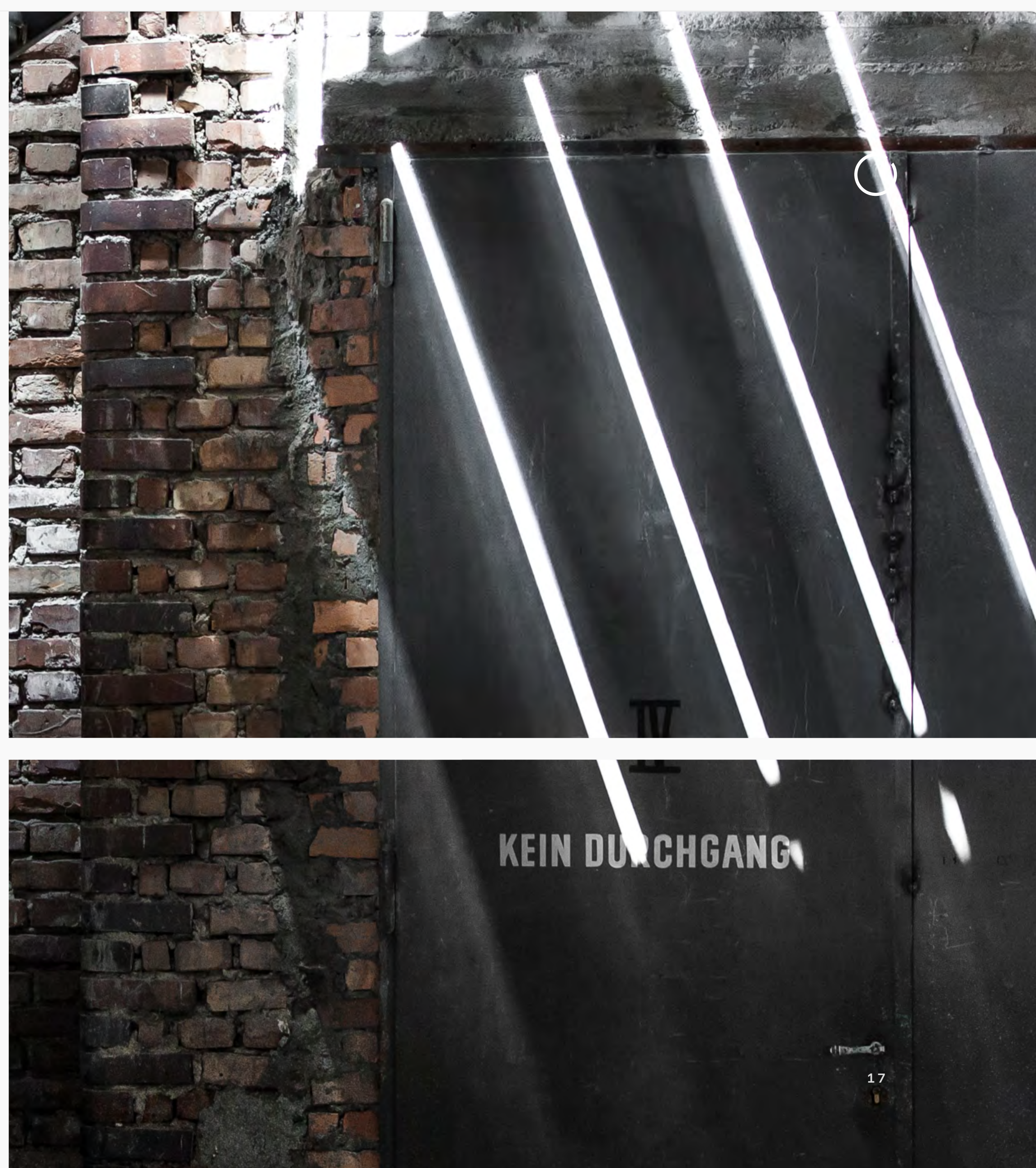
So far, no incidents of corruption or bribery have ever been recorded or reported in connection with LOOP.

DATA PROTECTION AND SECURITY

Within the context of social responsibility, LOOP complies with data protection rights on an international basis.

In our daily business, we receive and process a lot of (personal) data. It is in our interest to build a safe environment for our employees' and clients' data. Therefore, our Legal Department – in collaboration with our IT experts – make sure that we comply with data protection laws.

Our Legal Department regularly trains our team members on data privacy and security. These training sessions are mandatory for all, and participation – as well as compliance with these principles and our data protection policy – must be confirmed in writing by each team member.





EMPLOYEE DEVELOPMENT





SOME BENEFITS

**WE DO OUR BEST
TO BE A GOOD
COMPANY.**

We are constantly investing in our employees' personal and professional development. We offer our employees several educational and well-being benefits.



LANGUAGE CLASSES

**GERMAN AND
ENGLISH LANGUAGE
CLASSES – FROM
BEGINNER TO
ADVANCED**

FREE FITNESS AND SPORT

**FREE ACCESS TO
400 SPORTS STUDIOS
IN AUSTRIA**

LEADERSHIP COACHING

**1:1 SESSIONS WITH
PROFESSIONAL
COACHES**

PUBLIC TRANSPORT CONTRIBUTION

**50% OF THE COST OF
A KLIMATICKET IS
COVERED BY LOOP**



HEADSPACE

**FULL ACCESS TO
GUIDED MEDITATION**

SUNNY HOURS

**ONE EXTRA VACATION
WEEK IN SUMMER**

AUDIOBOOK LIBRARY

**FREE AVAILABLE
AUDIO BOOKS**

FOUR-DAY WORKWEEK

**4-DAY WORKWEEK
WITH 32 HOURS PER
WEEK FOR 90%
SALARY**



CORPORATE MENTAL HEALTH

**DEDICATED
PSYCHOLOGIST
AVAILABLE FOR
INDIVIDUAL 1:1
SESSIONS**

WORKING FROM ANYWHERE

**FLEXIBLE HOME
OFFICE AND WORKING
FROM ANYWHERE
REGULATION**

TEAM BUDGET

**DEDICATED BUDGET
PER QUARTER/TEAM
TO SPEND ON
LEISURE ACTIVITIES**

BIKE LEASING

**FINANCIAL SUPPORT
FOR LEASES**

COFFEE AND FRUITS

**FREE COFFEE AND
FRESH FRUITS**



OFFICE STRATEGY

To achieve success in the global market, LOOP has always recognised the importance of gaining expertise and insights into local markets, while also prioritising direct client engagement. This has led to the establishment and maintenance of offices in various global locations.

As part of its ongoing expansion plans, LOOP has recently opened its first legal entity in Asia, called LOOP AGENCY DIGITAL INDIA PRIVATE LIMITED, based in Bangalore, India.

This move will help LOOP tap into the rapidly growing digital market in India. Additionally, LOOP has successfully regained several American clients following the reopening of its US legal entity after the COVID-19 closure.

Due to the significant growth of its team in Vienna, LOOP is now considering further expansion of its office premises in the Austrian capital.

The company is also contemplating increasing its office space in Berlin, a desirable location for digital talents.

