



# Sustainability Report 2023/24

Reporting period:  
July 2023 to June 2024

Our commitment:

To create measurable progress in environmental performance, social impact, and governance excellence through innovative AI solutions, an inclusive workplace, and responsible business practices

## CEO letter

### **Dear employees, investors, customers, and suppliers**

When I joined boost.ai in late 2022 I envisioned us leading the ESG movement in conversational AI. I'm pleased to say that by the end of 2023, we had formalised our first comprehensive ESG program. Now, in 2024, ESG is starting to become a strategic pillar for the long-term success of the company.

### **We must be bold**

As we take our first steps, we must be bold and innovative in our ESG vision and execution. This will further differentiate boost.ai from its peers and make ESG a core part of who we are and our market approach. Our ambition is to meet and exceed the growing expectations of our investors, customers, and employees, leaving a positive legacy for both planet and society.

### **Early achievements**

In this report, you'll discover the solid foundation we've laid for our ESG journey. Three key achievements stand out. Environmentally, all customer cloud environments are now powered by energy matched with renewable sources. Socially, we've been recognised as one of the most progressive partners in Norway's national program for helping young people into meaningful employment. And in governance, we're shaping our contribution to responsible AI.

### **Making ESG a priority**

However, success in our ESG efforts will require more than living our values of trust, teamwork, fun and innovation. It will require us to prioritize ESG in our budgets and time, to educate ourselves continuously, and to ensure every employee feels part of this mission. Setting and achieving inspiring milestones will be essential for our progress.

### **An open dialogue**

We may not have all the answers today, but as we continue down this path, we commit to openly sharing our goals, progress, challenges and decisions. This report is just the beginning of a transparent dialogue that will continue in the years to come.

Yours faithfully,

Jerry Haywood, CEO

## Value chain

To set the stage for our ESG initiatives, we present an overview of boost.ai's business model and value chain, which are critical to driving both innovation and sustainability across our operations.

### Product

Boost.ai develops conversational AI (artificial intelligence) software, providing a comprehensive solution for creating, deploying, and managing AI-powered virtual agents for both chat and voice. The platform includes a robust set of tools to support human customer service agents and integrate with third-party systems. These solutions are highly adaptable to the specific needs of each customer, while maintaining the highest standards of information security and privacy.

### Operations

The company has offices in six countries: five in northern Europe, including headquarters in Norway, and one office in the USA. These offices handle product development, sales and marketing, partner management, and customer success, and are supported by corporate functions like finance, HR, legal, security, and compliance.

### Customers

Our core market is large corporations within financial services and insurance (including fintech), telecoms, and the public sector. Most customers are based in the Nordic region, with the UK and USA as growth markets. We serve the rest of Europe, the Middle East and Africa through our partner network.

### Suppliers

boost.ai has five main types of supplier: hosting services; software and tools providers; marketing vendors, including agencies and event companies; independent contractors for recruitment and product development; and systems integration firms.

