
2023

CSR REPORT

VIABILL

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MESSAGE FROM OUR CEO

From the very inception of ViaBill, our vision has always extended beyond offering convenient payment solutions to our customers. We recognize that our business operations impact not only our customers but also the wider communities and environment. Our journey is not one of compliance but a genuine mission to transform the way we operate and engage with our world.

Our CSR report encapsulates the essence of our mission, and we're excited to provide you with a snapshot of our progress.

Thank you for your trust and support in ViaBill. Together, we can set a new standard for responsible business and build a world that we're proud to be a part of.



Jan Lytje-Hansen
CEO, ViaBill

“This report marks the beginning of a journey, not its culmination. We are aware that there is much more work to be done, and we are fully dedicated to making continuous improvements. We believe that every responsible action we take has a positive impact on our business and the world around us.”

INTRODUCTION

We are pleased to present the inaugural Corporate Social Responsibility Report of ViaBill, a pioneering force in the rapidly evolving world of financial technology. At ViaBill, we understand that our role extends beyond simply providing innovative Buy Now, Pay Later solutions. It encompasses a profound commitment to sustainability, ethical business practices, and social responsibility.

ViaBill was founded on a vision of redefining finance for good. Our mission is to empower individuals and businesses to achieve their financial goals while contributing positively to society and the environment. In the pursuit of this vision, we have committed ourselves to a comprehensive ESG framework that guides every facet of our business operations.

In today's interconnected world, the financial industry is undergoing a transformative shift, driven not only by technological advancements but also by an increased awareness of Environmental, Social, and Governance factors. We recognize that our success is intrinsically linked to our ability to navigate this paradigm shift responsibly. This report marks a significant milestone in our journey toward a more sustainable, inclusive, and equitable future.

As we embark on this journey, we acknowledge that the path to sustainability is an ongoing commitment. We are dedicated to setting and achieving ambitious sustainability goals, consistently improving our practices, and holding ourselves accountable to our stakeholders.

This report is a testament to our pledge to make a positive impact on the world, one responsible financial transaction at a time. We invite you to explore our CSR initiatives, achievements, and future aspirations in the following pages.

About this report

Following the EU Directive 2014/95, ViaBill Tech (part of The Holding Co. AS) is reporting its environmental, social, and governance strategies, progress, activities, and performance in this Corporate Social Responsibility report separated from the annual financial report. The information and data contained in this report relate to activities carried out from October 1, 2022, to September 30, 2023, following our financial year.

This report was written in October 2023 and approved by the Board of Directors on December 2023.

Unless otherwise noted, data is as of September 30, 2023.

We have aligned our climate reporting with the European Commission Guidelines on non-financial reporting.

Please avoid printing this report to preserve the environment if possible.

For feedback and suggestions, please contact us at: info@viabill.com

ABOUT VIABILL

Since 2010, ViaBill has empowered merchants and shoppers with buy now, pay later payment solutions. ViaBill delivers a convenient, flexible, and competitive payment option to shoppers in Denmark and Spain. Payments are split into installments and paid back over time, with no hidden fees and interest-free.

At ViaBill, our goal is simple: we want to provide understandable, affordable, and fully transparent financial solutions to consumers.

Our innovative solutions address consumer concerns and eliminate friction in the shopping experience. Proof of the need for our product and its popularity is that today, over 87,000 people are part of ViaBill, and we have over 2.7k retail partners.

Launched in 2021, the ViaBill app helps consumers manage their transactions and provides them with an overview of their payments, so they can worry less about their finances. It also gives them access to exclusive discounts, the option to change their number of installments, and their payment day, and allows them to easily contact our customer service team through chat.


The ViaBill Mastercard makes it possible to use ViaBill with any retailer that does not yet offer our integrated service, giving more shopping power to consumers.

All of our products and services build the 'ViaBill everywhere' universe. We're working to change online shopping for the better. We truly believe we can help people to live better lives on a budget by providing smarter, and more straightforward payment options.

Challenging the way we pay. Everyday.



RECENT MILESTONES



License (2021) – ViaBill became an accredited credit institution regulated by the Danish Financial Services Authority.

Card and in-store products (2022) – Established a partnership with Mastercard, launched our card in Denmark, and our in-store BNPL solutions.

Expansion strategy (2022) – ViaBill entered into a partnership with Aion Bank to enable a seamless expansion of our services throughout Europe.

Ranked #9 among Denmark's top financial apps (2023) – This achievement underscores our unwavering dedication to creating an app that empowers our users to take control of their finances seamlessly and securely.

OUR VALUES

Values are not just a list of words on paper; they are the foundation upon which a company's culture and reputation are built. They influence how employees behave, how the company is perceived by stakeholders, and its ability to adapt and thrive in a rapidly changing business environment.

