

# GRI report 2020

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# Introduction

# INTRODUCTION

This report is prepared in accordance with the GRI standards initiative, Core-Option for AwareGO ehf.

The report is edited by AwareGO sustainability staff and the Co-Founder and Board member, Helga Björg Steinþórsdóttir.

For instances where indicators are not reported or only partially reported, the information might be missing or has not been accessible or stored in a comparable format on AwareGO's information systems.

This report is made according to the GRI standards, Core Option. We have created this report to keep our sustainable commitments clear, transparent, and as measurable as possible.

We have committed to the goals and linked them to the Icelandic government's UN sustainable goals.

The key initiative and company goals we care strongly about revolve around the environment, technology, and data protection.

The information was collected by our GRI standards certified employee and compliance officer and confirmed by AwareGO's employees and the board. A selection of indicators was partly based on similar reports and adjusted to our needs.

We value our employees well being above all and believe this is the foundation of a good business.

Our stakeholders were identified by going through our value chain. The frequency of communication with stakeholders differs depending on the type of stakeholders.

With the AwareGO 2020-2021 Corporate Responsibility Report, we aim to provide stakeholders with a balanced view of our corporate responsibility strategy and performance during the period of June 2020 till May 2021.

This is our first genuine report so it will be used as a benchmark for further reports on sustainability.



**Ragnar  
Sigurdsson**  
CEO AwareGO



# Statement from the senior decision-maker

Many companies today have been realigning their business goals with sustainability goals and AwareGO is no exception. While our main goal is to make the world a more cyber secure place, we also want to make our planet a better place, or at the very least, no worse than how it was handed to us. With that said, as a company, we have not only been focused on making the world more cyber secure but have made a commitment to be aware of the impact our business, as well as the business of our clients, has on the environment and in society.

It is essential that we align our data protection actions and security goals to meet not just our clients' needs, but also the needs of our employees, partners, stakeholders, and society in general.

We may have started out as a small company, but from the beginning we have followed the UN Goals for Sustainability by integrating them into our culture, empowering our people, and making sustainability personal. We have used the B Impact Assessment tool to lead us down the right path, as well as following the Nasdaq ESG standards where applicable. We are proud to become one of the +5000 organizations worldwide who use GRI Standard for sustainability reporting.

This report serves as our platform for promoting, communicating, and documenting our initiatives, policies, and activities. Showcasing our progress with transparency for our shareholders and our future financing projects.

**We are extremely proud that we have aligned our company goals with the Icelandic government's sustainable commitments which give us a benchmark to measure against.**

By collaborating with our employees to create company HR policies and a code of ethics, through which we have expressed our company core values and culture, we are committed to fostering honest and transparent relationships and sustainable development. The policy that we have applied internally in our everyday work, and is recognized across our SAT - Security Awareness Training content, is a No Blame, No Shame policy. It's more important to empower employees and educate them than it is to point fingers and find someone to blame. What's more, these policies are serving our employees and their professional development as well as encouraging a proactive approach to employee engagement.

By doing so we are encouraging a culture of innovation, using different perspectives and ideas which serve to innovate on our SAT - Security Awareness Training services and augment the value they bring to our clients. With our HR policies, we are planning to fulfill more of our social responsibilities within the community by supporting initiatives that help the homeless, the less fortunate, and families in need.

It's been an immense pleasure and excitement to see our company and team grow from only 4 employees back in 2017, up to almost 20 employees today operating across 4 locations (Iceland, USA, Czech Republic, and Croatia). As we've

grown, the number of our partner companies, suppliers, and vendors has grown as well. As a responsible company, we wanted to make sure that our partners, vendors, and hardware suppliers are committed to sustainability goals and have implemented initiatives and practices related to sustainable development. This way we are all aligned and working towards the same goal regardless of the industry we come from.

Every day we continue to face new challenges in our business environment and we must admit that the pace and scale of technological changes are striking and unparalleled. Therefore, here at AwareGO, we put data protection at the core of

**I believe that we, the humans, are the best virus protection if we are made aware and reminded constantly of the various threats.**

our business because it is our duty to keep our data safe at all times and help other businesses do the same.

We are proud to offer the best-in-class content together with a complementary easy-to-use e-learning platform. We want to make security training enjoyable for both company training managers and employees. AwareGO's training modules give employees an opportunity to learn and leaves them with a feeling of responsibility to grow the company's security culture.

We believe we are helping companies navigate their way through the digital revolution by removing the effort to start training. I believe that

we, the humans, are the best virus protection if we are made aware and reminded constantly of the various threats.

It is AwareGO's mission to turn every employee into a cybersecurity task force, by educating them in a fun and efficient way. We see it as our role and duty to help organizations implement such strategies and practices to protect the private and confidential data of their employees and clients as well as their own.

Another benefit of successfully implemented cyber hygiene practices is that it saves money and time in the long run. AwareGO's employees are shaping a sustainable future every day through

the services we provide, the company culture we live by, the way we operate the business, and through the projects, we work on with our clients.

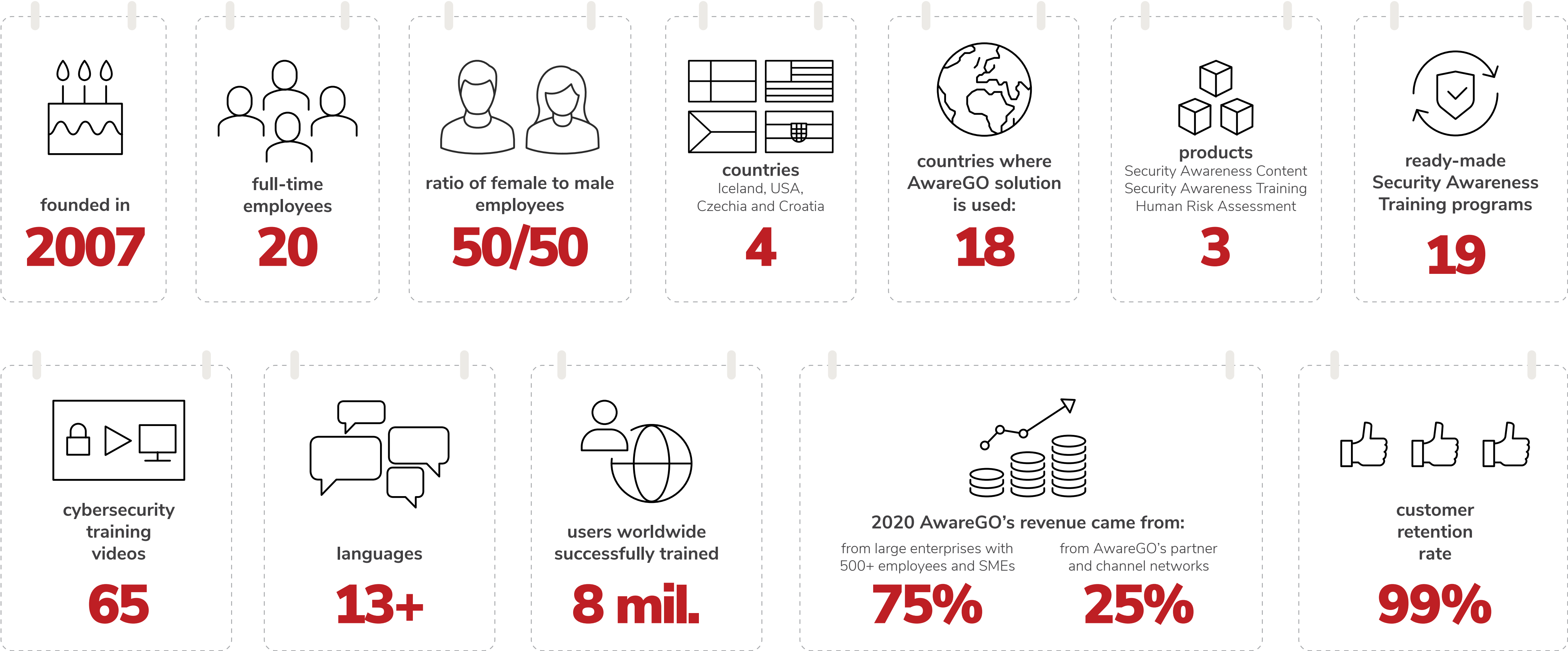
I am pleased to invite you to read this report to learn more about AwareGO's sustainability strategy and how we are contributing to our sustainability initiatives and global goals.

**Ragnar Sigurdsson**  
CEO AwareGO

# Who we are



# AWAREGO COMPANY SNAPSHOT





## WHO ARE WE?

AwareGO is an SAT - Security Awareness Training content and Learning Management System provider which has gained a lot of ground over the past two years. We aim to become a top SAT - Security Awareness Training content provider and plan to do so by continuing to put a lot of thought and work into our micro-learning videos and additional content. Our micro-learning modules are crafted by our security experts in collaboration with educators and advertisers.

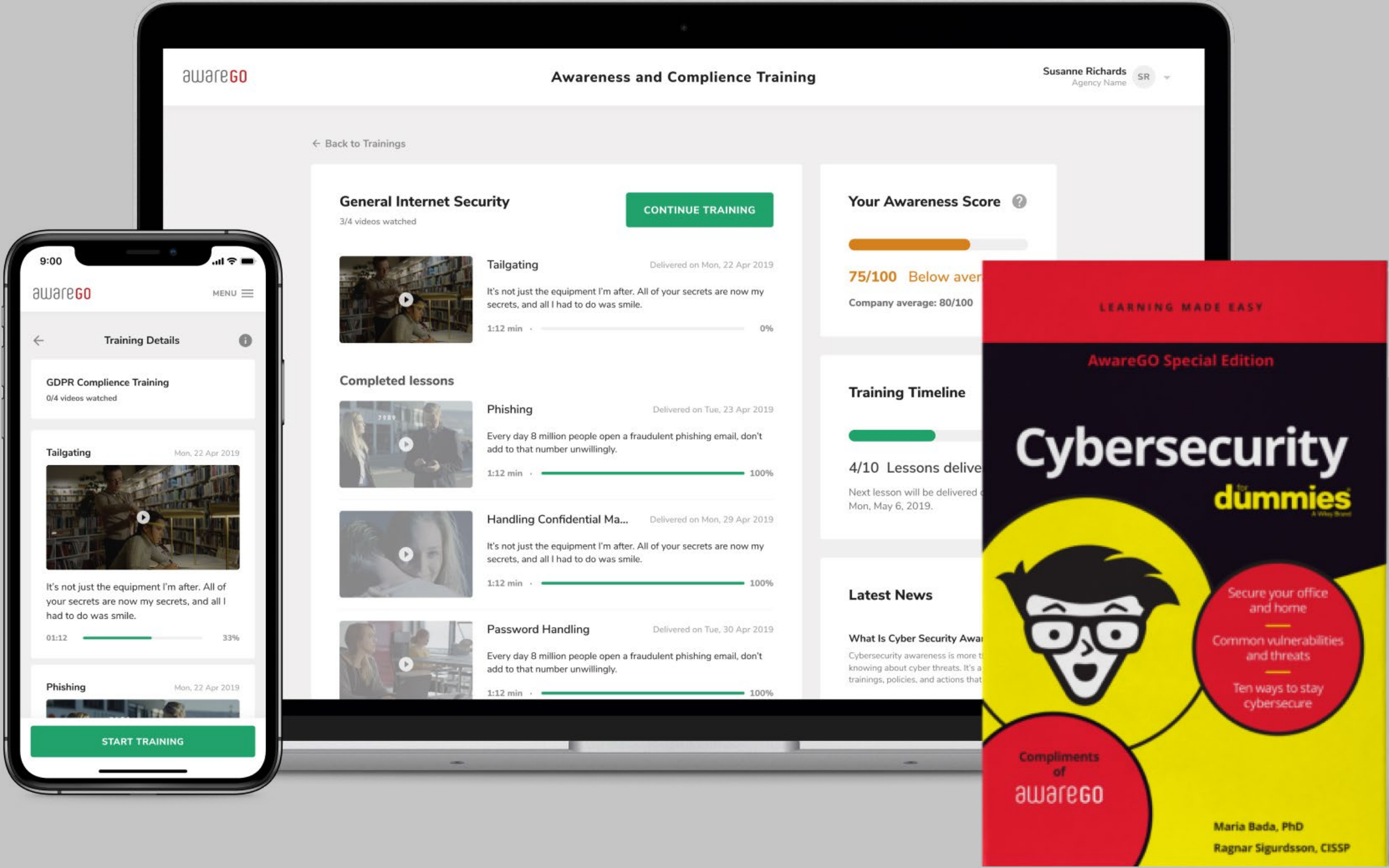
Every employee can make an impact on data security and cyber hygiene. By implementing cybersecurity training and data security policies, companies can increase awareness and improve employee knowledge, ultimately making an impact on digital sustainability in their organization and work processes.





# WHAT DO WE DO AND HOW DO WE DO IT?

Our goal is to make the world a more cyber secure place. By offering a full circle SAT we help companies reduce risk, cut costs and, last but not least, implement a better security culture starting with businesses and organizations of all shapes and sizes. We do this through our content which is designed to empower employees to make better decisions when it comes to cyber security issues and teaching them better, more cyber secure behavior while meeting them as equals rather than an authority. Giving employees real-life scenarios through our microlearning videos, without patronizing them, has led us on a path that has disrupted the SAT industry as it's been up to now.



# LOCATION OF OPERATION

The majority of the AwareGO team works and serves our worldwide client base from Reykjavik.

With headquarters in Reykjavik, Iceland, AwareGO operates in three additional locations: the USA, Czech Republic, and Croatia.