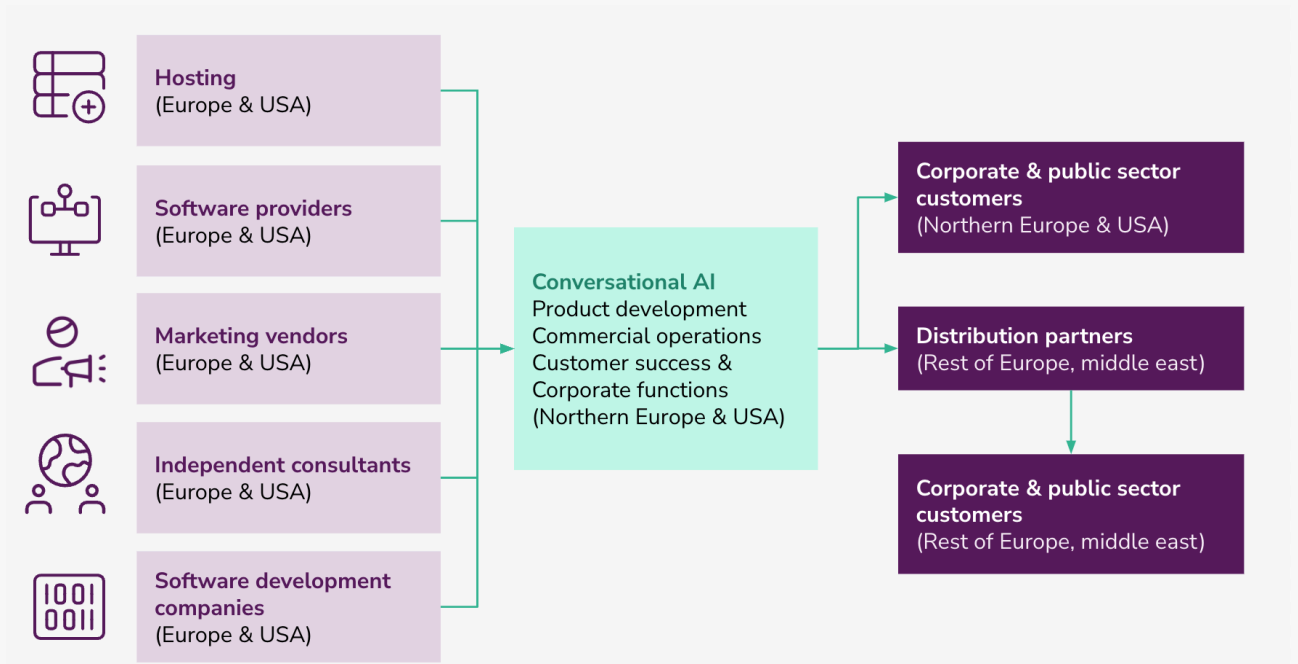


Figure 1: The boost.ai value chain spans suppliers, operations, and customers, illustrating the areas where we must focus on progressively improving our sustainability performance.

## ESG programme overview

### Foundations of our ESG strategy

Since its creation in 2016, boost.ai has carved out a distinct position in the market by listening to the needs of its customers, investors, and employees. This collaborative approach has strengthened our foundations in social and governance topics, leading us to expand our focus to include environmental responsibility in the summer of 2023. By uniting these three areas into a comprehensive ESG program under C-level leadership, we have created a holistic approach to sustainability.

ESG is now a strategic pillar for the success of the business, with the board of directors approving the company's first formal three-year ESG strategy in December 2023. But our ambitions don't stop there.

### The path to ESG leadership

At boost.ai, we believe that sustainable success requires a long-term commitment to responsible business practices. Our vision extends beyond immediate ESG targets and focuses on creating a lasting positive impact on the environment, society, and our business ecosystem.

By 2030, we aim to be recognized as a leader in both conversational AI and ESG practices. This means continuing to innovate while reducing our environmental footprint, promoting diversity and inclusion, and ensuring ethical governance and transparency in every aspect of our operations.

### Strategy for 2024-2026

Our ESG strategy for the three years to the end of 2026 addresses the key challenges and opportunities we have identified with our stakeholders.

	Boost Green	Boost Social	Boost Govern
Objective	Reduce our climate impact	Embrace diversity and build community	Act responsibly and transparently
Key strategies	<ul style="list-style-type: none"> <li>Shift to renewable energy sources</li> <li>Reduce our energy use</li> <li>Reduce our travel and office emissions</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen female representation in our workforce</li> <li>Contribute to our local communities</li> <li>Maintain high employee satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Ensure responsible conduct in the workplace</li> <li>Ensure information security and privacy</li> <li>Responsible deployment of AI</li> </ul>

## Roadmap & progress

Each track of the strategy is managed by a cross-functional work group responsible for its implementation. In the first months of 2024, the work groups developed targets, roadmaps and priority actions for each of the tracks. In the sections that follow, you can read about these and the progress made.

