

Impact
report
2022



WISE

Impact first

Wherever we go and whatever we plan, we always return to centre: the human being.

Letter from the C.E.O.

Dear employees, partners and stakeholders,

We are pleased to present the Impact Report of Gruppo WISE a Benefit Corporation committed to addressing the social and environmental challenges of our time. This document is an important milestone in our journey of evolution and reflects the value we generate through our business, which is oriented not only towards profit, but also towards the well-being of people and the achievement of the common good.

In a difficult and uncertain frame of reference, we realised the importance of developing a business model that goes beyond the mere aim of generating profits. For us, there is always a better way of doing things and we believe that the great challenges faced by society and the planet require a new role and a new commitment from companies. This prompted us to embark on a path of transformation, adopting the legal form of a Benefit Corporation in mid-2022.

Benefit Corporations are a veritable paradigm shift from the traditional joint-stock company model. As a Benefit Corporation, we have the dual purpose of creating value both for our shareholders and partners and for other stakeholders.

Our governance, the strategy for value creation, transparency and business management are profoundly influenced by this new approach.

We want to act as a positive force in the business world, promoting a conscious and different way of doing business. We seek through

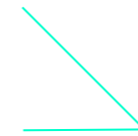
our commitment to have a positive impact on society and nature, contributing to development that is truly sustainable. We believe it is essential to be clear and straightforward about our values and our commitment to improving people's lives, and the legal form of a Benefit Corporation offers us this opportunity.

Our Impact Report is the main document presenting our plan of impact actions for the new year and reporting on the value created for society and the biosphere. We seek to communicate precisely, comprehensively and transparently the goals we have achieved and the challenges we still face. Beyond the economic and financial profit results, we seek to qualify our role and purpose in society, demonstrating a concrete commitment in the present and consolidating for the future.

We are grateful for the contribution of our entire management and every single person involved in this journey. With your support, we are accelerating the pace towards becoming a better company and hope that our choice to become a Benefit Corporation will be appreciated and embraced by many other companies. Together, we can advance towards shared objectives, in line with the 17 Sustainable Development Goals promoted by the United Nations.

Luca Mastrostefano *Gruppo WISE SB*

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01

Context

Focusing on the context means understanding the detail.

Brand activism

The power of change

Nowadays, marketing and communication are very powerful tools for promoting sustainability, spreading messages, encouraging virtuous practices and inspiring others through concrete results.

Informing, educating and raising awareness are key to steering customer and consumer choices towards sustainable actions, products and services. With authentic, transparent and above all engaging communication, it is possible to have a positive impact on society and contribute to the well-being of the planet and future generations.

As the Gruppo WISE, we stand by our customers to stimulate a cultural change in which having a sustainable and responsible lifestyle becomes a shared goal and helps create a more conscious society.



Because involving other organisations and individuals means increasing your own impact, making it a true collective action in support of sustainability.

The voice of data

For a more sustainable world

According to the World Economic Forum, 9 out of 10 people would like to live in a more sustainable and fairer world. This desire is so deep that people consider active social engagement as one of the main factors when choosing a company. In particular, among workers:

35 %
(more than one third) would not accept to work for a company with values different from their own on society and the environment

38 %
would not accept a job if the company was not committed to sustainability

39 %
would not accept a job if the company was not committed to equity and diversity

31 %
would be willing to earn less if they felt they were making a positive contribution to society, especially among younger people

For a fairer world

For a more sustainable world

According to the Global Gender Gap Report 2022 published by the World Economic Forum, Italy ranks 63rd out of 146 countries, taking into consideration four factors: economy, education, health and politics. In detail:

1/3 female workers
part-time contract

-20% salary received by women,
compared to men

Also with regard to younger people and age differences in the workplace, the Italian data are alarming.

According to 'BES_2021' - ISTAT's report on fair and sustainable welfare in Italy - in 2019, we ranked as the worst country in terms of youth unemployment, with the following figures for young people out of work:

56,4% unemployment among
25-29 year olds

68,5% unemployment among
30-34 year olds

Agenda 2030

17 goals for one objective

Making the world a better place: this is the commitment signed in 2015 by the 193 UN member states. This global action programme comprises 17 Sustainable Development Goals (SDGs) with a total of 169 targets.

The Sustainable Development Goals were officially launched at the beginning of 2016 and should be achieved by 2030. Through international cooperation, promoting social justice, protecting the environment and fostering partnerships, the SDGs aim to transform positively people's lives and preserve the planet for future generations.

SUSTAINABLE DEVELOPMENT GOALS



02

Our Centre

Our values and principles are the starting point for reaching any goal.

The soul of the Gruppo WISE

The company's first range of action

We are a team of more than 20 professionals in the field of marketing and communication: many of the SDGs apply not only to our projects, but also to our internal structure, how we are made and our values.