In San Antonio, Texas, AwareGO has a General Manager who is focused on developing client relationships and expanding business, but also on establishing AwareGO’s presence in the cybersecurity landscape within the USA market.

Our main development workforce is located in the Reykjavik office, but additional valuable members of the development team operate from a European office in Prague, Czech Republic.

Resonate Digital is a young product design and innovation advisory helping companies launch and transform businesses, products, and services. The Resonate team operates from Zagreb, Croatia and they support AwareGO with their expertise in marketing activities, product management, design, and sales support.





# OUR VISION

**AwareGO's overall vision is to help make the world a more cyber-secure place.**

We want to help people and businesses identify the risks and teach them the right behavior in an increasingly computerized world.

**AwareGO's mission is to help every company, big or small, create a strong security culture.**

We make security awareness simple by offering a holistic and simple security training solution and the best training content.

**AwareGO's values are to empower employees to be the first line of defence.**

We offer fun and effective training content and a state-of-the-art platform that minimizes guesswork, shortens onboarding and maximizes learning while keeping productivity going.

We believe that we, humans, are the best virus protections if we are made aware and reminded constantly of different cyber threats.





## LIST OF STAKEHOLDERS

Stakeholders were identified through discussions within the company. We have a great commitment towards our stakeholders since we are still a fairly small company.

This means we are close and maintain healthy relationships with all our stakeholders, and have a frequent, organized communication system between management, team, and the board.

A letter of approval was sent to all the major shareholders to introduce our material topics and it resulted with a good cooperation between the board, the CEO, and the team.





# LIST OF STAKEHOLDERS

Stakeholders	Affects business	Is affected by business	Way of communication	Frequency of communication	Reasonable expectations and interest
Employees	✓	✓	In person / online	Daily	Fair pay, good morale, safe work culture, continuing education
Shareholders	✓	✓	Annual meetings / quarterly emails	1 per year / quarterly	Safe investment, transparent business, continuous innovation
Partners	✓	✓	Email /LMS/Blog	Monthly	Good product, value for money, consistency
End users	✓	✓	LMS	As scheduled by their admin	Good education, entertaining, effective, sense of online security, empowering
Long term contractors	✓	✓	Zoom meetings /Slack/email / phone calls /meetings	Daily communication	Stability, good product, fair pay, good communication
Kvika	✓	✓	Meeting /governance /email	Once per month	Value for money, good governance, transparency
Customers	✓	✓	Emails/blogs	Once per month	Safer workplace, compliance with laws and standards, high security awareness Measurable results ,and value for money
Enterprises	✓	✓	In person / online	Daily	Safer workplace, compliance with laws and standards, high security awareness Measurable results ,and value for money
Short term contractors	✓	✓	Email	Weekly	Stability, good product, fair pay, good communication



# COMMUNICATION WITH STAKEHOLDERS

To communicate with shareholders and investors, AwareGO holds monthly meetings where AwareGO leadership team proactively presents information about business operation, development and innovation.

We focus on gathering feedback from stakeholders and building relationships of trust, reflecting this input in our operations. We pay close attention to business development, work to identify opportunities and risks in their early stages and provide a variety of opportunities for dialogue with stakeholders.

AwareGO shareholders and investors are partners in the creation of a more sustainable society. To build trust, we communicate our long-term vision, the innovations we are adopting to boost our competitiveness and the latest market trends on a timely basis.

The questions and opinions of our shareholders and investors are reported to our leadership team in charge so that they can be reflected in our management decisions.

AwareGO will continue to disclose information appropriately to meet the needs of stakeholders and investors, thereby increasing understanding of cyber security business.





# COMMUNICATION WITH STAKEHOLDERS



**Helga Björg  
Steinthorsdottir**

Co-founder and Board  
member AwareGO



# Together we do better

To the stakeholders of AwareGO,

in 2020 AwareGO unveiled a new sustainability strategy and its first GRI report that summarizes the goals, activities and impacts which have been designed to meet the expectations of society and stakeholders. For that purpose, as a Professional Certified GRI Specialist, I've dedicated myself to implementing the GRI Standards as well as to GRI reporting.

We decided to illustrate our values and objectives based on the sustainability indicators established by the Global Reporting Initiative and the Sustainable Development Goals (SDGs) defined by the UN.

**With the deepening of social issues like climate change, health care availability, civil rights and inequality, the increasing emphasis is put on initiatives toward resolving them, and companies, big or small, are expected to play a greater role than ever before.**

**One of AwareGO's goals and commitments is to maintain its position as a responsible business and make a positive impact when addressing sustainability topics particularly environmental and social one.**

We all must share full responsibility for the meaningful change underway and must contribute to an improvement in the living conditions of the future generations.

Therefore, in a context where technology is transforming social relations in every area and at all levels, we have implemented a sustainability reporting process and decided to measure and evaluate our impact inside and outside the company. This way we can learn and understand how we can improve and make this world a better and more secure place.

As a part of this report and sustainability strategy, we have identified key sustainability topics (environment, technology, data protection, governance) and our key stakeholders in our value chain. Our key stakeholders have been included in this process and asked to participate actively by reviewing and approving AwareGO material topics as well as the value chain. Also we transparently shared with them the initiatives and goals we set for ourselves to achieve in the year 2020 as our contribution to a more transparent and sustainable world.

Despite the pandemic year, we believe that it is necessary to continue to dedicate growing efforts to the pursuit of each of the challenging objectives in the upcoming years and consider this Sustainability report the first milestone towards alignment of interests of various stakeholders.

Best Regards

**Helga Björg  
Steinthorsdottir**

*Co-founder and Board  
member AwareGO*

# AwareGO Sustainability Strategy



# MATERIAL TOPICS

The materiality analysis allowed us to identify the most significant topics for AwareGO through a close collaboration of stakeholders and analysis of the value chain.

The topics that emerged as material define also the scope of the reporting activity. The analysis identified seven material aspects for AwareGO, which are in line with the priorities identified with the respect to the achievement of SDGs (Sustainable Development Goals).

Our value chain mainly exists in the cyber world, which gives us a reason to focus on data protection, environmental, and technological categories, but also making sure that other topics are addressed as well.

We also did research on what our hardware suppliers are doing regarding sustainability matters so we know where the hw comes from and how the producers are handling common sustainability concerns. We use cloud services from AWS due to their commitment to transferring their entire energy consumption used in data

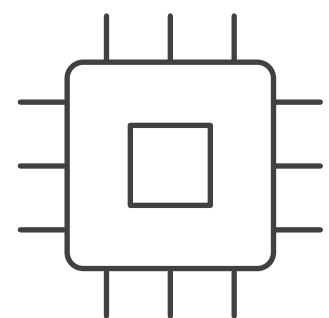
centers to renewable energy in the near future.

Bearing in mind the nature of our business, cyber hygiene is a big concern, along with the future in the cyber security world. Cyber hygiene saves money and time in the long run. It reduces waste and costly bail-outs. The money stolen via cyber-attacks and other hacks contributes to funding crime syndicates, trafficking, terrorism, and other sinister things. Preventing this is about more than just preventing loss of money. Cyber hygiene and data security can help diminish crime. Finally, data hygiene is better for the environment as less energy is used to run the data centers when everything runs smoothly and above board.

# MATERIAL TOPICS

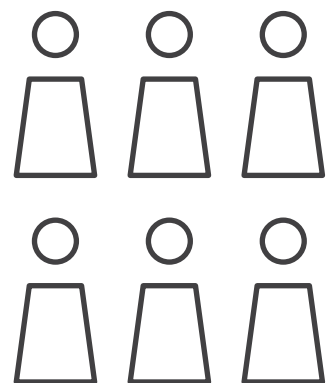


# MATERIAL TOPICS



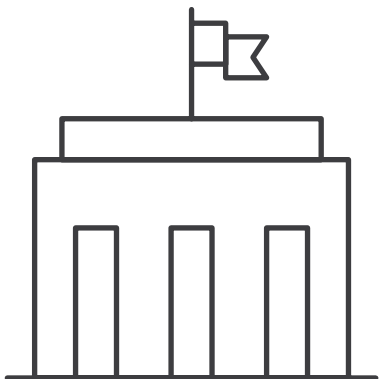
## Technology

We will focus on investing in technology that cares for the environment, helps save natural resources, and minimizes energy consumption



## Humans

We focus on doing business with respectable and reputable companies, who honoring the rights and well-being of their employees



## Governance

We focus on transparency and integrity within the business



## Information

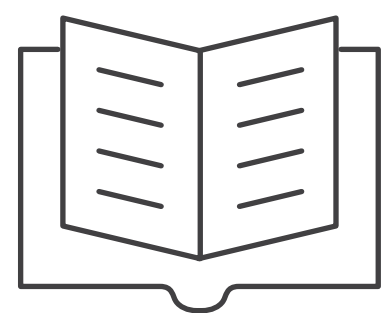
We focus on clarity within information channels to prevent doing business with companies that do not respect our boundaries concerning sustainable business

# MATERIAL TOPICS



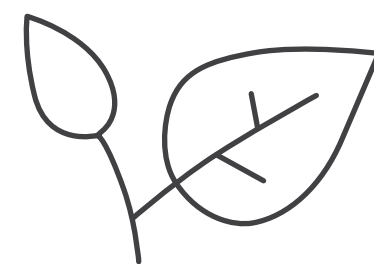
## Data protection

We focus on strict data protection compliance. Further information on data protection can be found on page 27 in this report



## Education

We focus on the value of education and training because education helps to get the message across and it's a force for sustainable development



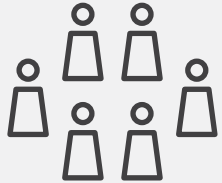
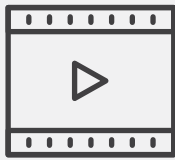



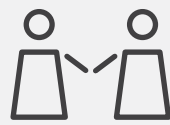


## Environment

We focus on the environment in areas where we can have an impact by doing business with environmentally friendly companies

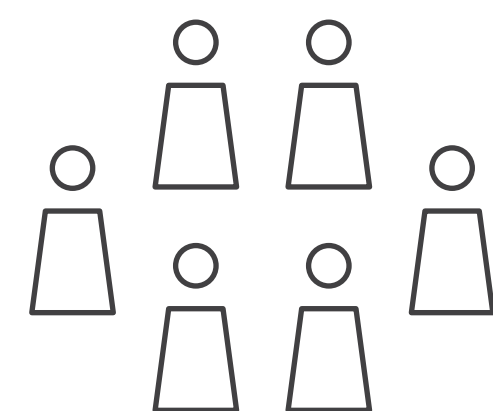


# VALUE CHAIN

To evaluate the importance of each material topic we assigned them with numbers from 1-7, 7 being the most important material topic.

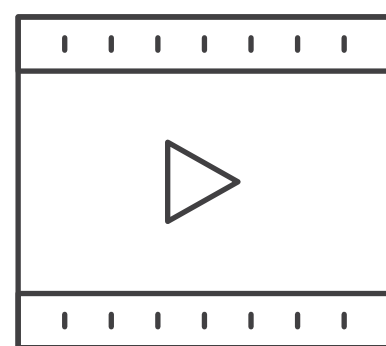
										
Material topics	Content meetings	Film production	Software	Hardware	Internet	Partners	Data centers	Networks	Total	Importance
Humans	4	7	3	4	2	7	1	2	30	3
Technology	3	5	6	6	6	3	5	6	40	6
Governance	5	6	5	2	1	5	2	3	29	2
Information	6	1	1	1	4	1	3	4	21	1
Education	7	4	4	3	3	4	4	1	30	4
Environment	2	3	2	7	5	2	7	5	33	5
Data protection	1	2	7	5	7	6	6	7	41	7

# VALUE CHAIN



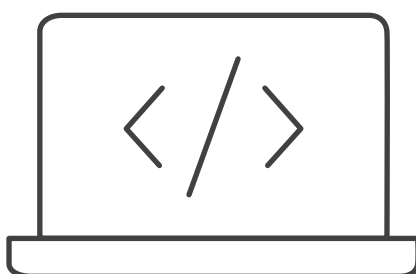
## Content meetings

Content managers meet with the film crew and editors to decide on which content is urgent to produce for the next months. Concepts and scripts are written and edited. The most important topics are Education, Information, and Governance.



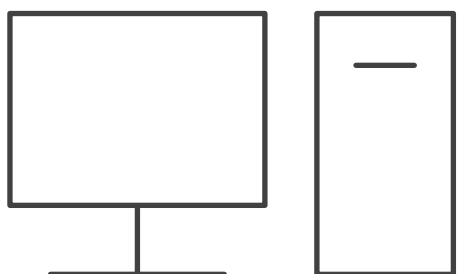
## Film production

The film crew of producers, directors, actors, makeup, lighting, and assistants produces the content in about two weeks. Post-production consists of editing, translations and voiceover. The most important topics are Humans, Governance, and Technology.



## Software

Content is managed through the LMS software. It divides the content into languages, adds subtitles, pares it with additional reading material and questions, and categorizes it into training packages and templates. The most important topics are Data Protection, Technology, and Governance.



## Hardware

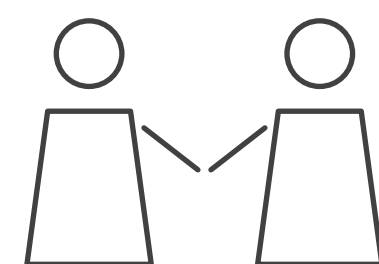
AwareGO's employees are supplied with workstations suitable for their job functions. The three most important topics in this field where we can have an impact are Environment, Technology, and Data Protection.