Our offices comply with the Austrian Employee Protection Act, ensuring that any possible hazards are regularly monitored, assessed, and promptly fixed. Additionally, all our offices are equipped with kitchens that offer complimentary seasonal fruits, coffee, and tea.



MENTAL HEALTH

In challenging times like these, life can become quite overwhelming, and we understand that things going on in our private lives impact our professional lives. We believe that as a good company, we must support taking care of our team members' mental health, which is why we teamed up with Headspace to help incorporate meditation, mindfulness, and good sleep habits into all our daily lives.

To overcome more difficult challenges though, we sometimes need a professional to talk to. Since 2022, we have a dedicated LOOP psychologist which offers a fixed number of psychological consulting hours per month to our team members. Completely confidential, free of charge, and open for anyone to benefit from when needed.

PHYSICAL HEALTH

As a priority, we care about the physical and mental health of our employees. We try to do our best to offer various opportunities to support their health in an accessible way for all.

We have a dedicated LOOP company doctor which consults our team members on-site in Salzburg twice per month. Although regular consultation hours are only offered in Salzburg now, our doctor will also visit our office in Vienna a few times per year.

Average sick days per employee	6.2
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Work accidents	2
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**ADDITIONAL
BENEFITS
PROVIDED
BY LOOP**

FREE FITNESS AND SPORTS

4-DAY WORKWEEK OFFER

+20% VACATION

100% HYBRID WORK



4-1 DWWWW



FOUR-DAY WORKWEEK

We strongly believe that the four-day workweek is the world's future working model for a healthier and happier work environment. Therefore, we are very proud that we have implemented the 4DWW (four-day workweek) starting from May 2022. Currently, almost 100 (approx. one quarter) of our employees enjoy a long weekend, every weekend.

LOOP'S COMMITMENT

From 2023, all our team members will have the opportunity to switch between full-time and the four-day mode, twice per year.



WHAT IS LOOP'S FOUR-DAY WORKWEEK MODEL?

01

WORKING FOUR DAYS INSTEAD OF FIVE DAYS AT 90% OF THE SALARY. THAT'S A 32-HOUR WORKWEEK FOR A +10% SALARY, COMPARED TO A STANDARD 32-HOUR, PART-TIME CONTRACT

02

IT'S OPTIONAL. EVERY TEAM MEMBER CAN DECIDE IF THEY PREFER THE FIVE-DAY OR FOUR-DAY MODE

03

WE'RE NOT DOING THE "SAME AMOUNT OF WORK, BUT IN FOUR DAYS" — WE REDUCE THE WORKLOAD PER PERSON ON THE FOUR-DAY WORKWEEK MODEL TO FOUR DAYS



REGULAR AND STRUCTURED FEEDBACK

In 2021 we introduced a feedback tool which allows us to run highly automated 360° performance and leadership assessments. This feedback tool offers us three different modules:

360°REVIEWS

FOR STRUCTURED FEEDBACK ASSESSMENTS, GIVING LEADS, PEERS AND TEAM MEMBERS A GUIDE OF WHAT TO COVER IN THOSE MEETINGS

1:1 OR TEAM MEETINGS

TO KEEP TRACK OF TO-DOS, CHECK-IN ON PROGRESS THROUGHOUT THE YEAR, STRENGTHEN COMMUNICATION AND ENABLE BETTER LEAD-TO-TEAM COACHING

INSTANT FEEDBACK

EACH TEAM MEMBER CAN ASK FOR FEEDBACK OR GIVE PROACTIVE FEEDBACK OR PRAISE TO ANYONE WITHIN LOOP ON A DAY-TO-DAY BASIS

REVIEWS

Reviews are for our more structured feedback assessments. This includes timings, facilitating 360° feedback and giving leads, peers and team members a guide to what to cover in those meetings. These are the types of reviews we use at LOOP:

For all newcomers, we conduct trial month reviews at the end of their first month at LOOP to check-in on how they are settling into their role. On every work anniversary, each employee has an annual 360° feedback meeting with their lead to assess their performance over the past 12 months and to set goals for the upcoming year.

If an employee in a new role has changed teams or has taken over more responsibilities, they have the possibility to request ad hoc 360° feedback from their lead and peers.





SOCIAL BUDDY

The first few weeks in a new work environment can be disorientating. It is for this reason that we implemented the Social Buddy system to support new team members with their start at LOOP. Any member of the LOOP team can volunteer to become a Social Buddy.

Each assigned Social Buddy helps newcomers get used to their new work environment faster. This leads to better social integration and reduces insecurities and anxieties.

Social Buddies have a good understanding of LOOP's ways of working, so they can share their knowledge with newcomers, ensuring they get up to speed quickly with our systems and processes.

BETTER COMPANY IDEAS

The pandemic has challenged us all to adapt to a new work reality. What tools, ideas, and routines make our workday easier? How do we connect with each other, become more efficient, or switch off at the end of the day? What makes us a better company?

We see the post-pandemic era as a chance to really reframe things at LOOP and take us to the next level as an employer. To involve our whole team in helping us become a better company, we invited everyone to submit their ideas for how we could improve. If just a few of them fit, we can implement those ideas for a better workplace each year, allowing us to constantly improve LOOP – together.



WE RECEIVED **57 BETTER
COMPANY SUBMISSIONS
IN 2022.**

28 GREAT IDEAS
HAVE BEEN SELECTED
TO BE TAKEN FORWARD,

AND **7** OF THEM WILL
BE IMPLEMENTED
WITHIN 2023.



DIVERSITY AND EQUAL OPPORTUNITY





MATERNITY LEAVE

As stipulated by Austrian law, LOOP offers Karenz (maternity leave) of 16 weeks (8 weeks before and 8 weeks after giving birth), followed by Elternzeit (parental leave) for up to 2 years.*

PARENTAL LEAVE FOR FATHERS

Expectant fathers also have the opportunity to make use of the Papamonat/Familienzeitbonus (dad month/family time bonus) and Elternzeit (parental leave).* On top of this, LOOP grants expectant fathers three days of special leave once the baby is born.

*For our foreign offices, the respective national laws apply accordingly.

SPECIAL CAR ALLOWANCE

If any team members have a company car, they are allowed to keep it during their maternity and parental leave for up to one year.

PREGNANCY

We understand that every pregnancy is different. While some feel 100% fit until their last day of work, others may have a hard time physically and/or mentally during their pregnancy. We aim to fully support during this extraordinary time. If there is a need for any extra help, we will find a solution at any stage of their pregnancy.



DIVERSITY

With an international mindset, LOOP makes it possible to work with colleagues, clients, partners and stakeholders from anywhere in the world. We want LOOP to be a place where everyone can work effectively, communicate easily and feel safe – at all times. We have zero-tolerance for sexism, racism and homophobia, and we are dedicated to providing a harassment-free work environment for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race or religion.

To ensure that no one feels excluded, English is our main language. For those team members who want to improve their language skills, LOOP offers free language classes for learning English and German.