Aside from our annual reports, we will keep our internal and external stakeholders informed of our progress through regular communication in meetings, newsletters, our website, and social media.

# Boost Green

Reducing our climate impact

## Why?

As a technology company with international reach, our operations inevitably impact the environment.

By minimizing our greenhouse gas emissions, we are not only contributing to global efforts to combat climate change but helping to make our business future fit.

## Focus areas

### Hosting on renewable energy:

By harnessing the power of renewable energy, we will transform our operations and lead the way to a more climate-conscious future in the AI industry.

### Energy efficient product:

Reducing the amount of energy our virtual assistant uses by implementing energy-efficient technologies and practices.

### Travel & office carbon footprint:

Reducing employee-related greenhouse gas emissions by optimising our business travel, office emissions, and working from home practices

## Strategic goals for 2026

- 100% of all hosting energy to be matched by renewable energy purchases
- Minimise energy use per conversation (to be defined)
- Reduce greenhouse gas emissions per employee (to be defined)

Contributing to UN Sustainable Development Goals

7, 13





## Hosting on renewable energy

Boost.ai's production and development environments rely heavily on data centers, the majority of which are outsourced to Amazon AWS.

**100%** of customer cloud environments are powered by energy matched with renewable sources, a first step in our journey to using renewable energy

In 2023, Amazon matched 100% of the electricity it consumed with renewable energy purchases. Similarly, our use of ChatGPT, which runs on Microsoft Azure, benefits from Microsoft's 98% renewable energy match.

By the end of 2025, a year ahead of schedule, we aim to achieve our strategic goal of 100% of all hosting electricity matched by renewable sources.

Beyond that, we want the data centers we use to run entirely on renewable electricity in real time. In 2024, we'll work with our suppliers to gain visibility into the share of renewable energy powering their operations and their plans to increase it.

### Does renewable energy matching = carbon neutral?

Renewable energy matching doesn't always mean real-time use of renewables. Data centers can still rely on fossil fuels when renewable energy is unavailable, such as at night or during peak demand. The continued use of fossil fuels is also driven by the rapid growth of AI services. Beyond energy use, the construction of new data centers to support AI growth also has a significant climate impact.

## Energy efficient product

In our journey towards a highly energy efficient product, a key objective for the end of 2024 is to create a baseline measurement of our energy consumption per conversation.

This calculation will include the major drivers of energy use - memory, CPU cycles, and API calls - providing insights that will guide our development of smarter solutions for our customers.

By 2025, we will empower our customers to make informed, energy-conscious decisions by providing transparent insights into the efficiency of their own environment. We also plan to compare our energy consumption to traditional voice calls.

Beyond that, we will expand our measurements to include energy consumption at customer or end-user sites, for example by browsers, and help educate customers on how they can save energy when using our solutions.

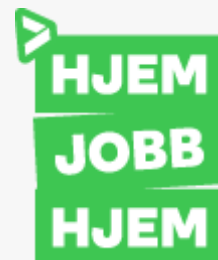
### Automated shut-down

We're reducing energy use in our demo and test instances (servers). Instead of running continuously, they now shut down when not in use, e.g. weekends.

## Travel emissions

Flying and driving make a significant contribution to the climate impact of our business, but we plan to reduce our travel emissions by empowering employees with smarter, greener options, ensuring each of us contributes to a lower carbon footprint.

Already, several employees in Stavanger have set up a 'green commute' initiative, and now take the bus instead of car. The company supports this through the HjemJobbHjem program, which gives employees access to city bikes and discounted public transport.



To expand upon these initiatives, we will have implemented a travel tool by early 2025 that will track emissions across all employees. Following that, we will update our travel policy to increase the use of online meetings, home working and introduce other strategies.

## Office emissions

We're collaborating across all our locations to create company-wide energy efficiency, ensuring every office plays a part in reducing our environmental impact.