# VALUE CHAIN



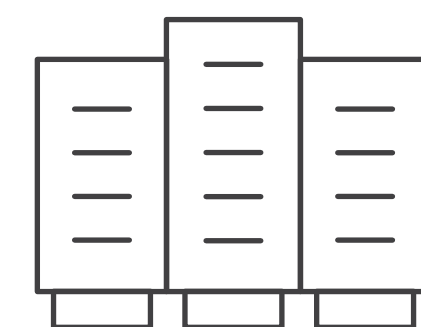
## Internet

Our product is transmitted between AwareGO and the Data center via secure protocols. The most important topics are Data Protection, Technology, and Environment.



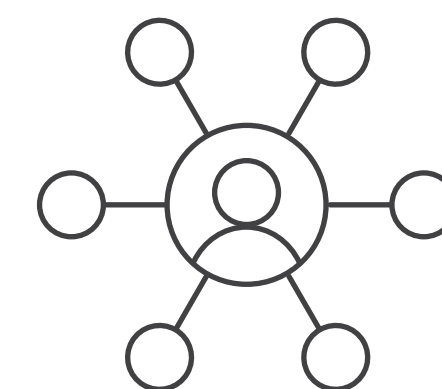
## Partners

Our product is sold to customers directly online or through our partners. They recommend our product to their clients, giving us access to bigger markets. The most important topics are Humans, Data Protection, and Governance.



## Data centers

Customer data is stored on AWS servers in Ireland. The most important topics are Environment, Data Protection, and Technology.



## Networks

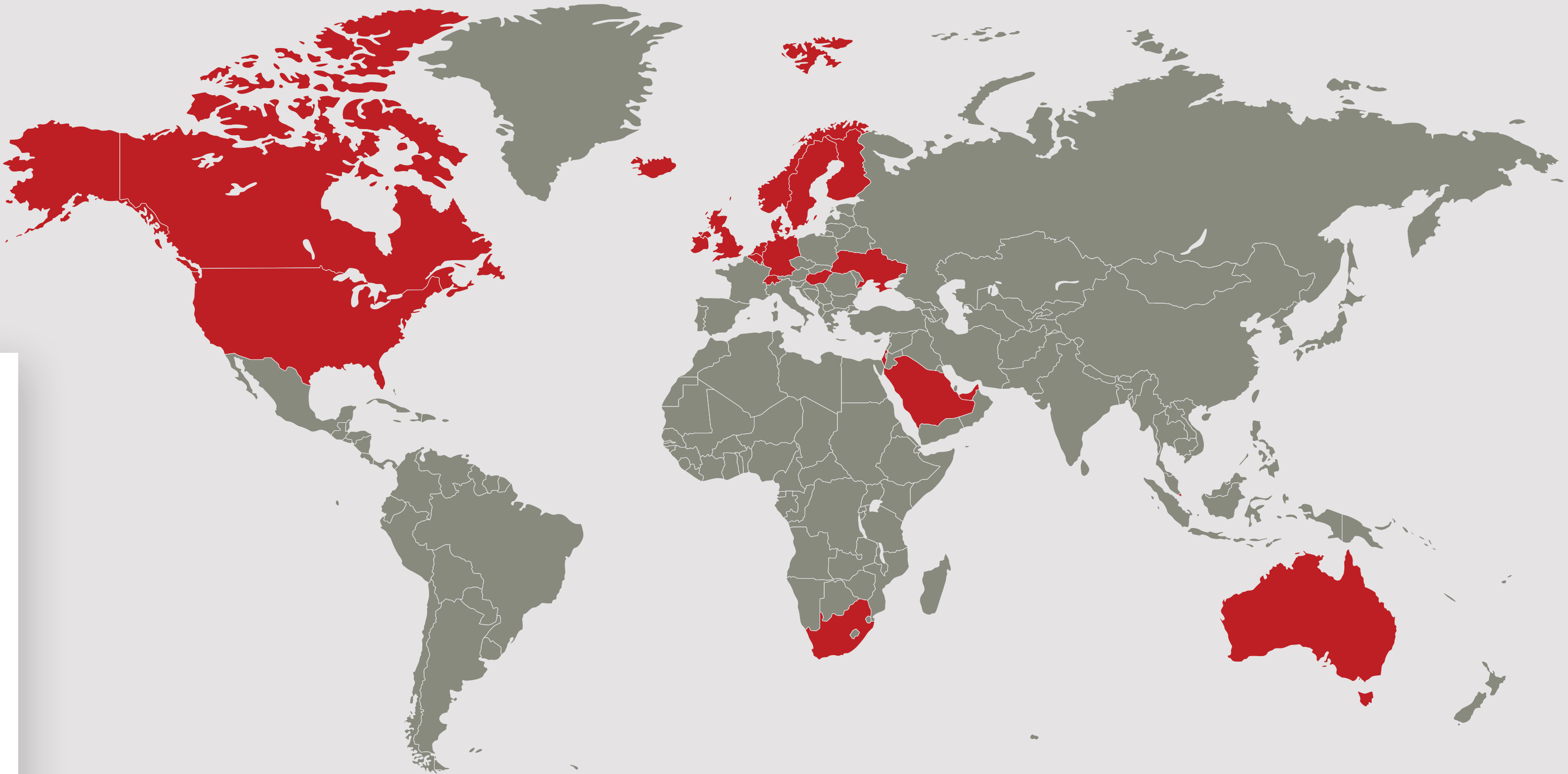
Customers deploy awareness campaigns via various networks, internal and on mobile networks. The most important topics in this field are Data Protection, Technology, and Environment.



# THE SCOPE OF THE OPERATION

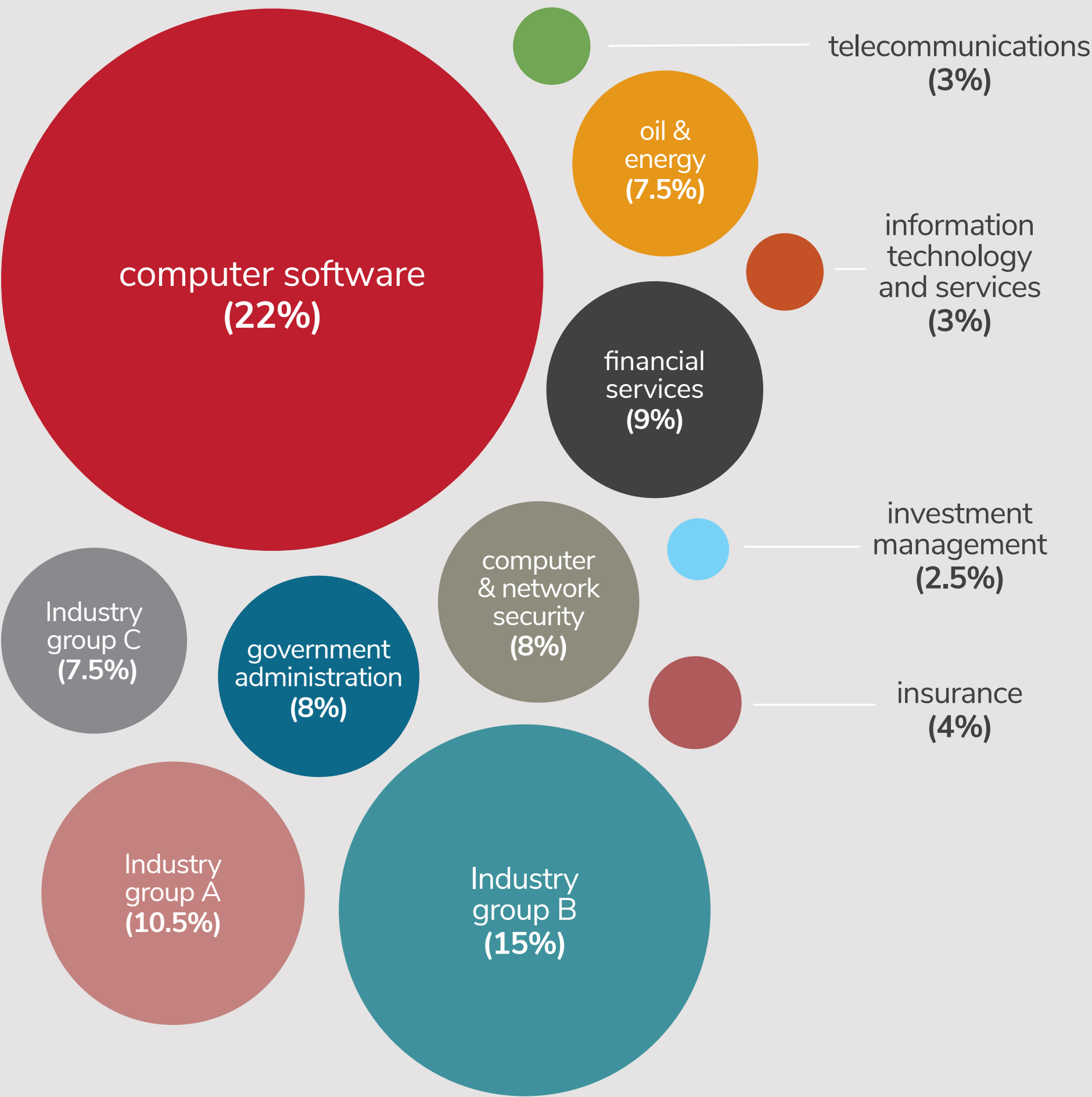
The **Location Report** presents a global scale overview of the countries where the AwareGO solution has been in use. USA and Iceland have been dominant markets with expansion to Australia, UK, and other EU countries.

country	clients %	country	clients %
Iceland	31%	Ireland	1%
USA	30%	Singapore	1%
UK	8%	Belgium	1%
Denmark	4%	Germany	1%
Sweden	4%	Hungary	1%
Australia	3%	Israel	1%
Finland	3%	Norway	1%
The Netherlands	2%	Saudi Arabia	1%
South Africa	2%	UAE	1%
Switzerland	2%	Ukraine	1%
Canada	1%		



# THE SCOPE OF THE OPERATION

The **Industry Report** showcases which industries and sectors have been using the AwareGO solution. It can be stated that the majority of organizations, which are in need of cybersecurity solutions, are from the computer software, financial, and government sectors. These companies are dealing with sensitive data and often have vulnerable systems which is why they are using the AwareGO solution.



- Industry group C:**
  - Legal Services
  - Market Research
  - Marketing and Advertising
  - Mechanical or Industrial Engineering
- Industry group B:**
  - Banking
  - Computer Networking
  - Electrical/Electronic Manufacturing
  - Food Production
  - Higher Education
  - Import and Export
  - Investment Banking
  - Packaging and Containers
  - Real Estate
  - Security and Investigations
  - Transportation/Trucking/Railroad
  - Biotechnology
- Industry group A:**
  - Accounting
  - Airlines/Aviation
  - Automotive
  - Computer Games
  - Education Management
  - Fine Art
  - Environmental Services
  - Furniture
  - Hospitality
  - Leisure, Travel & Tourism
  - Logistics and Supply Chain
  - Newspapers
  - Non-Profit Organization Management
  - Pharmaceuticals
  - Building Materials
  - Civic & Social Organization
  - Civil Engineering



# AWAREGO'S COMPANY CULTURE AND VALUES

Core values are fundamental beliefs of any organization and guiding principles that dictate behavior and sometimes even decision criteria. AwareGO uses these values to evaluate and check if we are

on the right path as a company and if our business goals are aligned with what we care for and strive for as employees.



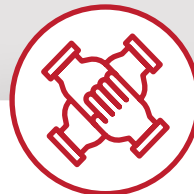
## Innovation

Innovation and change drive the business. It motivates and inspires employees for the future.



## Integrity

Honest relationships and trustful environments bring out the best in people. Always do the right thing, keep your promises, and respect others.



## Spirit

Be positive and bring a “can do” attitude. Try to create good energy and empower your teammates.



## Collaboration

Encourage collaboration, learn from others, share your knowledge, and celebrate successes together.



## Communication

Develop compassion and embrace no blame no shame communication style. Security Awareness Training content empowers people and that’s what we are doing for each other.



# OUR EMPLOYEES

AwareGO considers people a valuable resource placed at the heart of the product and service offered, so it highly appreciates the work and experience of its employees by ensuring optimal working conditions, respect for human rights and transparency in the employee selection process.





## OUR EMPLOYEES

**We encourage every employee to contribute to the creation of company culture that focuses on mentoring, nurturing, and building relationships. The real value is to involve employees in the definition of company strategies through the creation, sharing and implementation of innovative company policies.**

AwareGO team grew dramatically in number of employees when compared to last year and the number of employees was basically doubled, adding some exceptional talent and experts to AwareGO team.

Among the talents added to the AwareGO team is Dr. Maria Bada, behavioral scientist and cyber security expert as an external behavior scientist. Dr. Bada, holds a Ph.D. in psychology and has

extensive experience in behavior change and developing security awareness programs in many countries.

AwareGO also added Dr. Isabelle Landreau, law professor and attorney registered at the Paris Bar, as its Data Protection Officer (DPR). Dr. Landreau has extensive experience in data privacy and data protection, Innovative Numeric Technology Law and Intellectual Property Law.

# GENDER EQUALITY & DIVERSITY

**AwareGo has made an agreement with FKA (Félag kvenna í atvinnulífinu), the Association of Women Business Leaders in Iceland to work towards gender equality in wages and will keep the hiring process transparent to make sure we always hire the person that best fits our culture and has the appropriate education we need to grow our company.**

Number of employees increased by 43% when compared with the total number of full-time employees in 2019/2020. At the beginning of the year 2020 AwareGO team grew from 8 to 14 employees, seven male and seven female employees in our Reykjavik office. There were four new hirings in 2020 and all of them were female employees (one from Venezuela, one from the US, two from Iceland).