Ambition

We promote a 'sky's the limit' approach to new ideas and solutions, and celebrate being lifelong learners.

Integrity

We value advocacy, so we strive to create a company and product that both our customers and employees believe in and advocate for.

Fast execution

Execution beats perfection: by failing forward fast we are able to improve efficiently and continuously. We are unafraid of change and do so swiftly and often to stay ahead of the curve.

Teamwork

We recognize every person at ViaBill serves a valuable purpose. We learn from each other and together create extraordinary results.

2023 HIGHLIGHTS



+2.7k

associated stores



+87k

active customers



More options

TBYB, exclusive discounts,
more control over payments



17%

reduction of consumers
sent to debt collection



100% green energy

Since day 1 and continuing



+110k DKK

given back to customers
by removing fees

GOVERNANCE, RISK, AND ETHICS

01 Corporate Governance

ViaBill is dedicated to upholding high standards of business ethics and corporate governance. This commitment enables us to live up to our fundamental values, ensuring that our business operations remain in harmony with the best interests of our shareholders and legal obligations. We have implemented a set of policies and guidelines that serve as the foundation of our corporate governance framework, nurturing a culture rooted in ethical conduct and unwavering integrity.

Board of directors

The board is the highest decision-making body within ViaBill's organizational framework. It carries the duty of supervising the company's business and operations, encompassing matters such as strategy, organizational structure, and operations. Additionally, the Board assumes the pivotal role of ensuring that ViaBill's corporate governance practices are efficiently integrated across the organization

Our board holds the view that the existing composition and leadership arrangement not only encourage effective decision-making but also cultivate transparent accountability. Furthermore, this structure bolsters our capacity to convey our strategic vision consistently and clearly to our shareholders, employees, clients, and various other stakeholders.

Board members:

- Peter Michael Albrechtslund (Chairman)
- Ib Dyhr Nørholm
- Kasper Herrestrup
- Christian Rasmussen
- Johan Andreas Haug
- Julien Marie Adrien Creuzé

02 Risk management

Risk management occupies a central role in ViaBill's operational framework and serves as the foundation for all activities undertaken within the organization. The primary objective of our risk management approach is to protect ViaBill's long-term viability, reduce fluctuations in financial performance, enhance operational resilience and performance, and enable well-informed decision-making.

ViaBill's approach to risk management promotes a culture that is risk-aware combined with control mechanisms that are monitored and enforced by independent control units. Key controls are meticulously documented and subjected to periodic assessments to ensure their effectiveness.

Risk reporting

Within our Risk Policy, ViaBill has defined the procedures for receiving risk-related information, specifying both the methods and timing. ViaBill's risk reporting system ensures the provision of dependable, up-to-date, comprehensive, and punctual information. This reporting captures various risk categories and adapts to evolving market dynamics.



Internal control

ViaBill upholds risk management procedures and internal control mechanisms concerning financial reporting. These are meticulously crafted to secure the precision of financial records, proper adherence to accounting principles, alignment with applicable regulations, and the delivery of precise and timely financial reports to facilitate well-informed decision-making by management.



External audit

ViaBill's external auditors are officially appointed during the Annual Board of Directors Meeting every year. Deloitte was reappointed as the external auditor at the 2022 meeting, serving until the meeting in 2023.



03 **Ethics and compliance**

As we challenge the status quo and work towards our vision, we recognize the vital importance of ethics and compliance for the well-being of our employees and the success of our business.

In alignment with these commitments, we have embraced a Code of Ethics and Business Conduct that is applicable to and acknowledged by all our staff, officers, and directors. ViaBill's Code of Ethics and Business Conduct outlines the principles and obligations that every officer, director, and employee must adhere to.

This Code addresses various critical areas, including but not limited to anti-bribery and anti-corruption measures, the management of conflicts of interest, protocols for record retention, fostering a positive and safe workplace, and the avoidance of unlawful or questionable gifts and favors. New employees receive the Code of Ethics and Business Conduct as part of their onboarding process, and we reinforce these principles through continuous training initiatives. Additionally, we offer targeted training programs on specific topics such as data privacy and security, anti-bribery/anti-corruption, and anti-harassment.

Ethics Policy

ViaBill's Ethics Policy outlines our aspirations in the realm of ethics and outlines the principles by which we aim to foster trust in our interactions and communications with a diverse range of stakeholders. It references several policies and directives within ViaBill that pertain to ethical conduct. These policies and instructions serve as the foundation of ViaBill's reputation as a reliable business partner known for upholding high ethical standards.

Conflict of Interest Policy

ViaBill's Conflict of Interest Policy is designed to establish robust and ongoing processes for the active identification, evaluation, management, and prevention of both actual and potential conflicts of interest within the organization. Its overarching objective is to safeguard against conflicts of interest, even at an institutional level, to prevent any adverse impact on the interests of ViaBill's customers.