Since we obtained the status of a Benefit Corporation last year, we have made efforts to combine economic success with the creation of significant social value for our community and, even more importantly, for the environment in which we operate.

Of these 24 professionals:

79%
women

57%
under 30

1087
hours of training
per year

6,7%
turnover over the
entire two-year period




Success as a benefit

Beyond traditional communication

Becoming a Benefit Corporation was a natural evolution of our approach, aimed at generating a positive impact on the community through initiatives that create long-term social and environmental value.

Aware of our role as promoters of messages and initiatives, **every business project is for us an opportunity to be exploited through broader parameters**, highlighting its potential in order to ensure the opportunity is extended to the widest possible audience.

Helping a brand grow, accompanying a company on the path to social responsibility and making a product or service more accessible to people are actions that go beyond simply achieving business targets. These are complex courses of action that depend on several factors. In this context, we consider it important to establish a solid system of values and relations based on common benefits for people, communities, territories, the environment, cultural and social assets, organisations and all stakeholders.



A business model where profit remains central, but success is determined by an advantage that is rather shared.

Solutions First

Our purpose is at the heart of every project.

For each of our customers, we strive to ensure their projects are a success: through co-design processes, we move from defining the value proposition through to the implementation of marketing strategies and communication actions.

Our aim is to establish the meaning of the brand and create a coherent value system, offering authentic experiences and effective solutions that engage the target group.

Starting with the establishment of brand purpose and a harmonious brand value system, we create coherent experiences and effective solutions for activating communication channels and touchpoints of interest. To support every business objective.

Business to Human

A circular strategy

Our approach considers the public not merely as a target audience, but as an integral part of society. Therefore, we develop projects that promote participation and sharing, taking into account not only business objectives, but also environmental, social and governance (ESG) principles.

From this perspective, therefore, entities – public or private – are an opportunity to encourage dialogue and co-design with companies, and it is through **solid partnerships based on transparency and results that we strive to create networks capable of generating new value and development opportunities.**



We create interactions between companies and stakeholders through a dynamic and circular model driven by values and care for relationships, the environment and people.

Values

The axes of our company

CONSISTENCY

Our values are translated into real, consistent and reliable action in everything we do. We consistently manage resources, collaborate with suppliers and maintain relations with the local community, demonstrating our long-term commitment to the development of a valuable environment and ecosystem. In this way, we generate a lasting positive impact.

RESPECT

Respect is the straight line from our centre: people. For us, it is essential to respect people, their work and their time. We value our customers as valuable entities to be nurtured and accompanied towards their objectives. We respect each other, preserving our integrity and values. Our business and every human relationship are oriented towards consistency and loyalty to our centre.

INCLUSION

We promote a diverse working environment, in which each individual is respected and valued for their unique qualities. We support equality of opportunity by fostering diversity of perspectives and encouraging the active participation of all employees. We believe that inclusion is essential to create a sustainable and harmonious environment.

Purposes

Projections of our commitment

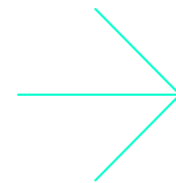
We seek to have a positive impact both socially and environmentally and we do this through the power and influence of marketing and communication to promote meaningful and sustainable changes in society. In particular, through our work we strive to:

Promote social awareness

We use our expertise in communication to raise awareness on socially relevant issues such as gender equality, social inclusion, accessibility and environmental sustainability.

Support non-profit organisations

We collaborate with non-profit organisations, offering marketing and communication services at subsidised rates or free of charge. Through these partnerships, we aim to provide strategic support and visibility to their causes and promote social change.



Adopt sustainable practices

We are committed to reducing the environmental impact of our operations by adopting sustainable practices such as recycling, energy efficiency, using environmentally friendly materials and promoting teleworking to reduce carbon emissions.

Invest in employee welfare

We believe that our employees are the most valuable capital we have. Therefore, we promote an inclusive, fair and safe working environment that values the well-being, personal and professional development of each member of our team.

These purposes guide us in our daily activities and serve as a strategic compass for our Benefit Corporation. Because business success cannot only be measured in terms of financial profits, through the projects outlined below we will describe how we realise our values and goals.

ENVIRONMENT

Gruppo WISE strives to be an example of excellence in environmental protection in the course of its activities. We have adopted the principles of environmental sustainability as the bases for our strategic decisions and business processes in our communication projects and during the events we organise.

HUMAN RESOURCES

People are our top priority. Constant collaboration and cooperation foster individual and collective growth. We bring together ideas, skills and actions for shared results. We organise training courses, performance appraisals, discussion panels and involve the team in specific initiatives. We offer online courses, activities and training to actively support our employees, who are our most valuable resource.