In AwareGO Prague office we also had one male and two female employees hired. AwareGO will strive to maintain this ratio for the future.

When compared with the previous years, the wage gap has been reduced from 38% to 0%. Wages for employees in similar roles and with similar responsibilities have been aligned and there are no more wage differences.

A professional hiring agency has been commissioned for recruitment of new employees and based on their recommendations, new employees became members of AwareGO team. The process of salary definition has been structured and salaries have been evaluated for each new hiring with gender equal pay in mind.

Also, it's important to mention that our Co-founder and Board member is a woman, Helga Björg Steinhorsdottir as well as our Guðrún Vaka Helgadóttir, Chief Marketing Officer which speaks a lot about AwareGO's resolution to embrace workplace diversity, attract and retain female talent, and create an inclusive and supportive company culture.

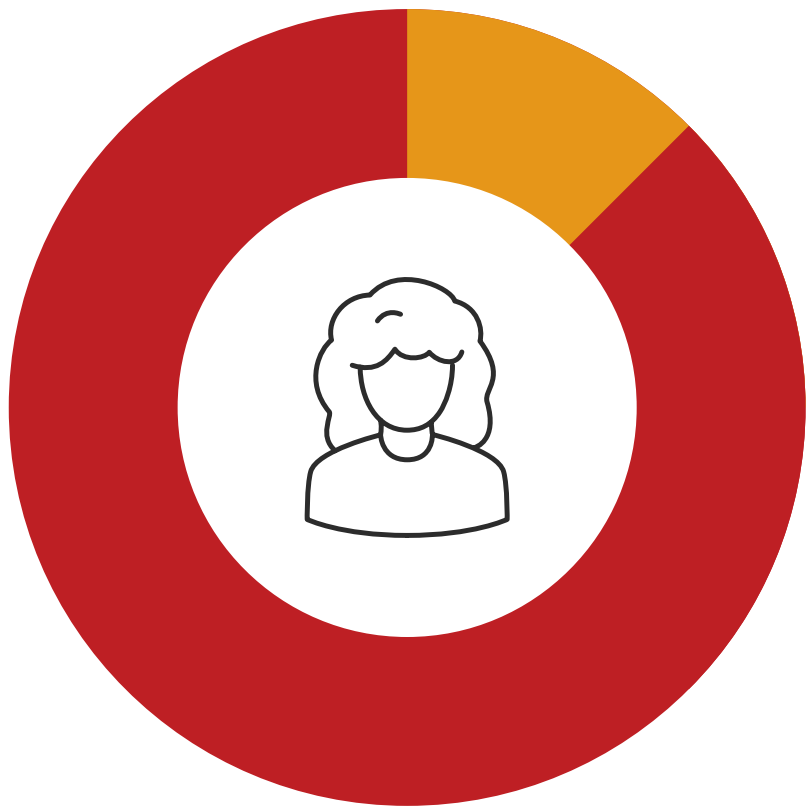


# GENDER EQUALITY & DIVERSITY



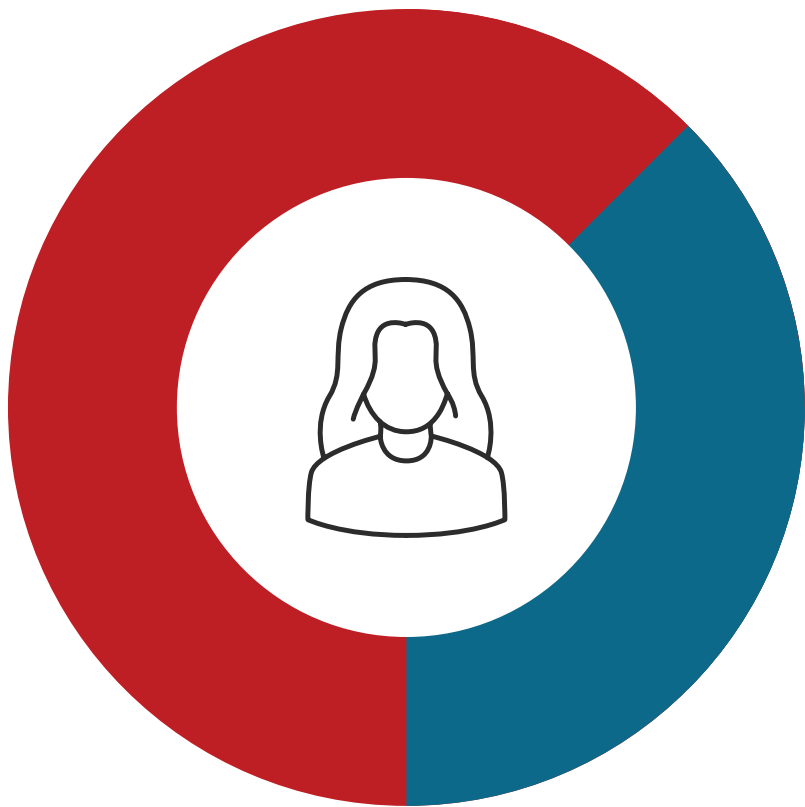
**25%**

board members  
are women



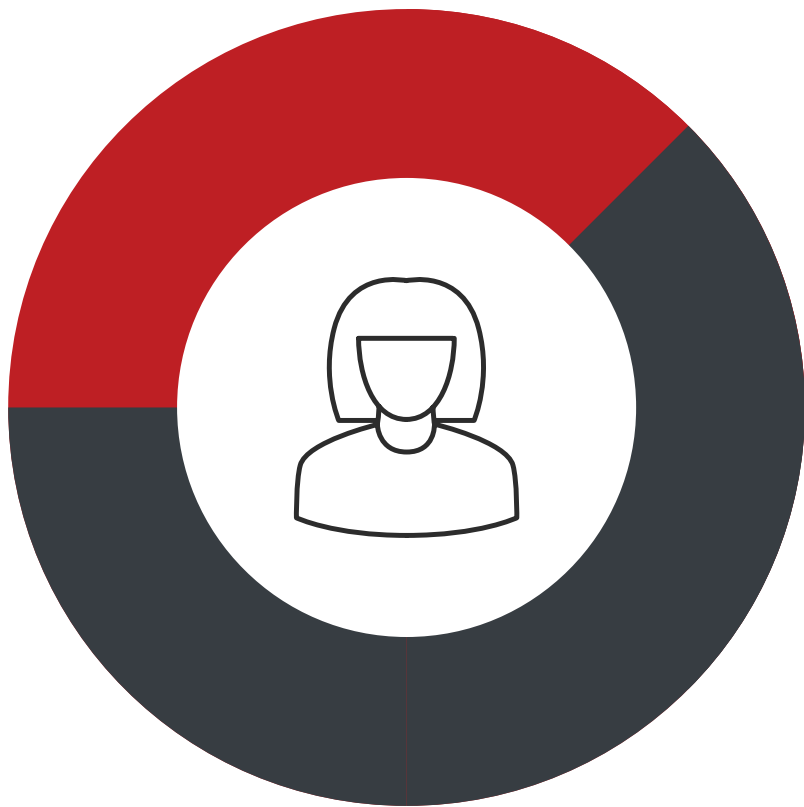
**15%**

company management  
members are women



**35%**

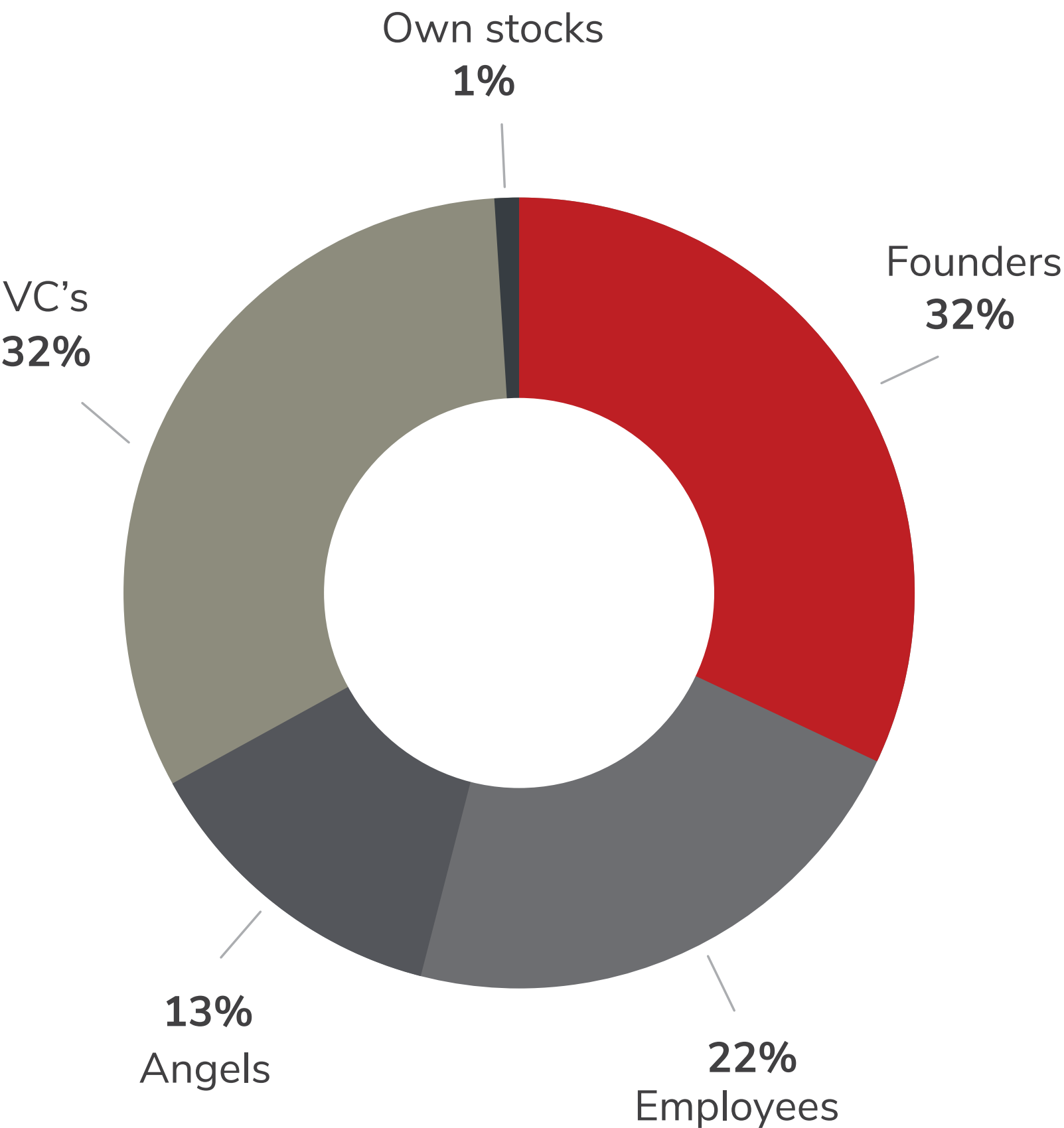
development team  
members are  
women



**60%**

new hires: all new  
hires in the last 11  
months are women

# CAP TABLE



## Frequency and structure of board meetings

Regular board meetings are held once per month. The board uses Boardable to structure and record the meeting minutes. All content and documents are saved in a data room in the Boardable program. The CEO attends all meetings.

## Communication between shareholders, board, and the CEO

Regular shareholder meetings are held once per year. Shareholders are contacted by CEO 4x a year via email communication, more often if needed.

# EMPLOYEE POLICIES

**While our main objective is to make the world more cyber secure, we also want to make our planet a better place, or at least not make it worse than how it was handed to us. AwareGO follows the UN goals for sustainability by integrating them into our culture, empowering our people, and making sustainability personal.**

Sustainability at AwareGO is governed by our Employee Policies and initiatives, created via a collaboration of AwareGO employees. We have an Employee Manual that every new employee gets as a first step in the AwareGO onboarding process and helps them to integrate into the AwareGO Company Culture & Values.

Being involved in the process of creating Employee Policies and initiatives, along with the definition

of its metrics, it helped to build a highly engaged and motivated employee community from the very beginning.

AwareGO employees worked on the policies together with an assigned group leader responsible for coordination and results. This way, every employee actively participated in the process of ideation and specification of AwareGO Employee Policies. These policies are going to be

maintained and updated by the AwareGO Chief Compliance Officer.

It's very important to regularly track and measure how successfully these policies have been implemented and if there is any room for improvement. We will update the policies to create an even more valuable, impactful, and coherent direction for the sustainability awareness of our employees.



# EMPLOYEE POLICIES

There are 5 AwareGO Employee policies which are directly related to AwareGO material topics and sustainability key areas.



# AWAREGO'S EMPLOYEE MANUAL

AwareGO's Employee Manual is a handbook crucial to building a positive workplace culture and employee loyalty. AwareGO's Employee Manual is a long-form document that all employees at the company receive on or prior to their first day. It is designed to cover everything a new hire needs to know to get started at their job, including company history, culture, and organization.

With this manual, a new employee is equipped to start the journey of getting to know and understand the company's core values, goals, and mission right from the start.

AwareGO's Employee Manual communicates:

- + Company culture, values, and mission
- + Human resource and legal information, rights, and obligations related to employment
- + Expectations; both what the company expects to see from its employees and what employees can expect from the company
- + Company policies about vacation time, sick days, non-discrimination, etc.





## ESOP POLICY

Therefore AwareGO introduced in 2020 Employee Stock Option Policy to retain its employees, create a sense of ownership and get them motivated and rewarded for working and being associated with the company. ESOP tends to be a key factor at the growing stage of the company. The policy reflects the Company's objectives for good corporate governance as well as sustained long-term value creation for shareholders. The ESOP Policy applies to the Company's employees, including its Executive Team.