The office where we can exert the greatest influence over energy consumption is our headquarters in Stavanger, Norway. This building features rooftop solar panels and an overall D energy rating. A more energy efficient ventilation system is being installed in 2024, and we will discuss with the landlord how to improve energy efficiency further.

In the year to June 2024, the landlord reported that our headquarter energy emissions totalled 96,543 kg CO<sub>2</sub>e. This equates to emissions per headquarter employee of 1,038 kg CO<sub>2</sub>e.

We are currently working with the landlords of our other offices to ensure that next year we can report groupwide energy consumption and emissions. ESG credentials are also an important factor in the selection of new office space.

With a group-wide emissions baseline in place, we will plan how to make annual emissions reductions per employee. Next year's report will contain more information on the actions we are taking.

**1,038 kg CO<sub>2</sub>e**

Our headquarter greenhouse gas emissions per employee

## Waste

Beyond reducing emissions, we are actively working to minimize office waste, empowering employees to lead by example. A recycling initiative has begun among the employees in Stavanger, and we aim to inspire similar action in other offices. We will also look for opportunities in the way we procure, manage and dispose of electronics, such as laptops and instances.

# Boost Social

Embracing diversity and building community

## Why?

Our strength comes from our employees and the support of our local community. A diverse and inclusive workforce drives innovation, while community service strengthens bonds among stakeholders.

These efforts ensure we attract and retain top talent while contributing positively to society.

## Focus areas

### Gender diversity:

Increase the representation of women across all levels of the organization, ensuring equal opportunities and creating a balanced, equitable work environment.

### Community engagement:

Engage in meaningful local community activities, contributing time, resources, and expertise to enhance social well-being.

### Employee satisfaction:

Continuously improve employee satisfaction by fostering a positive work environment, providing opportunities for growth, and ensuring that every team member feels valued and supported.

## Strategic goals for 2026

- 38-40% women in the business
- 1200 hours given back to the community
- Employee net promoter score 2 points above 2024 baseline

Contributing to UN Sustainable Development Goals  
5, 8, 10



## Gender diversity

We are passionate about creating a workplace where women thrive and unlock their potential. We must therefore raise the proportion of women we hire and promote every year to the end of 2026.

Our focus is on integrity, fairness, and ensuring that every role is filled by the best candidate, while actively promoting diversity and inclusion throughout the company. It means supporting women returning to work through part-time roles, giving women the chance to grow into a new role, and ensuring we have the processes in place to facilitate such changes.

We pay special attention to sales and technology roles where women are under-represented compared to other functions. So far in 2024 we have hired six women into the sales team and three into the tech team, including one on a 6-month placement.

**36% women** in the business at the end of June 2024.  
Our target for 2025 is 36-38%.

Among managers, including the senior management team, we had 26% women, while the senior management team comprised 20% women. Turnover among management positions is low, therefore it may take longer to raise these numbers than among the rest of the workforce, however we are working on it. For example, a recent addition to the senior management team was our Chief of Staff who joined boost.ai at the most junior level seven years previously.

The gender diversity programme includes the following initiatives, some of which are already in progress:

1. **Encouraging young talent** by running events for girls aged 11-13, attending careers days, and hiring women into junior roles
2. **Training for managers & employees** about unconscious bias, discrimination and harassment, and gender diversity
3. **Eliminating gender coding** to ensure job descriptions and ads appeal to women
4. **Flexibility on seniority requirements** to encourage female applicants

5. **Interview panel diversity** to provide a fair assessment of women candidates
6. **Female friendly employee policies** such as fertility, maternity and menopause
7. **Mentoring & leadership training** to support women's career development
8. **Exit interviews** to gather insights from women leaving the business
9. **Women in Tech membership** to enable our female employees to actively participate in promoting opportunities for women
10. **Measure & report progress annually** to ensure we're making consistent improvements at all levels of the company

## Women in Tech

In 2024, we joined Women in Tech (WIT), a global movement aimed at increasing the representation and advancement of women in technology fields like software development.