DIVERSITY AND EQUAL OPPORTUNITIES TARGETS

352 TALENTS

47 NATIONS

and

23 LANGUAGES

under one roof.

8 OF OUR 10 BIGGEST CLIENTS

from 2022 are international.

62%

of our business is from outside Austria

* 352 is the total number of employees by end of 2022 and
327 is the average number of employees in 2022.



DIVERSITY AND EQUAL OPPORTUNITIES TARGETS

We want to stay a

DIVERSE, EQUAL

and

INCLUSIVE

agency.

We want to increase

PARENTAL LEAVE

for fathers.

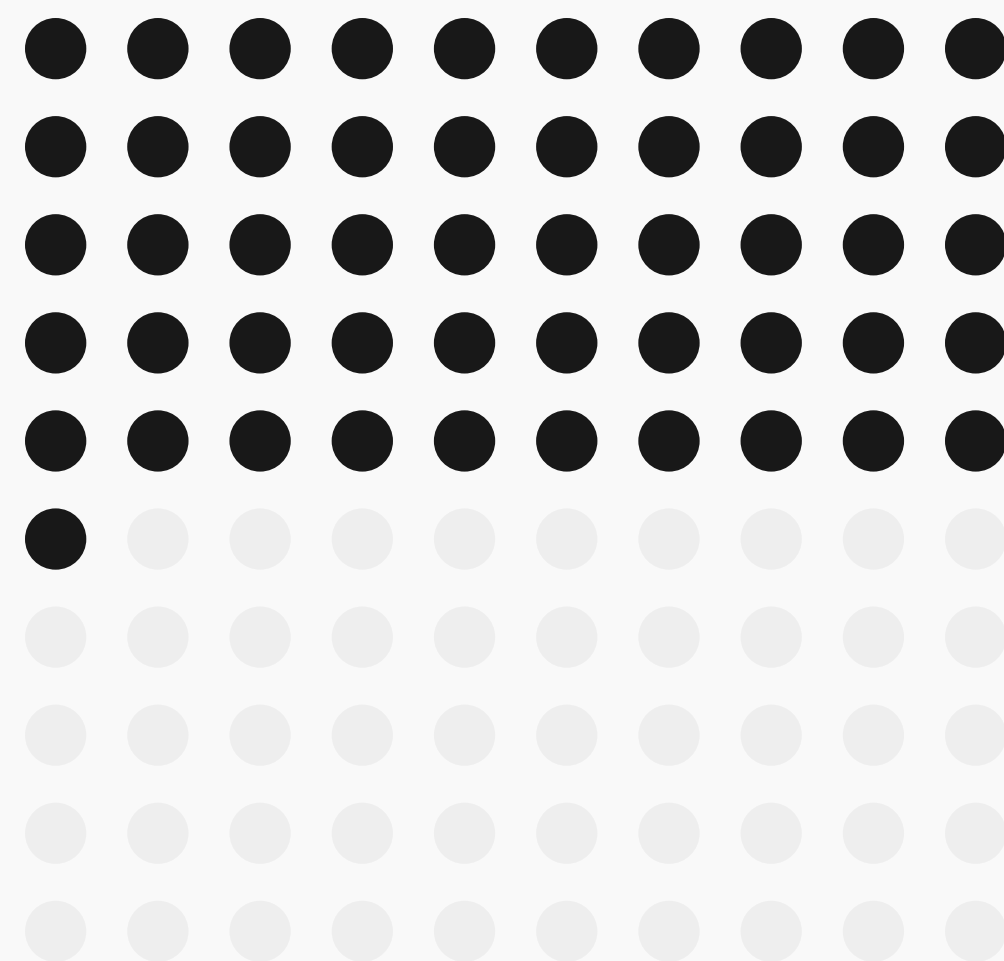


**AUSTRALIA / AUSTRIA / BANGLADESH / BELARUS /
BULGARIA / CANADA / COLUMBIA / CONGO /
CROATIA / FINLAND / FRANCE / GERMANY / GREAT
BRITAIN / GREECE / HUNGARY / INDIA / INDONESIA /
IRAN / IRELAND / ITALY / LITHUANIA / MALAYSIA /
MEXICO / MONTENEGRO / MOROCCO / THE
NETHERLANDS / NEW ZEALAND / NORWAY /
PAKISTAN / PERU / POLAND / PORTUGAL / ROMANIA /
RUSSIA / SERBIA / SINGAPORE / SLOVAKIA /
SLOVENIA / SOUTH AFRICA / SPAIN / SRI LANKA /
SWITZERLAND / THAILAND / UKRAINE / THE USA /
VENEZUELA / VIETNAM**



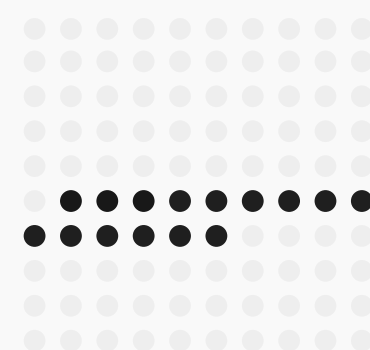
EMPLOYEE DIVERSITY

51% of our employees are from Austria and 49% are from 46 other countries.