ESOP is accompanied with the actual contract agreed between each employee/contractor and AwareGO. For AwareGO board members this policy serves to establish full disclosure and transparency in ESOP implementation and communication across the AwareGO company.





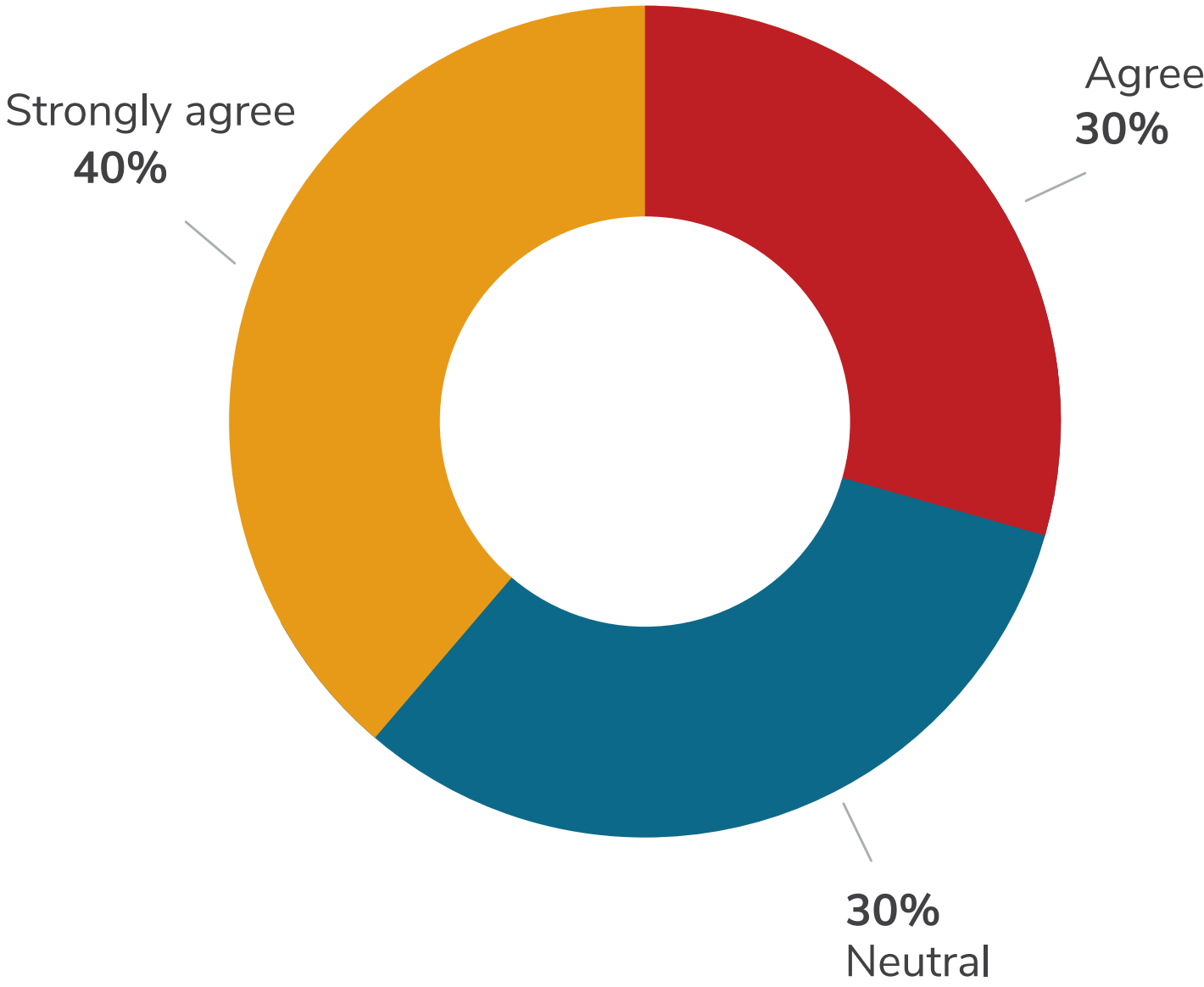
# EMPLOYEES BENEFITS AND WELL-BEING

In 2020 AwareGO has introduced employee benefits and compensation analysis to increase the proximity and relationship between the company and its employees. This type of analysis makes it possible to periodically test the health of the working environment, its perception and recognition by employees.

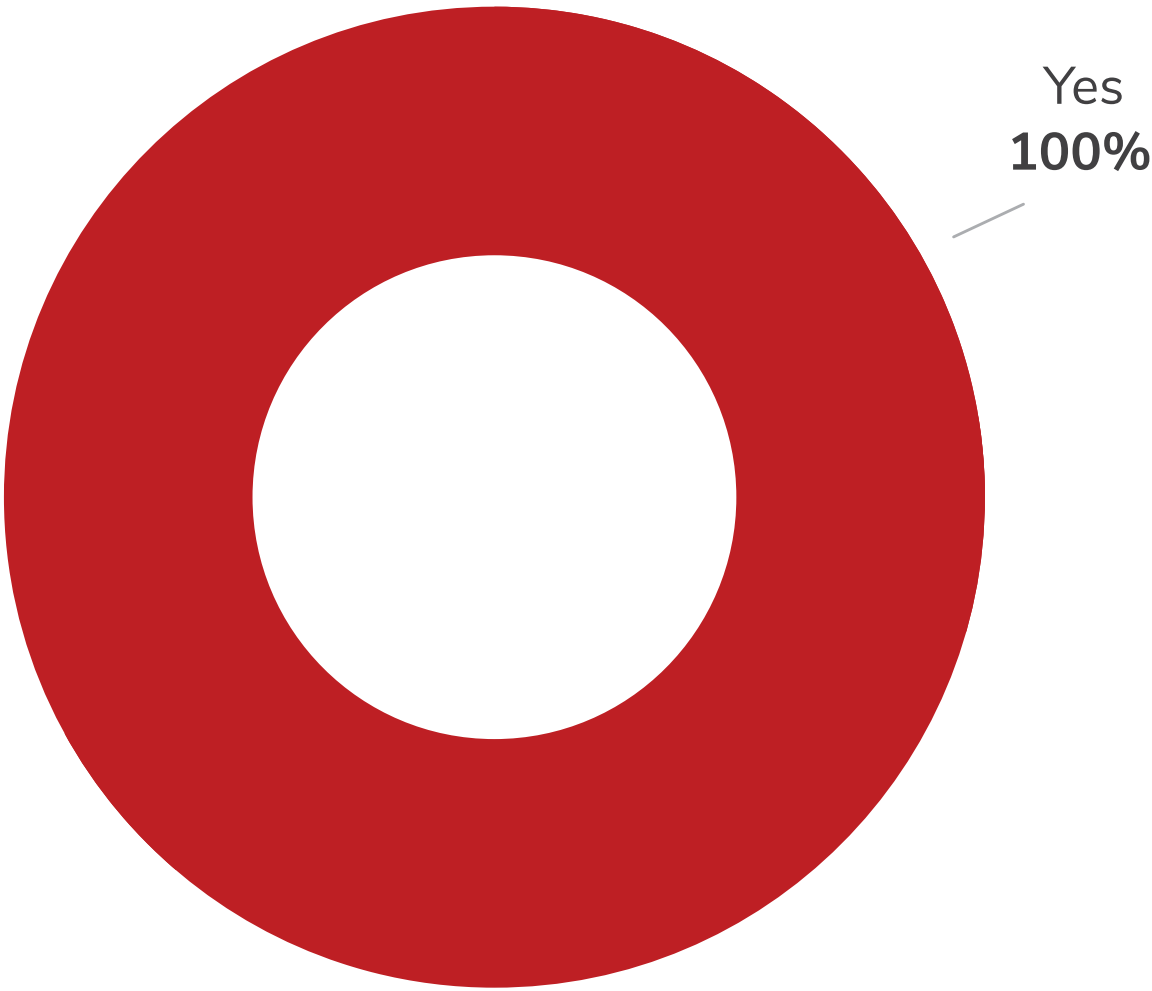
Measuring employee satisfaction provides a useful snapshot and a starting point for planning future company policies. The anonymous employee satisfaction survey was sent out and results helped shape the new initiatives and encourage employees to share their expectations and needs.

In order to create a flexible and innovative work environment that contributes to a better balance between private and professional life, to increase people’s motivation and promotion of their well-being, in 2020 AwareGO introduced health & wellness packages for its employees as a part of the existing employee benefits.

**My compensation meets my (and my family’s) needs well.**



**Are you satisfied with the company’s contribution to a healthy culture?**



# EMPLOYEE EDUCATION

Education & Current Employee development policy refers to the company’s learning and development programs and activities. Employees are encouraged to replenish their knowledge and acquire new skills to be able to grow and perform better through following initiatives:

- + Formal training sessions and online courses
- + Internal employee coaching, mentoring, job shadowing and job rotation
- + Employee participation in conferences, seminars and other events within the industry
- + On-the-job training (by using online materials such as videos, podcasts, webinars, classes, ebooks, etc.) and dedicating time for training during job hours
- + Internal job applications (if applicable and possible)

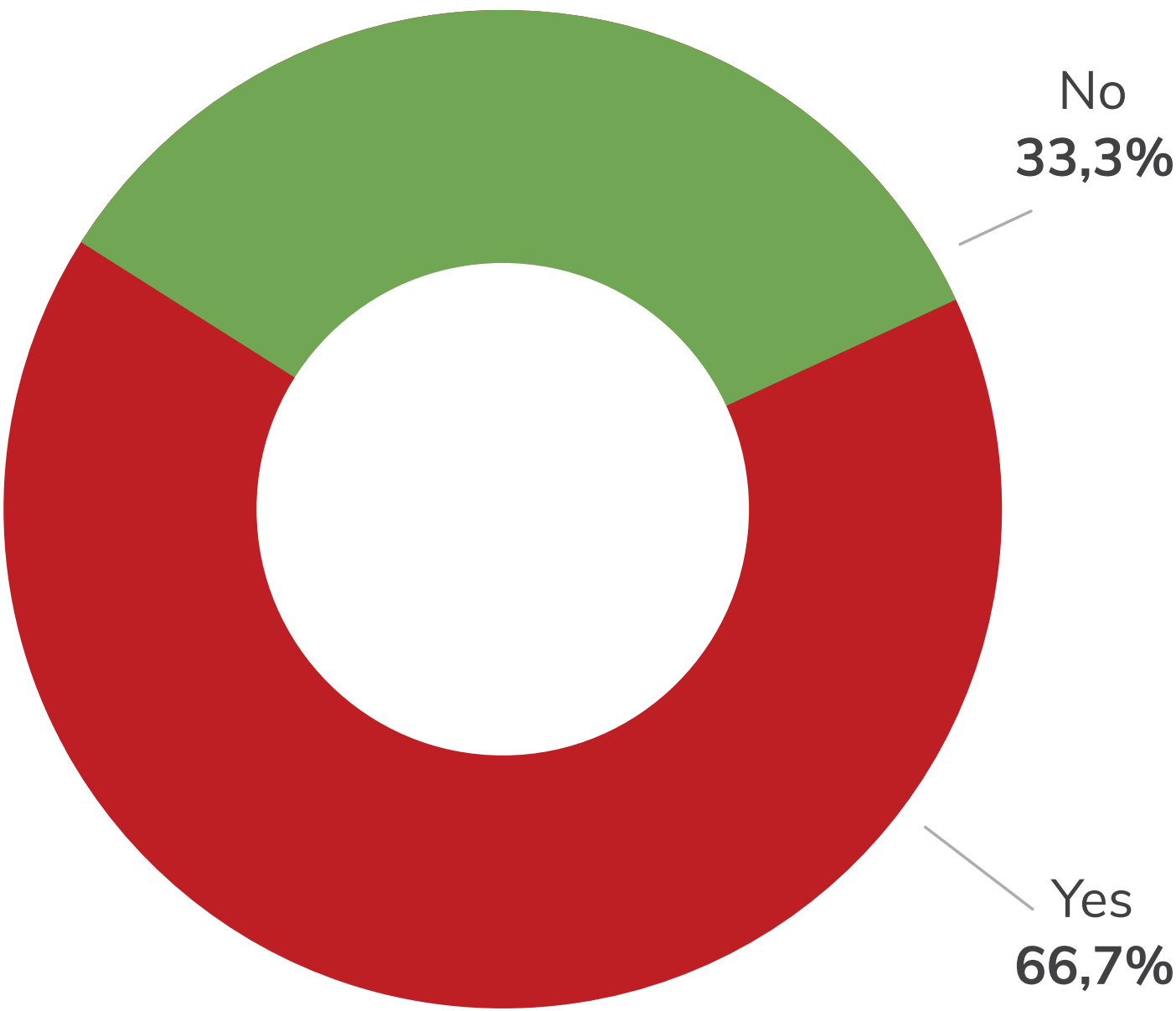
By implementing this policy in 2020 AwareGO’s objective was to make employees feel confident about improving efficiency and productivity, as well as finding new ways towards personal development and success.

Despite pandemic year 2020, AwareGO employees did their best, given the circumstances, to participate in the development programs and activities.

