

The logo features the text "GoGift" in a white, sans-serif font on a bright blue background. The blue background is shaped like a piece of paper that has been torn, with irregular, jagged edges. The torn paper is set against a dark blue background with a subtle, repeating diamond or grid pattern.

# GoGift.

EGMONT

## **DEI, CSR & ESG**

GoGift's Diversity, Equality  
& Sustainability Mission

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**DEI** (Diversity, Equity, and Inclusion)

**CSR** (Corporate Social Responsibility)

**ESG** (Environmental, Social and Corporate Governance)

The acronyms are many these days! For us here at GoGift, these must become more than just words.

We are all about creating value – together! Building relations and making people happy with innovative gifting products. That is what motivates us.

We believe in human beings of all kinds. Not only do we see it as a professional strength, but simply what makes life worth living. With a foundation based on respect, collaboration, positivity, and curiosity, we proactively embrace diversity and inclusion in everything we do.

At GoGift, we are also conscious of our role in social responsibility, which is why we donate a part of our profits to children in need each year through the Egmont Foundation. The planet also needs our help. Through an ambitious and transparent 'Go Green' strategy, we continuously try to make our environmental improvements.

We want to build the world's greatest gifting company – the right way!

**Henrik Ravn**

*CEO of GoGift*



## **Your one-stop *global gift* provider!**

GoGift is a leading global gifting, reward and incentive company based in Copenhagen, Denmark. We specialise in innovative and customisable global gifting solutions for every occasion.

Founded in 2003, we have assisted more than 15,000 businesses worldwide in meeting their physical and digital gifting needs. For over 20 years, GoGift has grown from a leading Scandinavian gift and gift card provider to a truly global innovative gifting company, offering a gift that fits all.

Owned by Egmont and Nordisk Film, Scandinavia's largest media group and entertainment company, respectively, GoGift is part of a purpose-driven foundation, bringing stories to life.





## ***GoGift is owned by Egmont, one of Northern Europe's most prominent media groups.***

Apart from being one of the leading companies in Scandinavia in revenue, earnings, and strategic development, we are also proud to be a part of their approach to CSR and share a commitment to sustainability and empowering people and communities.

All of Egmont is a purpose-driven foundation prioritizing CSR and transparency. We work together to foster an open book policy, further working with our customers to ensure optimal costs. Ten percent of our profits are donated to support charitable activities helping at-risk children and young people.

Being owned by one of the largest media companies in Northern Europe is the ultimate guarantee that when working with GoGift, you are ensured a financially stable relationship across the board. This relationship continues internally within GoGift's organization, fostering a work culture promoting diversity and inclusion. We work continuously to develop a multicultural workforce where all employees contribute and are a prominent part of GoGift's success. This is why our commitment goes beyond the workplace to ensure diversity, equity, inclusion, and belonging in everything we do.

At GoGift alone, we have employees representing over 20 nationalities from all over the world! We believe that to provide the best gifting solution; our company must reflect and celebrate our international environment, as we aim to make a memorable mark in the global gift card industry. Equality is one of our core focuses across all departments and functions. We strive for gender balance and have solid anti-discriminatory policies to ensure the best workplace for all, fostering difference.

We also work to improve everyday life by understanding the importance of sustainability in our product offerings and our daily work environments, adding sustainable efforts into our product development and everyday work routines. We hope this will create an impact worldwide, helping make lives healthier, greener, and easier.

## Vision...

A respectful and supportive workplace enables us to attract and retain a diverse workforce representing our customers and community.

## Purpose...

This strategy is an ongoing plan to help us achieve our business and people goals. It provides a shared direction and commitment for the organization so we can work together to respect and value our diverse workforce and audiences and build a more inclusive and sustainable GoGift environment internally and externally.

As a part of Egmont, we share our ambitions in supporting the UN Sustainable Development Goals (SDGs) and make sure our strategy addresses environmental and social issues, ensuring responsible business practices.

