

WISE

Impact Report

2025



Our commitment

A deeply shared awareness guides
everyday choices and actions.

Letter from the CEO

Dear Stakeholder,

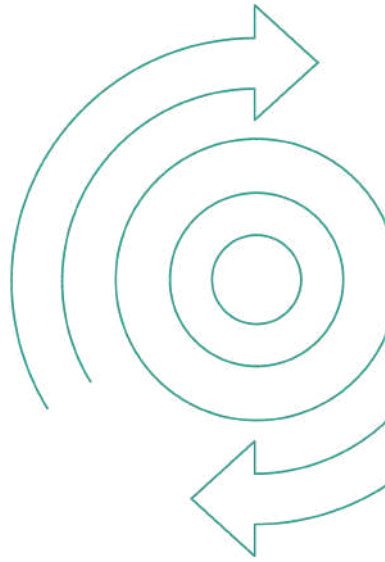
We are thrilled to present our 2025 Impact Report, demonstrating the WISE Group's commitment to generating economic, social, and environmental value.

This year, our strategic compass is summed up in the Rethink, Revise, Revamp philosophy: an invitation to radically rethink our operations, constantly review our processes, and renew our vision to maximize our impact on the local community.

Our 2025 concept was born, in fact, from the shared awareness that, to achieve unprecedented results and optimize our positive impact, it is essential to question even consolidated practices.

This evolution must intersect with another major direction, embodied by the pursuit of performance, understood as a concrete convergence of innovation, evolution, efficiency, and quality. It involves focusing on high-value-added actions that, leveraging new supporting technologies, skillfully integrate them to further improve each creation.

The results achieved demonstrate that this "fresh thinking" is driving solid and lasting growth. I thank the entire team, partners, and stakeholders for embracing this vision: together, we are ready to continue our journey towards continuous improvement.





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.01

Context

↙ Rethink. Revise. Revamp.

Challenge yourself, correct course, improve efficiency, and increase creativity!

For Gruppo WISE, 2025 represents a manifesto of intent aimed at challenging the status quo through the Rethink, Revise, Revamp concept. We don't settle for optimization; we want to transform every process, transcending established practices to achieve new levels of performance.



We
questioned
every
process or
strategy.

▮ Rethink. Revise. Revamp.

Sharing, measuring, impact: our sustainability evolves every day.

In a technology-driven environment, we act as directors of creative and efficient action, challenging every strategy to make it more ethical and sustainable. This commitment translates our philosophy into tangible action against waste, regenerating resources and time into concrete growth opportunities for all.



**From strategy to
impact:
let's review the
choices, let's
transform the
results**

Sustainability Committee

Our engine of change

Sustainability that generates value: the participatory model of the WISE Group

The WISE Group Sustainability Committee transforms environmental and social commitments into measurable results through a rigorous and participatory approach. The value of our work stems from constant dialogue with the entire team: brainstorming sessions and regular discussions fuel a creative flow that generates new sustainable business opportunities.

This operating model not only strengthens our reputation and attracts new talent, but also strengthens our relationships with stakeholders, who are often actively involved in our initiatives. Together, we foster a virtuous cycle that amplifies the positive impact of each of our projects.



Being a Benefit Corporation means transforming vision, decisions, and actions into measurable impact.

↘ All moving in the same direction

Sustainability magnet for talent to create a sense of shared purpose

The WISE Group's commitment to sustainability is a shared mission, in the full awareness that much remains to be done at a system level.

The numbers say it.

○ 42.5%

Attractiveness of values: A large study conducted by one of the leading national employment agencies highlights that a full 42.5% of candidates believe that Corporate Social Responsibility (CSR) has a direct influence on their choice of employer, with 9% considering it a determining factor.

↙ All moving in the same direction

○ 94%

The profile of the Italian candidate: in our country, 94% of respondents to a study by a firm specializing in personnel search and selection consider attention to environmental and diversity issues to be essential when choosing a company, demonstrating how inclusiveness and sustainability are essential prerogatives.

