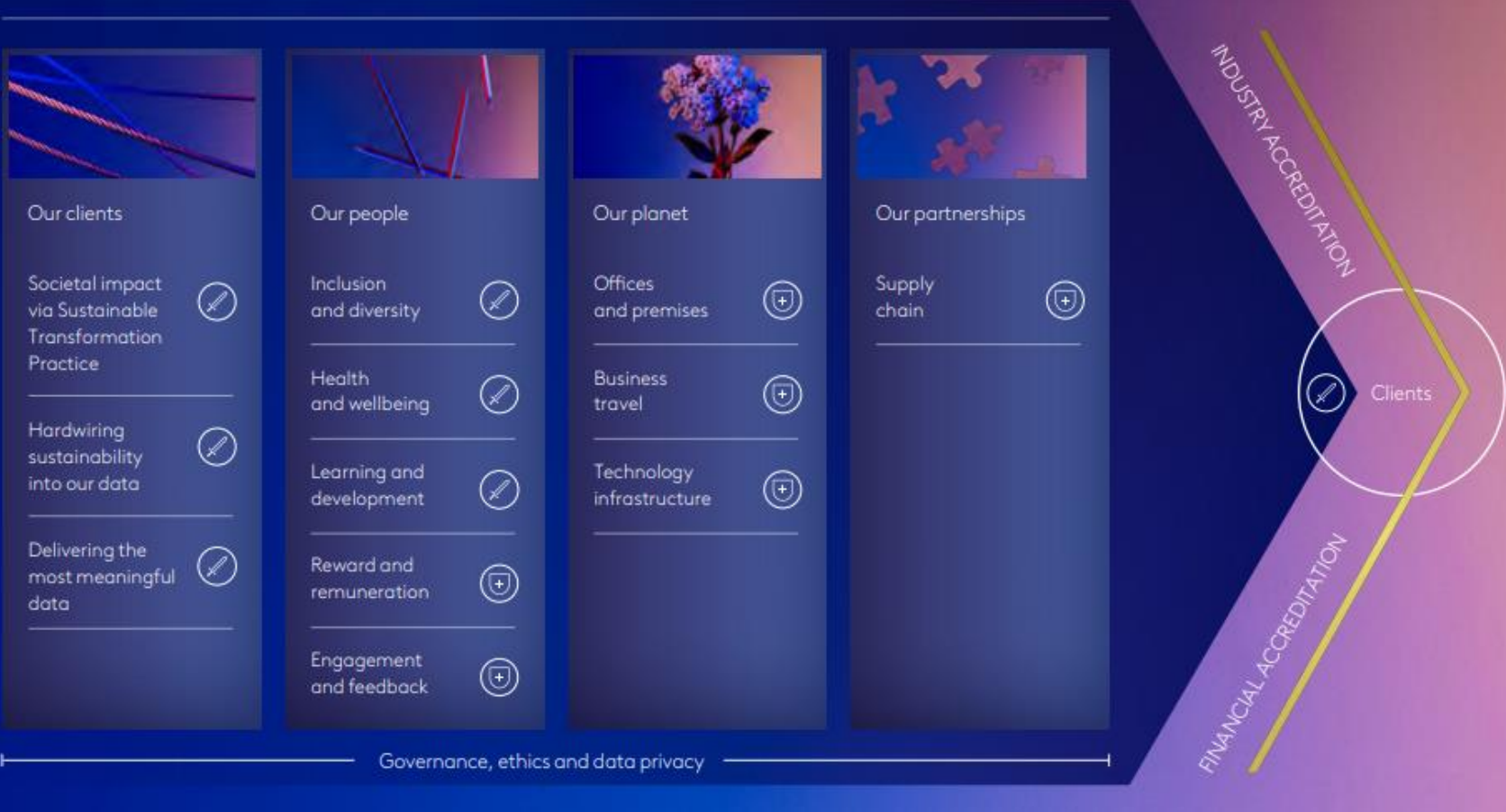


The Kantar New Zealand ESG strategy is based on the Kantar global ESG strategy framework and adapted to our local ways of working.

**Our ESG strategy framework:
five focus areas**



Kantar Insights New Zealand ESG Plan on a Page

Our purpose: To drive Kantar as a business and as individuals to operate more sustainably and support other companies in their sustainability journeys

Our clients

- Societal impact through relevant Kantar Sustainable Transformation Practice tools e.g. Sustainability audits
- Actively promoting the inclusion of sustainability aspects into client projects e.g. image statements
- Tracking sustainability projects, or projects with a sustainability component
- Better Futures study and event, including media
- Corporate Reputation study and event

Our people

- Five Pillar structure – Well Being, Sustainability, I&D, Health and Safety, Culture Club initiatives
- Kantar ERG resources
- Internal education
 - Regular updates on ways to live more sustainably
- Kantar Volunteer days – 2 per person per year
- Co-ordinated volunteer day events and arranging team volunteering days

Our planet

- Work to reduce our office carbon footprint
 - Toitu certification
 - Travel to work survey / education
 - Identify ways to reduce our carbon footprint in the office
- Mataia Kiwi Farm trap line to maintain – monthly resetting of traps

Our partnerships

- Sustainable Business Council member and partnership activities
- Save the Kiwi commercial partnership, supporting with free research work
- Run events / initiatives throughout the year to support charities