

Caybon.
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2021

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CEO Letter

2021 has been a year with both great challenges and great achievements for Caybon. We continued to experience effects from the Covid-19 pandemic across our offices, and experienced organizational developments, including the strengthening of our sustainability agenda.

When the year started, many of our markets in Europe and North America were still in lock-down due to Covid-19, which was challenging for our employees and for us as a company alike. During the pandemic we have always put our employees' health and safety first, ensuring that they could work in a way that would be safe and in accordance with the local health regulations, yet maintaining a good work-life balance whilst remote working.

We have seen great growth, as we acquired Splay One – the content agency with one of the leading YouTube networks in the Nordics. With their expertise in branded entertainment, influencer marketing, content production and digital distribution we

know that they will make a great addition to the Caybon Group.

This development does however mean that we have some work to do in ensuring that we have common procedures, practices, and values across the group, a process that was initi-

»Throughout the years, we have worked to ensure that we will look for talent across all groups in society, and today we are proud to have a much more diversified workforce.«

Richard Båge, CEO & Founder Caybon

ated by the redefinition of our brand identity. In 2021 we went from being the Mediaplanet Group to become Caybon, one company with five separate but connected brands.

During 2021, we also initiated a process to strengthen our sustainability agenda. To define our sustainability foundation, we made a materiality analysis where we identified which material topics our sustainability agenda should focus on. These topics have also defined the agenda for this report and can be read about in the coming pages. Throughout the year, our business units have carried out various activities focusing on employee health and well-being. Ensuring our employees have a manageable workload and good mental health has always been a priority for me as a leader, and I am therefore happy to see the many employee-driven health activities that we have had during the years, including employees running a half-marathon together and a step-counting competition.

Another area that I want to focus on as a leader, is ensuring that Caybon remains an organization that values and promotes diversity and inclusiveness. When I started the company 20 years ago, we had a much more homogenous and male-dominated workforce. Throughout the years, we have worked to ensure that we will look for talent across all groups in society, and today we are proud to have a much more diversified workforce. During the course of the past decades, I have also witnessed how the interest in sustainability has increased to become a must-have at every company.

In 2022 we hope to continue our sustainability agenda, where one important step will be to ensure that our efforts are streamlined across the organization, sharing knowledge, experiences, and capacity between our diverse countries of operation. This builds on the strength of Caybon.



Richard Båge
CEO & FOUNDER CAYBON

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About Caybon

Caybon Holding AB is a data-driven media powerhouse delivering branded content campaigns for more than 7000 clients around the globe. Our aim is to help companies drive their brands' awareness, attractiveness, and conversion by connecting them with their target audience through engaging content. Our journey began in 2002 as Mediaplanet, and since then we have acquired four additional companies.

In 2021 we went through some organizational developments where we became the Caybon Group, consisting of five wholly-owned brands: Mediaplanet, Appelberg, N365, Newsner, and Splay One. Caybon Holding AB is owned by Priveq (58%) and CEO and

founder Richard Båge (23%) and current and former management members.

When we talk about Caybon Group we are therefore referring to what was once Mediaplanet group. The group is led by our Group Management Team, who reports to the Board of Directors, and each company has their own management team who lead the daily operations. Together we had a revenue of 928 million SEK in 2021, 481 employees and 14 offices in 13 countries, representing 14 markets in Europe and North America. Across the group we offer a vast spread of digital and printed communication products, including campaigns, websites, video, magazines, social media content and influencer-marketing. In the following sections we present the fundamentals of Mediaplanet, Appelberg, N365, Newsner, and Splay One.

Mediaplanet

Founded in 2002, Mediaplanet has become a leading content marketing group, specializing in theme campaigns within B2B and B2C with distribution in print, magazines, online, social media and events. With our 12 offices, we serve 14 markets across Europe and North America, where native advertising and sponsored content is a core part of our offering. Mediaplanet has around 300 employees, where around 25% work with producing content and designing our campaigns, and around 75% work in sales.

We have clients across all business segments and therefore produce content related to a broad range of areas including health, business, tech, education, and lifestyle. As a content marketing group, we try to use our platforms for good, and when the opportunity arises, we produce campaigns and projects that relate to sustainability topics such as sustainable investments, circular economy,

Global presence



and numerous campaigns within health and well-being which help individuals, businesses and society as a whole.

Appelberg

Appelberg Publishing Group AB was founded in 1989 in Stockholm, and in 2014 we became part of the Caybon Group. Appelberg is a curious content agency centered around the story of each project, with the aim of creating engaging and impactful content. We are a full-service content bureau helping our clients with the strategy, production and distribution of their communication material.