○ 70%

Impact on retention: Engagement doesn't just attract employees, it also strengthens retention. A survey conducted by an environmental consulting firm reveals that 70% of employees positively assess the impact of sustainability policies on their decision to stay with the company.

Equity rhymes with excellence

Equal rights and opportunities at work are not just an ethical and legal principle, but a strategic accelerator of growth and innovation.

Yet, the road is still uphill.

○ 52.5%

Employment: According to Istat and INPS, the female employment rate in Italy (approximately 52.5% in 2024) remains significantly lower than the male employment rate (approximately 70.4%), recording a gap of almost 18 percentage points.

↙ All in one direction

○ 25-43% ○ 2,9%

Gender Pay Gap: Although the raw hourly pay gap in Italy is low, the disparity widens dramatically when considering all salary components and career progression, with a gap ranging from 25% to 43%.

Leadership and career: Although the overall female representation in managerial positions is growing, it is still marginal at the top. Only about 2.9% of CEOs are women, and approximately 17%-22% of total management positions are held by women. (Fortune Italia 2025).

The 2030 Agenda for Sustainable Development

The compass for a better future

Ten years after the launch of the United Nations 2030 Agenda, WISE Group confirms its commitment to the 17 Sustainable Development Goals.

Recognizing that environmental protection must go hand in hand with social equity and economic prosperity, we take this global challenge seriously. Our mission goes beyond mere business success to embrace ethical and responsible management, aligning every strategy with the Agenda's targets. Sustainability is a shared goal, and we will continue to provide our contribution.

OBIETTIVI **PER LO SVILUPPO SOSTENIBILE**





.02

People

Let's look inside

WISE Group has grown its internal population, maintaining gender equity and ensuring constant growth opportunities.

25

The people
of our team

70%

Women

A structured
commitment,
driven by strategy
and shared by the
entire team.

Solutions First

Not just services,
but solution strategies

For the WISE Group, Solutions First is the operational DNA that guides every project towards concrete and measurable results. We position ourselves as strategic partners, developing action plans with clients that range from events to marketing to trade show setups.

All our activities begin with establishing brand value, building coherent systems and authentic experiences that activate the most relevant touchpoints for our audience. Our offering isn't limited to individual services, but is a continuous effort aimed at creating value.



Focus on our impact

The company is our strategic partner

Our vision transforms the public from passive recipients to strategic partners and co-creators of value. Through co-design, we align ESG objectives with the real needs of the local community, overcoming the barriers between public and private.

When companies and organizations collaborate transparently, the resulting synergy fuels innovation, transforming it into shared wealth.

A photograph of a woman and a man looking at a large map outdoors. The woman is on the left, wearing a light-colored jacket, and the man is on the right, wearing a dark jacket. They are both looking down at the map. In the background, there is a crowd of people, some of whom are also looking at the map. The image has a teal overlay.

A sustainable future is not built for stakeholders, but with stakeholders.

The foundations of our mission

The fundamental pillars

VALORIZATION

We believe that individual development is the fundamental tool for progress. Therefore, we support our clients and stakeholders, promoting dialogue and building relationships that see openness to new ideas, to others, and to every challenge as crucial to generating positive results and lasting virtuous cycles.

INTEGRITY

Our work is a complete circle that unites relationships, projects, and measurable results. The ethical principles we uphold guide our every action in every context. Above all, there is a firm commitment to integrity, which for us is the essential guarantee for achieving reliable and concrete results over the long term.

OPENING

We create a professional environment where each person is an integral part of a constructive, open, and stimulating dialogue. We actively share the experiences and perspectives of each employee, so that work is perceived as a source of enrichment, support, professional growth, and personal fulfillment.

WISE Group Benefit Corporation

Communication as a transformative force

Our work is a lever for change that goes beyond business: through ethical communication, we act as agents of social evolution capable of guiding the values of the community.