51%

AUSTRIA



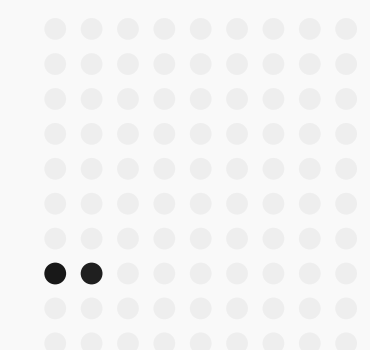
15%

GERMANY



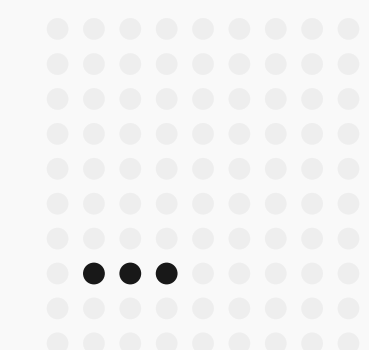
3%

GREAT BRITAIN



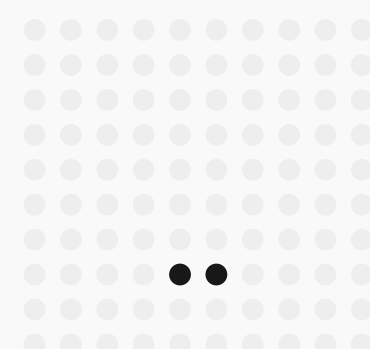
3%

ITALY



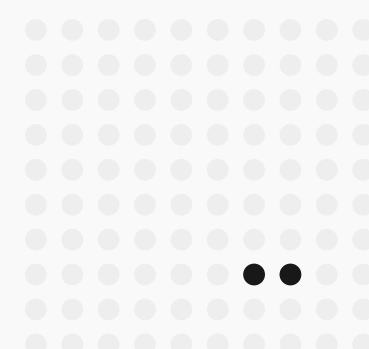
3%

INDIA



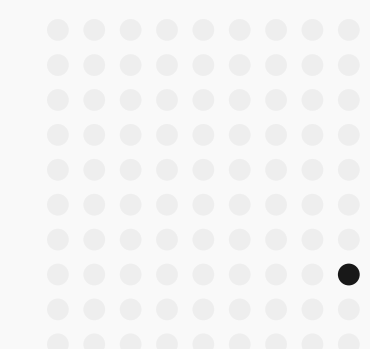
2%

THE USA



2%

SPAIN



2%

HUNGARY



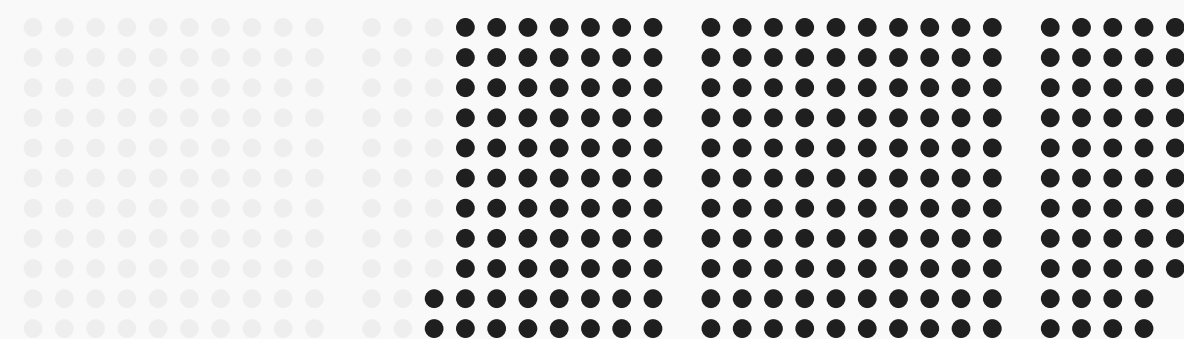
20%

OTHER COUNTRIES

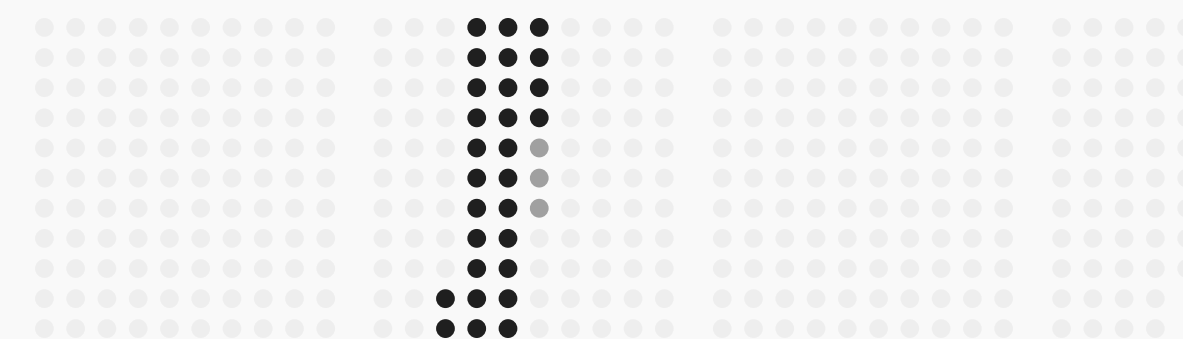


EMPLOYEE DIVERSITY

With a 53% female leadership quota we have a great balance in the leadership team.

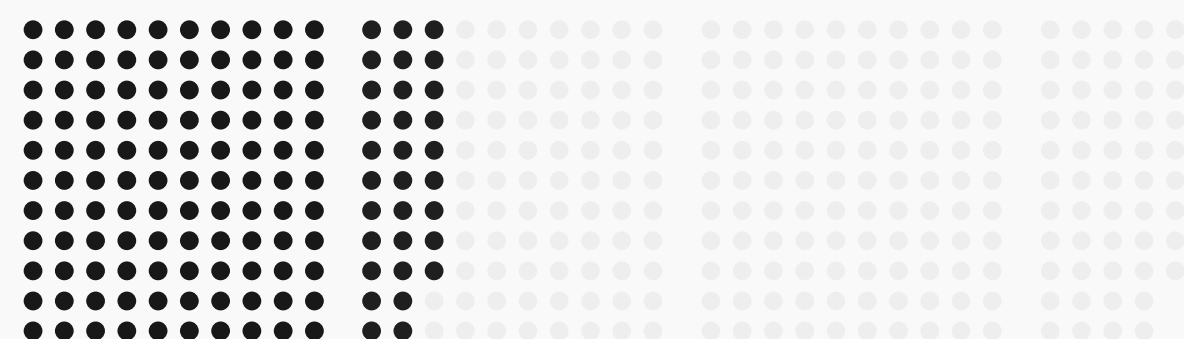


224
FEMALE EMPLOYEES



26
FEMALE TEAM LEADS

3
FEMALE MANAGEMENT



128
MALE EMPLOYEES



23
MALE TEAM LEADS

4
MALE MANAGEMENT

*352 is the total number of employees by end of 2022 and 327 is the average number of employees in 2022.



**EMPLOYEE
DIVERSITY**

31

AVERAGE AGE

21

MINIMUM AGE

53

MAXIMUM AGE



ANTI-DISCRIMINATION AND HARASSMENT

We have clearly stated our position regarding anti-discrimination and harassment in our Code of Conduct. However, if an incident of discrimination or harassment is witnessed or experienced, we have established a whistleblower hotline that our employees can reach out to. Of course, all reports will be treated confidentially, and the reporter shall not suffer any negative consequences.

We retain the right to take any action to keep LOOP a welcoming environment for every team member and everyone who's working with us.

This includes warning an offender, excluding them from LOOP or ending their relationship with LOOP if the situation does not improve.

In 2022, no cases of discrimination were experienced.



EMISSIONS AND CLIMATE PROTECTION





EMISSIONS AND CLIMATE PROTECTION

As a service-orientated company, we don't have a big impact on the environment in terms of goods and product production, but we do cause CO₂ emissions from our business trips, company cars and when working in our business offices.

We are constantly working on potential optimisations to reduce global greenhouse gas emissions. We do this by tracking our CO₂ emissions, the waste we cause in our offices and the electricity we consume.



COPY PAPER

With regards to our copy paper, for example, we've chosen a brand that does regular checks on ecological sustainability and recycling. This company only uses materials that are harmless to humans, animals and soil, and sets high goals when it comes to product circularity.

This means: by 2025, all materials will either be reusable, recyclable, or compostable.

Along with its registered trademark for clean air and climate protection, the company devotes a high attention to its social responsibility through internal education programmes, flexible working models and healthcare. This ethos is highly in-line with LOOP's own company philosophy.

PRINTERS

With its social commitment in various fields, we have chosen a partner for our printers which also represents LOOP's ecological values. By holding the 'Blauer Engel' trademark, it guarantees high standards for health and environmental protection. As a sponsor of Le Marathon Vert Rennes, it supports the replanting of vegetation in India, Ethiopia, Portugal and France. On top of this, the business conducts honey donation campaigns from the six beehives on the company's roof.

