



ZETADISPLAY 2025

Sustainability Report

Sustainable Communications Solutions

As a European industry leader¹ in digital signage, we are guiding the sector toward a more sustainable direction with greater social and environmental responsibility. Our green products help customers reduce their environmental footprint. At the same time, we work to ensure a sustainable ZetaDisplay.

Our digital communication solution consists of:

- Proprietary software with support for installation and operation.
- Screens and hardware that we procure on behalf of the customer.

Today, ZetaDisplay has over 125,000 active installations in more than 50 markets. Our customers are primarily large companies and organizations based in Europe with operations across the globe. They use our solution to communicate with their consumers and employees, as well as in public environments.

ZetaDisplay employs 235 people in eight countries working with:

- Software development.
- Sales, and procurement of hardware from globally leading hardware suppliers based on customer decisions and our recommendations.
- Installation and operational support, managed either by ZetaDisplay or external service partners.

ZetaDisplay's Sustainability Strategy

Digital signage creates effective communication opportunities for society by enabling rapid and cost-efficient exchange of information. It has fundamentally transformed the advertising market, particularly within outdoor advertising and instore communication. At the same time, there are sustainability challenges that we actively address based on the needs and expectations of our stakeholders.

As an industry leader, our guiding principle is to steer the development of digital signage in a sustainable direction. Contributing to a resilient society within the areas we can influence is central to our sustainability

efforts. This commitment aligns closely with our customer strategy, which focuses on strengthening customer satisfaction and ensuring a high-quality commercial delivery.

Our sustainability commitments include:

- **The Environment** – ZetaDisplay responds to customers' increasing environmental focus and their demand for sustainable solutions. The displays used in digital signage generate environmental impacts throughout their life cycle and represent one of the industry's most significant sustainability challenges. Energy efficiency is a top priority, and demand for low consumption digital signage solutions continues to rise as customers seek to minimize environmental impact across the entire value chain, in terms of emissions and resource usage. For more details, see the section *Green Offering* and sustainability area *Environment and Climate*, p. 38.
- **Long Term Trust in Our Operations** – ZetaDisplay ensures the stability and security of its software, to conduct business responsibly, and to maintain transparency regarding the origin and quality of hardware components. For more details, see the sustainability area *Sustainable Business and Business Ethics*, p. 40.
- **Our Employees** – We are committed to creating a work environment in which our employees thrive, develop, and maintain good health, and where their interests align with those of our customers and the company. For more details, see the sustainability area *Employees*, p. 42.

¹ Invidis Digital Signage and DOOH Yearbook 2024 confirms ZetaDisplay's position among the top 3 in EMEA (Europe, Middle East, Africa) and as one of the world's leading digital signage suppliers.

The Screens' Life-Cycle Environmental Footprint, Illustrated in ZetaDisplay's Value Chain

Upstream		Own operations	Downstream	
Hardware manufacturing	Suppliers	ZetaDisplay	Customers	Society
Main environmental impacts within the digital signage industry				
Display manufacturing – Extraction and processing of minerals results in climate emissions, resource consumption and other environmental impacts. – Manufacturing of displays requires energy and other resources.	Transportation of displays from factories followed by distribution by truck to customers requires fuel which results in climate emissions. Installation of software and displays and maintenance by service staff through in-person visits entail fuel which results in climate emissions.		Digital Signage operation. Energy consumption linked to display operation, represent a large portion of climate emissions in the hardware's life cycle.	Display disposal. At the end of the life cycle, displays are treated as waste, repaired or recycled so that some materials can be reused. All treatments result in climate emissions. The impact on environmental resources depends on the treatment.
ZetaDisplay's green offer reduces the environmental impact from digital signage				
Efforts to extend display lifespans and improve circularity.	Reducing climate emissions through fewer site visits as a result of remote operational maintenance.		Energy and other environmental savings through consultancy on LED displays, and the installation of software with smart features, and intelligent sensors.	Efforts to extend display lifespans and improve circularity.

ZetaDisplay's Green Offering Helps Customers Reduce Their Environmental Footprint

To meet customers' needs to reduce their environmental footprint, ZetaDisplay has an offering that combines lower energy consumption with extended screen lifetime and improved circularity.

- Consultancy on energy-efficient LED displays with reduced environmental footprint** – Through guidance during hardware purchases, ZetaDisplay helps its customers reduce both environmental impact and energy costs over the hardware's lifetime. Display operation accounts for a significant share of the climate footprint within digital signage. Switching from older LCD displays to modern, energy-efficient LED technology can deliver substantial energy savings. Despite a higher initial investment cost, the lower energy consumption and longer lifespan of LED screens typically lead to a lower total cost over time. In addition, ZetaDisplay collaborates with screen manufacturers who minimize material use, which further contributes to reducing the environmental footprint.
- Software with energy-saving functions** – ZetaDisplay's software is designed to actively reduce energy consumption by its integrated automatic use of certain hard-to-reach hardware functions that are otherwise rarely used. For example, automatic shutdown at night reduces energy usage from 140 W to as little as 1 W. In addition, optimization of colors and

brightness based on the display's location and communication content reduces energy consumption and also extend the lifespan of the display.