COMMUNITY

For us, it is important to live within a united and synergetic community, whose needs are to be taken into account with a view to development and promotion. We work in close collaboration with the territory, adopting and promoting a systemic approach. Our aim is to promote proactive initiatives that contribute to the development of local communities and areas in which the company operates.

Stakeholders

Of central importance

CUSTOMERS

We pay great attention to our customers' needs, as each project is developed from a solid relationship we have built with the brands that entrust us to take care of them. Throughout the entire process, we maintain a constant dialogue between our project managers, the customer and their staff, so that we gain in-depth knowledge not only of the industry but of all the demands of the target group. This enables us to ensure strategic management of individual projects and the entire communication system, and to build strong, sincere and therefore lasting interpersonal relationships.

SUPPLIERS AND PARTNERS

Suppliers are a resource of great value: that is why we are committed to building synergetic and lasting relationships with them, promoting a constant dialogue aimed at mutual growth. We recognise the importance of the exchange of ideas and stimuli for continuous, mutual improvement and a successful partnership in the long term.

03

Our Impact

Every small gesture is a point of intersection between will and change.

Projects that make a difference

All the goals achieved with Gruppo WISE projects



SUSTAINABLE DEVELOPMENT GOALS

Well-being as a priority

GOAL 3



Ensure good health and well-being for all and all ages

We are committed to ensuring the well-being of our employees through constant monitoring of conditions in the workplace and by promoting inclusion and work-life balance.

This is why we have created safe and comfortable working environments, taking preventive measures for the health and safety of employees.

We also promote a healthy lifestyle, both physically and mentally. We recognise the importance of balancing work and personal life, which is why we have a flexible approach to balancing work and family commitments, supporting employees in managing their workload and creating an inclusive environment.

We do all this because, in line with our values, we want to create a working environment in which every individual feels respected, supported and valued.

Training as a commitment

GOAL 4



Provide quality, equitable and inclusive education and promote lifelong learning opportunities for all

Constant learning is essential for the success of our team, both professionally and personally.

That is why we invest in the training of our staff by offering a variety of learning opportunities: online courses, speeches, in-depth technical analysis with industry professionals, participation in trade fairs and relevant events.

These activities enable our team to acquire up-to-date skills and enhance their capabilities, and provide them with the tools they need to tackle challenges effectively.

Sustainability as an attitude

GOAL 12



Ensure sustainable production and consumption

We want to reduce waste production substantially through prevention, recycling and reuse of materials, aiming to ensure increasingly sustainable patterns of consumption and production. In particular, we have made efforts to:

1 Reduce paper and toner consumption and become a waste-free digital company.

Adopt a digital approach to reduce the environmental impact of printing promotional materials and presentations, preferring to use digital media such as PowerPoint presentations or PDF files. Even business cards are no longer printed but shared digitally. This approach not only reduces costs and resource consumption, but also makes communication more agile and immediate.

2 Reduce the use of plastic and promote a more careful corporate culture.

We distributed reusable company water bottles to all employees for the sustainable use of drinking water, avoiding the use of disposable plastic bottles. This has reduced the plastic waste generated and increased awareness of our impact on the environment.

3 Guarantee the possibility of remote working and become more flexible, dynamic and sustainable.

Laptops make it possible to work remotely with the same tools and resources as in the office, allowing employees to avoid the daily commute to work, reducing travel time, travel-related stress and greenhouse gas emissions.

Furthermore, this stimulates communication and collaboration between team members according to the keys of innovation and teamwork. Indeed, constant interaction and immediate sharing of information makes work more efficient and effective.

Supporting not-for-profit organisations in the fight against cancer

GOAL 3



Ensure good health and well-being for all and all ages

We followed the Nadia Toffa Foundation and the Brescia Sud Ovest Maclodio Rotary Club in the strategic and operational development of Progetto Dona - a charitable omnichannel fundraising initiative - by supporting the promoters of the initiative from the preparation to conclusion through an integrated communication plan. The aim of the project was to improve the diagnosis times for neurological tumours through the purchase of diagnostic instrumentation to be donated to the neurosurgery oncology department at the Spedali Civili in Brescia.

Thanks to the innovative communication strategy and big names from the music and entertainment industry who supported the cause, in just 20 days we raised a total of EUR 183,000, the amount needed to purchase a neuronavigator and ultrasound machine.

Promoting the 'FAI Place of the Heart'

GOAL 11



Make cities and communities inclusive, safe, durable and sustainable

Sponsored by the Rotary Club Brescia Sud Ovest Maclodio and the Brescia Musei Foundation, we devised a project to support and promote Brescia Castle, voted nationally as an Italian Environment Fund (FAI) 'Place of the Heart'.

