

Impact & ESG Review 2020

2020 was a difficult year for many businesses across a range of different sectors & markets. Despite this, we were impressed to see the heightened focus on environmental, social & sustainable economic practices across our diverse range of portfolio companies.

Below are the highlights from our first Impact & ESG review which sought to understand the actions & initiatives across our portfolio companies and internally at Burda Principal Investments. We look forward to continue to develop this work and build on these results alongside our portfolio companies going forward.

2020

Highlights from our portfolio

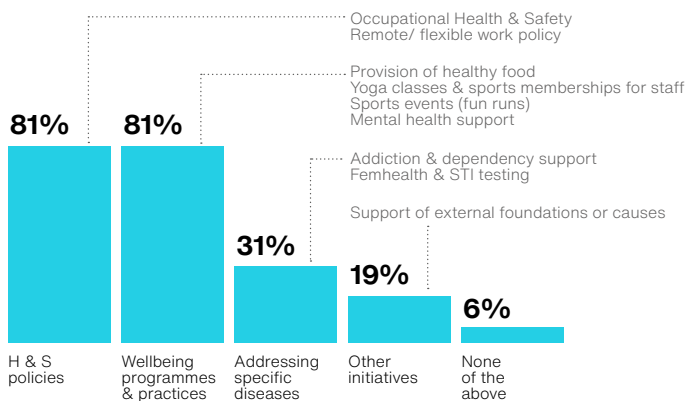


SDG 3: Health & Wellbeing

Ensure healthy lives and promote wellbeing

External: Our Portfolio Companies

Initiatives or practices concerning Health & Wellbeing that our portfolio companies were involved in during 2020 (internally or through business activities)



Internal: BPI & Burda Initiatives

- Occupational health & safety policies
- Remote work & health support
- Cancer Awareness & Prevention through the Felix Burda Stiftung

Case study

Quit Genius



One of our portfolio companies at the heart of Health & Wellbeing is Quit Genius who are using health tech to treat addictions & prevent disease. The co-founders, with backgrounds in medicine realised the potential of digital technology in preventative measures which were currently being overlooked by the traditional healthcare system.

Their approach uses behavioural therapy approaches with approved medication to help treat some of the more prevalent substance addictions such as smoking, alcohol & opioids which impact millions every year. Their approach has been validated in multiple peer-reviewed academic studies and in a large scale randomised control trial involving 530 smokers.

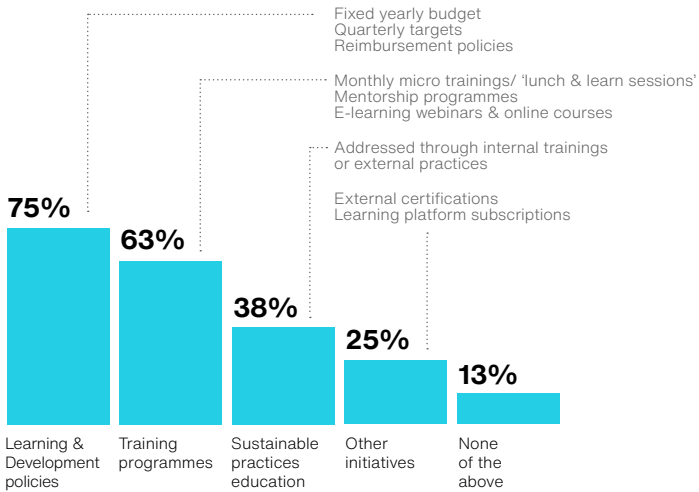
Carbon Monoxide verified outcomes demonstrated a 52% quit rate in the Quit Genius group versus 32% in the Usual Care arm at 28 days post quit date.



SDG 4: Education - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

External: Our Portfolio Companies

Initiatives or practices concerning Education that our portfolio companies were involved in during 2020 (internally or through business activities)

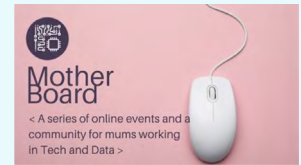


Internal: BPI & Burda Initiatives

- Learning & Development budgets & policies
- Remote e-learning & webinars
- Sustainability resources
- Mentoring & coaching programmes

Case study

Not On the High Street



A member of our BPI investment family supporting unique education initiatives is notonthehighstreet, a curated marketplace connecting the UK's best small creative businesses, and the original products they sell, with customers all over the world.