- Smart sensors** – By adding motion sensors, the display is activated only when needed. Many of our installations have been programmed to reduce brightness in stand-by mode and return to full display mode as soon as someone is nearby. This further reduces energy consumption without compromising the user experience.
- Prolonged End of Life (EoL)** – ZetaDisplay's advice and software aim to prolong the display's EoL. Through our leasing offer and hardware partners at the forefront of circularity solutions, customers are stimulated to an extended display use compared to today's average of five years. This conserves resources and reduces total environmental impact of hardware usage. Our offering also includes integrated media players, System on Chips (SOCs) that reduce the amount of hardware produced.
- Remote content management** – As an alternative to site visits by service personnel, ZetaDisplay offers special software for remote content management. This reduces the climate emissions that would otherwise occur during the service staff's in-person visits and travel.

(Read more about our environmental efforts in Sustainability area Environment and Climate p. 38)

How We Manage Sustainability

Global demands

The sustainability report has been prepared in accordance with the Swedish Annual Accounts Act, as set out in the version of the legislation applicable prior to 1 July 2024.

In addition to complying with local and international rules and regulations, we have committed to and participated in the UN Global Compact since 2020, which means that we work with the ten principles surrounding human rights, working conditions, the precautionary principle and responsibility for the environment, anti-corruption and relevant legislation. We follow and work with the global goals for sustainable

development as well as a number of international conventions and principles such as the OECD's guidelines for multinational companies, among others.

ZetaDisplay's sustainability framework

We have set goals in several sustainability areas which we are working towards. In this way, we meet customer demand for sustainable solutions and steer the digital signage industry forward. To support this work, we have established a clear organizational division of responsibility, flow of information and a number of policies and guidelines. The work is followed up in an annual sustainability report in which we describe our commitments, efforts, management and results.

WE SUPPORT



THE GLOBAL GOALS
For Sustainable Development

Organizational Responsibility within ZetaDisplay

The Board of Directors	is ultimately responsible for the Group's activities in business ethics and corruption, environmental impact and impact on social issues. Based on the materiality analysis, establishes sustainability-related overall commitments and policies such as the Code of Conduct, goals and reports, and evaluates sustainability risks annually, which are integrated into decisions of the overall business strategy and risk management system. Monitors sustainability measures and climate impact annually, employee and stakeholder information on an ongoing basis and shares the results annually in a sustainability report. The Board's approved instructions for sustainability reporting are shared with internal control and processes for financial reporting.
The CEO	is responsible for and ensures that ZetaDisplay's approach and action plan for sustainability topics are implemented, communicated and form an integrated part of business activities and the overarching business strategy, in part by ensuring that sustainability-related policies and guidelines are implemented. Monitors sustainability measures on an ongoing basis at monthly management team meetings (which includes the CEO, CFO, CPO, Chief Business Officer, HR Director, Global Accounts Director, Country Director Sweden/Denmark COM as well as other Country Directors).
The CFO	is responsible for the internal reporting processes regarding sustainability, including the assessment of reporting risks, the internal control of reporting and monitoring sustainability work in all areas except employees.
Country Director Sweden/Denmark CMO	is responsible for analysis of ZetaDisplay's most material sustainability impact and for, along with the CEO, monitoring and developing the external sustainability reporting. Along with the HR Director, responsible for receiving cases via the whistleblower function.
The HR Director	is responsible for staff processes, the annual compilation of employee-related key figures for the management team and Board, and for implementing employee training in internal policies.
Chief Product Officer (CPO)	is responsible for the development of ZetaDisplay's green offering.
The Head Global of Procurement	is responsible for evaluating suppliers regarding sustainability.
The Chief Product Officer and the Head of IT	are responsible for the security of the company's software platform and the company's IT security.

In addition to these, there are a number of collaborative bodies within the Group that work with issues such as regulatory compliance and green products.