Whistleblowing Policy

We actively promote employee reporting of workplace misconduct, following the guidelines outlined in our Whistleblower Policy. Our policy includes a resolute commitment to zero tolerance for retaliation. Any board member, officer, or employee who, in good faith, reports an actual or suspected breach of our Code of Ethics and Business Conduct will not face harassment, retaliation, or adverse employment repercussions. Furthermore, any board member, officer, or employee who participates in an investigation into a potential violation of the Code of Ethics and Business Conduct will be shielded from harassment, retaliation, or adverse employment actions.

Compliance

All policies at ViaBill have a compliance section that delineates the fundamental principles governing ViaBill's approach to upholding compliance with external regulations. We also define the roles, responsibilities, and reporting mechanisms while also outlining ViaBill's compliance culture. This is established to ensure that compliance risks are effectively managed, aligning with the expectations of both internal and external stakeholders.

Compliance training

The employees at ViaBill hold a pivotal responsibility in upholding our commitment to being a responsible corporate citizen. They play a key role in establishing trust among our stakeholders and ensuring compliance with all relevant laws and regulations. As part of their obligations, every employee is required to undergo mandatory Compliance training, which includes e-learning modules and necessitates annual recertification.

This training encompasses various critical topics, including ViaBill's Code of Business Conduct, whistleblowing procedures, managing conflicts of interest, preventing corruption and bribery, anti-money laundering measures, and the prevention of terrorist financing.

Ethics for Retail Partners

ViaBill's products and services are to be exclusively employed for legitimate purposes. The ethical guidelines are legally binding during the onboarding process for new retailers, and we have established a dedicated escalation procedure to address ethical concerns or inquiries.



Furthermore, we are dedicated to averting any unethical utilization of our products and services. ViaBill has formulated distinct ethical principles, encompassing general guidelines, to proactively mitigate the potential misuse of our products and services. These principles include unethical business practices and unethical offerings and services.

This means that ViaBill will not engage in collaborations with retailers who market products or provide services through tactics and strategies that are deceptive, misleading, abusive, unfair to customers, or otherwise deemed unethical or illegal. ViaBill will also refrain from entering into partnerships with retailers offering products or services that, at ViaBill's sole discretion, are deemed unethical according to these guidelines. It's important to note that certain products may fall into the category of dual-use, indicating they may have both lawful and unlawful applications.

Preventing financial crime

The financial sector plays a vital role in society's efforts to prevent and combat financial crime. It requires robust financial systems to modernize and digitalize operations, ultimately identifying the individuals involved in such activities.



At ViaBill we take the prevention of financial crime with utmost seriousness. We proactively manage these risks through a range of policies, instructions, and established routines throughout our organization. Multiple mechanisms are in place to deter money laundering and terrorist financing.

Employee training is fundamental in our battle against financial crime. Our mandatory e-learning modules cover a range of topics, including the Code of Business Conduct, Conflicts of Interest, Anti-corruption, Anti-money Laundering, and Countering Terrorist Financing. These modules ensure that all employees comprehend the significance and details of the processes we've established. Completion of regular training is monitored to ensure it's undertaken by all employees and forms an integral part of our onboarding training, which is compulsory for all.

Anti-Money Laundering & Counter Terrorist Financing Policy

ViaBill maintains a strict stance against establishing or maintaining business relationships with customers suspected of using or intending to use our products or services for money laundering or terrorist financing. This policy extends to situations where there is inadequate knowledge about the customer to manage the risks associated with money laundering or terrorist financing.

ViaBill's Anti-Money Laundering & Counter Terrorist Financing Policy sets forth a framework of guidelines and protocols designed to prevent the utilization of ViaBill's products in money laundering and terrorist financing activities. It ensures compliance with relevant regulatory mandates and assigns general responsibilities for the mitigation of associated risks in these areas.

ViaBill's objective is to minimize the risk of being utilized for any form of money laundering or terrorist financing within reasonable limits, and as mandated by relevant regulations and rules. We continually identify, manage, and mitigate risks, and enhance our measures. Our systems and routines, in compliance with anti-money laundering and countering terrorist financing laws and regulations, include "Know Your Customer" practices involving risk assessment, customer due diligence, and transaction monitoring.



04 **Data Governance and Cybersecurity**

At ViaBill, safeguarding the security and confidentiality of client information ranks as our utmost priority. We employ robust, thorough, and industry-proven standards and technologies to shield and fortify client data within our environment. Our commitment to protecting this data against unauthorized disclosure is as stringent as the measures we apply to safeguard our information, including those mandated by relevant privacy laws.