Giving voice to what can no longer be postponed

Our creativity is shaped to promote essential messages, those that can no longer wait

Inclusion, equality and environment

Through the power of storytelling, we raise public awareness of the urgency of action, promoting gender equality and environmental protection to build a fair and sustainable future.

A long wave for those who do good

We support nonprofit organizations and their invaluable social value with discounted rates or pro bono services. Our commitment is to give them visibility, raising awareness of their essential mission.

Sustainable environments, conscious work

Our environmental commitment translates into concrete choices: energy efficiency, resource conservation, use of sustainable materials, and promotion of remote working. A tool capable of actively reducing emissions and the impact on the planet.

Well-being and human capital

We invest in the well-being and growth of our employees: their fulfillment is our responsibility. Their skills are invaluable, which drives us to continually promote new initiatives to support them.

A woman with dark hair and glasses is looking down at a document. The image is overlaid with a teal color and large white text. The text reads: "Environment, people, well-being: measurable results, human value every day." The woman is wearing a white shirt with the word "WISE" visible on it.

**Environment,
people, well-
being:
measurable
results, human
value every day.**

Stakeholder

Shared Value Ecosystem

ENVIRONMENT

UNCOMPROMISING COMMITMENT

At the WISE Group, environmental sustainability guides every decision we make. Every communication project is designed to minimize environmental impact and actively promote responsible practices.

COMMUNITY

ROOTS AND SHARED GROWTH

We are deeply rooted in the communities in which we operate, considering them essential partners in our growth. Through a systemic approach, we collaborate with local communities to transform local needs into concrete initiatives.

Stakeholder

Shared Value Ecosystem

SYNERGIES

TRUSTED SYNERGIES WITH PARTNERS AND SUPPLIERS

We build bonds of trust with partners and suppliers, fostering a continuous exchange of ideas. We invest in these synergies to enhance each relationship and achieve excellent results together in shared growth.

HUMAN CAPITAL

CONTINUOUS INVESTMENT IN PEOPLE

Our people are our driving force. We support each employee with growth and training programs, believing that individual success is the foundation of collective results. Creating a stimulating environment ensures team satisfaction and a prosperous future for the WISE Group.

Stakeholder

Shared Value Ecosystem

CUSTOMER AT THE CENTER

COHERENCE AND STRATEGIC DIALOGUE

We put client listening first, integrating every need into targeted strategies. Through constant dialogue, we transform industry knowledge into coherent projects and customized solutions, ensuring excellent, long-lasting results.



.03

Our

impact

WISE Group within a sustainability- oriented customer supply chain

We operate in a supply chain of clients active on ESG issues

A significant portion of WISE Group clients have undertaken structured sustainability paths, integrating ESG issues into their strategy and business processes.

Governance and reporting

- Benefit Corporations and B Corps
- Annual publication of the Sustainability Report
- Materiality analysis and reporting according to recognized standards (e.g. GRI)

Environment and transition

- Calculating and managing your carbon footprint
- Emission reduction and offset projects
- Investments in energy transition and renewable energy
- Circular economy and use of recycled materials

Social and responsibility

- Certifications on gender equality and management systems
- Structured CSR activities
- Reforestation projects and support for local communities
- Attention to supply chain sustainability

The entities cited are presented in aggregate and anonymous form to ensure confidentiality and represent a comprehensive picture of the supply chain.

▮ A network of suppliers and partners consistent with our values

A supply chain that integrates responsible choices

Even when selecting suppliers and partners, Gruppo WISE favors companies that adopt low environmental impact solutions and responsible production models.

Low-impact materials and products

- Use of recycled materials
- Circular economy solutions
- Reducing waste and paying attention to the product life cycle

Innovative and natural solutions

- Objects and materials that promote environmental regeneration
- Choices geared towards raising awareness and educating about sustainability

Territory and social responsibility

- Promotion of artisanal and local products
- Environmental adoption projects (e.g., company gardens, reforestation)
- Attention to social impact along the supply chain

The entities cited are presented in aggregate and anonymous form to ensure confidentiality and represent a comprehensive picture of the supply chain.

