

Gramex Sustainability Program 2025-2030

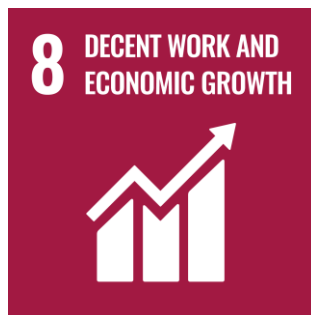
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Priorities for sustainable development

Significant changes in the operating environment, such as ecological unsustainability, increasing inequality, digitalization, artificial intelligence, and the data economy, create new demands for Gramex's operations.

We have identified the following Sustainable Development Goals (UN) as essential for our operations:



- **Good health and well-being:** A healthy workforce is the cornerstone of the quality of our work. By investing in the work community, we can support the well-being of our employees..
- **Decent work and economic growth:** Fair distribution of copyright remunerations is Gramex's core mission. We have the opportunity to distribute income to rights holders transparently and to find business-driven licensing models for music users.
- **Reduced inequalities:** In the materiality analysis of Nordic music copyright organizations (2024), equality and diversity were brought to the forefront. Through our own actions, we can influence the realization of equality in our community, ensure the fair distribution of copyright funds, and focus on diverse representation in communication and events..
- **Peace, justice and strong institutions:** Our goal is to be the best partner. Involving employees and customers plays a key role in service development and ensuring workplace well-being.

We want to be among the best music licensing services in the world.

We promote a society in which phonogram music produces well-being, sufficient income and added value for performers, producers and music users.

WAYS TO WIN

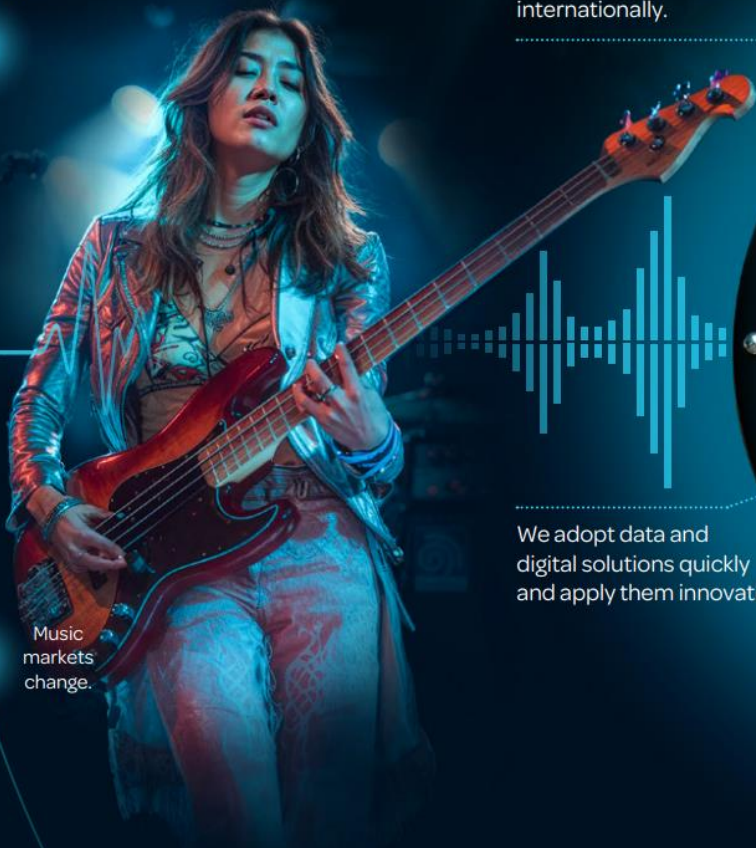
Changes
are made to
laws and rights.

Our distribution is quick, accurate
and of the highest quality
internationally.

We are a flexible partner that promotes
the use of music in different situations
and makes it easier.

Technological
development
brings new
competitors.

Competition
for resources
intensifies.



Music
markets
change.

Global instability
increases.

We adopt data and
digital solutions quickly
and apply them innovatively.



We are the best
workplace for experts,
where people feel good
and enjoy their work.

As an expert and a responsible opinion leader in society,
our positive impact is bigger than our size.



OUR VALUES

We want to be the best partner and an insightful expert.

Our Vision

Our goal is to be one of the best - and therefore one of the most responsible – Music lisencing services in the world.

Gramex's mission and the themes of the sustainability program

Gramex promotes a society where phonogram music produces well-being, sufficient income and added value for performers, producers and music users.



A thriving and learning work community



Climate and resource smart Gramex



A pioneer in the reliable data economy



A responsible partner and influencer



A thriving and learning work community

Well-being is the basis for the quality of our work.

Objectives

- Our staff are doing well.
- We recognise the strengths of our staff and enable their development and the diversity of our whole community.
- We are an equal working community and our staff are managed equally.
- We intervene in problematic situations.
- We discuss and communicate issues openly, involving in particular the people who are affected by the issue.