Sustainability Policies	Content
	(for content and implementation, see also Sustainability Areas Environment and climate, Sustainable business and business ethics, and Employees)
Code of Conduct	<p>Includes own employees, consultants and suppliers. Sets out ZetaDisplay's overall material principles surrounding the impact on people and the environment as well as within business ethics and refers to specific additional policies. Aligns with international guidelines such as the UN 's declaration of human rights and convention on the rights of the child, the OECD guidelines for multinational enterprises and the ILO conventions.</p> <p>Sets out ZetaDisplay's commitments to</p> <ul style="list-style-type: none"> - Employees - The Company, stakeholders and owners - Customers, suppliers and partners - Society and the environment, <p>as well as how violations of the Code can be reported.</p>
Group Environmental Policy	Includes all activities within ZetaDisplay. Clarifies the Group's ambition to lead the industry toward reduced environmental impact through reduced climate emissions and resource consumption. Aligns with the Global Compact principles relating to the environment including the precautionary principle and laws and regulations, taking into account the Paris Accord and the Rio Declaration. The work will be aimed towards energy efficiency, hardware recycling and reduced transportation.
Group IT Security Policy	Includes internal users of the Group's IT system, software and infrastructure. Clarifies ZetaDisplay's overarching framework for protecting these systems against hazards and breaches. IT Support is responsible for its implementation.
Group Data Protection Policy	Includes own employees as well as consultants. Clarifies ZetaDisplay's principles for handling personal information and internal responsibility.
Group Disciplinary Policy	Includes own employees. Clarifies the guidelines for how employees are to be guaranteed fair treatment if deficiencies are detected.
Group Generative AI in the Workplace Policy (new 2025)	Includes both internal employees and consultants. Clarifies a responsible use of AI to leverage its efficiencyenhancing potential while simultaneously reducing its risks, by limiting AI applications to specific business purposes.
Group Antibribery and Corruption Policy	Includes all parties in ZetaDisplay's activities. Clarifies the scope of corruption and bribes, explaining examples of prohibited conduct and the responsibilities of the individual. The CFO and local financial managers are responsible for monitoring as they have the best opportunities for control.
Group Entertainment and Gift Policy	Includes own employees. Clarifies what constitutes gifts, representation etc. in accordance with the Group Antibribery and Corruption Policy.
Group Work Environment Policy	Includes own employees and consultants. Clarifies the Group's goal of offering a safe and healthful working environment including good work-life balance, equal opportunities and inclusion. Describes the systematic working environment efforts and internal division of responsibility.
Group Anti-Harassment Policy	Includes own employees, consultants, customers, visitors, suppliers. Clarifies the Group's zero-tolerance for harassment and how it can be prevented, reported, and addressed.
Group Sick Leave and Rehabilitation Policy (new 2025)	Includes internal employees. Guidelines for reporting illness and for the internal management of sickness cases, with the aim of establishing clear procedures for absence and illness reporting, as well as providing employees with prompt rehabilitation support.
Group Travel and Expense Policy, Group Travel and Expense Reimbursement and Finance Policy (new 2025)	Includes internal employees. Guidelines for business travel, how such travel should be conducted, procedures for expense claims, decision-making authority, and cost centers. Documentation requirements for travel and expenses, and a prohibition against personal purchases made with the company card.
Group Compensation Policy	Includes own employees. Specifies ZetaDisplay's remuneration philosophy, salary review structure and the link between remuneration and performance at annual salary reviews. Clarifies responsibility for salary setting managers.
Group Work from Office Policy	Includes own employees. Provides guidelines for work outside the office.
Group Employee Gratification Policy (new 2025)	Includes internal employees. Guidelines for internal rewards and similar forms of recognition related to special contributions and anniversaries.
Group Alcohol and Drug Policy	Includes own employees, regardless of place. Clarifies the Group's goals regarding the impact of alcohol and drugs, the possibility of testing and the division of responsibility.
Group Whistleblowing Policy	Includes own employees, consultants. Regulates ZetaDisplay's internal whistleblowing function, exemplifies possible rule violations, describes how reports are made.

Stakeholders and our Material Sustainability Topics

Stakeholders provide us with valuable insights. Their perspectives help us assess the material impact our operations have on environment, people and business ethics, as well as corruption throughout the value chain, meaning both within ZetaDisplay and through business relationships with suppliers, partners, customers etc. Stakeholders consist of two groups: those who are directly and indirectly affected or can influence our goal achievement, such as employees, customers and the environment, and those who rely on our sustainability information, such as customers and investors. They share their insights either through direct engagement or indirectly where engagement are conducted with representatives. Examples of direct engagement include our employee surveys and customer meetings, while examples of engagement through representatives include the scientific conclusions and internationally recognized human rights

organizations we rely on regarding the people and environment affected by hardware manufacturing. Our sustainability efforts also aim to address ZetaDisplay's most significant sustainability-related risks and opportunities.

ZetaDisplay's material sustainability topics are identified in a materiality assessment which was first carried out in 2020, and has since been reviewed annually. The analysis considered insights from stakeholders, our own industry and trends analysis, our commitments to international frameworks, laws and regulations, as well as what is deemed important from a transparency perspective. Sustainability topics are prioritized based on the severity of the harm or the level of benefit as well as the likelihood of occurrence. ZetaDisplay's assessment identifies material sustainability topics in three areas: environment and climate, sustainable business and business ethics, and employees. In the following sections, we report on our efforts and results in these areas.



Stakeholders and Their Insights

Stakeholder group	Material topics	Engagement format	Trend
Customers	Business ethics, combatting corruption. educing energy and climate impact. Social responsibility of subcontractors. Operational safety. Data Integrity.	Industry events. Business, installation, advice. Other customer contacts. Customer surveys.	Energy-efficient, reliable solutions, meet due diligence requirements at the supplier level.
Employees	Opportunity for improvement, expertise. Equal opportunities. Well-being, health. Stable long-term employer.	Performance development meetings. Monthly meetings. Employee surveys (twice yearly). Continual employee dialogues.	Employee-related processes, shared corporate culture, communication surrounding strategy.
Owners, lenders	Good management of sustainability topics. Transparency.	Annual general meeting, reports. Continual ownership dialogue.	Sustainability reporting, increased expectations of sustainable operations among stakeholders.
Society, including the environment as well as people and societies in the supplier chain.	Social responsibility regarding working conditions at subcontractors, impact on human rights. Reduced energy and resource consumption, reduced climate impact. Transparency in the value chain, high business ethics.	Indirectly via reports and articles about scientific conclusions and from internationally recognized human rights organizations	Increased recycling, reduced use of primary resources, reduced climate impact.