We worked to create a new image for the location, which was then applied to the main communication tools and internal signage for a clear and pleasant visitor experience.

In addition, to make the experience more inclusive, for example for those who can't visit the castle in person, we have developed a virtual tour that perfectly conveys its magnificence and majesty. This urban marketing operation shed new light on this culturally rich city, promoting it internationally in preparation for the year of Bergamo Brescia Capital of Culture.

The race for Ethiopia

GOAL 1



No poverty

GOAL 2



Zero hunger

A passion for sport and a charitable purpose attracted the Gruppo WISE to this unique project many years ago: a non-competitive run and walk to raise funds for Ethiopia. Unfortunately, the situation in the country is very serious, and the people lack food, baby milk, medicines and petrol.

With the funds collected during the previous editions, important projects were realised, such as: support and professional training, the creation of physiotherapy rehabilitation centres, the construction of a well and other drought-related projects.

In 2022, thanks to the '1000 Steps for Brescia', a project organised by Corri x Brescia in support of the Aid Centre for Ethiopia ODV ETS, we collected EUR 16,275, which were entirely allocated to the hunger crisis in Ethiopia.

In support of Ukraine

GOAL 1



No poverty

GOAL 16



Peace, justice and strong institutions

We supported the Brescia Valtenesi Rotary Club in promoting and disseminating a project to collect funds and basic necessities for the Ukrainian people in the emergency situation caused by the war. The commitment was translated into two concrete actions: the first was a shareholders' fundraiser that raised EUR 7,000, the second was a collection of basic necessities for the Ukrainian people.

The contribution was donated to the Italian-Ukrainian Cultural Association 'Nadiya', a local organisation based in Brescia, which ensured effective and immediate action, reducing delivery times and maintaining a direct relationship with the end users.

Support for families post COVID-19

GOAL 2



Zero hunger

GOAL 10



Reduce inequalities

The association *Cibo per Tutti* (Food for All) was set up with the aim of guaranteeing sustenance for people and families who found themselves in difficulty due to the COVID-19 health emergency.

Together with the Brescia Valtenesi Rotary Club, we decided to support the initiative to provide food and basic necessities to over 2,000 families in Brescia by creating the campaign to support the project, promoting the collection and actively participating through volunteer work.

The association was so proactive and engaging for both volunteers and users that it was chosen by the Brescia Valtenesi Rotary Club as the recipient of a heartfelt and strongly supported Service.

In addition to food and clothing, the collection extended to school supplies, toys for the youngest children, furniture and other necessities.

By involving its network of acquaintances to obtain as many donations as possible, the initiative resulted in a very significant and successful collection.

Together with victims of violence against women

GOAL 5



Gender equality

GOAL 16



Peace, justice and strong institutions

Violence against women is a difficult phenomenon to measure because, given that it often involves violence within the family, it is often more difficult to identify and report than other forms of abuse. However, the latest ISTAT survey shows that 31.5% of women between the ages of 16 and 70 have suffered episodes of violence: an alarming figure.

For this reason and because of the goal's alignment with our principles, such as caring for people in difficulty, we joined the project 'Quando la serenità non è di casa' (No Peace at Home) by the Brescia Valtenesi Rotary Club, selecting as a partner the K-PAX Cooperative, which since 2008 has actively supported people suffering psychosocial distress or social housing hardship. The initiative consisted of fundraising for women in difficulty, specifically supporting the management of safe houses (shelters) for mothers and their children who are forced to flee the family home. A pre-Christmas event raised EUR 11,000 for this noble cause, donated by shareholders and sponsors.

04

Objectives 2023

Investing in people is the best
way of investing in a better
future for all.

Future prospects

To stay focused

In 2023, the Gruppo WISE will continue its efforts on multiple fronts, both within and outside the company. With people as our constant priority, we will continue to invest in creating **a work environment that fosters fairness and a more sustainable world.**

Internally, we are dedicated to promoting **a corporate culture based on diversity, inclusion and the well-being** of our employees. Through targeted policies and programmes, we will work to ensure equal opportunities, a safe and healthy working environment, and continuous skills development for our employees. **Because people are our most valuable resource**, and investing in their growth means long-term success for the company.

Externally, we will continue to support projects and initiatives that promote **environmental, social and economic sustainability**. Together with partners, suppliers and stakeholders, we will do our utmost to adopt responsible practices and reduce the impact of our activities. We will also try to influence positively the community in which we live **through social responsibility projects** that raise awareness.

In summary, in 2023 the Gruppo WISE will continue its mission to create a fair and sustainable working environment, investing in people and working for a better future for all.

We believe that our responsibility goes beyond profit and that is why we seek to make a difference, to have a positive and long-lasting impact on society and the environment in which we operate.

WISE

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