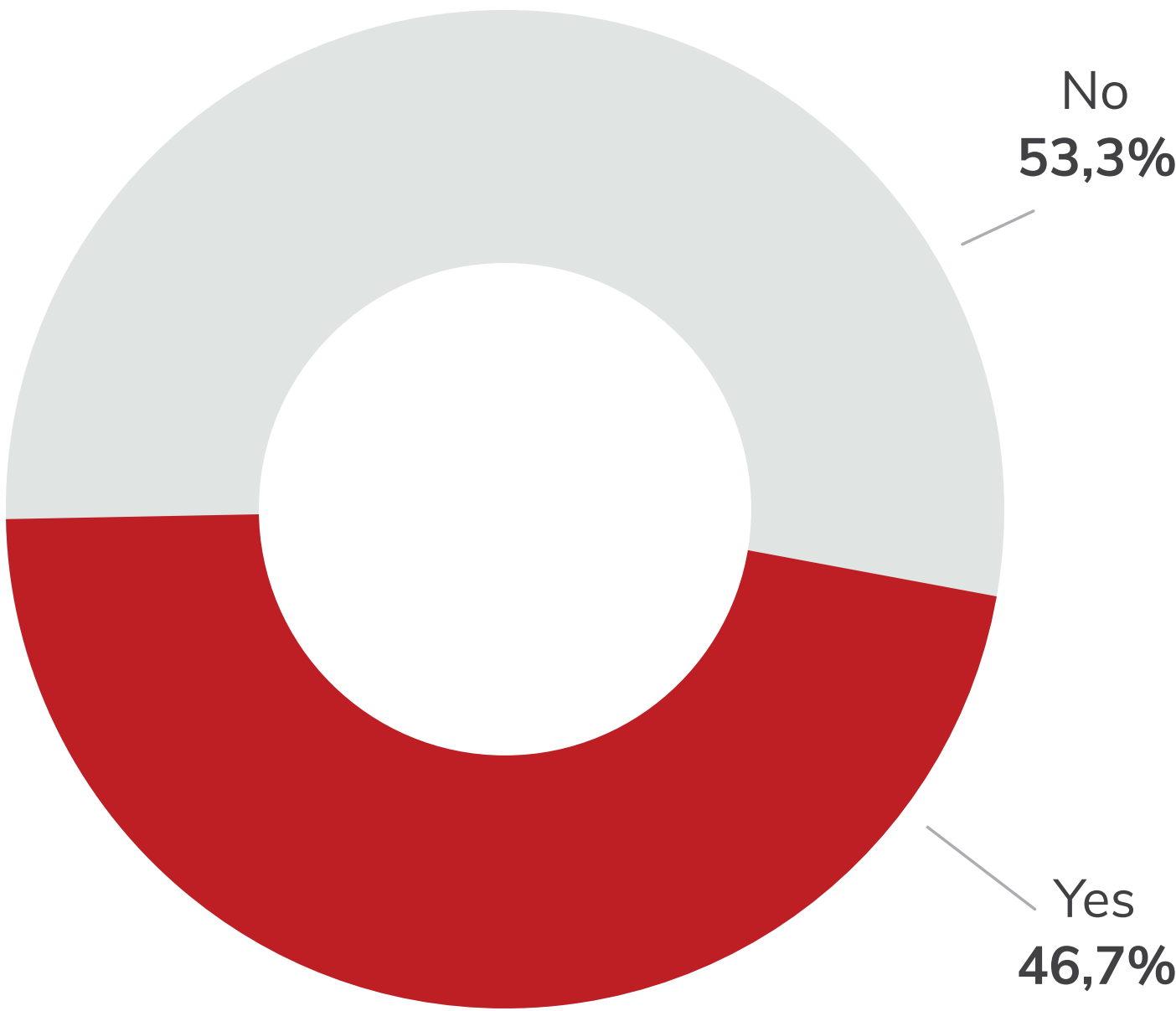


# EMPLOYEE EDUCATION

In the year 2020 did you attend conferences, seminars/webinars, or any other educational or informational events, free or paid, related to your job at AwareGo?

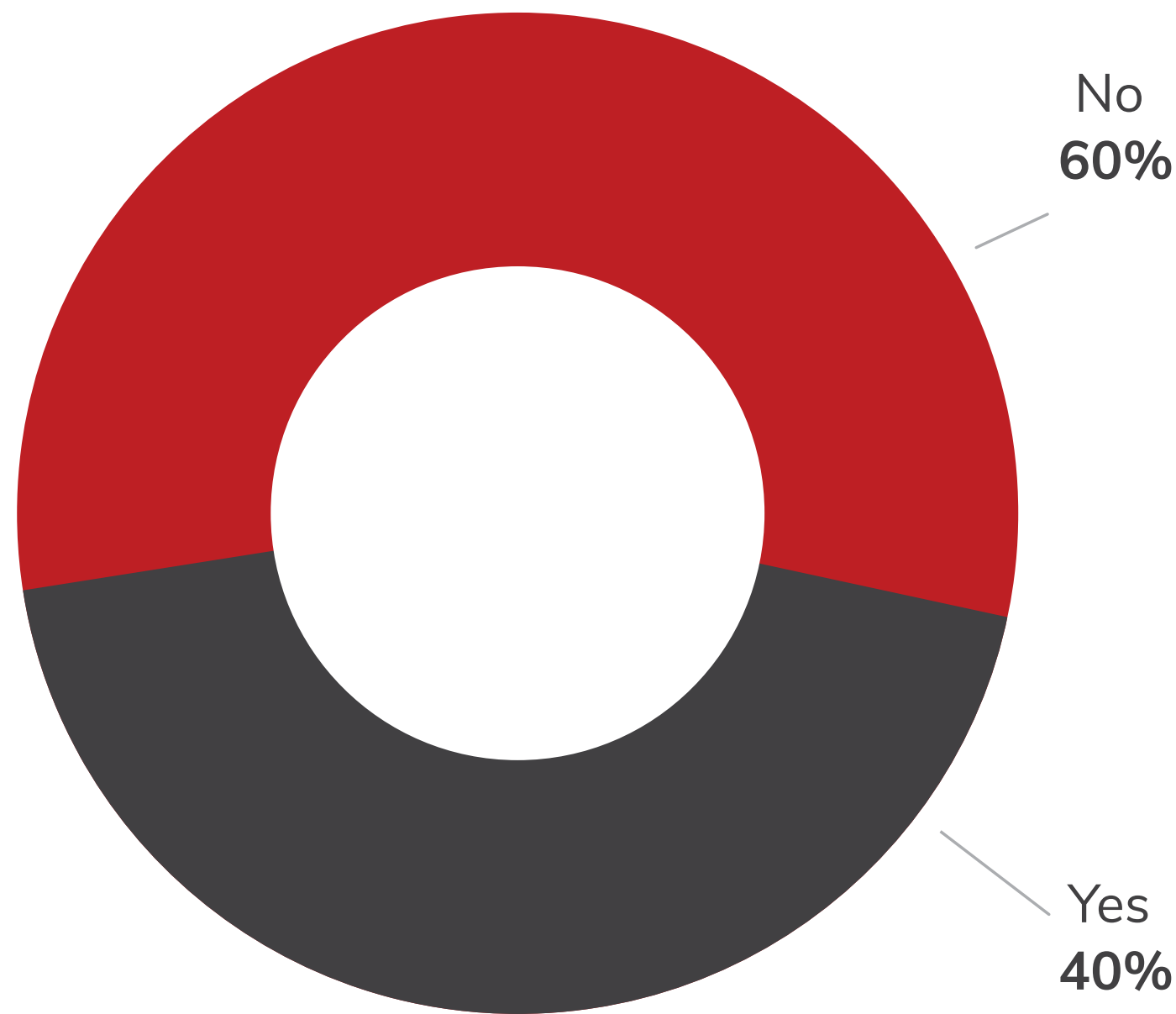


In the year 2020 did you enroll in any type of educational program for your personal education, for example, University courses, certifications, or courses to finish a degree of any kind?

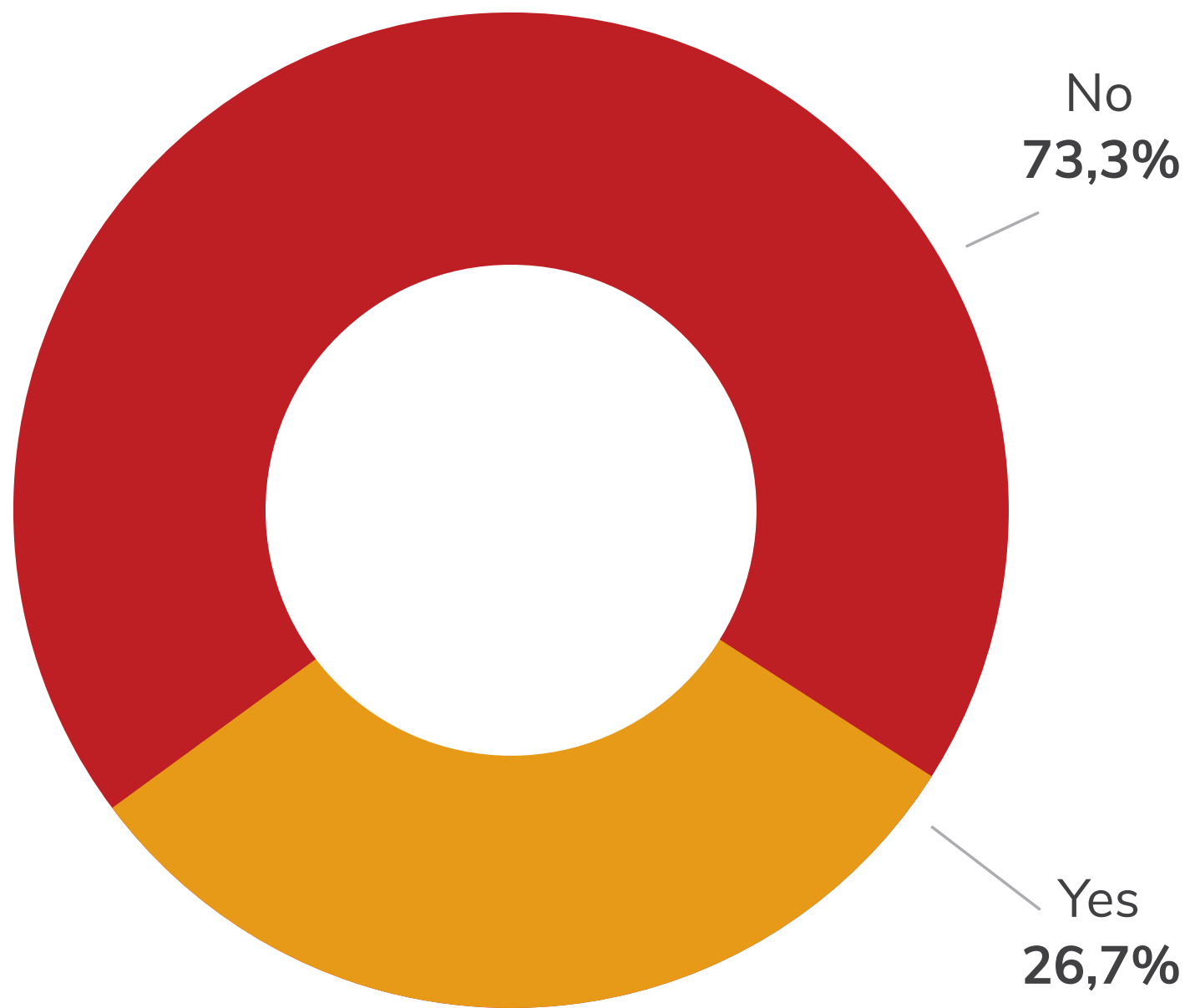


# EMPLOYEE EDUCATION

In the year 2020 did you attend any type of educational event, such as class, seminar, webinar or conference during working hours?



In the year 2020 did you apply to AwareGO to pay admissions fees to a conference or seminar related to your job?



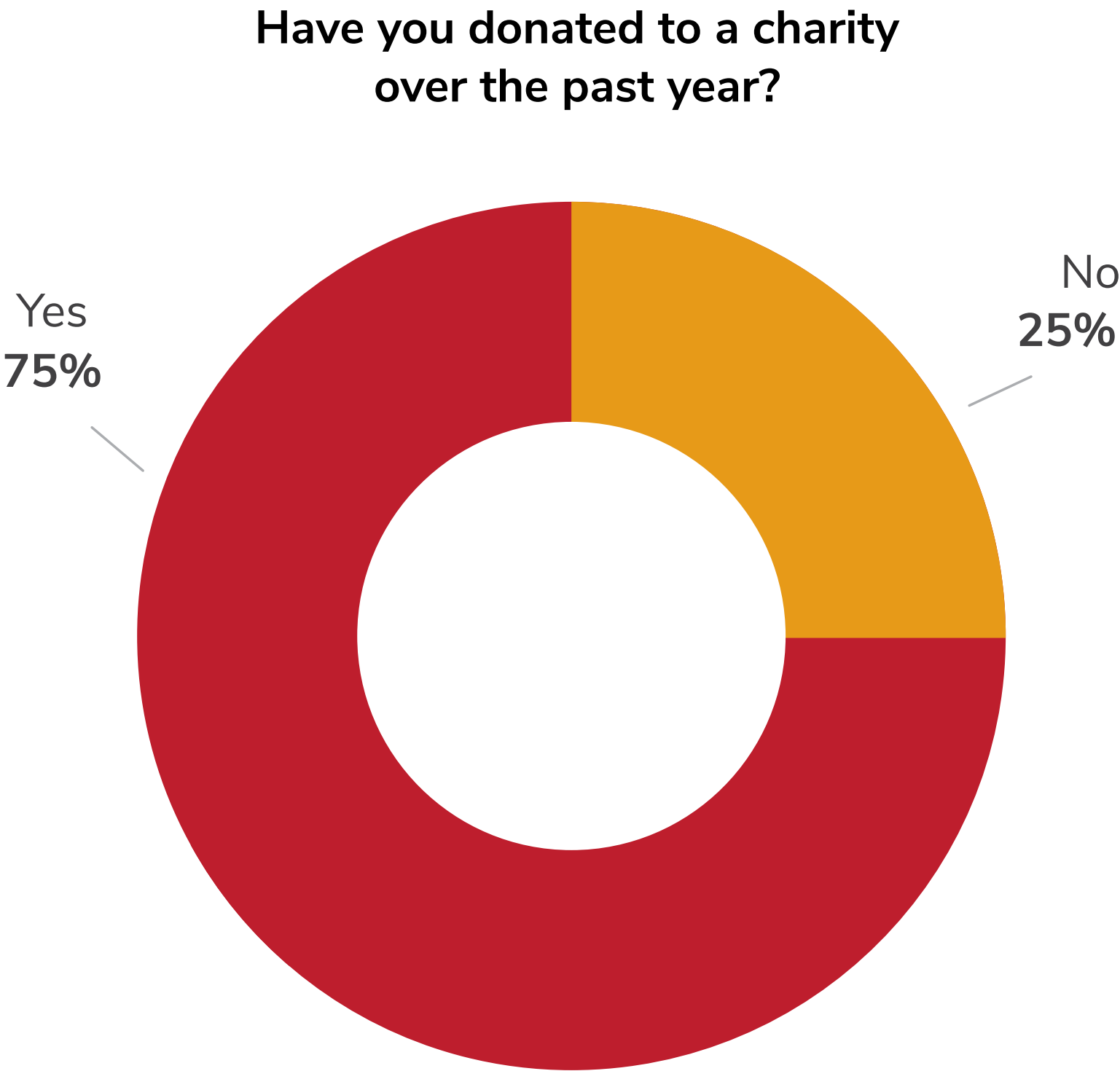


# AWAREGO SOCIAL RESPONSIBILITY

Corporate social responsibility comes in many forms and also helps articulate and reiterate the values of the company. AwareGO demonstrated its responsibility through a couple of initiatives whose purpose was to impact social change and raise awareness.