ZetaDisplay's Material Sustainability Topics in the Value Chain

	Upstream		Own operations	Downstream	
	Hardware manufacturing	Suppliers	ZetaDisplay	Customers	Society
SUSTAINABILITY AREA: Environment and climate	Climate footprint				
			Energy consumption		
	Resource consumption and circular economy				
SUSTAINABILITY AREA: Sustainable business and business ethics	Business ethics including counteracting corruption, regulatory compliance				
			Data security and integrity		
	Human rights				
SUSTAINABILITY AREA: Employees			Diversity, equality		
			Expertise, development, health		

SUSTAINABILITY AREA:

Environment and Climate

Reducing our customers' environmental impact delivers the greatest benefits for the environment. Our green customer offering reduces the displays' energy and climate footprint while also contributing to extended product lifespan.

Material sustainability topic	Climate footprint and energy consumption	Resource use and a circular economy																																																
Result 2025	<p>Key figures, CO₂ and energy efficiency</p> <table border="1"> <thead> <tr> <th></th> <th>2025</th> <th>2024</th> <th>2023</th> <th>2022</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>Installed LED screens at customers, number²</td> <td>977</td> <td>38</td> <td>152</td> <td>14</td> <td>43</td> </tr> <tr> <td>Internal energy purchase, MWh³</td> <td>633</td> <td>395</td> <td>564</td> <td>278</td> <td>450</td> </tr> <tr> <td>– of which renewable energy types, %⁴</td> <td>88</td> <td>76</td> <td>92</td> <td>99</td> <td>98</td> </tr> <tr> <td>Calculated CO₂ footprint</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>– '000 tonnes, in total</td> <td>n/d</td> <td>10,2</td> <td>4,8</td> <td>7,8</td> <td>n/d</td> </tr> <tr> <td>– tonne/employee</td> <td>n/d</td> <td>43</td> <td>22</td> <td>40</td> <td>n/d</td> </tr> <tr> <td>Business trips, number⁵</td> <td>231</td> <td>412</td> <td>621</td> <td>509</td> <td>474</td> </tr> </tbody> </table>		2025	2024	2023	2022	2021	Installed LED screens at customers, number ²	977	38	152	14	43	Internal energy purchase, MWh ³	633	395	564	278	450	– of which renewable energy types, % ⁴	88	76	92	99	98	Calculated CO ₂ footprint						– '000 tonnes, in total	n/d	10,2	4,8	7,8	n/d	– tonne/employee	n/d	43	22	40	n/d	Business trips, number ⁵	231	412	621	509	474	100% customer agreements are provided with local recycling regulations.
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ZetaDisplay policies (see p. 35)	<ul style="list-style-type: none"> – Group Code of Conduct – Group Environmental Policy – Group Travel and Expense Policy <p>Objectives:</p> <ul style="list-style-type: none"> – ZetaDisplay aims to lead digital signage towards a reduced climate footprint, limited consumption of natural resources, and reduced waste and pollution, while ensuring energy efficiency. We will encourage our suppliers, partners, and customers to pursue responsible environmental practices. 																																																	
ZetaDisplay's actions	<ul style="list-style-type: none"> – ZetaDisplay's green offering, which reduces customers' energy consumption and extends the lifespan of their screens. – Reduced travel within ZetaDisplay, lowering the company's overall climate footprint. – Solutions for resourceefficient hardware 																																																	
SASB ⁶	TC-SI-130a.1																																																	
Global Compact's principles	 Principles 7-9																																																	

The Green Offering Reduces Climate Impact and Energy Consumption

ZetaDisplay is firmly committed to reducing climate emissions and contributing to a new industry standard. Our customer offering reduces emissions where digital signage has the greatest impact: in the production of new displays and in customers' energy consumption.

We collaborate with hardware manufacturers who strive to minimize resource use. We help customers choose energy-rated products, and our software extends displays' lifespan and minimizes energy use during the operational phase.

Through continuous software upgrades, we help our customers save energy. Activated features such as brightness optimization and automated nighttime shutdown – functions that are normally quite difficult for users to access – together generate approximately 43,000 MWh in annual savings across all ZetaDisplay installations.

Our advisory services clarify both cost and climate savings for different screen options and demonstrate that energy-efficient LED screens deliver significant emission reductions over their life cycle compared with the cheaper LCD screens that have long dominated the market. In 2025, the technology

² Excluding 2021 and 2022: Denmark, 2023: Austria and Denmark, 2024: Great Britain.

³ Excluding 2021 and 2022: Denmark, Germany, Netherlands, 2023: Austria and Denmark, 2024: Great Britain.

⁴ Excluding 2023: Netherlands, Denmark; 2022 and 2021: Denmark, Germany, Netherlands.

⁵ Excluding 2021 and 2022: Finland, Denmark, Netherlands, 2023: Austria, 2024: Great Britain.

⁶ ZetaDisplay does not report in accordance with SASB Standards but refers to some of the framework's indicators.

shift began to take hold among ZetaDisplay's customers, even though installed LED screens still represent a smaller share of all installations. By 2028, LED is expected to account for half of all new digital signage installations⁷ (see *ZetaDisplay's green offering helps customers reduce their environmental footprint*, p. 33).