Appelberg has around 25 employees working in Stockholm, but with a high use of freelancers across the globe we gain access to additional local-expertise to serve our clients that come from all

481 employees

2002

mediaplanet

Mediaplanet was founded in Sweden, but grew fast with offices worldwide.

2014

appelberg

Mediaplanet acquired Appelberg, one of Sweden's largest content marketing suppliers.

2017

N365 Newsner

N365 and Newsner joined the family, a business focusing on data-driven native advertising and social media.

2021

SPLAY ONE

Splay One joined the family, a business specialised in branded entertainment and influencer marketing.

2021

Caybon.

The Group changed its name to Caybon.

► around the world. We help our clients with a broad range of services including film, articles, graphics, illustrations, magazines, annual reports and web. The content is created both for print, but also for digital platforms, on our clients' websites and social media channels as well as on publicist platforms.

N365

N365 AB was founded in 2011, and in 2017, we became part of the Caybon Group. N365 is a performance-based content agency with the ambition of creating native advertising campaigns based on data-driven optimization. This means that we deliver measurable results in our campaigns, which we constantly optimize by trying different content, ads and different target groups to gain the best results. N365 offer a wide range of services including native advertising, video, print, RTB as well as media expertise. Although we usually work on a campaign-basis, we value our clients and strive to always build long and lasting relationships with them. Currently around 45 employees work at N365 in Sweden, Norway, Denmark and the United Kingdom. This number is expected to grow, especially since N365 is expanding to the United States in 2022.

Newsner

Newsner was created in 2014, as a part of N365. In 2018, our two companies became separate entities to enable us to focus more on our core expertise, while remaining the same legal entity. Newsner is a news and entertainment brand that creates articles and videos that are published on our websites and distributed on social media. The content is free and available to everyone, and our income comes from advertisement published in relation to the articles and videos.

Newsner employs around 35 people in Stockholm, New York, Copenhagen, Oslo and Helsinki, but with our common expertise the content is published in 11 different languages. Every week, Newsner has around 8 million website visits worldwide, and over 150 million people engaging with our content on social media.

Splay One

Splay One is the newest member of the Caybon family. Founded in 2012, we became part of the Caybon Group in April 2021, with the aim of creating content that would reach the new generations, that would not typically be reached on the same platforms as earlier gene-

rations, which might be watching tv and reading paper magazines.

Therefore, Splay One developed expertise in digital content, where we offer a wide range of services including branded entertainment, influencer marketing, video, concept strategy, content production and digital distribution. Splay One employs almost 100 people with offices in Sweden, Norway, Finland and Denmark. Since our start we have been very successful in creating content that brings brands closer to their audience and customers and have one of the leading YouTube networks in the Nordics, with sales of 25 million Euros.

Key figures	MSEK
Net sales	924,9
Long term debt	672,0
Equity	242,0

14
offices in
13 countries

»Every week, Newsner has around 8 million website visits worldwide, and over 150 million people engaging with our content on social media.«



Building our sustainability foundation

Sustainability has long been a topic that we care deeply about at Caybon. As we grow as a group, we have realized the need for formalizing, prioritizing and streamlining how we work with sustainability, to ensure that many of our good values and practices are emphasized and advanced. During 2021, we conducted our first materiality analysis to guide our sustainability agenda going forward.

Materiality analysis

Based on discussions with internal key functions we identified seven material sustainability topics (see next page). In order to understand what our key stakeholders prioritized among these topics, we rolled out surveys and held interviews with the Group Management Team, the CEOs of our companies, our employees, customers and suppliers. These stakeholders were chosen as they are both impacted by our business and have an impact on and interest in us as a company. In the identification of the material topics, we assessed the impact of the topics considering the double mate-

► rality perspective, which means that the material topics were analyzed in terms of how they impact Caybon, as well as how Caybon impacts them. Owing to this exercise we were able to get started with our strategic sustainability work, yet we need to further deepen and strengthen the materiality analysis.

The two topics, »Reduce climate impact« and »Equal treatment and promote diversity and equality in the workplace«, represent the topics that we believe that we, through working with them, can contribute the most to the people and society. Highlighted here is our commitment to reducing our impact on climate change, where we will focus on reducing our greenhouse gas emissions. We also believe that we can have an impact by working to ensure equal treatment, and promote diversity and equality in the workplace. We already have some processes and initiatives for these two topics in place. However, we need to formalize and structure our work to make sure that we are efficiently moving in the same direction as a group.