88% of the printers' bodies are built from recycled materials, while 40% of the toner cartridges are produced out of recyclable milk bottles.



OFFICE FURNISHINGS

When it comes to buying office furniture, we take a close look at our suppliers' environmental concepts.

Our carpenter, with whom we have collaborated for many years, is a member of the Umweltpakt Bayern (Environmental Pact Bavaria). Its focus lies on the economisation of resources and the constant implementation of environmentally friendly technologies.

For some office furniture, we have chosen a supplier who focuses on developing long-lasting products that minimise negative environmental impact.

They optimise the use of sustainable materials such as FSC-certified wood, water-based lacquer and recycled materials, with a growing number of eco-certified products. By holding both the EU Ecolabel and the Nordic Swan Ecolabel they take on an entire life cycle approach to production, making sure to develop sustainable quality products that are designed to last.

The company also minimises its carbon footprint when it comes to freight transportation, working with Eco Delivery – a business which replaces fossil fuels with a sustainable, low-carbon fuel.





INTERNAL EQUIPMENT

Our standard internal hardware equipment (e.g. laptop, monitor) does not have a specific exchange cycle. We use all devices for as long as possible (at least five years), after which employees have the chance to buy out their devices for a donation, or we use them as replacement devices and for internships.

We deal with the lifecycle of our internal production equipment (cameras, lenses, etc.) in the same way.

This means: we use equipment as for long as possible. If damages occur, we always try to repair them before replacing them. Depending on the device, we decide individually if we need to replace it, recycle it, or re-sell it in-house or on various platforms.

In general, we keep an eye on all our buying and selling activities and try to operate via the most sustainable means.



CONSUMPTION 2022 LOOP HQ

100%

of our energy consumption is exclusively from renewable energy sources supplied by the local energy and infrastructure service provider Salzburg AG.

TOTAL ENERGY CONSUMPTION 2022

319,97 GJ



CONSUMPTION IN KWH 2022

OVERVIEW

- TOTAL ENERGY CONSUMPTION IN KWH
- TOTAL RENEWABLE ENERGY CONSUMPTION IN KWH





PAPER

ORGANIC WASTE



SMALL ACTIONS WITH BIG IMPACT

Waste sorting is something everybody can easily do, not only because it helps keep the office tidy, but also because it contributes to a healthier environment while reusing secondary materials. This saves all kinds of resources and takes a proactive part in the protection of the world's climate. We separate our waste into biodegradable, plastic, glass, paper and residual categories.



WASTE SEPARATION

As we better our environmental footprint, we once again took a look at our current waste separation system in the offices and realised that although we already have solutions in place, there was definitely room for improvement.

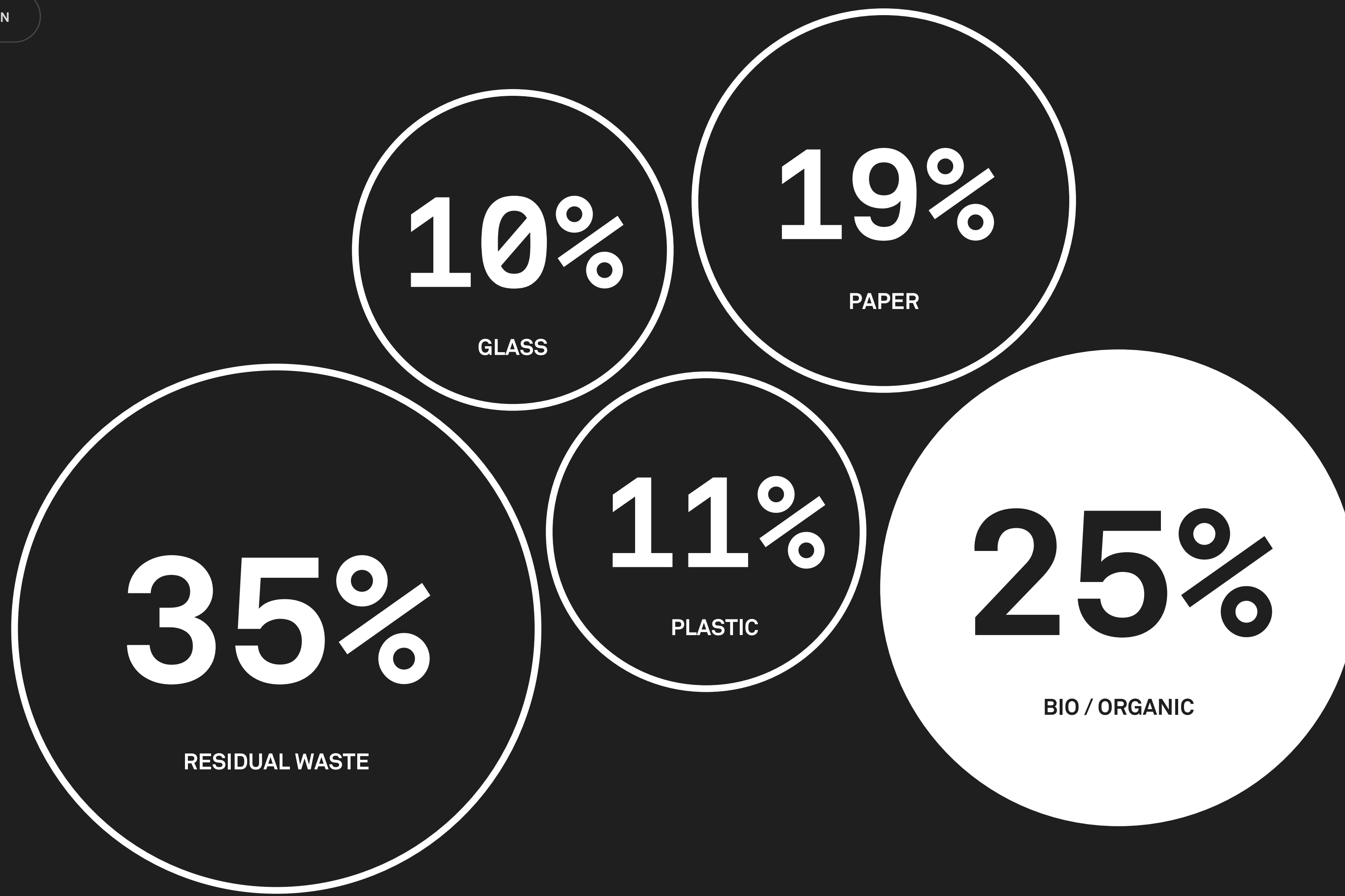
Therefore, we equipped each of our office floors in Salzburg and Vienna with proper waste separation systems.

We officially announced this change in one of our monthly all-agency calls with the entire team to give a comprehensive introduction of how to correctly separate waste.

In order to guarantee that all future employees, as well as existing ones, can inform themselves on this topic at anytime, we also implemented a detailed handbook article explainer on our intranet.