## SUSTAINABLE DEVELOPMENT GOALS

4 QUALITY EDUCATION



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS

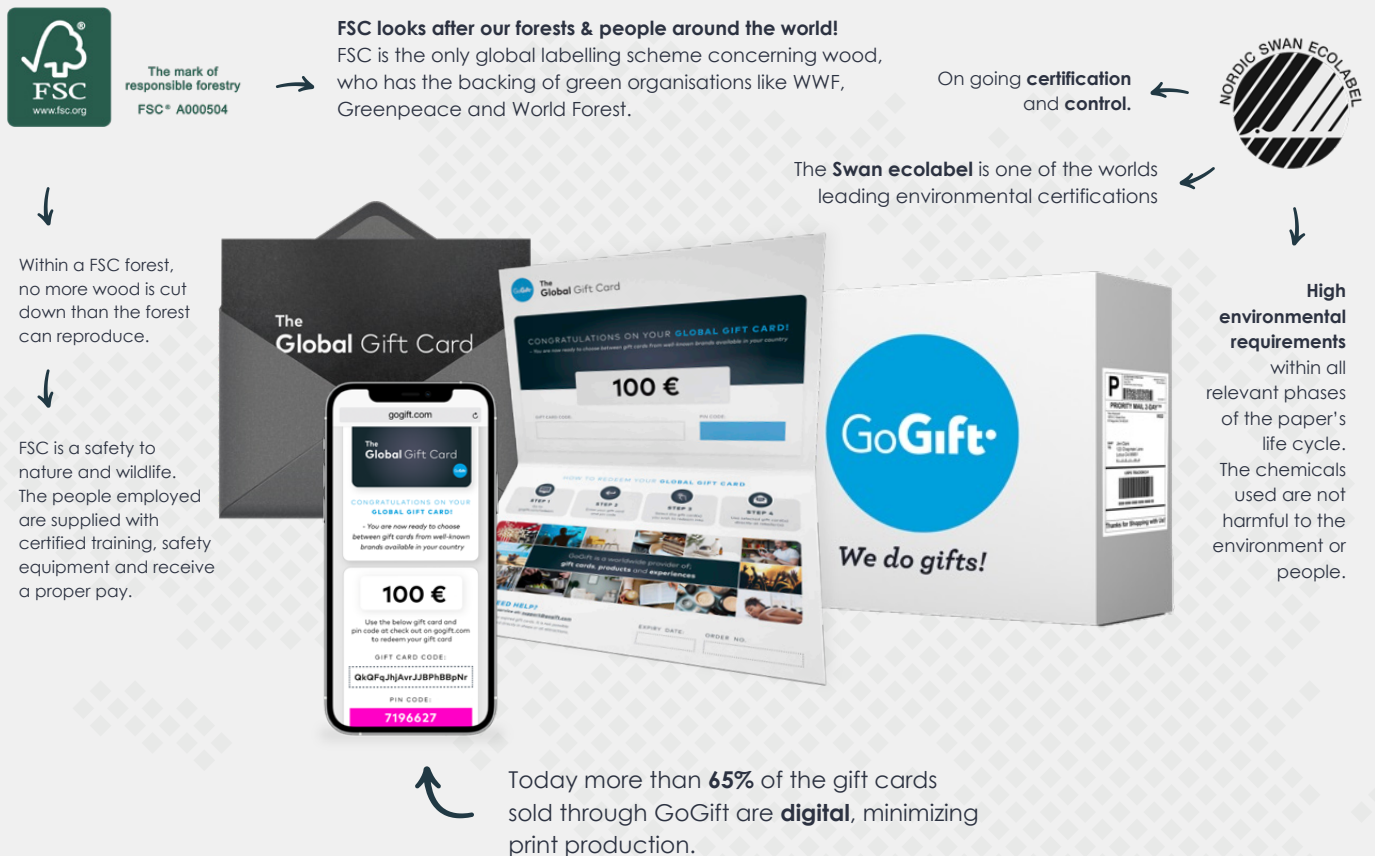


## FSC-certified & Nordic Swan ecolabel

All our paper and packaging are FSC-certified and Nordic Swan eco-labelled. This ensures our paper products come from responsibly managed forests with high ecological requirements for the paper's life cycle phases.

The Nordic Swan Ecolabel promotes a circular economy, reducing the overall environmental impact of production and consumption of goods.

These certifications are not only concerned with decreasing greenhouse gases but are also backed up by environmental organizations like WWF, Greenpeace and World Forest.