Projects that make a difference

All the goals achieved with the WISE Group projects



People: strategic value and catalyst for performance



GOAL 3

Health and Wellness



GOAL 8

Decent Work and Economic Growth

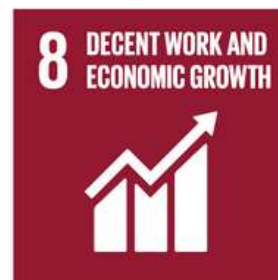
Our corporate culture closely links employee development and inclusion to company performance. We are committed to creating environments where talent can express itself freely. We support a work-life balance by offering flexibility and ongoing support, as individual peace of mind is the foundation of professional effectiveness. By monitoring spaces and promoting healthy lifestyle and inclusion initiatives, we ensure that every employee is ideally positioned to excel.

From expertise to excellence: the training courses



GOAL 4

Quality
education



GOAL 8

Decent work
and economic
growth

Knowledge is the engine of our innovation. We foster an inclusive learning environment with constantly developing skills. The entire team participates in a weekly Business English course, complemented by highly specialized courses tailored to the various roles. Project Managers have strengthened their leadership and management skills with vertical project management courses taught by Space Work. Staff have also acquired skills in organizing events with low social and environmental impact thanks to participation in an Ecoevents Master's program. Digital & Graphics have received ongoing training in social media management, AI, and editing to apply the latest strategies and technologies. A total of nearly 1,150 hours of individual training have been provided throughout 2025.

Zero waste: our daily sustainability



GOAL 7

Clean and accessible energy



GOAL 12

Responsible consumption and production



GOAL 13

Fighting climate change

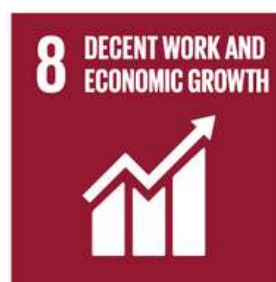
At WISE Group, we prioritize reuse and minimize consumption. Our strategy is clear: zero waste, maximum creativity. From rigorous waste sorting to a dedicated battery collection point, we manage every waste properly. We have eliminated single-use plastic (employee water bottles and water purifiers) and drastically limit printing, favoring digital documentation. We also constantly focus on energy efficiency: in addition to good staff practices, all offices are equipped with energy-saving LED lighting, ensuring economical and sustainable operational management.

Sustainable balance: our smart working



GOAL 3

Health
and Wellness



GOAL 8

Decent work
and economic
growth



GOAL 13

Fighting climate
change

At WISE Group, harmony between professional and personal life is a priority. For this reason, we have formalized a robust Smart Working agreement that allows each employee to work from home one day a week. By providing everyone with a laptop and full functionality, we ensure that productivity is not tied to the office. This flexibility is crucial to achieving a sustainable work-life balance, improving everyone's well-being.

Sharing that moves the future



GOAL 3

Health and Wellness



GOAL 11

Sustainable cities and communities



GOAL 15

Life on Earth

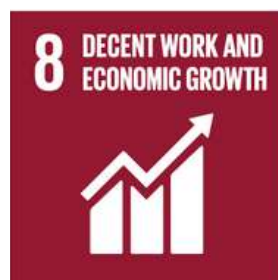
We recognize that sustainable mobility comes from sharing. Given the dynamic nature of our work (travel for clients and events), we provide employees with a company car. This makes travel easier, encourages carpooling, and encourages collaboration. We thus reduce overall emissions, avoid the wasteful use of private vehicles, and transform travel into efficiency and sustainability.