Managing our sustainability risks

Another important step in defining our sustainability foundation is to analyze which sustainability risks that are important for our business. Through dialogues with key functions across the company, including representatives from all of our wholly owned subsidiaries, we have identified a number of risks within both the environmental, social and governance areas. Some risks are relevant to all companies, whereas other risks are specific to some of the companies.

One sustainability risk relates to the work environment of our employees, which at times can be high-paced, loud and intense, which might suit some employees more than others. This is particularly prominent in those companies where we have large sales departments, which are very performance-based and tend to have a certain team culture with music playing and competitive work pace. In these departments there is, in general, also a high employee turnover, which could be related to the fact that there are many young people who come to us for their first employment. It is likely that they want to move on to further education or other career opportunities, but we are interested to learn whether if Caybon as an employer can improve the retention rate. The social knit of Caybon Group’s work culture is an important factor as to why many like to work at our companies, but we acknowledge a need to work

proactively to ensure that our company policies are properly implemented throughout the organization.

As a company heavily relying on digital services to create and spread communication content, we realize that there are several risks related to customer data as well as cyber incidents. We have clear policies and guidelines in place and so far, we have been lucky to not experience any incidents. As the cyber security landscape is constantly evolving, we recognize that this is an area that we constantly need to work with.

Additionally, we recognize that climate change is one of the largest risks facing our planet today, where all companies can be exposed to risks – from increasing electricity prices to changing consumer behavior and heat waves affecting or employees. The associated policy documents are key in managing and mitigating these risks. However, we are at the beginning of the journey and will assess how we can best manage and mitigate a diverse set of sustainability risks.

Sustainability management and policies

Currently, sustainability is governed by our CFO who, together with representatives from the different business units, have been leading the work with the materiality assessment as well as the risk assessment. The advantage of this approach is that sustainability has been prioritized and put high on the agenda, but the challenges have been to set aside enough time and resources. In the future, we will be looking into the recruitment of a dedicated sustainability function, which would allow us to advance and facilitate for new projects and activities to be initiated.

Sustainability is governed by our group-wide policy document which applies to all our employees at our five business areas and includes specific policies such as the Work Environment Policy, IT-policy, ESG Report, Anti-Bribery and Corruption Policy, Code of Conduct and Supplier Code of Conduct. These policies outline the behavior that we expect from our employees in terms of acting in accordance with business ethics and sustainability practices. Most of these policies can be read more in-depth about further down in the ESG Report.

Our social media policy is fundamental to our business and the digital landscape where we operate. This policy clearly states the behavior we expect our employees to obtain in contact with media as well as on social media, both when representing themselves and clients. The policy outlines 10 rules that employees should follow when on social media as themselves, where key points are to always be transparent, respectful, and only convey the truth. As a media

List of material topics

- Reduce climate impact
- Equal treatment and promote diversity and equality in the workplace
- Competence development amongst employees
- Sustainable work environment
- Anti-corruption & business integrity
- Data and customer security
- Sustainable supply chain

List of stakeholder groups

- Group Management Team
- CEO:s of our companies
- Employees
- Customers
- Suppliers

company, we recognize that we have a responsibility to ensure that we produce responsible content, both in terms of telling the truth and avoiding to share stories that could be false or misleading, but also in terms of not producing content that could lead to polarization or aggression towards certain groups.

During 2022 we aim to continue improving our processes and practices regarding sustainability. A prioritization will be the further implementation of our policies and whistleblowing function, including trainings to ensure that all employees are aware of their responsibilities, as well as our responsibilities towards them. We also aim to develop a sustainability strategy based on our materiality analysis, to accelerate our efforts through measurable sustainability goals and targets.

Counteracting corruption and upholding business ethics

At Caybon we recognize that in order to be a preferred business partner we need to uphold the trust from our clients, suppliers, business partners, shareholders and the public. In order to do that,

- ▶ we seek to be a responsible company that take corruption and other forms of business ethics seriously and work hard to ensure that our employees are aware of, and follow all relevant legislations.

We have a zero-tolerance for bribery and corruption and we follow all relevant laws and regulations in the countries in which we operate. Our anti-corruption governance is guided by our Anti-Bribery and Corruption Policy which guide our employees on how to act. The Group CEO holds the responsibility for Anti-Bribery and Corruption Policy, which is signed by the CEOs at each company, who are responsible for distributing and implementing it within their companies and country offices. All policies are available to the employees at the group-wide digital help-desk.