So far, we have run four WIT sessions featuring external speakers, tools and resources to support our women. These sessions tackle common barriers to career progression, such as encouraging risk-taking and self-promotion, understanding diverse personality types, overcoming imposter syndrome, and navigating menopause.

The sessions continue monthly and are supported by a Slack channel that has over 70% participation. Regular surveys will ensure we gather feedback and measure the value of participation.

## Community engagement programme

Many of our employees are actively involved in charity work on their own initiative, reflecting the innate desire to help others and build stronger, more connected communities.

Examples include running the Race for Life in aid of Cancer Research, volunteering for the local jazz festival, and participating in Movember in aid of men's health.



Building on these inspiring efforts, we encourage every employee to contribute through our formal volunteering program, which offers paid time off to support local charitable causes.

The program will be formally rolled out by the end of 2024, and our goal is to collectively donate 1,100 hours by the end of 2025.

We look forward to sharing inspiring examples of the causes we are supporting in next year's report.

### Workforce at a glance:

- 145 employees
- 36% women
- 22 nationalities
- 8 on parental leave

## Labour training programme

Since 2021 we have participated in Norway's Labour Training Programme (Arbeidstrening), aimed at supporting candidates who need assistance entering or re-entering the job market.



Over the years, we have provided work placements to 15 people, four of whom transitioned into ongoing employment with us. At the end of June 2024, we had five employees on work placements, all of whom were women.

According to the Norwegian authorities this makes boost.ai one of the most successful partners in the programme. We look forward to continuing our participation and contributing to the inclusion of more people into meaningful work.

## Employee satisfaction

We're dedicated to creating a culture where every employee feels valued and engaged, contributing to our shared mission of growth, inclusion, and wellbeing. Employee satisfaction is a key measure of our success and in 2024 we are reviewing how we measure it to ensure we have a reliable baseline, from which we can set meaningful targets for improvement.

Our aim is to enhance employee satisfaction each year, improving the company's eNPS (employee net promoter score) by 1 point annually. Next year's report will include our baseline number and targets.

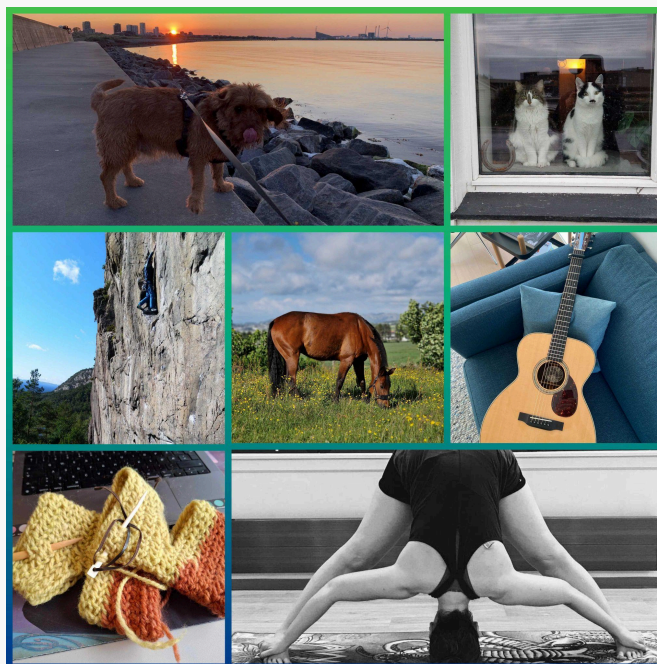
## Employee benefits

A supportive work environment is key to our success, which is why in 2024, we're refreshing our benefits to create an even more positive and balanced workplace, tailored to meet the diverse needs of our employees.

A particular area of attention will be to bring more consistency across our offices in how we support colleagues on sick leave and provide gym access and food. A plan and budget will be made by the end of the year, ready for implementation in 2025.