### Charitable giving

In 2020, AwareGO made donations to charitable causes by making an offer to its employees that it would match their donations over the past year. Also, every Icelandic employee got a 10.000 ISK donation voucher from AwareGO to choose their own charity they want to donate to. 100% of employees accepted the voucher and donated to various charity organizations for good causes. The total donation amount was 140.000 ISK.



# AWAREGO SOCIAL RESPONSIBILITY

## Carbon footprint

For estimations and calculations of how much AwareGO carbon footprint is, the framework of Festa Climate Meter was followed. The total global greenhouse gas emissions (Scope 1, 2 and 3) by AwareGO's business activities are estimated to be about 4206 CO2 tons in 2020.

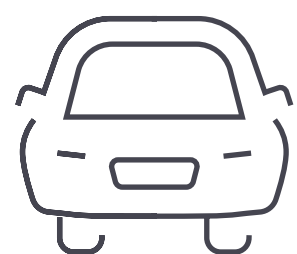
Also, being aware that the choice of cloud provider is likely the biggest source of company's emissions, AwareGO decided to analyse its supply chain.

AwareGO evaluated its supply chain by doing research on what AwareGO hardware suppliers are doing regarding sustainability matters so it's more transparent where the hw comes from and how the producers are handling common sustainability concerns. AwareGO uses cloud services from AWS due to their commitment to transferring their entire energy consumption used in data centers to renewable energy in the near future.

Other environmental initiatives have been set up ranging from reducing the use of all raw materials, energy and supplies (eg. paper printing, lights, water) and striving to reduce business travel and promote alternatives wherever applicable, up to promoting alternative and sustainable commuter transport options for employees (eg.bike, walking).

All these initiatives are intended to determine the current state of CO2 emissions by AwareGO business and company operations and reduce the carbon footprint even more.

# AWAREGO SOCIAL RESPONSIBILITY



## Scope 1 Driving & Travel

Direct emissions from sources owned or controlled by the company

Total emissions  
**3765**



## Scope 2 Purchased electricity

Indirect emissions from electricity purchased for company's own use

Total emissions  
**0.286**



## Scope 3 Landfill emissions & organic waste

All other indirect emissions produced in the value chain of the company

Total emissions  
**440**



## Final result

Total greenhouse gas emissions

**4206**

Total bond release

**4203**



## OUR CONTRACTORS AND SUPPLIER DIVERSITY

During 2020, AwareGo maintained stable relationships with all local and international suppliers and established four new supplier partnerships.

Our contractors are treated as members of our team just as our employees, and we value them as such. AwareGO is working to include small and diverse businesses among its sources of supply and help these businesses develop into competitive suppliers. We work closely with local, small to medium and diverse suppliers to help them understand the AwareGO business model and other elements of our business and sustainability strategy.

Number of our contractors more than doubled in 2020 and today AwareGO successfully collaborates with five vendor companies from different areas that help AwareGO grow and thrive.

Part of growing sustainably is ensuring our suppliers work in line with our standards around responsible sourcing, sustainability and human rights and we hope to inspire our contractors and suppliers to demonstrate our values of respect, responsibility and pioneering towards our planet and people. Whether it's our sustainable sourcing commitments, targets around plastics

or expectations around safe and fair working environments, we rely on the expertise and integrity of our contractors and suppliers to raise industry standards.

We make sure our contractors and collaborators are also gender-diverse. For instance, our contractors in Croatia have an almost 50/50 male to female ratio. We also try to display an equal gender and ethnic diversity when it comes to our content and avoids stereotypes at all costs.

It's worth mentioning that AwareGO is still a startup company. Our ambition is to continue to keep this information transparent as we grow.

# OUR CONTRACTORS AND SUPPLIER DIVERSITY

 <b>resonate</b>	<b>SNARK</b>	 <b>vendo</b> SOLUTIONS	 <b>A E X U S</b>	<b>geko</b>	 SMART LAW fabrik	<b>Cyber Minds</b>
<b>Resonate Digital</b> Product design and innovation advisory	<b>Snark</b> Film and video production	<b>Vendosolutions</b> Salesforce in DACH region	<b>Aexus</b> Salesforce in Nordic region	<b>Geko</b> Hiring agency	<b>Smart Law Fabrik</b> Legal Tech	<b>Cyber Minds Ltd</b> Information technology consultancy activities



# THE UN GLOBAL GOALS

**When it comes to sustainable goals we started small, conducting short meetings with our staff to measure and discuss what would be our main sustainable goals. We have been committed to this from day one, in the best way possible, and aim to keep the sustainable goals alive within the company culture as we grow.**

Although we are still a fairly small company, one of our biggest ambitions is to be active in our commitment towards sustainable goals. We have been using the Icelandic government's sustainable commitments to get started which gives us a benchmark to measure and helps align us with the country's goals.

As we delved further into this and established our value chain, the final outcome was that data protection, technology, environment, and cyber hygiene are our biggest concerns, as is transparency in governance.

We do focus on our community for further social responsibility and aim to participate in numerous team-building events that support our society and our team members.

We have selected the goals that best fit our company and which we are dedicated to working towards. Below is a list of the UN Global Goals that are most important to us and to which we plan to contribute.





# THE GLOBAL GOALS



## Goal 3: Good health and wellbeing

Relation to the Icelandic government's priority objective: 3.4

**Our objective:** To increase our contribution to better health within the company. Participating as a team in various health-friendly competitions.

**Our Result:** AwareGO organized an event calendar that contributed to developing a healthy business culture among employees and resulted with team collaboration and improved communication. AwareGO participated in the “30min Activity Competition” event and 12 employees achieved a total time of 100.5h spent doing any recreational activity. Also, 75% of AwareGO employees participated in the running competition “Lífshlaupið”.



## Goal 4: Quality education

Relation to the Icelandic government's priority objective: 3.4

**Our objective:** AwareGO supports NGOs like NetHope by offering our training for free to all subsequent organizations working with Net Hope. We plan to contribute to Net Hope with knowledge and product.

**Our Result:** Despite pandemic year 2020, AwareGO employees invested time and effort to participate in the educational programs and activities and acquire new skills. In 2020, 66.7% of AwareGO employees attended conferences, seminars/webinars, or some educational or informational events, free or paid, related to their job.



## Goal 5: Fair and equal pay

Relation to the Icelandic government's priority objective: 5.1

**Our objective:** Reduce the wage gap.

**Our Result:** Goal was to diminish the wage gap with more diverse hiring and additional staff which was achieved and the wage gap is now cut from 38% to 31% when compared to last year. There were 6 male employees on the payroll and 2 female employees whereas in 2020 AwareGO team increased to 10 male employees and 10 female employees.

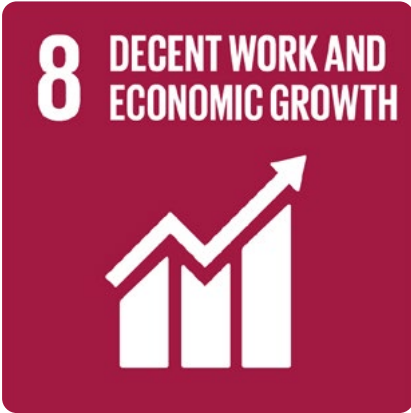
# THE GLOBAL GOALS



**Goal 6: Clean water and sanitation**  
Relation to the Icelandic government's priority objective: 6.3

**Our objective:** Help reduce pollution by implementing reusable water bottles, recycling, using second-hand office furniture when possible, using less paper, using zoom for meetings to minimize the need for international travel, educating ourselves by watching Ted talks on clean water.

**Our Result:** AwareGO members have put a lot of effort to be an example to the community when it comes to recycling. Activities performed to reduce waste: using reusable water bottles, not printing unless necessary, recycling our waste as much as possible, using mostly second-hand office furniture etc.



**Goal 8: Decent work and economic growth**  
Relation to the Icelandic government's priority objective: 8.2

**Our objective:** Hire at least two new employees and contribute to innovation and employment growth in the near future.

**Our Result:** AwareGO expanded its team and grew in number of employees drastically when compared to last year. There have been 7 new hires (4 in Reykjavik office and 3 in Prague office) so the number of employees was basically doubled, adding some exceptional talent and experts to AwareGO team.

# THE GLOBAL GOALS



## Goal 10: Reduced inequalities

Relation to the Icelandic government's  
priority objective: 10.3

**Our objective:** We are working on a manual to help employee onboarding and creating employee policies to further empower our employees. We are more aware of the equality status within the company when hiring new employees and are committed to making our hiring process transparent to ensure gender equality.

**Our Result:** AwareGO Employee Manual has been created and it's now integrated in the employee onboarding process as a handbook that serves to all new employees to easily integrate to the team and learn more about the company history, values and company culture. Gender balance was also addressed in the past period and the number of women hired by AwareGO increased in almost 60% than last year.



## Goal 11: Sustainable cities and communities

Relation to the Icelandic government's  
priority objective: 11.6

**Our objective:** Reducing waste by being mindful of our own waste, recycling, and choosing second-hand office furniture. Helping out by cleaning the beaches with our employees.

**Our Result:** AwareGO team was mindful of handling office waste and recycling and to be able to measure the impact AwareGO calculated its carbon footprint which is a total greenhouse gas emissions of 4206 tons. This number serves to define a new target for the next year's goal.

## All of our goals are related to the Icelandic government's priority objectives

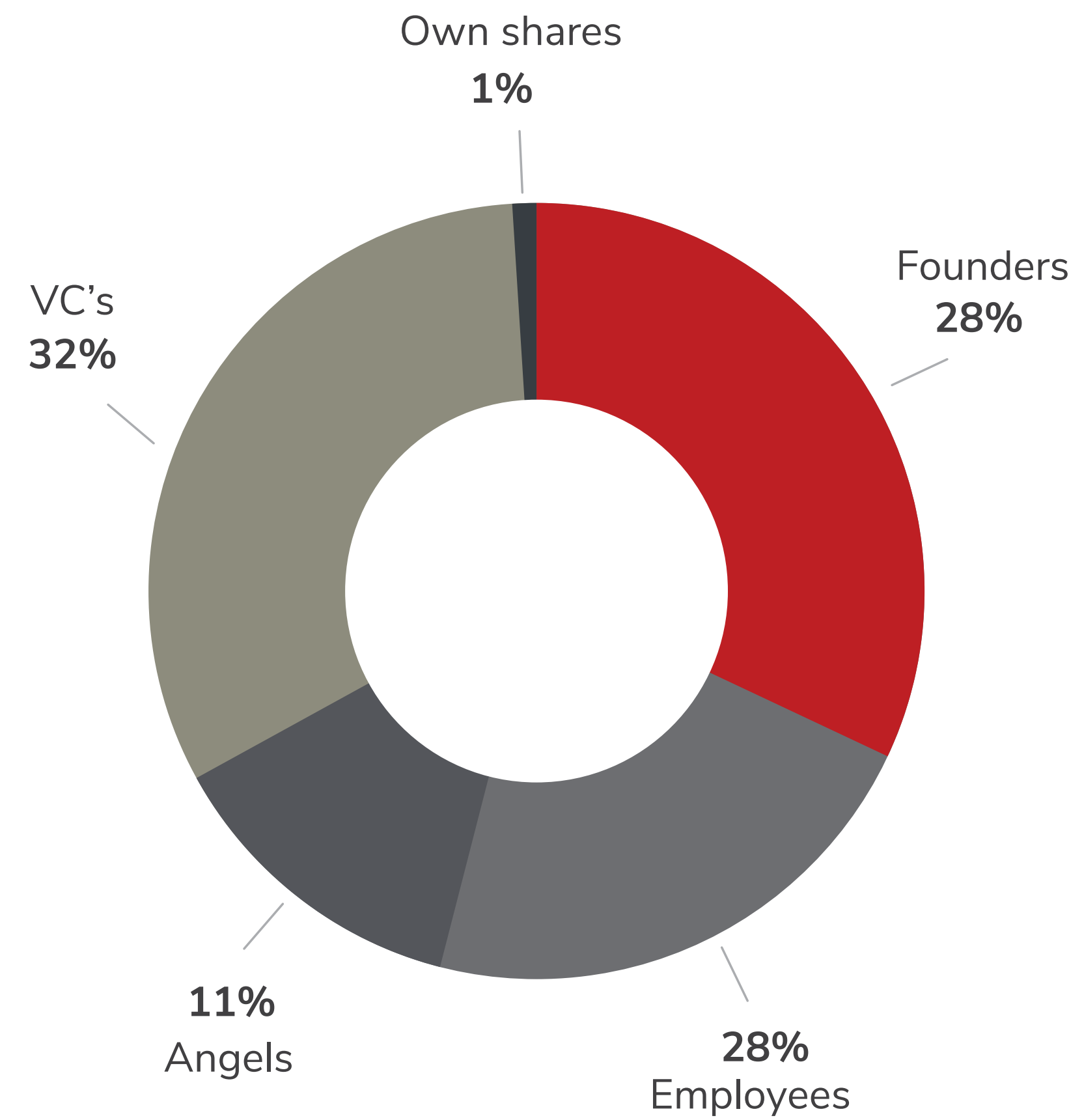
In addition to working with employees and senior management, we have been committed since day one to follow and support the UN Sustainability Goals

in this report. We have used the B Impact program to lead us down the right path as well as following the Nasdaq ESG standards where applicable.