ViaBill offers an extensive security awareness training program to all employees, encompassing aspects such as risk identification, assessment, and mitigation. We diligently uphold security controls, conduct software and web application audits to uncover vulnerabilities, and maintain a well-structured incident response and crisis management system.

IT Security and Data Privacy

Our commitment lies in the adoption of data privacy standards aimed at safeguarding individuals and their personal information. We acquire user data through legal and transparent channels. Data input into our software is exclusively utilized to deliver our services and is never repurposed for any other use. We do not disclose nonpublic personal data to any external parties except when necessary to furnish services on behalf of our clients or as mandated by legal obligations.

“Data security and privacy are crucial as they protect sensitive information, maintain trust, and prevent unauthorized access. Breaches can lead to financial losses, reputation damage, and legal issues. At ViaBill, prioritizing data security is essential for maintaining trust in our interconnected world.”

Data Protection Policy

At ViaBill, we hold a steadfast belief that exceptional experiences should never come at the cost of our consumers' privacy. Data privacy is a matter of paramount importance to us, and we are unwavering in our commitment to ensure that our consumers' data serves their interests and simplifies their shopping journeys. As a financial institution, we acknowledge the daily trust

placed in us with personal data, and we place clarity, honesty, and transparency at the forefront of how we collect and utilize this information.

ViaBill's Data Protection Policy sets forth a set of principles that collectively form the cornerstone of our approach to data privacy. These principles provide the underpinning for all other data protection guidelines and procedures throughout the organization.

Furthermore, ViaBill's employees receive regular education on identifying and comprehending what qualifies as personal data, along with the principles governing its collection and usage, ensuring alignment with ViaBill's data privacy practices and applicable legislation.

For further details, please explore our [privacy_policy](#).

Information Security Policy

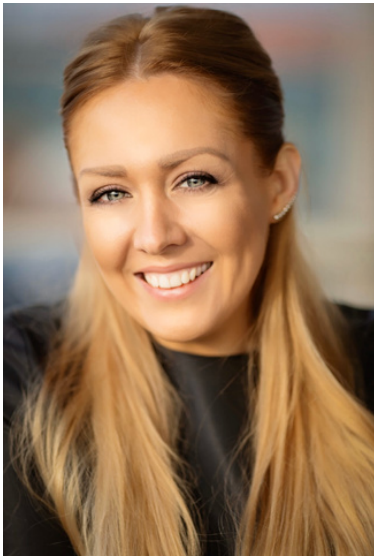
Trust is the cornerstone of our operations. ViaBill's unwavering commitment is to secure our services and shield our customers from the perils of cybercrime and fraud. We aim to prioritize the confidentiality of our customer's information and the resilience and reliability of our services.

In an environment where cyber threats persist and evolve, we maintain robust measures to proactively detect and thwart cyberattacks, risks, and threats to prevent fraud and safeguard our valued customers.

The Information Security Policy at ViaBill outlines the overarching objectives, roles, and duties related to information security within the framework of the three lines of defense. It lays the foundation for an information security management system that enables ViaBill to systematically manage information security risks, tailored to our organization's size and complexity.

At ViaBill, we consider all employees instrumental in our collective endeavor to combat security breaches. As a result, they are mandated to complete annual security awareness training, ensuring they are well-versed in their roles in addressing security breaches and staying aligned with the ever-evolving cyber threat landscape.

OUR PEOPLE



At ViaBill we believe in our people. We strive to create a work culture that is empowering, empathetic, and motivating. The result is a shared dedication to our mission, our values, and to each other. We believe a great culture is the best route to success.

Elena Lytje-Hansen
People and Culture

01 DEI Strategy

At ViaBill, we have developed a DEI (Diversity, Equity, and Inclusion) strategy that encompasses the following key elements:

- 1. Attracting Diverse Talent:** We are committed to attracting a diverse pool of talent to join our organization.
- 2. Fostering an Inclusive Culture:** We are dedicated to cultivating a workplace culture that embraces the unique qualities of our employees, making them feel valued and appreciated.
- 3. Providing Essential Tools and Resources:** We ensure that our employees have access to the specific tools and resources required for their success and professional growth.

Our strategy also involves the introduction and promotion of various DEI training programs. Additionally, we focus on refining our internal processes, incorporating DEI considerations into talent acquisition, enhancing talent management practices, and improving accountability mechanisms for reporting concerns safely.

To enhance transparency, reporting frequency, and overall awareness of our DEI initiatives, we have devised several communication campaigns. We firmly believe that effective communication is pivotal to our success, and we are committed to providing regular updates on our commitments to both our internal team and external stakeholders. Our goal is to build trust and foster accountability in our DEI efforts.

Diversity

As of September 30, 2023, women represented 40% of our workforce. Of this percentage, 40% occupy senior positions, managers, or heads of departments.