ZetaDisplay's climate-related risks are primarily linked to our ability to meet customers' transition requirements and their growing focus on climate-smart procurement and supply chains. To accelerate industry-wide change, ZetaDisplay frequently highlights the challenges related to climate emissions in various sector collaborations.

Other Measures to Reduce Climate Footprint of Digital Signage

In addition to the emissions generated during the operational phase, digital signage also contributes to climate impact during the manufacturing process of displays – stemming from glass production, mineral extraction, component manufacturing, assembly, and transportation. Extending the lifespan of screens therefore significantly reduces their overall climate footprint. Emissions from freight have also decreased in recent years as screens have become lighter. For customer deliveries, ZetaDisplay optimizes and evaluates different transport options with the aim of reducing fuel consumption.

Software upgrades and troubleshooting take place remotely to the greatest extent possible. All customer inquiries and issue resolution are handled either through ZetaDisplay's web-based support bot or directed to the digital service desk, reducing the need for travel and physical visits. When on-site maintenance is required, these visits are conducted under climate-smart conditions – for example, by engaging service providers who use electric vehicles.

Limited Direct Climate Footprint

ZetaDisplay's internal climate impact from heating, electricity consumption, software services, and business travel is relatively small compared with our overall footprint. Nevertheless, we view our internal conduct as an important signal to accelerate the industry's transition.

We actively work to reduce emissions from business travel by prioritizing digital meeting solutions. Physical travel is undertaken only when necessary – for example, for customer meetings, installations, or participation in industry trade fairs. International travel must always be approved under a "grand-parent" (two-level) approval policy. The number of business trips continues to decline significantly. For domestic travel, employees are encouraged to use public transportation rather than taxis or private cars. A clear travel policy framework ensures that our emissions remain low while we continue to deliver high-quality service.

Climate Accounting⁸

Our climate accounting currently has a one-year backlog. The underlying data for the 2024 climate assessment has been significantly improved compared with previous years, which makes year-on-year comparisons less meaningful. The calculation is now based 70 percent on actual products and activities,

	Total emissions, tonnes of CO ₂ e			Intensity tonnes of CO ₂ /MSEK revenue		
	2024	2023	2022	2024	2023	2022
Scope 1	97	4	21	0.2	<0.1	<0.1
Scope 2	81	75	160	0.1	0.1	0.3
Scope 3	10,007	4,659	7,600	16	9.0	14.4
Total	10,190	4,800	7,800	17	9.1	14.8

whereas earlier years were almost entirely cost-based. A key change is that Scope 3 now includes emissions from customers' energy consumption when operating screens, which has also been retroactively incorporated into the 2023 figures. The production and use of displays and other hardware account for more than 90 percent of our total emissions.

Circular Management of Hardware

Hardware used in digital signage is closely linked to the extraction of rare earth elements, energy-intensive glass production, and limited recycling systems. For a long time, the industry has been driven by the ambition to produce screens that are cheaper, thinner, and lighter – typically with an expected lifespan of around five years. This has meant that repairs are rarely economically viable, which in turn has hindered the development of circular material flows.

A shift is now underway. Many of our customers are increasingly affected by new legislation requiring transparency in circular processes. At the same time, manufacturers face stricter requirements for ecodesign and digital product passports, driving the development of new standards for displays with longer service lives, reduced resource consumption, more recyclable components, and greater use of secondary materials. Market dynamics are also evolving: leasing models are gaining popularity, making durability a strategic priority for manufacturers as well.

ZetaDisplay strives to ensure that digital signage supports a circular economy. To make sure our solution is a sustainable alternative compared with other forms of communication, we continuously develop features that extend hardware lifespan. We collaborate with both manufacturers and distributors to ensure that our customers purchase resource-efficient hardware. Our major partners – including Samsung and LG – invest significant resources to improve the energy efficiency of displays and in developing circular value flows through reduced resource consumption and transportation.

End of Life and Recycling

When displays reach the end of their life cycle, our customer agreements include compliance with local and national guidelines for environmentally sound recycling. In Norway, we also provide recycling management services. In addition, ZetaDisplay operates a pilot program through which we offer customers certified recycling of end-of-life displays, along with transparent information on how the materials are processed and reintegrated into circular flows.





⁷ FutureSource, Invidis yearbook 2025.

⁸ Calculation methodology according to the GHG Protocol: Scope 1: generated energy, travel; Scope 2: purchased electricity; Scope 3: excludes categories 9, 10, 13, 14, and 15

SUSTAINABILITY AREA:

Sustainable Business and Business Ethics

ZetaDisplay places the same high demands on business partners regarding business ethics and human rights as on ourselves. Our actions create credibility and guidance for the entire industry.