Investing in health: mission well-being



GOAL 3

Health and Wellness



GOAL 8

Decent work and economic growth

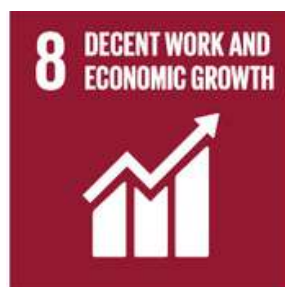


GOAL 10

Reducing inequalities

We believe that work should actively contribute to improving the health of our employees. For this reason, we offered them free gym memberships and provided them with the advice of a nutritionist biologist who, after an initial informational meeting, offered personalized programs.

Tax support for concrete welfare



GOAL 8

Decent work and economic growth



GOAL 10

Reducing inequalities

WISE Group is committed to supporting its staff with practical needs. For this reason, we offer a free tax support service. Employees can benefit from the assistance of a qualified professional in completing their tax returns. This service is part of our corporate welfare program and aims to offer tangible support that simplifies the lives of our teams.

Golf For Charity: solidarity goes down the drain



GOAL 11

Sustainable cities and communities



GOAL 17

Partnership for the goals

Solidarity on the course: the third edition of G. Club, the golf circuit organized by WISE Golf, has concluded successfully. With the final stage at the Golf Club L'Albenza, the initiative combined passion and networking. Thanks to the support of Banca Valsabbina and Millennium Sport & Fitness, the Golf For Charity project raised €20,000, which was donated entirely to LILT Brescia to fund the Sport Therapy project, aimed at young cancer patients at the Spedali Civili hospital in Brescia.

Concrete support for the local community: donations for new generations



GOAL 4

Quality
education



GOAL 16

Peace, justice
and strong
institutions

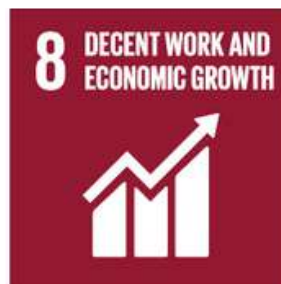
The WISE Group has provided funds to support the **Associazione Promozione Sociale Ragazzi On the Road**, a charity that educates young people about **legality and road safety**. It provides young people with hands-on experience, working alongside law enforcement and emergency responders to raise their awareness of risks, the consequences of inappropriate behavior, and the importance of respecting the rules and being a good citizen.

Cultivating energy with closeness and sharing



GOAL 3

Health and Wellness



GOAL 8

Decent work and economic growth



GOAL 17

Partnership for the goals

Our team's closeness is the driving force behind every success. To strengthen collaboration and a sense of belonging, 2025 was enriched by key moments of sharing and cohesion. The year began with the Annual Convention, crucial for aligning the team on vision and future projects. To develop team spirit, we organized an orienteering activity in Franciacorta, testing problem-solving and communication skills in a natural and stimulating setting. The summer culminated with the Summer Party at the Gardagolf Country Club: after an introductory golf session to develop new skills and collaboration, a dinner celebrated successes and strengthened bonds. The year concluded with the traditional Christmas dinner, a key moment for strengthening relationships between departments and cultivating the sense of belonging that fuels our productivity.

Social responsibility initiatives with the Down Syndrome Center in Brescia



GOAL 10

Reducing
inequalities

As part of its initiatives to support the local community and social responsibility, the WISE Group has continued and strengthened its collaboration with the Down Syndrome Center in Brescia.

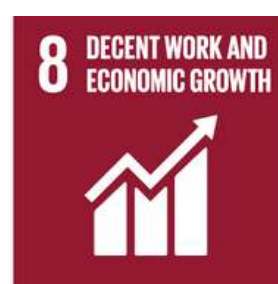
To celebrate Easter, Gruppo WISE made a donation through the purchase of chocolate. The Christmas collaboration was also particularly generous. The company purchased pandoro and panettone from the Down Syndrome Center in Brescia, through 21Grammi, a restaurant founded by the Center itself, for Christmas gifts.