AVERAGE WASTE 2022



Based on our HQ's sorted waste tracked for the full month of April 2022 and extrapolated into percentages to provide a 2022 average value.



BUSINESS TRIPS

With the constant growth of our team's size, our volume of travel naturally increased. This led us to analyse our travel behaviour to look for areas in which we can improve and implement more eco-friendly processes.

In August 2022, we implemented a new tool for travel management. The tool provides an overview – as well as detailed reports – on our full team's travel carbon and ecological footprint, allowing us to act more responsibly when it comes to future business trips.

COVID-19 IMPACT

Besides the many negative effects COVID-19 had worldwide, it forced us to reconsider our entire travel philosophy when we realised that a lot of valuable work, meetings, and client interactions can take place virtually. The positive effect this has had on our environment is an important lesson from the pandemic which we have committed ourselves to take into the future, striving to keep our business travel to a minimum.



**CO₂ EMISSIONS
CAUSED BY
BUSINESS TRIPS**

107.56T

PLANE

0.43T

TRAIN

CO₂ EMISSIONS

Volume caused by business trips by plane,
train and hotel stays.

8.93T

HOTEL



SAF AWARD BOOKING LUFTHANSA GROUP CERTIFICATE

The Partner Plus Benefit programme offers companies the possibility to reduce their CO₂ emissions by converting bonus miles into Sustainable Aviation Fuel (SAF).

To contribute our share, we decided to take this opportunity and spend our bonus miles on this cause. Therefore, the CO₂ emissions resulting from our employees' journeys have been offset with SAF on flights operated by the following Lufthansa Group Airlines:

#MAKECHANGEFLY

Austrian Airlines

Brussels Airlines

Lufthansa

SWISS

**COMPENSATED CO₂
AMOUNT** **148KG**



**CO₂ EMISSIONS
CAUSED BY
COMPANY CARS**

72.7T

2021

72.0T

2022

CO₂ EMISSIONS

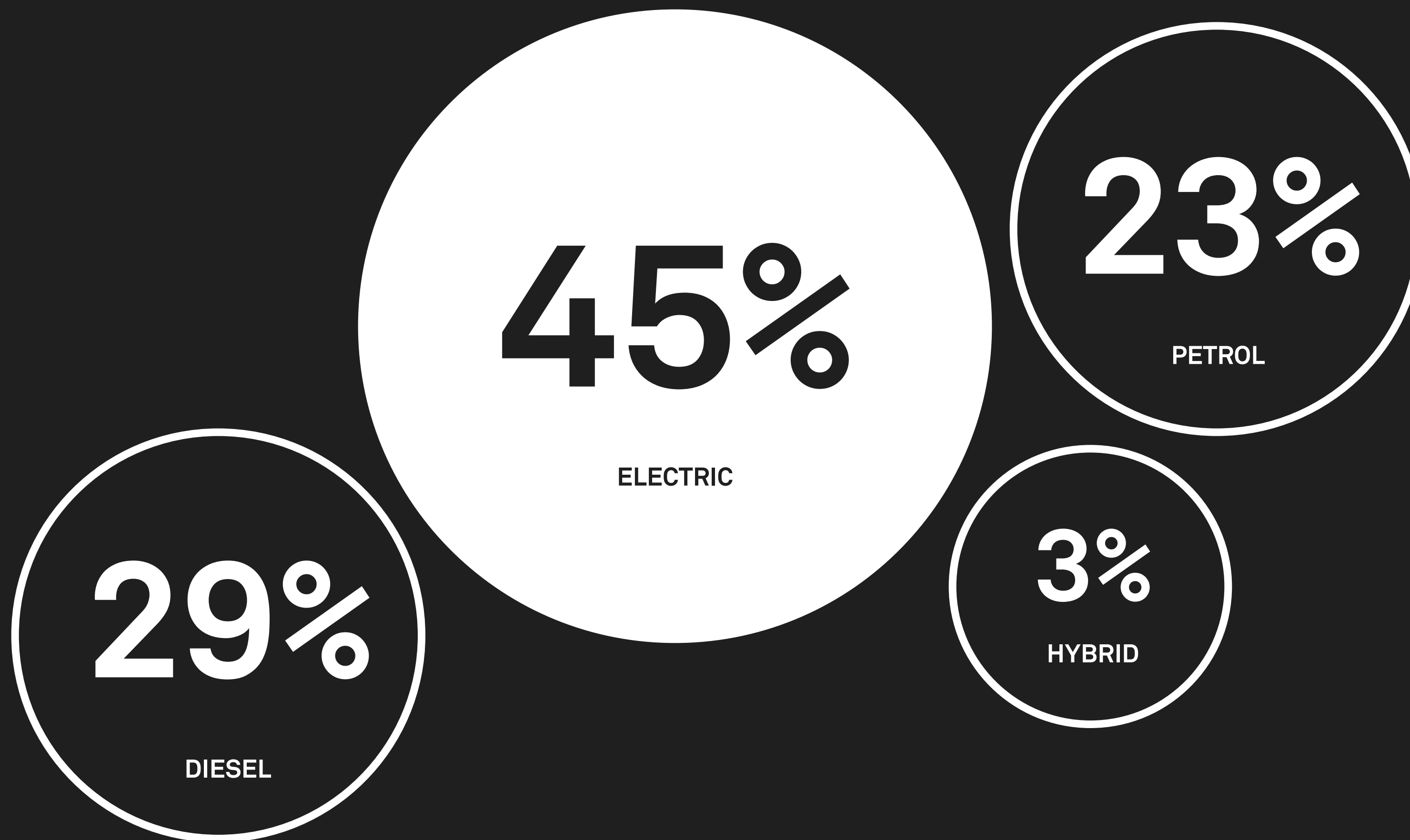
Volume caused by business trips and employees commuting by car.