# The Governance

# GOVERNANCE



AwareGO believes that good corporate governance practices serve the long-term interests of shareholders and strengthen the Board and company management.

AwareGO leadership is aware that executing sustainability initiatives and achieving targeted goals requires strong corporate governance at multiple levels of our businesses. Leadership vision is very important as well as ensuring a commitment to effective operational implementation.

Our governance principles help in creating the structure that defines the roles, rights, and responsibilities of different teams within the organization and AwareGO's commitment to Sustainability.

# OUR CONTRACTORS AND SUPPLIER DIVERSITY

## Significant changes in AwareGO and its Supply chain

In February 2020, Eyrir Invest moved their shares from Eyrir Invest to Eyrir Ventures.

In March 2020, Eyrir Ventures gained more shares in AwareGO which made them the largest shareholder in AwareGO as seen in the Cap table.

In December 2020, Eyrir Venture Management converted five loans to shares.

These are the only major changes.

## Frequency and structure of board meetings

AwareGO Board meetings are held on a regular monthly basis and the CEO attends all meetings. The board uses Boardable to structure and record the minutes of meeting. All business data and documents are saved in a data room in the Boardable program.

In 2020, the Board was introduced and presented with the annual GRI report and updates on created sustainability initiatives and employee policies.

Communication between shareholders, board, and the CEO

Regular shareholder meetings are held once per year. Shareholders are contacted by the CEO four times a year via email communication, more often if needed.





**Responsibility of the board**

Agreeing on long term vision and strategy for the company with the management board is one of the main responsibilities of the board. The board builds a strategy for the company and makes sure that it is in alignment with the company’s goals and vision: One vision - One strategy. This strategy is reflected in the company’s short term strategy and goals which are reflected in financial forecasts, tasks, and goals we want to obtain within a specific time period. These are both financial and predefined goals we want to obtain, broken down by months with comparison to actuals. The board is also responsible for hiring and/or firing the CEO, assisting in accessing finance if needed, assessing risk factors, etc.

**Board members**

The board consists of two members and a chairman. The chairman is voted in on the first meeting after the annual shareholder’s meeting.

**Structure of decision making within the board**

There is a set agenda for every board meeting. Plans and proposals are available well in advance of the meetings. There is a lot of information flow and consultation between meetings. One vision - One strategy and much unity.

**The board’s involvement in implementing sustainability**

The board is fully involved in implementing UN sustainable goals. The board fully participates in keeping the business transparent and reporting matters that apply.

# OUR CODE OF ETHICS

**AwareGO’s code of ethics is a reflection of our culture and expresses our commitments with regard to all of our employees and clients, investors, and stakeholders, with a particular focus on fostering honest and transparent relationships and sustainable development.**

As a responsible company that cultivates the mission of making the world a more cyber secure place and the vision of education by encouragement and empowerment, our actions are governed by two basic principles considered to be guiding principles in our day-to-day activities:

+ **Honesty**

At AwareGo we value honesty in our professional and business relationships and we are truthful about the services we provide. We work within the concept of our No blame - No shame policy, which empowers our people to become the best they can.

+ **Transparency**

We are transparent about our work and progress, our SAT (Security Awareness Training) content and development process, HR policies, public revenue, and investments. We cherish a transparent workplace where we facilitate healthy relationships among our employees. We want to build strong relationships with our employees, clients, and partners and that involves open communication, honesty, regular feedback, respect, admitting mistakes, and offering praise.



## OUR CODE OF ETHICS

It is the responsibility of each and every one of us, both managers and employees, across all our teams and locations, as well as those of our vendors and partners, to ensure that these values are properly disseminated and that our principles are respected.

Although AwareGO operates in many countries around the world and our colleagues are citizens of nations with varying laws, regulations, and customs, AwareGO's commitment to conducting business according to the highest standards of ethical conduct applies across national boundaries. Therefore, all AwareGO employees are required to read and comply with this Code.

Our Co-founder, Helga Björg Steinhorsdottir ([helga@awarego.com](mailto:helga@awarego.com)) is available to answer any questions which may arise regarding how to apply this code of ethics in the course of performing your role and duties as a valuable member of the AwareGO family.





# Appendix

# CYBER HYGIENE

## Introduction

In this era of digital technology, individuals and businesses rely extensively on the Internet, third parties, and information being stored on various devices. This has called for greater emphasis on and control of the protection of data against cyber threats.

Keeping data safe and protected against cyber threats is the key goal of a good cyber hygiene strategy and practices. AwareGO sees its role and duty in helping organizations to implement such strategies and practices in order to protect personal and business data. Most importantly, this includes educating employees on how to stay vigilant against cyber-attacks and how to classify and protect data.





# CYBER HYGIENE

## Cyber hygiene best practices

- ✓ Identify and document all hardware, software, and online applications used by the company.
- ✓ Identify and document the company's IT supply chain: third parties as well as extended fourth parties and/or contractors/consultants.
- ✓ Ensure adequate security controls on all systems: this includes installing reputable antivirus and anti-malware software on systems and ensuring they are updated to the most recent signature set.
- ✓ The use of appropriate network configurations (ie. only opening up required firewall ports etc.) and user access controls to websites, email, and other resources will prevent unauthorized access to sensitive data and workloads.
- ✓ Apply vendor patches and updates to applications(including web browsers) and operating systems as they become available, to ensure that the company is using the most secure and 'bug' free version of an application. This also ensures the use of the most recent functionality.
- ✓ Enforce the use of strong, rotating passwords.
- ✓ Conduct security awareness programs to teach colleagues how to protect sensitive data hosted in business applications and systems.
- ✓ Use multi-factor authentication as an additional layer of protection, where possible.
- ✓ Enforce encryption of devices and other media that contain sensitive data — including laptops, tablets, smartphones, removable drives, backup tapes, and cloud storage.
- ✓ Regular and consistent back-ups of data, operating systems, and configurations will provide resilience in the event of; compromise, cyber attack, system failure, or other unexpected events.
- ✓ Enforce least privilege access controls at all permission levels to minimize the risk of insider threat, whether intentional or unintentional. Administration access should be managed through break glass procedures and only used when required.



# CYBER HYGIENE

## Benefits of cyber hygiene practices

Implementing cyber hygiene best practices brings benefits which are not just protection from outside attacks, thefts and unauthorized access but also cost-effectiveness and empowering employees to play their part in protecting their personal and business data and network. There are three key benefits of using cyber hygiene best practices:

- ✓ **Security** Implementing cyber hygiene best practices works in favor of effective and easy-to-follow routines and procedures, and at the same time enables a tangible and cost-effective way of reducing the risks of cyber attacks.
- ✓ **Maintenance** Systems that are regularly and well-maintained are less vulnerable to cybersecurity risks.
- ✓ **Education and empowerment** Raising awareness and educating employees about cyber hygiene best practices should be considered a companies long term investment in its employees. Cybersecurity education can mitigate the costly consequences of data breaches and other cyber threats.

# DIGITAL SUSTAINABILITY

All the data and information that we create, send, share, and store, creates a data environment that needs to be protected and taken care of just as much as nature through environmental initiatives and policies.

Cyber hygiene is everyone's responsibility and by integrating the cyber security best practices in our everyday work, we contribute to the sustainability of products and services.

This means that we should be aware of and constantly questioning the data we are creating, sharing with others, streaming and storing while keeping in mind that much of the data used through digital technologies are leveraged by various industries for the benefit of environmental

sustainability such as energy suppliers who are using it to optimize energy consumption and create sustainable products.

All businesses supported by digital technologies inevitably become energy-hungry and resource-intensive. Digital sustainability is up to all of us if we are well educated and aware of the chances of decreasing our digital footprint and protecting ourselves from cyber risks are much higher.

When evaluating ways to minimize the digital footprint of our businesses and increase digital sustainability, we can introduce a "digital-first" mindset. To abolish the use of physical information and achieving a paperless business we can explore the following :

- ✓ Energy savings and energy reduction during production or development process
- ✓ Introducing a "digital-first" mindset, to abolish the use of physical information and achieving a paperless business
- ✓ Reduced usage of non-renewable resources during the manufacturing process
- ✓ Working in partnerships and leveraging the opportunities for collaboration with other businesses. A good example is our LMS which can be used by or in collaboration with other companies instead of everyone spending resources on creating their own.



## DATA PROTECTION

Cyber security is a company-wide concern. Addressing cyber risk requires an organization-wide and cross-functional approach with the integration of cyber security within the business strategy. The board and senior management play a vital role in creating the organizational and cultural environment for such a joint approach. Companies should recognize the risks involved and take steps to ensure that they are prepared for the day that their company may be compromised.





**Over the past years, the media has reported many victims of data breaches (Marriott Starwood, British Airways, T-mobile, Facebook, TalkTalk, Target, etc.).**

No matter the company size or popularity, every business and its employees is a possible target for cyber attack. Cyber incidents hurt the company's credibility, reputation, customer service, and can cause big financial losses.

It may seem that a company's data security is an obligation that is taken care of by simply implementing a couple of security measures and network firewalls. The fact is that data breaches are cyber attacks that impact personal data and privacy and therefore people's livelihood.

It's crucial that all employees who are also consumers of certain Internet services, mobile applications and software programs understand

their rights as to how and why their personal information is collected, used, and stored. With the implementation of the EU General Data Protection Regulation 2016/679 (GDPR), the customer/consumer must consent to the use of their personal data and it must be explained to them before the information is processed.

Companies are very aware of the impact of a data breach but they lack proper information on how to protect their data and where to start with security training.

At AwareGO, we focus on data protection. It is the core of our business which was transformed into educating and empowering employees to make

better decisions when it comes to cyber security issues. It teaches them good practice cyber secure behaviors and puts the matter forward in a relatable way.

Our specialist industry experience and global perspectives enable AwareGo as experts to create and provide bite-size and high-quality training videos about data protection, at an affordable price. By offering our top-quality Security Awareness Training (SAT) content for the training needs of many companies and organizations. The AwareGo mission is to make an impact on the resiliency of companies' cyber security best practices and in doing so, support digital ecosystems internationally.

# GRI index page

# GRI INDEX PAGE

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# GRI INDEX PAGE

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# STAKEHOLDER ENGAGEMENT

GRI disclosure		Location & notes	PG	UNSG	ESG
102.40	List of stakeholder groups	List of stakeholders	P. 15		
102.41	Collective bargaining agreements	Employee Agreements, employee policies	P. 5,6,7,36, 37, 38, 39	G3 G4	S3
102.42	Identifying and selecting stakeholders	Identifying stakeholders	P. 4, 14, 16, 18		
102.43	Approach to stakeholder engagement	Stakeholders	P. 14, 15		
102.44	Key topics and concerns raised	Message from CEO, Vision	P. 5,6,7, 13, 61-65		

# REPORTING PRACTICE

GRI disclosure		Location & notes	PG	UNSG	ESG
102.45	Entities included in the consolidated financial statement	The financial statement in whole is included in this report	P.5, 6, 9, 35		
102.46	Defining content and topic boundaries	About this report	P. 4, 19		
102.47	List of material topic	About this report	P. 21, 22		
102.48	Restatements of information	About this report	P.4, 18, 19		
102.49	Changes in reporting	About this report	P. 4		
102.50	Reporting period	Calendar year 2019	P. 4		
102.51	Date of most recent report	"N/A - this is the AwareGO's first GRI report "			
102.52	Reporting cycle	Annually	P. 4		
102.53	Contact point regarding questions regarding the report	helga@awarego.com			



# REPORTING PRACTICE

GRI disclosure		Location & notes	PG	UNSG	ESG
102.54	Claims of reporting in accordance with the GRI standards	From the CEO Ragnar Sigurðsson	P. 5, 6, 7		
102.55	External assurance	GRI Index	P. 67, 68, 69, 70, 71		
102.56	Non discrimination	AwareGO's Employee Manual	P. 38	G10	S10
401.1	New employee hire	Our Employees	P. 9, 31, 32, 33, 34	G5 G8	S3
405.1	Board diversity	Governance	P. 34	G10	S10
418	Data privacy	Data protection	P. 65	G8	S9

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