## Mental health

In June 2024 we ran a highly successful mental health week. Consisting of daily information on topics such as physical wellness and stress management, plus activities such as yoga and random acts of kindness, 57 employees participated.



The most popular sessions were a guest speaker on preventing mental health issues and a panel discussion including the CEO and other senior leaders sharing their personal stories about mental health issues.

The step challenge was a major hit, and the prize for the most active team was a donation to a mental health charity of their choice.



Overall, employees scored the week 4.2 out of 5 for relevance, 4.4 for enjoyment and 4.5 for value.

**71% of employees** who participated in our Mental Health Week now feel comfortable discussing mental health issues within the company

One of the most poignant moments of the week was when a participant wrote on the Gratitude Wall, 'Now I have hope.' This simple yet powerful message underscores the importance of our continued focus on mental health in the year ahead.

## Accessibility

We want to ensure our virtual agents are fully accessible to users of all abilities. To showcase the innovative ways our customers are using our technology inclusively, we introduced an accessibility category to our annual customer awards. The shortlisted customers were independently evaluated by accessibility specialists at Funka, and the winner was NAV, Norway's work and welfare organization.

NAV was recognized for the accessibility of its chat interface for visually impaired users and for the clear guidance it offers those unfamiliar with virtual agents. We're excited to continue pushing the boundaries of what's possible, ensuring everyone can benefit from the power of AI.

## Work environment

To cultivate and maintain a company culture based on our values, we have created a work environment committee comprising elected representatives from each of the offices.

The purpose of the group is to ensure that the unique needs of each office are voiced and addressed through regular meetings with members of the senior leadership.

The committee has already had several successes, for example in highlighting

### What is eNPS?

Employee net promoter score measures how likely our employees are to recommend boost.ai as a great place to work, providing valuable insights into employee satisfaction and engagement.

differences in employee benefits between our offices, and these issues are being addressed.

To foster a culture of ESG responsibility among our employees we plan to establish a calendar of ESG friendly activities for 2025, encouraging our teams across all locations to participate in initiatives that will not only contribute to our ESG goals but also strengthen our team spirit.

## **Employee development**

To enhance skill development, innovation, and job satisfaction, we actively support employee education and training.

By the end of 2024, we aim to have our first cohort of 10 to 15 of our managers enrolled in the leadership development program, with a focus on strengthening their leadership capabilities. This initiative is designed to equip our leaders with the skills and insights needed to drive success, foster growth, and navigate the challenges of an evolving business landscape.

Aside group training, we also assist employees individually. For example, we hired an employee who was pursuing a degree and we are now supporting them with their thesis.

Within ESG, we have developed our knowledge via our investor network and external consultants. Topics include sustainable procurement, double materiality assessment, sustainability communication, sustainable business models, ethical AI, and more.

By the end of 2024, we will have completed a comprehensive assessment of our teams' educational and training needs and planned the priority areas of investment for 2025. Our career conversation process will also support employee development.

## Employee onboarding

In 2024 we upgraded our onboarding process to ensure new employees get off to a great start. Consisting of in-person training, interactive exercises, group work, and outdoor activities, the week was scored a perfect 5 out of 5 by the first cohort. The following quote summed up the mood:

*"The product knowledge I gained is invaluable, but even better is the camaraderie and warm welcome from everyone on the boost.ai team."*

### boost.ai values

#### Trust

We communicate transparently, cherish diversity and treat everyone with respect. No nonsense!

#### Teamwork

We leverage everyone's strengths, have each other's backs and let the best ideas win. Together we succeed.

#### Innovation

We are curious and creative, driven to make an impact and determined to lead our category. Never settling for good enough!

#### Fun

We are ambitious and determined, play to win, and have a lot of fun along the way. One team, one dream!

# Boost Govern

Acting responsibly and transparently

## Why?

In an era of increasing scrutiny and regulation, ethical conduct and transparency are essential to maintaining trust and ensuring compliance.

By embedding responsible practices into every aspect of our business, we meet expectations of our stakeholders and enhance our reputation.