ACTUAL CAR PARK % BY FUEL TYPE

OVERVIEW

ELECTRIC	45%	14
DIESEL	29%	9
PETROL	23%	7
HYBRID	3%	1

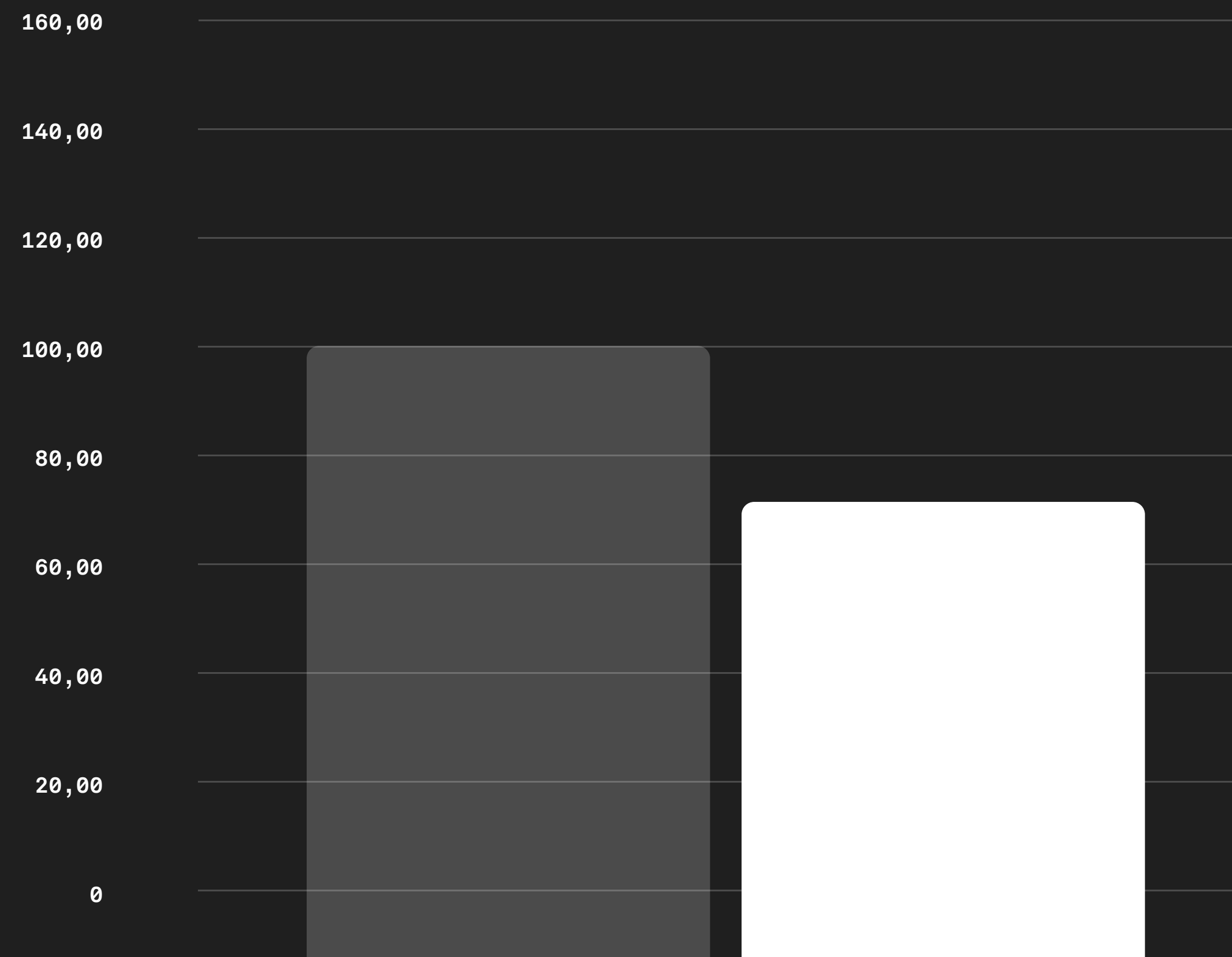




AVERAGE CO₂ EMISSIONS TOTAL FLEET IN GRAMS

OVERVIEW

- 2021
- 2022





CORPORATE CITIZENSHIP



WARM A SOUL

In time for the coldest season of the year, LOOP teams up with CARITAS Austria to prove that our local Austrian team – plus its clients – can make a difference.

We collected warm winter jackets from our families, friends and clients and delivered them to CARITAS collection centres. In addition, we teamed up with eight shopping centers across Austria where we placed donation boxes. Over a period of one month, visitors could bring their winter jackets and drop them into the box. All jackets deposited in these boxes were collected from each federal state and delivered to local CARITAS centres. Based on this success, we are planning to carry out even more charity activities this year under the umbrella of ‘Warm a Soul’.





WINGS FOR LIFE, WORLD RUN

Founded in 2004, the Wings for Life World Run is a fundraising running event which generates worldwide donations for the Wings for Life charitable foundation. 100% of the entry fee goes into this foundation which is fully dedicated to spinal cord research and to hopefully someday finding a cure for spinal cord injuries.

LOOP created a running team to participate in these life-changing runs. This doesn't only contribute to a great cause, but also bolsters our team spirit.

HOMETOWN SUPPORT INITIATIVE

With this initiative, LOOP supports local restaurants, coffee shops, bars, and small manufacturers that have been negatively impacted by the COVID pandemic. The mechanic behind the initiative is that LOOP purchases vouchers from each local business and offers them to LOOP team members for free — raising awareness about each business and encouraging our team members to visit and support them.

This was so well-received by the LOOP team that we extended the initiative to local businesses that had suffered in other ways, e.g. the flooding of the old town in Hallein, Austria, in July 2021.

In addition to the above, in 2022 we supported a local Christmas fair by purchasing vouchers for a mulled wine market stall whose turnover is 100% donated to a good cause.



DONATIONS AND CREATIVE SUPPORT FOR UKRAINE

In light of the terrible news of the Russian-Ukraine war in February 2022, LOOP thought about how it could help.

We gathered all relevant information on aid agencies and their needed goods, then shared them within our team.

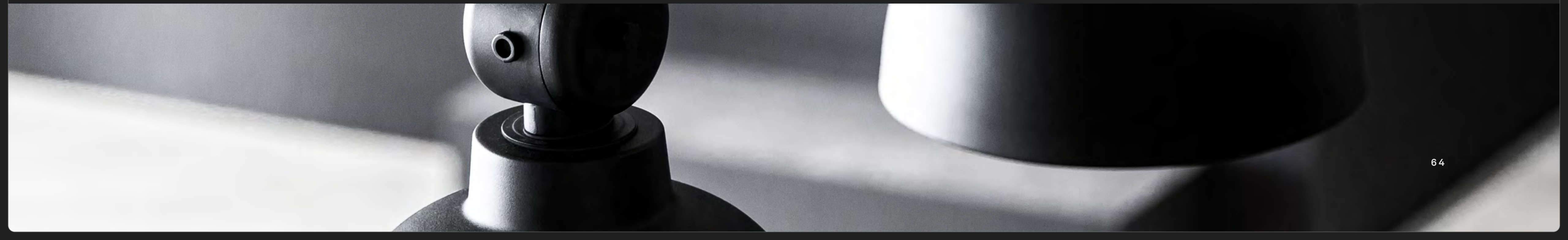
Within a short period of time, small task forces were built by our team members. These task forces were organising the collection and delivery of donations. We even set up a Miro board to centrally collect all ideas for help and to clearly structure and assign tasks.

Another way of trying to help was offering our creative services and know-how as support to creative teams from Ukraine that were struggling to keep their businesses running and who were seeking help for their projects.

Additionally, our People and Culture team was keeping an eye on Ukrainian applicants by taking them into separate consideration and trying to find relevant positions within the company, without neglecting other applications.



CUSTOMER FOCUS AND INTELLIGENCE





WHAT MAKES THE DIFFERENCE?

**WE'RE A DIGITAL-FIRST
AGENCY, EXPLORING THE
INTERSECTIONS BETWEEN
DESIGN, DIGITAL TECHNOLOGY,
AND CONTENT MARKETING
FOR LEADING BRANDS.**

We do not have specific client conditions, but most of the brands we work for are recognised leaders within their categories. As an independent and owner-operated business, we are able to react quickly and make flexible decisions easily.