The online platform is working in partnership with The Prince's Trust to empower the next generation of young creative women through mentoring and education programmes and through a range of activities including a purpose-made 'Women Supporting Women' product collection and a partnership with PayPal, which has raised over £235,000 for the cause in FY20. Notonthehighstreet is also involved in sponsoring the 'MotherBoard' initiative – a community created to drive positive change by engaging working mothers in the technology and data sectors.

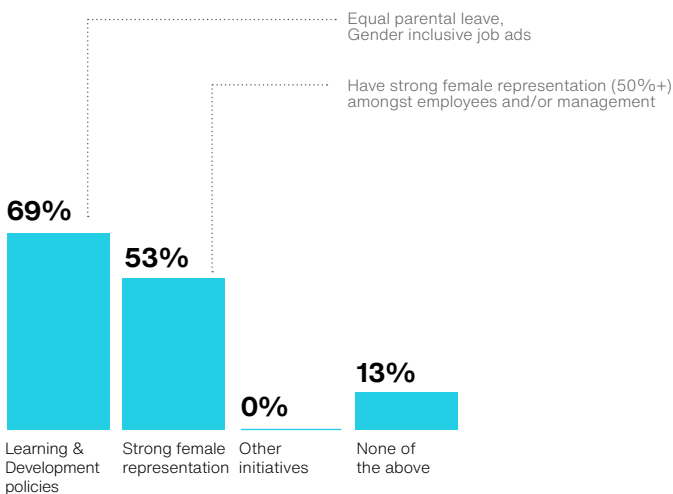
Through trainings, support and network reach, the group aims to connect and re-skill working mothers while simultaneously addressing the shortage of talent in the technology and data sectors. This initiative offers inclusive programmes, events and discussions, and actively encourage females, males and non-binary folk to join and to get involved.



SDG 5: Gender Equality - End gender discrimination by promoting equality and empowerment of women

External: Our Portfolio Companies

Initiatives or practices concerning Gender Equality that our portfolio companies were involved in during 2020 (internally or through business activities)



Internal: BPI & Burda Initiatives

- Strong female representation within BPI (50% of staff & management) & the Burda group

Case study

Carsome



Although we have come far in gender equality in business, we still have a long way to go. One of our portfolio companies helping to bridge this long-standing divide is Carsome, Southeast Asia's largest integrated car e-commerce platform.

The automotive industry is a sector which is traditionally very male dominated with women accounting for only 20% of the workforce globally, and only 10% at the executive level. Juliet Zhu, the group's CFO is championing the cause of gender equality within the company by working to improve recruitment practices and career progression for female employees.

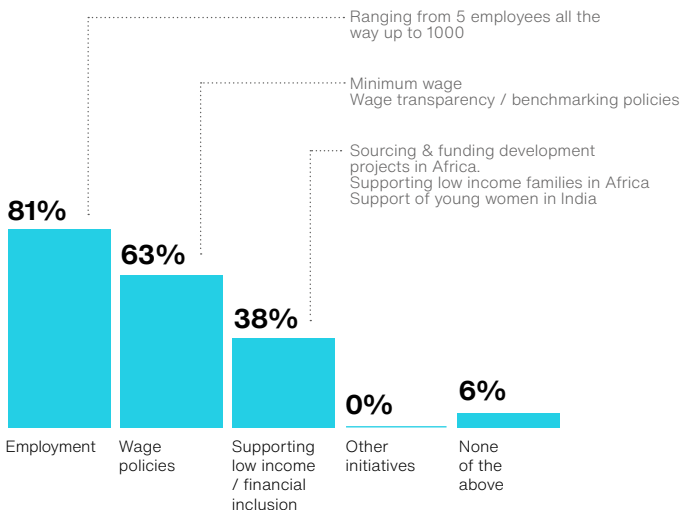
Today, 35% of their senior positions are held by women, which is far above the industry average. Juliet & the group are aiming to continue to push these initiatives across all countries where Carsome is present.