Material sustainability topic	Business ethics, anti-corruption, regulatory compliance	Human rights	Secure data
Result 2025	Number of identified corruption incidents: zero. Number of reports to the whistleblower function: zero. Number of offenses against personal data handling: zero	ZetaDisplay has implemented clear due diligence in purchasing processes to identify risks of human rights violations.	Number of cases of malicious data breaches: zero.
ZetaDisplay policies (see p. 35)	<ul style="list-style-type: none"> - Group Code of Conduct - Group Antibribery and Corruption Policy - Group Gift and Entertainment Policy - Group Travel and Expense Reimbursement and Finance Policy - Group Whistleblowing Policy Objectives: - Uphold the highest ethical standards, treat customers and partners fairly, avoid conflicts of interest, and prevent corruption.	<ul style="list-style-type: none"> - Group Code of Conduct Objectives: - Promote human rights and labor rights, and work against child labor and forced labor – both within our own operations and in collaborations with partners and suppliers.	<ul style="list-style-type: none"> - Group Code of Conduct - Group IT Security Policy - Group Data protection Policy - Group Generative AI in the Workplace Policy Objectives: - Manage risks related to data security, intellectual property, and the dissemination of unethical content. Protect ZetaDisplay's assets, personal data, and trade secrets.
ZetaDisplay's actions	<ul style="list-style-type: none"> - Reliable financial reporting. - General gift prohibition, mandates, control functions. - Internal communication on policies and guidelines. - Internal whistleblower function. 	<ul style="list-style-type: none"> - Supplier evaluation in relation to our Code of Conduct. - Customer agreements that prevent our software from being used for privacy-infringing surveillance. 	- Procedures and user restrictions for software, external networks and AI use.
SASB ⁹			TC-SI-230a.1
Global Compact's principles	 Principle 1  Principle 10	 Principles 1-2  Principles 3-5	

Business Ethics and Anti-Corruption

The perception of ZetaDisplay is built on our ability to act in accordance with the highest ethical standards. All our operations must be characterized by integrity, fairness, and transparency – toward customers, suppliers, employees, and other stakeholders. We avoid conflicts of interest, comply with all relevant laws and regulations, and ensure accurate and reliable

reporting in accordance with established accounting principles.

Internal communication must be open, honest, and timely. All employees are expected to act in accordance with the company's values (see Sustainability Area: Employees, p. 42) and actively contribute to protecting the company's intellectual property and confidential information.

ZetaDisplay has a strict zerotolerance policy for bribery

⁹ ZetaDisplay does not report in accordance with SASB Standards but refers to some of the framework's indicators.

and corruption. To avoid any suspicion of improper conduct, employees and representatives of ZetaDisplay may neither offer nor accept gifts, benefits, or promises that could influence business decisions. The greatest risks arise in roles with regular contact with suppliers and customers. To minimize the risk of violations, continuous risk assessments are conducted, alongside the following established measures:

- A general ban on gifts, where even lowvalue gifts and all forms of hospitality must be documented.
- A requirement that marketing events and product samples from hardware suppliers be coordinated with the CMO and country managers.
- Clear decisionmaking mandates and control functions at all levels of the organization, including receipt verification by the CFO and the financial units in each country organization.

All potential conflicts of interest must always be disclosed and discussed with the department manager or senior management.

Whistleblowing Function

ZetaDisplay promotes an open and safe culture in which employees can report suspected misconduct or deviations from our ethical guidelines without fear of retaliation. Suspicions of noncompliance must be reported:

- to the immediate manager or the manager's superior, or
- via ZetaDisplay's internal whistleblowing function.

Whistleblowers are protected by statutory safeguards against reprisals. Reports submitted through the whistleblowing function are handled by the HR Director and the CMO, who assess the nature of the case. The matter is then investigated either internally or with the support of external expertise.

Internal Training on Policies and Guidelines

To ensure adherence to our ethical standards, all employees must possess clear and uptodate knowledge of the relevant policies. New employees undergo a structured onboarding process introducing them to the company's values, ethical expectations, and our Code of Conduct, which in turn refers to other relevant policy documents. Significant updates to internal guidelines are communicated continuously through monthly employee meetings and the intranet.

Suppliers and Partners

ZetaDisplay's internal operations involve limited procurement volumes and a relatively small number of suppliers. Our customer deliveries are built on close and longterm collaborations with a carefully selected group of hardware manufacturers, as well as a few local or regional service partners responsible for maintenance and installation. The main business flows involve fewer than 20 suppliers, with three suppliers accounting for 73 percent of total purchases. Strong and stable relationships with these suppliers are essential to ZetaDisplay's quality, delivery reliability, and competitiveness.

An important part of the procurement processes is ensuring that customers' needs for a reduced environmental footprint is satisfied, as well as other relevant sustainability issues is reflected in the supply chain. Our suppliers must adhere to the same principles of business ethics, human rights, labor rights, and environmental responsibility as ZetaDisplay. This is ensured through:

- selecting hardware suppliers with a clear focus on environmentally efficient displays and whose overall sustainability principles align with our own;
- engaging service partners who are either the customer's own partners or carefully chosen companies with strong reputations and the capability to follow our Code of Conduct;
- conducting regular validation of all significant suppliers, and initiating dialogue and corrective actions in cases of deviations – with termination of cooperation if improvements are not made.

In 2025, a global Head of Procurement was appointed with responsibility for groupwide sourcing and support for local procurement activities. A new Supplier Code of Conduct will be introduced in 2026. Service partners will then be required to adhere to ZetaDisplay's sustainability principles and take responsibility for their own supply chains. Enhanced informationsecurity requirements will also be imposed on suppliers as part of our ISOcertified informationsecurity work.