SUSTAINABLE WAYS OF WORKING

This further contributes to a sustainable way of working, since we do not have unnecessary communication processes with third parties – all digital services are provided from one source.

We specialise in strategically planning all our projects, ensuring there is a structure in place before starting with implementation and adapting to our clients' individual needs. Our modular and flexible work model enables every team member to be fully involved in the planning from the beginning.

We don't offer any fixed service packages which haven't been agreed upon beforehand with everyone involved. All decisions regarding timings and resources are made in consultation with the client, the leads and the account managers.

We have experienced know-how and internal capabilities in content production which helps us to produce content efficiently and cost-effectively. We set high standards when it comes to material usage and look to reduce waste on all our productions.

Last, but by no means the least, we manage a lot of our work virtually thanks to a fully flexible work from home (WFH) policy and ensure that we hold most meetings with our clients virtually to reduce travel time.



BUILDING CUSTOMER RELATIONSHIPS

We don't aim for the typical client vs. agency relationship. To bring sustainable value, we build dedicated teams for our key global clients. They act as a seamless extension to each client's internal team – closely working together day by day to bring their brand forward in the digital space.

To make things happen fast, we rely on tools-based collaborations (e.g. Basecamp, Jira, Confluence, Slack, MS Teams) for a transparent and efficient way of communication. We focus on direct contact between the client and the required specialised department, but also have a dedicated person (account manager or project manager) who – as the overall contact person – accompanies the entire project from beginning to end. Most of our employees are digital natives and experts in their department, therefore bring the necessary qualifications and experience to make the ideal client support possible.



CULTIVATING LONG-TERM PARTNERSHIPS

We always aim for long-term partnerships with adventurous clients and strive to prepare their brands for the next generation by always thinking ahead.

The longer we work with a client, the better we understand their long-term goals and can support them in achieving those goals. We know their products and fully understand their internal workflows which give us the possibility to set up individual teams to 100% match their needs.



CLIENT RELATIONSHIPS

19

**CUMULATED NUMBER OF
YEARS WE HAVE WORKED
WITH OUR TOP THREE
CLIENTS**

6

**NO. OF TOP 20 CLIENTS WHO
HAVE BEEN WITH US FOR
MORE THAN EIGHT YEARS**



CLIENT RELATIONSHIPS

7

NO. OF TOP 20 CLIENTS WHO
HAVE BEEN WITH US FOR
MORE THAN FIVE YEARS

62%

PERCENTAGE OF TOP 50
CLIENTS WHO HAVE BEEN
WITH US FOR THREE YEARS
OR MORE



**INDUSTRIES OUR
CLIENTS ARE IN**

**SPORTSWEAR / AUTOMOTIVE / FASHION /
ENTERTAINMENT / HOUSEHOLD GOODS
/ FMGC / RETAIL / MANUFACTURING
/ PHARMACEUTICAL / LUXURY GOODS /
FOOD AND BEVERAGE / FINANCIAL SERVICES /
HEALTHCARE / KITCHENWARE / LEATHERWARE
/ TOURISM / CHEMICAL / TRANSPORTATION /
SOFTWARE DEV. / SOCIAL NETWORKING /
PET CONSUMER GOODS**



SUPPORT OF ORGANISATIONS AND UNIVERSITIES

Since many of our employees come from different colleges and universities in and around Salzburg and Vienna, we hold long-term partnerships and sponsorships with many of these institutions to build strong and positive connections with them.

These partnerships give LOOP the possibility to invest in different work-specific education programmes, run complimentary student workshops, and be visible for future talent in the job market.

Knowing how much effort, time, diligence, and patience it takes to build a business from scratch, our CEO and members of our management team are always open for seminars, lectures and open talk requests from startups, in which they share their knowledge and can be on hand with help and advice for any business challenges.

In addition, LOOP's ground floor area in Salzburg is a venue for many external events such as university presentations, discussion forums and kick-off meetings for startups.



GOAL 01 IMPLEMENTED IN 2022

IMPLEMENTATION OF A PROPER FOOD REUSE SYSTEM TOGETHER WITH OUR FOOD STYLISTS, PRODUCTION TEAMS AND FACILITY MANAGERS. RESPONSIBILITIES AND GUIDELINE FOR ALL FOOD LEFTOVERS HAVE BEEN ASSIGNED SO THAT NOW EVERYTHING WILL EITHER BE CONSUMED INTERNALLY OR DONATED.

GOAL 02 IMPLEMENTED IN 2022

FOUR-DAY WORKWEEK ANALYSED AND IMPLEMENTED IN 2022-23

GOAL 03 IMPLEMENTED IN 2022

MAKE PUBLIC TRANSPORT MORE INTERESTING FOR EMPLOYEES BY OFFERING FINANCIAL SUPPORT FOR BUS/ TRAIN TICKETS (E.G. KLIMA TICKET BONUS)

GOAL 04 IMPLEMENTED IN 2022

HOLD ON TO OUR WARM A SOUL PROJECT AND IMPLEMENT FURTHER CHARITABLE ACTIVITIES



GOAL 05 IMPLEMENTED IN 2022

**45% OF ALL COMPANY
CARS ARE ELECTRIC**

GOAL 06 IMPLEMENTED IN 2022

**WE ATTRACTED MORE
TALENTS FROM
OUTSIDE AUSTRIA,
ESPECIALLY IN INDIA
AND THE USA**



GOAL 01 — 2023

**INCREASE OUR
ELECTRIC COMPANY
CAR FLEET.**

GOAL 02 — 2023

**ATTRACT MORE
TALENT FROM
OUTSIDE OF AUSTRIA.**

GOAL 03 — 2023

**TEAM BUILDING:
REINFORCE EVENTS,
SPORT ACTIVITIES
AND TEAM PARTIES
TO STRENGTHEN THE
OVERALL TEAM
SPIRIT AFTER THE
PANDEMIC
ISOLATION.**

GOAL 04 — 2023

**IMPLEMENTATION OF
TRANSPARENT
CAREER LEVELS AND
SALARY RANGE
STRUCTURES.**



GOAL 05 — 2023

**MAKE PUBLIC
TRANSPORT MORE
INTERESTING FOR
EMPLOYEES BY
OFFERING FINANCIAL
SUPPORT FOR BUS/
TRAIN TICKETS (E.G.
KLIMA TICKET BONUS).**

GOAL 06 — 2023

**INTERNAL TRAINING
PLATFORM:
IMPLEMENTATION
OF AN INTERNAL
E-LEARNING,
ONBOARDING AND
TRAINING PLATFORM.**

GOAL 07 — 2023

**ANALYSE AND
ESTABLISH OFFICE
ENERGY-SAVING
CONCEPTS (E.G.
ENERGY-SAVING
BULBS, LIGHT
SWITCHES).**

GOAL 08 — 2023

**ESTABLISH A CODE OF
CONDUCT AGREEMENT
WITH CLIENTS AND
SUPPLIERS.**



GRI — INDEX





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