The Anti-Bribery and Corruption Policy guides employees in what is unacceptable behavior in terms of corruption and business ethics, including bribes, gifts and charitable contributions. The policy also gives directions on where to report any misconduct, which is the group whistleblower function. The whistleblower function is provided by a third party and ensures that employees can anonymously report violations of any of our policies or other legislations. Any reported violations from the function will go directly to the chairman of the board to ensure that they will be prioritized and dealt with straight away. Employees are also encouraged to talk to their supervisor or manager if there are any work-related issues, or in cases where that is not possible, they can also talk to their manager's manager. During 2021, we have had zero (0) incidents of corruption.

Upholding data security across regions

As a company providing a wide range of communication services for clients all over the world, we handle data regarding both client information, contracts, cookie data from the websites we own, as well as personal and financial information about our employees. Ensuring that this data is secure from ransomware attacks, that all of our clients and other stakeholders' information is safe, and that they can exercise their rights to be forgotten, is a fundamental question for us. As the cyber security landscape is constantly evolving with new threats, we continuously try to improve our IT systems and security routines surrounding them.

Data and customer security is governed by our Chief Data and Information Officer (CDO/CIO), who oversees the day-to-day work.

The CDO/CIO is supported by a support function, who is responsible for the daily operations within IT, including IT security. We have outsourced most of our IT services and the provision of IT hardware to well-established suppliers, who typically provide state of the art security solutions. Some of the IT systems are provided centrally from the Stockholm Headquarters to all companies, whereas some of them are available decentralized, where some companies still use the systems and suppliers that they have had prior to joining the Caybon Group. In the coming years we aim to work towards creating common solutions for IT, including a common cloud service.

In order to ensure that all companies and country offices uphold high data and information security standards, we have a common IT Policy. This policy is part of the main Caybon Group policy document which must be signed by all CEOs of the companies, and all Heads of the country offices. It is the local management's responsibility to ensure that the policy is implemented and followed in their country office. The IT Policy guides employees on their responsibilities in terms of retaining, archiving, and destroying data and sensitive information. Employees are also guided on how to handle their computers, as well as what is allowed to use the computers for. We also have a Privacy statement, which includes our policy on Customer integrity and cookies, in line with EU's General Data Protection Regulation (GDPR). This statement is published on our website to be easily accessible to our website visitors and clients.

During 2021 we have worked to improve our internal IT platforms for our employees, with the initiation of a process to create one group-wide platform where employees, based on their mandates, can get access to all their services through one platform and one log in. In 2022 we will continue this process, as well as continue evaluating our current systems and see what new improvements may be necessary. During 2021, we have had zero (0) complaints regarding breaches of customer privacy.



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Human Resources

At Caybon, we recognize that our employees are key to the continued success of our company, and it is therefore our priority to ensure that our employees are happy and healthy. Since we have experienced several organizational developments during recent years, as new companies and countries have been added to the group, our HR-system is still quite decentralized. However, trusting that our companies are the best equipped to handle the daily operations of their companies, as they have done it successfully before joining our group, is a fundamental cornerstone of our business model.

Overseeing the work for sustainable work environments

Currently, we do not have a centralized human resources function at Caybon, instead, the overarching responsibility lies with the Group Chief Financial Officer (CFO). The Group CFO is responsible for group-level questions such as setting the manager salaries, policy development, as well as handling reported incidents. The daily HR operations are carried out by the CEO and CFO of each company of the group. These functions are responsible for the on-boarding of new employees as well as performance reviews of their own employees.

In order to ensure that we have good standards for handling employee questions at Caybon, our group-wide policy framework includes policies on multiple HR topics, including a Code of Conduct and a Work Environment Policy. These policies are shared on our group-wide help-desk, and distributed and implemented individually in each company and country. When joining the group, all new CEOs need to sign-off that they have read and understood the policies, and after that it is up to them to choose how to distribute the policies in their company. Looking ahead, we are aiming to create more streamlined processes for implementation and distribution of these policies.

Employee health and satisfaction

In order to gain feedback and input from our employees we usually conduct an annual employee survey. With all organizational development taking up the focus in 2021, we did not have time to roll out a full survey on group level. However, some local offices did measure employee satisfaction, and on group level we asked for our employees' input regarding the Covid-19 pandemic and how they wished to work during the year: remotely or onsite in the office, when permitted by local health regulations and/or recommendations. This was important for us, to ensure that all of our employees felt safe, but also to foster our employees' creativity. Throughout the Covid-19 pandemic we have always followed the local legislations and recommendations in the countries in which we operate, and therefore have not always been able to follow the wishes of our employees.