WISE Group and its commitment to women's empowerment: signing the WEPs



GOAL 5

Gender equality



GOAL 8

Decent work and economic growth



GOAL 10

Reducing inequalities

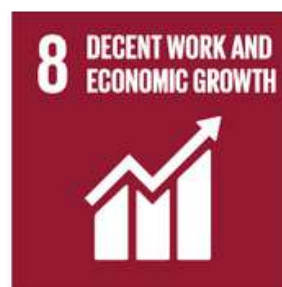
WISE Group has formalized its commitment to gender equality and women's empowerment by adopting the Women's Empowerment Principles (WEPs). This initiative, promoted by UN Women and the UN Global Compact, provides seven guidelines for integrating gender equality into all aspects of the company, from leadership to the value chain. By adopting the WEPs, WISE Group is committed to ensuring equal treatment for women and men, respecting human rights, promoting professional development for women, and implementing corporate practices that support empowerment. All of these actions culminate in reporting on progress made towards increasingly consolidated gender equality.

Monitoring well-being and corporate climate



GOAL 3

Health and
Wellness



GOAL 8

Decent work and
economic growth



GOAL 10

Reducing
inequalities

WISE Group, in its ongoing commitment to corporate well-being, conducted its customary annual anonymous survey among employees and collaborators. This tool is crucial for monitoring internal conditions and sentiment. The data collected is essential for identifying strengths and areas for improvement, enabling targeted actions and effective policies to be implemented for an increasingly positive, inclusive, and stimulating work environment.

WISE Bites and WISE Moments: stay informed



GOAL 3

Health and Wellness



GOAL 12

Responsible consumption and production

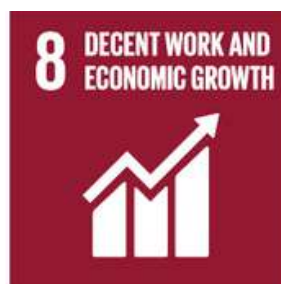
WISE Group's commitment to sustainability and well-being begins with internal awareness. For this reason, the WISE Bites newsletter, offering recipes for healthy and sustainable eating, encouraging healthy habits even outside of work hours and involving family and friends, has been confirmed for 2025. Our internal communications have been enriched with the periodic WISE Moments column, dedicated to sustainability and social responsibility. The column collects suggestions and reports on local ESG initiatives and activities, reminders of awareness days, and insights into social and environmental issues, encouraging employees to actively contribute.

WISE Group Annual Convention



GOAL 4

Quality
education



GOAL 8

Decent work and
economic growth

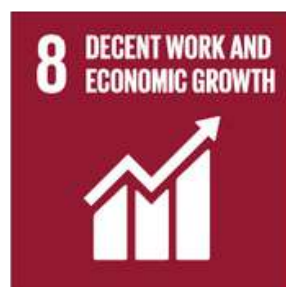
WISE Group held its traditional annual convention at the beginning of 2025, a key moment for strategic alignment and sharing. The event brought the team together to share the 2024 results, highlighting successes and growth opportunities. Particular emphasis was placed on presenting new projects and defining the 2025 strategic plans. The convention proved crucial for consolidating the company vision, motivating resources, and mapping out business objectives.

Team building to improve collaboration and efficiency



GOAL 3

Health and Wellness



GOAL 8

Decent work and economic growth



GOAL 10

Reducing inequalities

As part of the WiseUp project, Gruppo Wise organized a team building day for the graphic design department. Away from routine and desk work, the session offered an injection of inspiration and informal discussion, designed to stimulate creativity, innovation, and fluid teamwork. The primary goal was mental regeneration and the exchange of ideas in a dynamic environment. The day concluded with an aperitif that involved the entire team, transforming the event into a convivial and inclusive experience for the entire company.

Funds and communication support for solidarity



GOAL 1

Defeating poverty



GOAL 2

Defeat hunger



GOAL 10

Reducing inequalities

Gruppo WISE supported the Ethiopian Aid Center (ODV ETS) with "Amarlinda," an initiative combining creativity and charity. It funded the production of handcrafted dolls sold to the public at various events, donating all proceeds to the nonprofit organization to support its activities in Ethiopia. To maximize its impact, Gruppo WISE also provided its communications and marketing expertise: it designed the packaging, created a memory game to expand the fundraising effort, and provided logistical support. This strategic support increased visibility and sales, multiplying the funds allocated to solidarity.