Our focus is to recruit, hire, develop, promote, and retain top diverse talent. We continue to work toward a more diverse workforce at all employee levels, from entry-level to executive.



02 Talent Acquisition and Development

At ViaBill, our goal is to attract and retain top talent. In 2022 and 2023, our strategy had a holistic approach that combines diverse hiring initiatives, employee engagement, recruitment marketing, and continuous improvement. By focusing on creating an inclusive and engaging work environment, ViaBill aims to not only attract top talent but also retain them for long-term success.

Our recruitment process consists of 3 stages:

1. Structured introduction interview with HR to evaluate a culture match
2. Case assignment and Technical interview with the Hiring manager to evaluate technical skills and professional level
3. "Meet the Team" interview

As a part of our recruitment process, we use a TT38 personality test as a psychometric approach to evaluate a combination of talents to fit the organization, role, and team.

Besides this, as a part of the compliance requirement, we request a certificate of criminal records and references.

Training and development initiatives commence from day one for every employee. Our comprehensive new employee orientation provides thorough training on essential aspects necessary for success at ViaBill, encompassing digital tools, business strategies, and more.

Through the implementation of this standardized practice across ViaBill, we accomplish the following objectives:

- Foster the long-term career advancement of our employees.
- Reinforce our talent pipeline.
- Enhance the organization's adaptability to change.
- Cultivate a culture that champions diversity, inclusion, and a sense of belonging.

The educational opportunities we offer are accessible to all employees via EdApp, a self-service platform that offers a diverse selection of courses. Whether through mobile devices or desktop computers, employees have easy access to tools and training. Our courses have a 98% completion rate on average.

Leadership Training

ViaBill is dedicated to revolutionizing the way consumers pay, by developing innovative products and services. This commitment has cultivated a dynamic business landscape characterized by rapid transformations and high expectations for leadership.

Within this context, competent and responsible leaders at ViaBill assume a central role in propelling the company's growth. They are instrumental in creating a work environment that prioritizes safety, trust, and personal development for their team members. Moreover, they are catalysts for driving tangible improvements in the lives of consumers, delivering real and meaningful change.

At ViaBill, we nurture and cultivate accomplished leaders through a robust education and training framework. Our comprehensive leadership development program encompasses a wide array of courses, including those focused on decision-making, effective workplace communication, and the art of leading successful organizational change.

In 2023, we completed a Leadership Course with an external provider for managers and people who lead the team. The purpose of the training is to raise awareness about everybody's talent profile, leadership style, strong

sides, and areas of development. Also implement coaching as a leadership style on the team to develop, motivate, and engage team members.

It is of utmost importance that all leaders serve as sources of inspiration and exemplify ideal behavior while fostering an environment that nurtures the growth of employees and teams. To achieve this, leaders require support and the necessary tools to guide their teams effectively toward success. C-level leaders took a course of individual coaching sessions with an external coach to foster their leadership skills.

Onboarding

The process of onboarding begins well in advance of an employee's first day in the office, shaping a positive and comprehensive introduction for new team members at ViaBill. To provide new hires with a thorough understanding of ViaBill, its products, culture, and operational approach, we share our Employee Handbook and other relevant documents before the new employee starts working. For great employee experience, we use an HRIS system BambooHR, which helps us to digitalize the process.

During their initial days at ViaBill, all new employees participate in an introductory program that delves deeper into various facets of ViaBill. These include ViaBill's vision, mission, workplace regulations, security protocols, operational structure, and leadership principles. This program is mandatory for all new team members. Included, there's also a session with our CEO focusing on values, mission, and vision.

Additionally, the various domains and competencies within ViaBill offer specialized onboarding programs tailored to the unique requirements of each organization.

Performance review

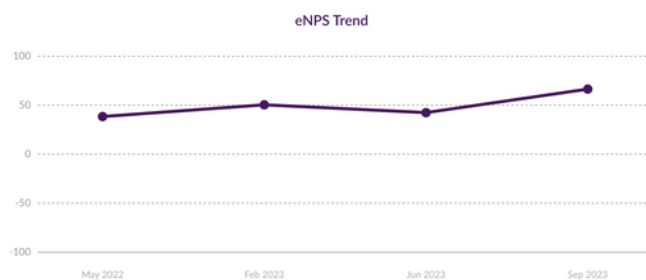
Our annual performance and compensation review process is designed with employee growth as its core focus. This process encompasses an employee self-evaluation segment, facilitating open and constructive dialogues between employees and their supervisors. We also acknowledge the significance of pay equity in underpinning the strength of our diverse workforce. In making compensation decisions, we take into account factors such as skills, job-related experience, and the market value associated with the role. ViaBill remains committed to exploring avenues to integrate equity-related initiatives and other strategies aimed at fostering parity throughout the organization.