## Focus areas

### Responsible conduct:

Prevent and reduce ethical violations in the workplace through ongoing training, clear guidelines, and a strong reporting mechanism.

### Information security and privacy:

Safeguard customer and user data through continuous improvement of our security protocols, regular employee training, and rigorous compliance with industry standards.

### Responsible AI:

Ensure that our technologies operate fairly and reliably by continuously monitoring for biases, implementing robust safeguards, and maintaining clear accountability.

## Strategic goals for 2026

- Reduce the number of ethical violations & non-compliance reports across all departments
- At least 80% compliance with information security & privacy protocols in every department
- Customer satisfaction score of 4.75 for responsible AI

Contributing to UN Sustainable Development Goals 9 and 16



## Responsible conduct

We want to create a culture where integrity and trust are paramount, empowering employees to uphold transparency and ethical conduct.

To set expectations about the behaviour we expect across our value chain, we published the company's first internal and external codes of conduct at the end of 2023.

The codes set out the values, morals and standards that employees at every level, board members, suppliers and partners are accountable to uphold.

As of 2024, all employees are required to read, understand and agree to the internal code of conduct. We plan to strengthen this process through training, dialogue, and encouraging the reporting of violations, potentially backed by an anonymous whistleblowing mechanism.

Similarly, the external code of conduct is now part of every new contract with suppliers and partners and is being added to pre-existing contracts.

### Zero reported breaches of our code of conduct

In the 12 months to June 2024, there were zero violations reported. In 2025, we expect an initial rise in reported violations, followed by a decrease as our code of conduct becomes more integrated in daily activities.

### Principles of our code of conduct

- Anti-bribery & corruption
- Fair competition
- Compliance with trade controls
- Anti-money laundering
- Avoiding conflicts of interest
- Protecting confidentiality
- Observing human rights
- Anti-slavery
- Responsible AI
- Protecting privacy & data
- Ensuring equality & non-discrimination

## Principles of our code of conduct

- Appropriate external communication
- Climate & environmental responsibility

## Social impact and human rights

To ensure compliance with the Norwegian Transparency Act and OECD guidelines for responsible business conduct, we assess our internal operations and supply chain for risks to human rights and problematic working conditions.

As you can read in our full [2024 Transparency Report](#), no significant risks were identified, and employee feedback on diversity and inclusion was overwhelmingly positive.

We will continue to monitor, assess, and improve our social impact to maintain high standards of human rights and transparency throughout our operations and partnerships.

## Information security & data privacy

As a provider of conversational AI used by millions of people around the world, we must retain the trust of our customers by continuously innovating and enhancing our data security and privacy practices, ensuring the highest levels of protection and compliance.

An important step in ensuring we have robust processes was our group-wide certification according to ISO/IEC 27001 and ISO/IEC 27701. We achieved initial certifications in 2021 and 2022, with annual renewal most recently in April 2024.



In the year to June 30, 2024 we experienced zero high severity/urgency breaches of data privacy or information security.

While this is positive, we will take the following actions in 2024-2025 to strengthen data security and privacy further:

1. **Business continuity and disaster recovery:** Validate our plans with customers
2. **Climate-related risks:** Understand the risks and associated customer expectations
3. **Departmental compliance:** Establish a 2024 baseline for annual compliance improvement
4. **Training:** Educate employees in the relevant legislation and how to spot and handle incidents such as phishing
5. **Data retention:** Update our policy to encompass the recording of meetings
6. **Tools:** Implement new systems for business continuity management and incident management
7. **Suppliers:** Assess all our suppliers for security risk, especially data flow and asset management, contributing to our adherence of the Digital Operational Resilience Act (DORA) and NIS2

**Zero high severity/urgency breaches** of our information security & data privacy policies and processes

## Internal compliance

In addition to the priority topics above, we have an internal compliance process to ensure employees adhere to all company processes and policies. In the year to June 2024, we recorded 16 minor breaches, and corrective action was implemented to prevent future occurrence.

