



# ESG

## Choose a more responsible retail technology partner

**Businesses have a responsibility to make the world better for today and for generations to come. At Flooid, we prioritise value for our clients as well as strive to make a difference for the world in which we work and thrive.**

Over the past few years, Flooid have taken many steps to heighten our commitment as a sustainable, purpose-driven business. We've clarified and reinforced our company values, joined forces with leading charities, and partnered with technology providers to help our customers and ourselves lower energy usage and cut carbon footprints.

Our Environmental, Social and Governance programme continues to evolve. But you can trust us to keep doing the right thing for you, your people, and every key stakeholder in the retail journey.

Flooid is committed to:

- Creating a values-driven, diverse and inclusive workplace where everyone can be their true and best self
- Raising revenue for good causes via our own initiatives and our micro-donations partnership
- Helping retailers to reduce their carbon footprints and their costs through environmentally-responsible cloud solutions
- Improving the retail employee job experience with empowering digital tools
- Doing the right thing by our customers and our people, with all appropriate checks and balances
- Continuously improving our internal initiatives on environment, social, mental health and governance factors

**“Our Flooid Cares program is making us a better business, every day.”**

Diane Palmquist, CEO, Flooid

### **A values-driven business**

Flooid’s core values of Integrity, Adaptability, Inclusivity, Customer-centricity and Impact have been developed from the ground-up by our people. These values underpin the way we work, do business, and treat one another. Flooid’s tablet donation to a school in Zimbabwe is one inspiring example illustrating our commitment to making an impact – where we strive to make a difference and thrive on achievement.

### **Environmental impact**

Our Google cloud partnership enables our customers to migrate from less efficient on-premise deployments to a secure and resilient cloud blueprint that is cutting carbon emissions, diverting waste from landfills, decreasing energy consumption and moving rapidly towards net zero. We’re also helping our customers move to e-receipts and digital coupons, reducing paper usage and waste.

Closer to home, we run many recycling and energy usage schemes in our offices, including buying more efficient lightbulbs and responsibly disposing of IT equipment at end-of-use. We encourage our people to use electric vehicles through a dedicated salary deduction scheme, which has already saved the equivalent of hundreds of trees. Our cycle to work scheme allows team members to swap their vehicle for a bicycle ride to work.

### **Social impact**

Flooid’s platform charity service allows retailers to offer their customers the chance to make an optional donation / top-up payment for a good cause at the point of sale or self checkout. This has been implemented at leading retailers in both Europe and North America. Flooid are proud to promote our partnership with Pennies, the leading micro-donations charity in the UK. Flooid’s team support many charity initiatives throughout the year. We organise collections for food banks, spend time supporting local charitable events and operations like the Ronald McDonald House, and run a series of special awareness days including in aid of the UK charity Macmillan to name just a few.

### **Recognising difference**

Every year we recognise and celebrate specific occasions including International Women’s Day, Pride, Disability Pride Month, World Mental Health Day, Children in Need and International Men’s Day. Flooid have already trained key members of our team in mental health first aid and are committed to broadening that programme in the coming months and years.

### **Working with and supporting:**



**Tommy's**

**Pennies!**

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