SDG 8: Sustainable Economic Growth - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

External: Our Portfolio Companies

Initiatives or practices concerning Sustainable Economic Growth that our portfolio companies were involved in during 2020 (internally or through business activities)



Internal: BPI & Burda Initiatives

- Wage & employment policies in place
- Support of developing countries through the Christian Liebig Stiftung & Burda Forward

Case studies

Moneybox, Kukua Education

moneybox



Moneybox: One organisation supporting sustainable economic growth and the flow of funds into more social, environmental and ethical projects is saving and investing app Moneybox. Moneybox is a new addition to the BPI portfolio but already supports 550,000 people to invest and save for their future. Additionally, the company enables them to do this in a way that supports companies with better environmental, social and governance practices around the world through an exclusive partnership with Old Mutual and access to the Old Mutual World ESG Index fund. Demonstrating its own commitment to grow sustainably, Moneybox achieved carbon neutral status in 2020. It also became the first UK fintech company to sign the UN Climate Neutral Now pledge to work towards a carbon neutral world and contribute to the UN Sustainable Development Goals.

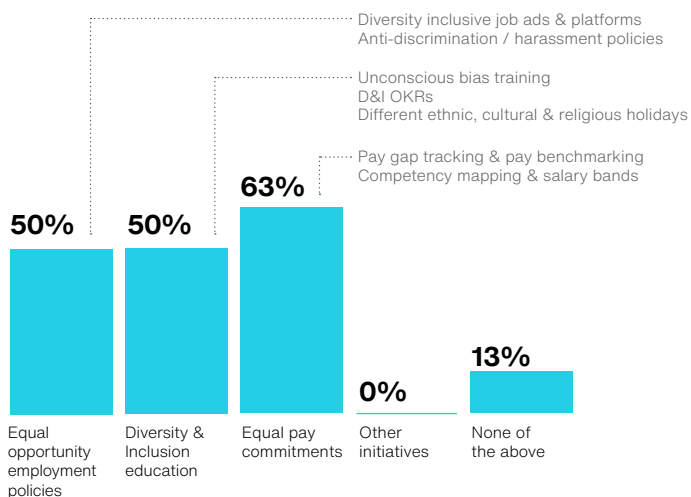
Kukua Education: Separately, one of the Burda Principal Investments portfolio which supports low income children and families in developing countries is Kukua Education. Kukua is based in Nairobi and offers free educational & entertainment products teaching children to read and write and empowering them to think big about the future. The startup organisation supports works to develop the African entertainment industry, not only by providing free content to these markets, but also training and hiring local creatives and producers.



SDG 10: Reduced Inequalities - Social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, economic or other status

External: Our Portfolio Companies

Initiatives or practices concerning Reducing Inequalities that our portfolio companies were involved in during 2020 (internally or through business activities)



Internal: BPI & Burda Initiatives

- Diversity inclusive job ads and ongoing projects related to Diversity & Inclusion

Case study

Skillshare



Multiple events in 2020 forced us to re-examine the status quo of our society. As the Black Lives Matter movement emerged, many international institutions & corporations began to examine their internal landscapes and pledge action towards change.

Online education platform Skillshare, took action in a number of ways: through their content, they focused on increasing the diversity of their teachers, as well as amplifying voices from underrepresented groups through their brand. Internally, they provided Diversity, Equality & Inclusion (DEI) training for employees and ramped up support for their Employee Resource Groups. Skillshare also committed to recognise June 19, or Juneteenth, as a staff holiday going forward in an annual commemoration of the effective end of slavery in the United States.