03 Benefits and Support for Employees

We understand that one's employment holds significant importance in life. Here at ViaBill, we are dedicated to providing comprehensive support to our employees in both their professional journeys and personal lives. We prioritize not only their career advancement but also their physical, mental, social, and financial well-being. Our aim is to cultivate a workplace environment that is both nurturing and conducive to the overall health and productivity of our valued team members.

Employee engagement

From October 2022 to September 2023, we deployed 4 quarterly employee engagement surveys and had a 64% participation rate. The surveys ask employees to rank their satisfaction with their role, the company, and their career well-being. We saw an increase in employee engagement in 2022 and believe this is due to our holistic approach to our employees' well-being.



Our eNPS score (-100 to +100)

We meticulously examine the results and require each team, domain, and competency to carefully assess the feedback from employees and take corrective actions, if necessary.

The satisfaction score has experienced an increase over this year's surveys, which reflects that the changes implemented have been received favorably.

In response to the survey findings, ViaBill leaders are granted access to insights associated with their areas of responsibility, and they are strongly encouraged to take action based on this information. They, in turn, share the comprehensive results with their respective domains and teams, fostering transparency and motivating improvement.

Office health & safety

ViaBill actively addresses and reduces workplace-related risks linked to the physical office environment by implementing suitable health and safety measures. We provide yearly health and safety training, covering both physical and mental health. We also have the necessary accommodations for employees with mobility issues – such as an elevator and wheelchair-accessible toilets.

Provision of equipment

ViaBill offices are equipped with ergonomic chairs and standing desks are available for all employees. We also provide special keyboards and mouse if requested by the employee, to avoid hand injuries and strains.

ViaBill also provides its employees the option of purchasing screen glasses through a special agreement with Louis Nielsen, a big optical chain in Denmark. Included in this agreement is a Premium Club Employee Discount.

Pension plan

At ViaBill, we understand the importance of financial security in retirement. While we do not currently offer a company-sponsored pension plan, we encourage our employees to plan for their retirement independently. To assist with this, we provide administrative support to those who choose to establish and fund their own pension funds. Our dedicated team is available to offer guidance and answer any questions you may have about setting up and managing your personal pension fund, helping you take control of your financial future with confidence.

Food in the office

There's always coffee and tea available for all employees, as well as fruits and other healthy snacks. We offer a lunch service for both our full-time and part-time employees. For this, we have hired Frokostfirmaet, who has over 50 years of experience in the lunch industry. They focus on minimizing food waste and their kitchens have the option to adjust the amounts up and down as needed. We also buy to-go boxes from them, so employees can take home leftovers from lunch. You can read more about Frokostfirmaet and its sustainability efforts [here](#).



Support for families

We hold the belief that by championing families, we empower our employees to realize their utmost potential. In line with this commitment, ViaBill offers paid maternity and paternity leave in accordance with relevant legislation. This leave is provided to assist new parents in balancing their work responsibilities with their family commitments.

Social activities

At ViaBill, we understand that fostering a sense of belonging, camaraderie, and well-being among our employees is essential for a sustainable and socially responsible workplace. We recognize the significance of social activities that go beyond the traditional workspace, helping to build stronger connections and promoting work-life balance.

DHL Stafetten

Physical well-being is a fundamental aspect of overall health, and we actively encourage our employees to lead active lives. To promote physical fitness, team spirit, and community engagement, our employees participated at DHL Stafetten on September 1, 2023. The DHL Relay is not only the world's largest exercise race; it is the year's biggest company party, where employees have the opportunity to enjoy themselves with their colleagues in a good atmosphere.

Through initiatives like these, we aim to instill a culture of health and well-being within our workforce. It not only fosters a sense of community among our employees but also underlines our commitment to promoting healthy living and an active lifestyle.



ViaHub 2023

Recognizing the importance of relaxation and bonding outside of the workplace, we organized our second company trip - this time to Poland. This excursion provided our employees with a unique opportunity to unwind, explore new cultures, and strengthen relationships with their colleagues.

By offering such company trips, we create an environment where employees can recharge, form deeper connections with their peers, and return to work with renewed energy and enthusiasm. These experiences contribute to a positive work-life balance and overall well-being, which we value greatly at ViaBill.



“Incorporating these social activities into our initiatives not only enhances the overall job satisfaction of our employees but also demonstrates our commitment to their holistic well-being. Through these activities, we encourage a vibrant and harmonious work environment, where employees feel valued, motivated, and supported in their personal and professional growth.”

ENVIRONMENT AND SUSTAINABILITY

01 Environmental impact

Since the inception of our company, ViaBill has maintained a steadfast belief that it is our duty to offer our customers the best product while minimizing our ecological footprint.