At Caybon, we do not have a common health and safety management system. The occupational health and safety work is done locally in accordance with regulations and requirements in all countries of operation. This includes, for example, regular assessments of work-related risks and hazards, annual talks with external occupational healthcare providers, appointing employee safety representatives responsible for overseeing the safety and work environments and ergonomics courses for employees. The risk identification and mitigation related to occupational health and safety is connected to the general satisfaction and compliance routines, where employees have a responsibility to report dissatisfaction or non-compliance through any of the provided channels. Workers that are not employed by Caybon but that are providing services to Caybon, such as consultants, or in any other capacity having their workplace controlled by Caybon, are covered by the overall occupational health and safety work in the offices that they work. In the Supplier Code of Conduct, Caybon sets out the expectations for how suppliers should ensure the occupational health and safety of their employees. In the near future, Caybon will strengthen these efforts along with the ove-

ral strengthening of the supply chain management, which can be read more about in Chapter 6 of this report.

In order to ensure that our employees are healthy and satisfied we offer a wide-range of different benefits, including health bene-

Information on employees* and workers

	Total	Women	Men
Employment contract			
Permanent contract	458	276	182
Temporary contract	23	15	8
Employment type			
Full-time	467	281	186
Part-time	14	10	4
Total	481**	291	190
Consultants, interns and volunteers	4	2	2

* All employee data is disclosed in FTE, full time equivalents.

** Consultants, interns and volunteers are not included in the total.

Employees* by employment contract and region

Region	Total employees	Permanent contract	Temporary contract
Sweden	136	134	2
Norway	50	46	4
Finland	44	42	2
Denmark	33	19	14
Germany	20	20	0
Austria	13	13	0
Canada	33	33	0
USA	38	37	1
UK	42	42	0
Belgium	28	28	0
Czech Republic	17	17	0
Poland	18	18	0
The Netherlands	9	9	0
Total	481	458	23

* All employees is disclosed in full-time equivalents

► **New employee hires and employee turnover, by gender, age, and region (%)**

	New employee hires	New employee hires (%)	Employee turnover	Employee turnover (%)
Total	219	44	191	39
Divided by gender				
Women	149	30	121	25
Men	70	14	70	14
Divided by age				
Age <30	190	39	147	30
Age 30–50	28	6	43	9
Age >50	1	0	1	0
Divided by region				
Sweden	35	7	27	6
Norway	28	6	5	1
Finland	21	4	20	4
Denmark	12	2	9	2
Germany	12	2	19	4
Austria	8	2	11	2
Canada	23	5	10	2
USA	22	4	35	7
UK	18	4	12	2
Belgium	11	2	14	3
Czech Republic	2	0	1	0
Poland	16	3	17	3
The Netherlands	11	2	11	2

* The employee hire and turnover rates were calculated as percentage of total number of employees, in accordance with the GRI Standards.

Employees who received regular performance reviews, % of total employees

Employment category	Total	Women	Men
Management Groups, all companies	5	3	2
Managers	10	6	5
Employees	79	47	32
Total	95	56	39

fits. Currently, there is no centralized structure for benefits throughout our companies, instead, all companies keep the benefits that they have had prior to joining the group. All benefits offered are in line with the legal requirements and standards in the countries they operate.

In 2022, we aim to streamline our work with employee health and satisfaction. When it comes to our structured and pre-emptive work with health and safety, we want to ensure that we have some minimum requirements that are centrally structured, even if they are not mandatory in countries of operation.

Diversity and inclusion

At Caybon, we value the fact that all of our employees are unique and should be treated equally. In order to ensure that we can constantly strengthen gender equality, inclusion, diversity and

tolerance throughout the group, we have adapted an Equal Employment Policy. The Policy states that we prohibit discrimination, harassment, or victimization of any kind; that we work to ensure that all employees have the same career and development opportunities; as well as that we seek to facilitate for employees to take parental leave as well as combine paid work with parenting. The policy also states that each manager is responsible for mapping out and preventing any unreasonable differences in terms of pay or other benefits between men and women. Based on an analysis including job assessments, a judgement should be made if a pay gap can be directly linked to gender. The results should be compiled and included in an action plan with measures such as salary revisions.

To strengthen our management approach we will define a process for follow-up on the implementation of the policy, routines and activities.

Work-related ill-health

	Employees	Workers
Fatalities due to work-related ill-health	0	0
Recordable cases of ill-health	5	0
Total	5	0

* Main types of ill-health include infections with the Corona virus and mental health issues.

Work-related injuries

	Employees	Workers
Fatalities as a result of a work-related injury	0	0
High-consequence work related injuries (excluding fatalities)	0	0
Recordable work-related injuries	0	0
Total	0	0

Diversity by employee category, gender and age, (%)

Employment category	Women	Men	<30 Years	30–50 Years	>50 Years
Board of Directors	33	67	0	67	33
Group Management Team	14	86	0	100	0
Managers	62	38	43	57	0
Employees	61	39	69	30	1
Total	60	40	64	35	1

* The category »Group Management Team« includes the management team for the Caybon Group, whilst management team members at the companies are included in the category »Managers«.