## **We want to reduce the environmental waste caused by gift cards!**

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## ***Sustainability isn't just about our earth, nature and climate...***

It is about our environment, which concerns everything from work ethics and culture to diversity and inclusion.

Not only are we focused on eco-friendly production initiatives, but at our Copenhagen-based office, we are doing our best to "go green." We manage our energy consumption, focus on minimizing server carbon footprint, reduce the use of plastic products, and sort all our waste, recycling as much as possible. Even our canteen has solid measures in place to reduce food waste.



# **GoGift's global workforce. Diverse, *yet inclusive!***

At GoGift, we are aware of the increasing importance of cultivating a work environment where talent is comprised of motivated individuals from different backgrounds sharing innovative ideas and working collaboratively. It is our job to foster an open-minded workforce, and we have realized it has welcomed itself naturally into our global journey. Is this pure coincidence? We don't follow quotas but believe in human beings and what they can achieve, irrespective of their background, preferences, and characteristics that make them unique. However, that does not mean we don't have work to do.

The motivation comes from our end, making sure a sense of belonging is a constant, along with feeling comfortable and respected. And if challenged, it is openly addressed through empathetic communication. We are responsible for ensuring a friendly, flexible and engaged workplace for the most valuable part of our company: our employees.

We have put diversity and inclusion at the forefront of our goals. Why? Because for us being global isn't just about reaching out to the entire world; it's about understanding different needs and finding solutions that build stronger relationships and reduce fears when addressing difficulties that do and will manifest themselves because we are human.

There is a fundamental component to promoting diversity and inclusion, and it lies in differentiating the two. Some might think they are one and the same, but like paper and pencil, they need each other and our helping hand to leave a mark.



Every organization should pride itself on being diverse by working together to respect individualities and help each other grow to understand and appreciate cultural differences and perspectives. Learn to embrace change and adaptation.

At GoGift, we provide a space where good values, talent, an open mind and a positive attitude to work and life are the key drivers in creating equity within our workforce. This has encouraged an atmosphere of equal opportunity without gender barriers. We are proud of the women at the forefront of GoGift — 63% of our employees are women — with many in leadership positions like our CFO, Sales Director, Head of HR and Director of Legal & Compliance, to name a few.

Diversity isn't just about different races, ethnicities, gender identities, and sexual orientations. It is about being attentive to your employees' needs: working together and inspiring each other every day. But just as communities change and evolve, so does diversity. We need to be able to adjust our approaches to fit into the mindset of today, reflecting a more open and proactive society.



# YET INCLUSIVE...

GoGift®

Employers have a clear commitment — to put their employees above all. You embrace inclusivity when you strive to create an employee-centric culture. With our global humanistic approach, we have managed to attract and retain talented individuals from 22 different nationalities and diverse backgrounds into our growing team.

What we want to emphasize is that diversity and inclusivity should essentially be an organic part of every work environment. The challenge is in nurturing and celebrating difference to maintain it, and that is where our efforts should be applied.

The future of your business relies on the best interests of your workforce.





# ***Responsible business practices***

At GoGift, we invest heavily in innovating the GoGift Engine, the scalable platform behind The Global Gift Card. There has been extensive IT development ensuring compliance and security during all steps of the GoGift journey, through handling personal data in accordance with GDPR and technical security measures from purchase to redemption. Our focus is on reducing risks and securing your data during transit and at rest, regularly performing external penetration tests. We ensure responsible financial governance and compliance through ongoing internal and external audits.

In addition to extensive IT development, we have conducted a comprehensive global financial and legal compliance groundwork. Dealing with VAT and tax legislation across borders is highly complex, but with the help of financial and legal experts worldwide, we have built systems and procedures to handle it.

We have made significant global investments to address the increasing demands on global gift card suppliers. As a global content distributor, it is of utmost importance that we comply with local laws and legislation. Through extensive collaboration with international law firms, such as EY (Ernst & Young), we ensure that we can trade safely on a global scale. GoGift is proud to be already delivering solid bottom-line results with The Global Gift Card while creating positive social impacts for our environment, stakeholders, consumers, and all gift recipients worldwide. As a gifting company, we are responsible for ensuring we work within our best efforts to make a global change for good.



# GoGift.

## EGMONT



Questions or comments related to this document,  
please contact GoGift at [global@gogift.com](mailto:global@gogift.com)