A thriving and learning work community

Well-being is the basis for the quality of our work.

For example, we have already done this

- We have introduced a skills development incentive.
- We involve our staff in many different ways.
- We have well-being incentives in place, such as ePassi and occupational health care.
- We have outlined our common policies in the staff handbook.
- We ensure proper introductions for both trustees and employees.



A thriving and learning work community

Well-being is the basis for the quality of our work.

Examples of good practice

- Our travel rules are drafted with consideration for well-being and recovery.
- We are developing **pay transparency**.
- We remind and educate staff about existing practices **for handling problem situations**.
- We will introduce a regularly recurring questionnaire to assess the development of staff skills.



A thriving and learning work community

Well-being is the basis for the quality of our work.

Metrics

- Well-being at work survey.
- Monitoring personal competence targets and measures during development interviews.
- "What I have learned" questionnaire.
- A review of staff and board diversity.



Climate and resource smart Gramex

We procure, move and operate in an environmentally responsible and resource efficient way.

Objectives

- We aim to reduce emissions from our own operations.
- We travel to the office and carry out business trips in a sensible and low-emission manner.
- We buy only when needed and responsibly.



Climate and resource smart Gramex

We procure, move and operate in an environmentally responsible and resource efficient way.

For example, we have already done this

- We recycle unnecessary office equipment and furniture.
- We prefer intangible gifts.
- We have reduced paper printing and mailing and converted GramexPress to an electronic format.
- We follow a responsible investment program.
- We use IT equipment long term.



Climate and resource smart Gramex

We procure, move and operate in an environmentally responsible and resource efficient way.

Examples of good practice

- We calculate the carbon footprint of our own operations and refine the climate targets of our sustainability program based on the calculation.
- Commuting to work: We encourage employees to bike to work by offering a bike benefit or an electric bike option.
- Commuting: **we created a travel guide** to encourage the most environmentally friendly mode of transport.
- Procurement: we set up **guidelines for responsible sourcing**.



Climate and resource smart Gramex

We procure, move and operate in an environmentally responsible and resource efficient way.

Metrics

- Number of trips using air travel.
- The carbon footprint of your own activities.
- Percentage of responsible investments.



A pioneer in the reliable data economy

We are a trusted and secure leader in the data economy.

Objectives

- We are developing the transparency and accuracy of distribution while building international collaboration on the subject.
- We will continue to improve the quality, quantity and processing of data.
- We will continue to improve our information management processes.
- We will maintain our high level of data security and protection.
- We ensure that Gramex services reach different customer groups.
- We will enhance the transparency of our operations and access to information



A pioneer in the reliable data economy

We are a trusted and secure leader in the data economy.

For example, we have already done this

- We are involved in international data and technology development projects related to copyright management. These projects increase the speed, transparency and accuracy of distribution.
- Our distribution is based on data, i.e. the actual use of phonograms.
- We use data for external communication.
- We have paid attention to data security and protection.



A pioneer in the reliable data economy

We are a trusted and secure leader in the data economy.

Examples of good practice

- We are constantly improving the availability and movement of **data**.
- We are continuously improving **communication, transparency** and **processes related to distribution**.
- We are developing **statistics on distributions** and the **publication of data**.
- We provide **information security and protection training** for staff.
- We treat **our customers equally** and ensure and monitor that every customer contact is responded to.



A pioneer in the reliable data economy

We are a trusted and secure leader in the data economy.

Metrics

- Accuracy, speed and cost of distribution.
- Stakeholder survey.
- Communication of the transparency report's contents and scope
- Volume of data-driven content production.



A responsible partner and influencer

We promote responsible collective management by leading through example and collaborating.

Objectives

- We are engaging the recording industry sector in sustainability work - especially on gender equality issues, and also on reducing our carbon footprint.
- We ensure that sustainability is implemented in partnerships.
- We promote a functioning copyright system.



A responsible partner and influencer

We promote responsible collective management by leading through example and collaborating.

For example, we have already done this

- We treat our user customers equally and rights holders equally.
- We advocate responsibly and openly.



A responsible partner and influencer

We promote responsible collective management by leading through example and collaborating.

Examples of good practice

- We will publish a brief version of the **sustainability program** on our website and **communicate** about it.
- Before we enter into a partnership, we make **an internal assessment of the responsibility of potential partners** and raise potential risks in negotiations.
- We promote the development of **a culture of helping** among sister organisations.
- Together with others, **we encourage and build** different career paths in music.
- We are involved in creating international standards for processing remunerations.
- We use our voice in societal discussions to advocate for **strengthening copyright**.
Additionally, we defend the **role of music** in society from the perspectives of welfare and the economy.



A responsible partner and influencer

We promote responsible collective management by leading through example and collaborating.

Metrics

- Customer and stakeholder surveys and feedback.
- Number and quality of cooperation projects.
- Stakeholder meetings.
- Communication metrics: e.g. quantity and quality of customer communications, media monitoring and digital content metrics.