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Managing our environmental footprint

Ensuring that we act with consideration for the environment has always been a given at Caybon. During recent years, we have seen an increased focus among the general public, our investors, clients, and employees, on climate change as well as other environmental issues. We recognize that in order to sustain our fruitful relationships with our stakeholders, we need to step up our environmental sustainability efforts. Primarily, we understand the need to define and implement routines and standards for this work, as well as to streamline these across the organization.

Understanding and managing our environmental footprint

As a media company primarily creating content for digital platforms and print, our products and services have a relatively small environmental footprint. We do recognize that we have some impact, both direct and indirect. Our environmental impact is connected to these three areas primarily: our business travel, our offices (such as energy use, waste and the procurement of IT hard-

ware), as well as our data storage. Since we are a global company, international travel is sometimes necessary. The Covid-19 pandemic during recent years has facilitated remote communication and cooperation, which is something that we will keep applying whenever possible. As a company we contribute to indirect greenhouse gas emissions from our digital presence and need to store data in cloud services. We aim to make progress through improving our internal processes around data management and optimization, and through collaboration with our IT services suppliers.

Environmental factors are managed by our ESG Report, which is part of the group-wide policy document and signed by the CEOs of each company and shared with their employees. The ESG Report sets out our ambition as a company to choose environmentally sustainable suppliers, products and services, as well as to use renewable energy and carry out renovations and maintenance with consideration for the environment. The policy also sets out our ambitions when it comes to traveling, which are to minimize the need to travel, for example by using local subcontractors or have online meetings. When we must travel, we shall choose the most environmentally friendly mode of transportation, as well as choose hotels and conference facilities with proactive sustainability practices, including consideration for the environment.

Measuring our impact

During the past years we have been measuring our environmental footprint by calculating our energy consumption and the associated greenhouse gas emissions. In 2021, we decided to strengthen our data collection by also measuring our waste output in total weight. Most of the waste we produce comes from our own operations, including office supplies, organic waste, and electronic waste. For our Headquarters in Stockholm, we have chosen a waste supplier based on their environmental performance. We also recycle our used electronic devices through an IT supplier that recycles and refurbish all equipment possible. Since this was our first year measuring this disclosure, all offices were not able to gather the correct information from their suppliers, but for our Headquarters in Stockholm, which is our largest office, we were able to collect the relevant data.

Looking ahead

Our Headquarters in Stockholm has been taking the lead when it comes to the management of Caybon's environmental footprint. Our primary ambition going forward is to streamline these practices across the organization and to ensure that we act in sustainable manners in all countries of operation. Once that process has been

initiated, we aim to review the progress and set measurable targets based on the challenges and opportunities across the organization. ►

Total GHG emissions, metric ton CO₂e

	Ton CO ₂ e
Scope 1	22,6
Scope 2 – Location	81,8
Scope 2 – Market	85,7
Scope 3 total	151,5
Business travel:	125,5
Energy related	26,0
Total	255,9

These calculations include the following GHG emissions: CO₂, CH₄ and N₂O. Scope 2 includes electricity, district heating and district cooling. Scope 1 includes natural gas used on site.

The emissions factors that have been used come from AIB 2019 and IEA 2019. Parts of the data on business travel come from travel agencies. The data has been extrapolated to account for the total group. For more information about the emissions calculation, please see the »about this report« chapter in the end of the report.

Energy consumption, MWh

Energy consumption in the organization	MWh
Fuel*	64,0
Electricity	344,3
of which non-renewable	181,2
of which renewable	163,2
District heating	172,0
District cooling	51,3
Total	631,7

* Fuel is mainly natural gas, which was reported by two offices.

** The data has been extrapolated to account for the total group. For more information about the calculations, please see the »About this report« chapter in the end of the report.

► Supply chain management

Much of our work with environmental sustainability is connected to our efforts in ensuring sustainability throughout our supply chain. We have a wide range of suppliers distributing products and services including data hosting and traffic, print and distribution, freelancers, as well as IT hardware and software. Our ambition during recent years has been to choose suppliers that we perceive as sustainable, such as a green cleaning company and a waste collection supplier that is award-winning for its recycling. However, since we currently do not have group-wide routines for making these decisions, we recognize that there is a risk in that suppliers can be chosen that turn out to have insufficient sustainability practices in place. Strengthening our supply chain management is therefore a key priority at Caybon.