Human Rights

ZetaDisplay is committed to protecting human rights and ensuring fair working conditions throughout the value chain. We oppose all forms of violations, including forced labor, unpaid overtime, human trafficking, child labor, barriers to union participation, and discrimination or harassment based on gender, sexual orientation, age, disability, nationality, or other personal characteristics. These principles apply both to our own operations and to our suppliers, and we always act on suspected breaches.

Since certain input materials and display components are manufactured in highrisk regions, ZetaDisplay conducts regular due diligence assessments of all major hardware suppliers with regard to human rights and labor rights, in line with regulations such as the Norwegian Transparency Act. In 2025, 70 percent of our hardware purchases originated from two suppliers located in countries with strong human rights protection. Suppliers in higherrisk regions undergo extended assessments, and corrective actions – or termination of cooperation – are required in the event of noncompliance.

We also ensure that our customer agreements regulate how our communication solution may be used, including preventing misuse for surveillance or prohibited content. The risk is considered low, and continuous monitoring of customer content is therefore not performed. At the same time, ZetaDisplay actively promotes ethical issues in industry forums and provides guidance on integrityrelated matters. Our customers are primarily based in Europe but use our solutions globally.

Data Security and Privacy

Our software is developed inhouse and is based on a robust security architecture. Customer communication content is stored either locally or in our secure cloudbased environments. No customer data is transferred to ZetaDisplay during remote updates or system maintenance.

We protect our software and customer information through clear guidelines, user protocols, and modern IT systems. With attempts at cyberintrusion increasing, strong information security is becoming more critical – not least to secure operational continuity. During 2026, we will implement a management system compliant with ISO 27001, strengthening data security, integrity, and system availability. To minimize risks, access to sensitive software and external networks is restricted to a limited number of employees. Service partners will also be subject to new informationsecurity requirements. Ongoing risk assessments ensure that routines, technical solutions, and security measures remain adequate.

Employee privacy is safeguarded through strict adherence to GDPR and internal procedures for handling, storing, and accessing personal data.


Responsible Use of AI

Artificial intelligence offers significant opportunities for more efficient workflows and faster content production, but it also entails risks related to data protection, source integrity, ethics, and intellectual property rights. ZetaDisplay therefore applies a responsible and controlled approach to AI, balancing technological opportunities with the highest standards of security and privacy. The company specifies which AI tools may be used and in which contexts. Approved use cases include internal notes, research, translations, and summaries. More advanced or sensitive applications require special approval from the Chief Information Officer.

SUSTAINABILITY AREA:

Employees

Our 235 employees form the core of ZetaDisplay. Their initiative and expertise result in the innovative solutions that make up our success. We offer a motivating environment to retain and develop these talents.

Material sustainability topic	Diversity and equality		Expertise, opportunities for improvement, health
Result 2025	Gender distribution Women, % Men, % Whole Group 23 77 Age distribution: <30: 17% 30-50: 56% >50: 27%		Training ¹⁰ : 5 hours on average per employee Sick leave: 4% Work-related injuries: 5
ZetaDisplay policies (see p. 35)	<ul style="list-style-type: none"> - Group Code of Conduct - Group Anti-Harassment Policy - Group Compensation Policy - Group Employee Gratification policy Objectives: <ul style="list-style-type: none"> - Provide employees with equal opportunities based on competence, experience, and performance; counteract inequality; and embrace diversity that strengthens the company. - Prevent discrimination and harassment. - Offer fair compensation. 		<ul style="list-style-type: none"> - Group Code of Conduct - Group Work Environment Policy - Group Sick Leave and Rehabilitation policy - Group Work From Office Policy - Group Alcohol and Drug Policy - Group Disciplinary Policy Objectives: <ul style="list-style-type: none"> - Provide a safe and healthy working environment, with a balance between work and private life. - Promote transparency and open dialogue in which improvement suggestions are valued.
ZetaDisplay's actions and processes	<ul style="list-style-type: none"> - Leadership development and shared employee processes. - 'High Performance Behaviours' as the foundation for shared corporate values - Employee dialogue that clarifies the expectations placed on both employees and the company. 		<ul style="list-style-type: none"> - Competence development and competence planning. - Opportunities for internal mobility. - Rapid reporting of illness and absence to enable swift rehabilitation.
SASB ¹¹	TC-SI-330a.1 TC-SI-330a.3		
Global Compact's principles	 Principles 3 and 6		

Organization and Employee Management

After the major acquisitions in Austria and the United Kingdom in the past two years, only a minor acquisition took place in Sweden in 2025. Changes during the year occurred primarily at the management level, with a new CEO appointed and new country managers installed in Germany and the Netherlands. We also appointed a Head of Global Procurement.

A Groupwide HR Director leads the development of unified processes, policies, and tools for managers and employees. All country organizations now have work within the same digital system for onboarding, offboarding, performance reviews, and development of employee engagement which

streamlines and professionalizes our HR processes, creates greater clarity, and ensures access to employee data.

Our success is founded not only on achieving our objectives, but also on how we conduct ourselves and interact with one another. To clarify the expectations we place on each other, we rely on our High Performance Behaviors, which are continuously discussed and reinforces at both group and individual levels. In 2025, a groupwide e-learning platform was launched, which is also used for internal training related to processes and policies, ZetaDisplay's software, as well as leadership and other competence development.

¹⁰ The number of training hours is based on estimations.