## Responsible AI

Responsible AI requires attention organizationally and technically. Organizationally, it entails robust governance, transparency, and accountability. Technically, it means ensuring AI systems are developed, assessed, and deployed in a safe, ethical, and legal manner.

At boost.ai, responsible AI is guided by five core principles:

1. **Fairness:** Avoiding bias and discrimination by incorporating diverse perspectives into decision-making, fostering inclusive hiring practices, and utilizing stakeholder feedback loops.
2. **Accountability:** Clearly defined roles and responsibilities, including goal-setting and performance tracking. All policies and processes in our information security and privacy management systems have designated owners and approvers.
3. **Reliability & robustness:** Using a risk-based approach to identify vulnerabilities in our information security and privacy management framework, enabling proactive mitigation. Policies and processes ensure operational consistency, while agile work methods and redundancy planning prepare us for unforeseen challenges.
4. **Privacy & security:** Ensuring secure software development through data protection, access control, and encryption across all company activity. Building stakeholder trust through regular audits to ensure compliance with relevant standards and regulations.
5. **Transparency:** Fostering transparency to build trust and encourage collaboration. Open communication channels allow employees to voice their thoughts freely, and all policies and processes are readily accessible via our intranet. Regular updates, including financial and performance reports, are shared during company-wide town hall meetings.

These principles are included in our internal code of conduct, which is accessible to all employees via our intranet. In 2024, we will seek customer feedback to assess how well we adhere to these standards.



## Risk management

By proactively strengthening our risk management processes, we are empowering our teams to make informed, confident decisions that safeguard our business and build trust with our stakeholders.

To improve the quality and transparency of our risk assessment and decision-making, we will take the following actions in 2024-2025:

- Refine our risk rating system
- Implement a governance, risk & compliance tool
- Provide training and awareness for the risk management process
- Ensure compliance with NIS2 security requirements

## Sustainability standards

Our aim to be the ESG leader in conversational AI requires that we benchmark our ESG performance using internationally recognised standards.

We have therefore begun the process of setting greenhouse gas reduction targets in line with the Science Based Targets initiative (SBTi). Next, we will report to CDP and obtain a rating from EcoVadis. These actions will enhance trust, accountability, and provide customers with an independent assessment of our progress.



## ESG programme roles & responsibilities

To ensure the effective implementation of our ESG strategy and progress towards goals, we aim to embed ownership throughout the organization as follows.

## **Board of directors**

The board supports our ESG work by providing oversight and guidance, incorporating ESG into its decision-making process and promoting a company culture that prioritizes ESG values.

## **Chief executive officer (CEO)**

The CEO is ultimately responsible for boost.ai's operations, and for achieving goals in accordance with the ESG strategy.

## **ESG committee**

Our ESG committee is the day-to-day driving force behind our ESG work. It consists of employees from different departments across the organization and is chaired by an executive sponsor on the senior management team.

Meeting monthly, it has the following areas of responsibility:

- Strategy development and implementation
- Monitoring and reporting
- Stakeholder engagement and communication
- Continuous improvement

The committee chair reports to the senior management team on a monthly basis and to the board quarterly. By the end of 2024 the committee will plan how it will increase internal communication around ESG, providing regular updates on initiatives and progress.

## **All staff**

We encourage all boost.ai staff to take ownership of the sustainability strategy by contributing through the following:

- Adherence to ESG guidelines
- Active participation in ESG initiatives
- Providing constructive feedback



- Continuous training and awareness

All boost.ai staff members should thoroughly understand how they affect boost.ai's ESG activities in their respective business roles, as well as how each employee is key to achieving the organization's sustainability goals.

## Your opinion matters

Thank you for reading our 2023-2024 Sustainability report. We hope it met your expectations and welcome your feedback.

- Senior Program Manager

## Follow our progress

Stay in touch with our ESG activities at the channels below:



Contact



Website



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