



# Sustainability Policy

Date: 20/6/2024

**Innity Corporation Berhad**

*(Company No. 200701006554 (764555-D))*

## 1.0 Introduction

This policy is intended to address Innity Corporation Berhad and all subsidiary companies within the Group (INNITY). Sustainability encompasses all aspects of ethical business practices, addressing relevant Economic, Environment, Social and Governance (EESG) issues responsibly and profitably.

## 2.0 Objectives

The objectives of this Sustainability Policy are to:

- Provide guidance on conducting our business responsibly to create long-term value for our stakeholders and to improve our long-term performance and resilience, towards being a leading digital media and commerce company.
- Promote and cultivate a culture of integrity, transparency and credibility in our sustainability endeavours to enhance the quality of our business decisions and operations.
- Integrate the Group's strategies and principles with the latest sustainability frameworks and international standards.

## 3.0 Scope and Coverage

Innity Group's attention and commitment to sustainability extends not only to the online products that add to our business top-line growth but also our long-term vision of the EESG agenda to be an ecosystem that includes the entire value chain of stakeholders i.e., advertisers, publishers, suppliers and business partners, as "we are only as strong as our whole value chain.

The Policy should be read in conjunction with the following policies and statements, as well as any other relevant policies and statements made applicable to the Group from time to time:

- Board Charter
- Code of Conduct
- Dividend Policy
- Anti-Bribery and Corruption Policy
- Whistleblowing Policy
- Remuneration Policy
- Director Fit and Proper Policy
- Diversity Policy

## 4.0 Sustainability commitments

In our efforts to achieve a long-term sustainable balance between economic growth, responsible governance, environmental stewardship and social prosperity, the Group has outlined the commitments below to help give effect to the value creation objectives as set out above. These commitments serve to underscore our behaviour and conduct, action plans and activities and are

grouped under four pillars.

- Governance
- Economic
- Environment
- Social

These commitments supplement the existing policies of INNITY that already contain relevant requirements that relate to sustainability.

#### 4.1. Responsible Governance:

The Board of Directors is responsible for reviewing, adopting and monitoring the overall sustainability planning and reporting of the Group.

To uphold our commitment to strong governance, we pledge to:

- Implement good corporate governance practices and uphold the highest level of ethics and integrity in our business operations, fostering a culture of honesty, fairness and accountability.
- Regularly assess and update policies as needed to ensure compliance with all relevant laws, regulations and industry standards.
- Engage with our stakeholders to provide them accurate disclosures of our sustainability practices, performance and goals, integrating their needs and perspectives into our decision-making processes.
- Safeguard client data privacy and security with a multi-layered approach that includes strict adherence to relevant regulations and industry best practices.
- Create and promote content that aligns with ethical standards and responsible marketing practices.

#### 4.2. Economic Growth

We develop mutually beneficial business relations with stakeholders through delivery of relevant and functional technology-based online advertising solutions and other related internet services aiming at the global audience. To fulfil our commitment to fostering economic growth, we aim to:

- Achieve and maintain profitability through responsible financial management, innovation and operational efficiency.
- Cultivate and sustain strategic alliances that drive shared value, enhance our market position and contribute to economic sustainability.
- Continuously seek opportunities for strategic growth and market expansion to enhance positive brand reputation, positioning the Group as a leading online advertising solutions provider.
- Uphold high ethical standards among suppliers and develop long-term partnerships that share our commitment to sustainability.

#### 4.3. Environmental Stewardship

As we transition towards a more sustainable future, we seek effective and efficient conservation management of resources in support of the green environment. To contribute to environmental conservation, we will commit to:

- Enhance energy efficiency and minimise our carbon footprint by optimising our digital infrastructure.

- Minimise wastage in our energy and water consumption through mindful usage practices, ensuring responsible stewardship of these vital resources.
- Adopt the principles of Reduce, Reuse, Recycle (3R), as well as strive to maximise our resource efficiency, improve productivity, and minimise waste generation across our operations.
- Implement a circular approach to electronic waste management by promoting reuse, refurbishment and responsible recycling of electronic devices.

#### **4.4. Social Responsibility**

We provide a safe, conducive and friendly working environment where employees can grow their careers, fostering a culture amongst employees that prioritises work-life balance, ensuring that employees can manage both work and family responsibilities. Our commitment extends to supporting less fortunate communities through our Corporate Social Responsibility (“CSR”) initiative and social activities that benefit the local community. We will continue to focus on and prioritise the following:

- Maintain a safe and healthy working environment and provide fair treatment to employees.
- Encourage employee development through training programmes, career advancement opportunities and performance recognition.
- Foster a culture of diversity and inclusion that promotes equal opportunities and eliminates discrimination.
- Promote harmonious living by investing in community initiatives that uplift and enrich the lives of those around us.

#### **5.0 Reports and Disclosures**

INNITY will have a set of long term and short-term targets for our sustainability efforts. The targets must be set along with metrics for measurement, tracking and reporting. INNITY will integrate the metrics into the Company’s performance management as part of the sustainability strategy.

This policy shall be reviewed annually by the Company.