¹¹ ZetaDisplay does not report in accordance with SASB Standards but refers to some of the framework's indicators.

Show respect
Take responsibility
Solution approach
Embrace change
Strive for excellence
Positive thinking

Work with ZetaDisplay's values took place during 2024, resulting in a number of High Performance Behaviors.

Employee Engagement and Development

ZetaDisplay is a knowledgeintensive organization where clear goals and expectations are essential for its success. Annual performance reviews are conducted at the beginning of the year and followed up at yearend. The performance reviews address, among other things, goals, performance, wellbeing, and overall job satisfaction. They also include career development, which can contribute to increased motivation, engagement, and personal growth, while strengthening the company's ability to retain and develop internal competencies. Toward the end of 2025, these reviews were conducted through our Group-wide HR system. The system's structure and documentation enhance the quality of the discussions and our ability to carry out effective follow-up. The evaluation of performance and goal achievement should, to the greatest extent possible, be linked to individual salary increases in the annual Group-wide salary review.

Employee surveys are conducted twice a year and continue to show high response rates and increasing engagement in the organization. The surveys identify the company's supportive and inclusive culture as an important strength, while clearer communication regarding the company's future direction is highlighted as an area for improvement. The results of the surveys are managed through both local and Groupwide action plans.

When changes to the business occur, employee representatives are included in accordance with local practice and legislation. Country managers are responsible for involving the appropriate stakeholders at the right time, in consultation with HR.

If performance or behavior does not meet established expectations, internal procedures are in place to support managers in handling the situation as systematically and fairly as possible. HR is also available to assist in these cases

Diversity and Equality

With several nationalities within the organisation and English as the Group language, ZetaDisplay is characterised by diversity and an inclusive corporate culture that strengthens innovation, customer understanding, collaboration, and the company's ability to grow. Recruitment, promotion, and compensation are based partly on experience and competence, and the role and its responsibilities, and partly on performance.

ZetaDisplay has zero tolerance for discrimination and harassment. Any incidents must be reported to a manager, HR, or via the whistleblowing function. In 2025, no cases of discrimination or harassment were reported or identified.

Health and Working Environment

ZetaDisplay strives to offer a safe, healthy, and positive working environment that is free from accidents and injuries, and in accordance with applicable laws, agreements, and guidelines. The working environment efforts are aimed at preventive measures for promoting good health, wellbeing, work-life balance, and a workplace characterized by respect between people. Our recurring employee surveys and performance dialogues are essential elements of this work, as they create clear expectations, enable regular followup, and catch early signs of health risks. To prevent longterm sick leave, ZetaDisplay has implemented a process that supports both managers and employees. As part of these healthpromoting efforts, locally tailored benefits are offered, such as wellness allowances and health insurance.

Number of employees in 2025, year-end Geographical distribution

		Women	Men
Sweden	60	22	38
Norway	42	2	40
Netherlands	38	7	31
Great Britain	28	5	23
Finland	26	6	20
Germany	24	7	17
Austria	16	6	10
Denmark	1	0	1
The Group total	235	55	180

Gender balance

	2025		2024		2023		2022		2021	
	Women, %	Men %	Women, %	Men, %	Women, %	Men, %	Women, %	Men, %	Women, %	Men, %
All employees	23	77	23	77	23	77	20	80	17	83
Group management	31	69	42	58	33	67	29	71	25	75
Board of Directors	0	100	0	100	0	100	0	100	0	100

Organization

	2025	2024	2023	2022	2021
Number of employees, full-time, at year-end	221	219	216	200	189
Number of employees, part-time, at year-end	14	16	20	n/d	n/d
Employees who left ZetaDisplay during the year	61	50	n/d	n/d	n/d
Employee turnover, % of average number of employees ¹²	26	23	n/d	n/d	n/d
New recruitments during the year, number ¹³	60	44	44	19	39
New recruitments, % of employees at year-end	26	19	20	10	21
Sick leave, % of working hours worked	2.5	4	4.8 ¹⁴	2 ¹⁵	3.2
Work-related accidents and injuries, number	1	5	4	2	1

Employees are encouraged to contribute to improvements within the company by openly sharing suggestions and feedback regarding the work environment. Risks are continuously assessed, action plans are established, and any incidents are followed up. To ensure a safe and healthy work environment, guidelines have been developed for occupational health and safety procedures, sick leave and rehabilitation, remote work, as well as alcohol and drug use.

There is a clear internal allocation of responsibilities related to work environment: employees are responsible for following guidelines, reporting risks, and proposing improvements; managers are responsible for ensuring compliance and taking

action where deficiencies or health risks are suspected; and the employer is responsible for addressing work environment deficiencies and offering support in appropriate cases.

ZetaDisplay operates in countries with strong labour rights and social protection and complies with all national laws and established practices regarding employment conditions, sick leave, parental leave and pensions. Salaries and benefits are set individually and meet – or exceed – the legal requirements. In accordance with the Code of Conduct, freedom to join trade unions is a fundamental right, and all forms of child and forced labour are strictly prohibited. (See Human Rights p. 41)

¹² Excluding 2024: Great Britain.

¹³ Excluding 2024: Great Britain.

¹⁴ Excluding 2023: Denmark.

¹⁵ Excluding 2022: Denmark, Netherlands.



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