Supply chain management is currently carried out in a decentralized manner as each office is responsible for their own procurement, usually carried out by the responsible office manager. Some services, mainly IT products and services, are purchased on group level. Our supply chain management is governed by our Supplier Code of Conduct (SCoC), which is part of our group-wide policy document. The SCoC states that we expect our suppliers to act in accordance with international standards and frameworks such as the United Nations Universal Declaration of Human Rights, as well as the legislations in the countries in which they operate. It also stipulates our expectations within anti-corruption, fair competition, conflicts of interest, labor rights, and environmental protection.

As we move ahead with our sustainability work, we will assess how to increase our collaboration with suppliers and move towards including the SCoC as a core requirement of our supplier agreements. We will also develop a set of group-wide guidelines and sustainability criteria, on which new suppliers can be screened and assessed for sustainability, before the final decision of procurement.

Waste, metric ton	Ton
Non-hazardous waste	20,66
Hazardous waste	0,01
Total*	20,67

* The data has been extrapolated to account for the offices that were not able to collect their waste data. For more information about the calculations, please see the »About this report« chapter.

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About this report

This is Caybon Holding AB's first ESG Report, covering the financial year of 2021 (01.01.2021–31.12.2021). This report is conducted as a separate report added to the management report of the annual report, in accordance with the Swedish Annual Accounts Act (Årsredovisningslagen). This report has been prepared in accordance with the GRI Standards: core option.

This report covers the following companies: Appelberg Publishing Group AB, N365 Holding Group AB, Nyheter 365 AB, Caybon International AB, Caybon LP AB, Splay One AB, Splay One Group AB, Mediaplanet Sverige AB, Mediaplanet Försäljning AB,

Mediaplanet AS, Mediaplanet Ltd, Mediaplanet APS, Mediaplanet OY, Mediaplanet Verlag Deutschland GmbH, Mediaplanet BVBA, Mediaplanet Publishing House B.V., Mediaplanet z.o.o., Mediaplanet Publishing House, Inc., Mediaplanet GmbH, Mediaplanet Czech, Mediaplanet Publishing House Ltd, Splay One Aps, Splay One OY, and, Splay One AS.

The HR data has been reported in Full-time Equivalence (FTE) and accounts for the employees working at all of the above companies. The HR data has been collected by each legal entity. The data regarding energy consumption, CO₂ emissions and waste has primarily been collected from invoices and suppliers and has been calculated according to the GHG Protocol. The emission data has been calculated using the emissions factors from AIB 2019 and IEA 2019,

as these were the latest available. Some of the Scope 3 data (on business travel) was provided by suppliers. All companies have not been able to report their full environmental data, and therefore estimations have been made to cover these offices. The extrapolations were made by calculating an average per employee and then multiplying that by the total number of employees.

If you have any questions regarding sustainability or this report, please visit our website or contact us directly.

www.caybon.com/sustainability
contact@caybon.com



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GRI Content Index

GRI Standards General Disclosure	Disclosure	Page	Comment
GRI 101: Foundation			
GRI 102: General Disclosures	Organizational profile		
	102-1 Name of the organization		Caybon Holding AB
	102-2 Activities, brands, products, and services	3–4	
	102-3 Location of headquarters		Stockholm
	102-4 Location of operations	3	
	102-5 Ownership and legal form	3, 11	
	102-6 Markets served	3	In addition to the countries in which we have offices, we serve the Ireland market
	102-7 Scale of the organization	3–4, 7	
	102-8 Information on employees and other workers	7	
	102-9 Supply chain	11	
	102-10 Significant changes to the organization and its supply chain	2–4, 11	
	102-11 Precautionary Principle or approach		We apply the precautionary principle in accordance with legislation such as the Swedish Environmental Code
	102-12 External initiatives		No external initiatives
	102-13 Membership of associations		No memberships of association
	Strategy		
	102-14 Statement from senior decision-maker	2	
	Ethics and Integrity		
	102-16 Values, principles, standards, and norms of behavior	5–6	