SDG 12: Responsible Consumption & Production

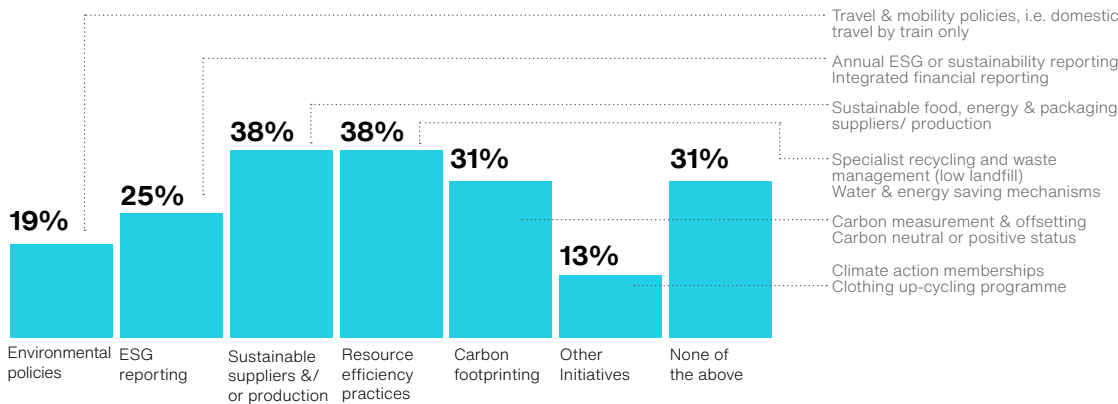
Environmental consideration throughout the supply chain

External: Our Portfolio Companies

Initiatives or practices concerning Sustainable Economic Growth that our portfolio companies were involved in during 2020 (internally or through business activities)

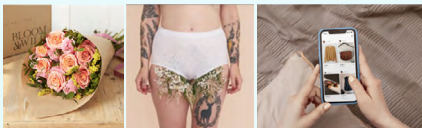
Internal: BPI & Burda Initiatives

- Burda: moves to save resources, green-up supply chains & reduce CO2 footprint
- BPI: work in progress for 2021!



Case studies

Bloom & Wild, The Female Company & Vinted



Bloom & Wild: Popular online flower delivery platform Bloom & Wild, also a member of our BPI investment portfolio, has gone to great lengths in 2020 to green up their supply chain and increase the sustainability of their operations. To start with they have not only mapped and offset carbon emissions from their direct operations (known as Scope 1 & 2) but also from their full upstream supply chain (Scope 3). This includes all the carbon produced from the office, growing and transporting flowers, fulfilling orders in the warehouse and delivering to customers (roughly 2.5kg of CO2e for every bouquet). This footprint is now being offset via two Gold Standard certified projects in Kenya—the Burn Clean Cookstoves project and Aqua Clara Safe Water project. In 2021 Bloom & Wild have set targets to reduce emissions per bouquet to 2.3kg CO2e. Separately to this they have done away with single use plastics in favour of recyclable packaging saving thousands of kilos of plastic and polyester from going to landfill.

The Female Company: Another portfolio company leading the way in sustainability is The Female Company based out of Berlin. This strong female founding team is challenging the taboos around feminine hygiene products and pushing boundaries on traditional approaches in the sector. What's more, they commit to doing this in a sustainable and responsible way. One of their many female product offerings, organic tampons are packaged plastic-free in compostable film, made from certified organic cotton and produced in a CO2-neutral manner. This challenges the manufacturing norms in the industry in Germany where pesticides are still used in cotton production & mainstream hygiene companies are not required to disclose the composition of their products. In addition to this, The Female Company also supports female empowerment in India through the supply of washable pads via their "Pads for girls" initiative, set to scale further in 2021.

Vinted: We couldn't mention sustainability without talking about Vinted, whose business model is build around the circular economy by providing a market for the sale of second hand clothes. The ever-growing community which is now 37 million strong is well on the way to making secondhand the first choice. The platform promotes reusing items over the single-use economy and believes that good quality things should last a lifetime.

Where to in 2021?

Impact & Sustainability Goals for this year

External: Portfolio Companies

- 1 New ways of remote work in a post-pandemic world which support the **wellbeing & development of employees**.
- 2 Increase **sustainability practices** internally & externally.
- 3 Improve **representation of women** in management & board level positions, **engage male employees** in the gender equality topic and provide more **support for working mums**.

Internal: BPI

- 1 Build on strong gender diversity in the team by **increasing diversity & inclusion initiatives** across other areas.
- 2 Map out our **carbon footprint** and take steps to reduce & offset this.
- 3 Increase use of **sustainability criteria** in our investment decisions.