Supporting social commitment: the partnership with ACAT Brescia



GOAL 3

Health and
Wellness

WISE Group supported ACAT Brescia, the Association of Local Alcohol Clubs, active since 1990 in supporting families and communities affected by alcohol consumption. Recognizing the invaluable value of their social work, a specific contribution was made to strengthen their communication and promotion efforts. The goal was to amplify their deep commitment to spreading the message of assistance and prevention throughout the community.

On the field alongside young sports talents



GOAL 3

Health and
Wellness



GOAL 4

Quality
education

Gruppo WISE, in collaboration with a local school and sports facility, has supported an important youth sports initiative, contributing to ASD Let's Sport as part of a project for middle school students, aimed at raising awareness and promoting **squash**. This is not only a way for Gruppo WISE to introduce young people to a challenging sport, but also a concrete way for Gruppo WISE to support talent and promote the fundamental values embodied by sport: commitment, respect, tenacity, and loyalty.

Measuring impact to drive improvement

We are constantly expanding our ESG monitoring system by introducing quantitative indicators, year-over-year comparisons, and verifiable targets.

PEOPLE & CULTURE

1.150
hours of training

+15%

vs 2023

3.840
smart working hours

+92%

vs 2024

68%
female presence

stable data in the three-year period

ENVIRONMENTAL IMPACT

2.016 kg co2
saved

+25%

vs 2024

**Environmental monitoring
system**

introduced in 2024

ESG ECOSYSTEM

80%
clients with ESG commitments **+10 pp** vs 2024

25%
suppliers with ESG commitments **+5 pp** vs 2024

€445k
generated and redistributed
in the area from 2023 **between solidarity initiatives,
partnerships and social projects**

From defining commitments to verifying results

OBJECTIVE

INTRODUCTION OF
QUANTITATIVE ESG
KPIS

REACHED

RESULT

A progressive monitoring system has been activated for environmental impacts, supply chain, and ESG culture.

OBJECTIVE

STRENGTHENING
INTERNAL ESG
CULTURE

REACHED

RESULT

Increase training hours and flexible working tools.

OBJECTIVE

GREATER INVOLVEMENT
OF THE SUPPLY CHAIN

EVOLVING

RESULT

Monitoring activity on suppliers with ESG criteria has been launched.



.04 Goals 2026

2026 Objectives, KPIs and COMMITMENTS

- Develop at least 3 projects aimed at optimizing environmental and organizational impact
- **Increase supplier engagement with ESG commitments from 25% to 35%**
- Consolidate the monitoring of environmental and social indicators by introducing new quantitative KPIs
- Maintain at least 80% of customers engaged in ESG or sustainability journeys
- Increase internal training activities dedicated to innovation, AI and sustainability