GRI Standards General Disclosure	Disclosure	Page	Comment
	Governance		
	102-18 Governance structure	3	
	Stakeholder engagement		
	102-40 List of stakeholder groups	5	
	102-41 Collective bargaining agreements		7% of all employees are covered by collective bargaining agreements
	102-42 Identifying and selecting stakeholders	5	
	102-43 Approach to stakeholder engagement	5	
	102-44 Key topics and concerns raised	5	
	Reporting practice		
	102-45 Entities included in the consolidated financial statements	11	
	102-46 Defining report content and topic Boundaries	5	
	102-47 List of material topics	5	
	102-48 Restatements of information		Non applicable (this is our first ESG Report)
	102-49 Changes in reporting		Non applicable (this is our first ESG Report)
	102-50 Reporting period		01.01.2021–31.12.2021
	102-51 Date of most recent report		This is our first ESG Report
	102-52 Reporting cycle		Annually
	102-53 Contact point for questions regarding the report	11	
	102-54 Claims of reporting in accordance with the GRI Standards	11	
	102-55 GRI content index	12–15	
	102-56 External assurance		The ESG Report has not been externally assured
GRI Standard Material Disclosure	Disclosure	Page	Comment
GRI 200 Economic Standard Series			
Anti-corruption (2016)			
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	5–6	
	103-2 The management approach and its components	5–6	
	103-3 Evaluation of the management approach	5–6	
GRI 205: Anti-corruption	205-3 Confirmed incidents of corruption and actions taken	6	
GRI 300 Environmental Standards			
Energy (2016)			
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	10	
	103-2 The management approach and its components	10	
	103-3 Evaluation of the management approach	10	
GRI 302: Energy	302-1 Energy consumption within the organization	10	

GRI Standard Material Disclosure	Disclosure	Page	Comment
Emissions (2016)			
GRI 103: Management Approach	103-1	Explanation of the material topic and its Boundary	10
	103-2	The management approach and its components	10
	103-3	Evaluation of the management approach	10
GRI 305: Emissions	305-1	Direct (Scope 1) GHG emissions	10
	305-2	Energy indirect (Scope 2) GHG emissions	10
	305-3	Other indirect (Scope 3) GHG emissions	10
Waste (2020)			
GRI 103: Management Approach	103-1	Explanation of the material topic and its Boundary	10
	103-2	The management approach and its components	10
	103-3	Evaluation of the management approach	10
Topic specific Management Approach	306-1	Waste generation and significant waste-related impacts	10
	306-2	Management of significant waste-related impacts	10
GRI 306: Waste	306-3	Waste generated	11
Supplier Environmental Assessment			
GRI 103: Management Approach	103-1	Explanation of the material topic and its Boundary	11
	103-2	The management approach and its components	11
	103-3	Evaluation of the management approach	11
GRI 308: Supplier Environmental Assessment	308-1	New suppliers that were screened using environmental criteria	We currently do not have a process in place for supplier sustainability screenings, thus 0% of our new suppliers have been screened on environmental criteria. This will be addressed in the upcoming year
GRI 400 Social Standards			
Employment (2016)			
GRI 103: Management Approach	103-1	Explanation of the material topic and its Boundary	7–8
	103-2	The management approach and its components	7–8
	103-3	Evaluation of the management approach	7–8
GRI 401: Employment	401-1	New employee hires and employee turnover	7
Occupational Health and Safety (2018)			
GRI 103: Management Approach	103-1	Explanation of the material topic and its Boundary	7–8
	103-2	The management approach and its components	7–8
	103-3	Evaluation of the management approach	7–8
Topic specific management approach	403-1	Occupational health and safety management system	7–8
	403-2	Hazard identification, risk assessment and incident investigation	7–8
	403-3	Occupational health services	7–8

GRI Standard Material Disclosure	Disclosure	Page	Comment
	403-4 Worker participation, consultation and communication on occupational health and safety	7–8	
	403-5 Worker training on occupational health and safety	7–8	
	403-6 Promotion of worker health	7–8	
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	7–8	
GRI 403: Occupational Health and Safety	403-9 Work-related injuries	8	
	403-10 Work-related ill health	8	
Training and Education (2016)			
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	8	
	103-2 The management approach and its components	8	
	103-3 Evaluation of the management approach	8	
GRI 404: Training and Education	404-3 Percentage of employees receiving regular performance and career development reviews	8	
Diversity and Equal Opportunity (2016)			
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	8	
	103-2 The management approach and its components	8	
	103-3 Evaluation of the management approach	8	
GRI 405: Diversity and Equal Opportunity	405-1 Diversity of governance bodies and employees	8	
Supplier Social Assessment (2016)			
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	11	
	103-2 The management approach and its components	11	
	103-3 Evaluation of the management approach	11	
GRI 414: Supplier Social Assessment	414-1 New suppliers that were screened using social criteria		We currently do not have a process in place for supplier sustainability screenings, thus 0% of our new suppliers have been screened on social criteria. This will be addressed in the upcoming year.
Customer Privacy (2016)			
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	6	
	103-2 The management approach and its components	6	
	103-3 Evaluation of the management approach	6	
GRI 418: Customer Privacy	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	6	