We have taken significant steps to eliminate the necessity for paper-based payroll processes. This has greatly reduced our reliance on printing payroll-related documents.

Our cloud-based software not only delivers top-tier functionality but also boasts minimal environmental impact. Moreover, our on-site data centers are thoughtfully designed, incorporating cutting-edge energy-saving techniques. Across our corporate campuses, we have seamlessly integrated environmentally conscious practices into our day-to-day operations.

Electronic Waste

Being a technology-driven organization, equipping our employees with top-notch IT equipment is vital to our overall success. Having the right tools at their disposal is imperative for the continued development and maintenance of the innovative products and services we provide to our consumers and partners. ViaBill places a strong emphasis on promoting sustainable consumption of physical electronic goods wherever feasible.



We actively pursue the reuse of IT equipment to maximize its lifespan before it reaches the recycling stage. We engage in efforts to refurbish and recycle used equipment with a greater intrinsic value, such as laptops, mobile devices, and screens. If it becomes necessary to dispose of IT equipment, it is transferred to a

municipality recycling facility responsible for electronics and IT equipment. The company strives to follow the Electronic Waste (WEEE) and batteries (BAT) regulations published by the Ministry of Environment of Denmark, Environmental Protection Agency.

Waste management

Thanks to the recycling system in place in Denmark, the bulk of the waste generated at ViaBill consists of combustible materials that are effectively converted into energy, ensuring that they do not go to waste. Our primary objective is to foster opportunities for fractional recycling within our office spaces and to curtail the production of non-recyclable office waste.



Our Office team actively promotes and facilitates recycling practices wherever possible.

Energy Use

At ViaBill, we hold a firm belief in making diligent efforts to mitigate our environmental footprint as our business expands. Our commitment involves the reduction of energy consumption whenever feasible and the utilization of renewable energy sources within our corporate facilities.



Since day 1 we have been using NRGi in our offices as our provider, which supplies green and climate-neutral electricity generated by Danish wind turbines and solar panels.

ViaBill uses an average of 1116.5 kWh per month (13398.21 per year) putting us below the average business energy consumption*.

Our office

ViaBill's headquarters are located in the city center of Copenhagen and our building has a Gold Plaque in the DGNB scheme certification.

DGNB is a certification scheme targeted at buildings and urban areas. The system is based on the holistic approach to sustainability (UN definition) with three main pillars: social, economic, and environmental sustainability.



*Source: <https://bionic.co.uk/business-energy/guides/average-energy-usage-for-businesses/>

The system is dynamic and therefore the criteria are updated continuously. The DGNB system does not set specific requirements for certain solutions or materials, as buildings have different functions and different requirements. A building or an urban area is therefore evaluated based on their performance.

Read more about DGNB [here](#).

02 Sustainability approach

When thinking about sustainability, it's common to just associate it with climate and environment. However, as a financial institution, we are committed to addressing critical global challenges not only within our own operations but also by extending our impact beyond, advocating for sustainable credit practices.

We strive to play a pivotal role in empowering our consumers with high-quality information to enable them to make responsible purchasing decisions.

Collaboration with our retail partners is another cornerstone of our commitment. Together, we work to ensure responsible business practices and expand consumer choices by offering conscientious shopping opportunities.

Sustainable credit

We hold the belief that consumers should primarily make payments using their available funds. However, there are certain financial situations, where utilizing credit can be a practical choice. Our objective is to empower consumers by helping them save both time and money, facilitating informed decision-making, and giving them greater control over their financial matters.

We provide flexibility by offering various payment options, including the ability to choose your own payment date or change the number of installments to a preferred timeframe, all without extra or hidden charges.

Control over finances

ViaBill aims to assist consumers in saving both time and money, enabling them to make informed choices and assert greater control over their financial matters.

A lack of transparency poses a barrier to consumers in evaluating their choices, potentially diverting them towards options that are neither sustainable nor beneficial. The credit and payments industry must enhance its practices, and we are committed to driving this transformation by enhancing our product offerings.

With our app, customer can have a comprehensive overview of their payment history, purchases, and future installment dates. ViaBill also offers the flexibility to choose the most convenient payment date and select the number of installments that best suit the customer's needs, at no cost.

Enhanced Payment Reminders

As part of our commitment to assisting consumers in meeting their payment deadlines, we have introduced additional friendly reminders as push notifications, with no charge associated with this service. Even before the app, our consumers were already receiving payment date reminders via emails and SMS, a practice that has demonstrated its effectiveness in reducing the frequency of reminder fees.

Through the implementation of push notifications, we aim to further simplify the process for consumers, making it even more convenient for them to remember and meet their payment obligations promptly. Following the introduction of push notifications at the end of May 2023, there has been a decline of 9% in the occurrence of late payments among our customers, and the trend suggests this percentage will increase over time.