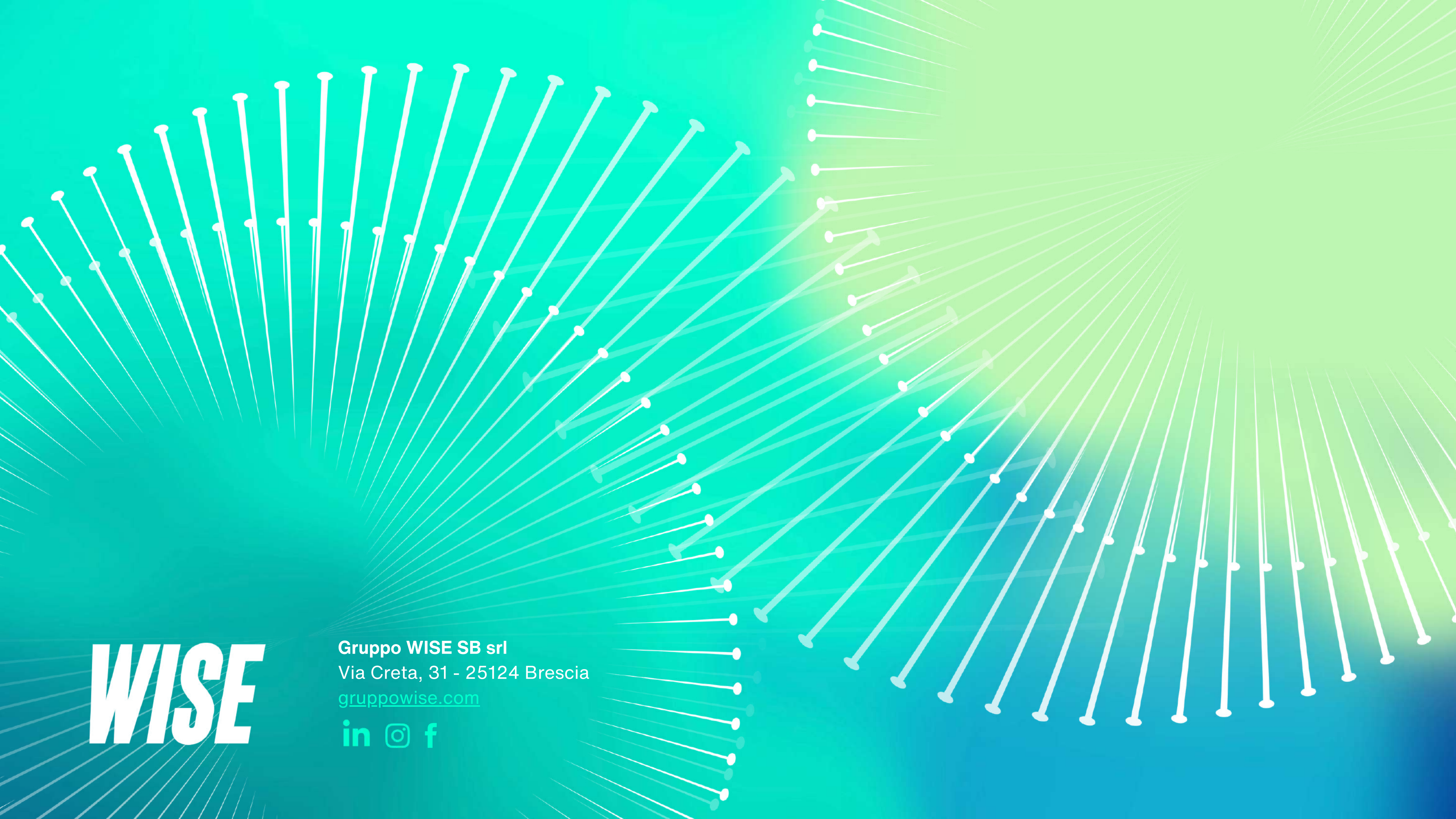
Intelligence that simplifies and respects

AI, AUTOMATION AND SMART PROCESSES TO REDUCE IMPACT AND WASTE

In 2026, WISE Group is elevating its sustainability mission, integrating it into its operational and communications DNA. The premise is clear: more efficient communication is a new form of sustainability. Less time, fewer wasted resources, greater consistency of action: this is the paradigm we adopt to minimize our environmental impact and maximize the value generated. **It's not just about what we communicate, but how.**

The strategic adoption of artificial intelligence and the implementation of automation and smart processes are not ends in themselves, but crucial tools for more economical and rigorous resource management. **Through AI, for example, we optimize data analysis to focus campaigns, reducing operational waste.**

Workflow automation ensures that every single resource is used to maximum effectiveness. Our commitment for 2026 is to make technology an accelerator of awareness. Streamlined, precise, and targeted communication is inherently more respectful of resources. **For the WISE Group, sustainability also means this: intelligence that streamlines processes, honoring the value of time and the integrity of our planet.**



WISE

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