Clear cost information

The total cost of a loan frequently remains opaque to customers due to the multitude of associated fees. In our pursuit of transparency and fairness, we have taken significant steps to remove ambiguity. This has been done by displaying at different points clear information about the costs and fees that might be incurred and simplifying the payment process for consumers, who now only need to pay a straightforward, predetermined account fee based on the borrowed amount.

Simple financial overview

In the ViaBill App, customers can find a simple financial overview which makes the

process of comprehending spending patterns and future payments more accessible. The app encompasses a comprehensive set of management tools that empower users with full transparency and control over their finances:

- 1.The in-app bar indicator offers a visual representation of the portion of the limit consumed, providing an easy visual representation of used and available credit.
- 2.Users can monitor their shopping history and have easy access to their future scheduled payments, so they are aware of payment dates and can make sure to meet them.
- 3.Shoppers always have the option of making manual payments to set their balance in advance, change their number of installments to fit their needs and modify their payment date to whatever is more convenient for them, giving them full control over their ViaBill account.

Through these tools, ViaBill ensures that consumers have the resources they need to effectively comprehend and regulate their finances. This heightened transparency and control over their spending habits contribute to a more informed and responsible approach to personal finance.

03 Connecting with stakeholders

Earning stakeholder trust is an integral aspect of ViaBill's business, one that is pivotal to our achievements. This trust is cultivated by conducting ourselves responsibly and extending protection and support to both consumers and retail partners.

- We aim to enhance consumer experiences by creating products that grant them convenient, transparent, and intuitive control over their finances.
- Our commitment extends to offering unparalleled support to retail partners, regardless of their size. This includes providing them with performance data and facilitating their expansion through collaborations.
- We aim to streamline the process for retailers, making it swift and seamless to collaborate with ViaBill. This is achieved through ready-to-use integrations with various platforms and the reduction of their credit risk to zero. The outcome is an improved shopping experience and heightened customer satisfaction.

Average NPS in 2023



Engagement

Fostering and preserving stakeholder connections is a fundamental driver for propelling ViaBill as a responsible societal participant. Ongoing, transparent communication with our stakeholders enhances our comprehension of their concerns and anticipated outcomes. Our interactions with them allow us to focus our endeavors and resources on achieving the most significant sustainability impact.

Customers: self-service portal and app, customer satisfaction surveys and feedback options, customer support through multiple platforms, dispute management.

Merchants: self-service portal, merchant satisfaction surveys, feedback options, merchant support through multiple platforms.

Employees: employee engagement and satisfaction surveys, open Slack culture, annual performance and development reviews, leadership training, internal events, whistleblowing.

Thanks to all these initiatives and the valuable feedback gathered from them, ViaBill has been able to constantly improve over this past year, and we plan to keep doing so in the future. The input obtained has been reflected in new upcoming features, such as Payment Date Selection; more education and workshops for our employees; and changes in the dynamic for our yearly company trip, with more focus on socializing.



NEXT STEPS

01

Recycling & donations

As of October 2023, ViaBill will become a Pant-for-Pant ambassador. Pant-for-Pant is a non-profit bottle collection service that provides socially disadvantaged people with work through the donation of bottles made by companies, institutions, organizations, and individuals.

02

Volunteering

In 2024, all ViaBill employees will be part of World Cleanup Day - <https://worldcleanupday.dk>

03

Consious partnerships

Curating content within the ViaBill app and website, promoting the sustainability efforts of brands and their products.



CONCLUSION

ViaBill is committed to its role as a responsible and sustainable corporate citizen. Throughout this CSR report, we have highlighted our dedication to ethical conduct, environmental stewardship, and the well-being of our employees and customers.



We prioritize employee well-being by fostering a diverse and inclusive workplace, offering a wide range of training opportunities, with a special focus on leadership. We also support our employee's well-being through various initiatives, such as paid parental leave, health benefits, and social events. All this is the result of the feedback obtained through our eNPS surveys.



Our commitment to ethics is evident through our comprehensive Code of Business Conduct, robust anti-money laundering and anti-corruption policies, and our dedication to preventing unethical business practices. We value transparency and accountability and actively encourage our employees to report any concerns through our Whistleblower Policy.



Our dedication to empowering consumers is evident in our efforts to provide transparency in sustainable choices and offer flexible payment options that align with responsible financial practices. Our push notifications have significantly reduced late payments and debt collection referrals, demonstrating our commitment to financial wellness.

At ViaBill, our mission is to serve as a catalyst for positive change, empowering our employees, consumers, and partners to make informed, ethical, and sustainable choices. We believe that by upholding these values and initiatives, we can create a more equitable and sustainable future for all stakeholders.

Thank you for joining us on this journey towards a better tomorrow.

Contact

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