

# Sustainability, Equity & Impact Report 2021

VONQ Group BV



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## 1. Introduction

**“VONQ is at the forefront of the global talent community. With our vision to simplify hiring for everyone, we help candidates to connect with the jobs of our customers. We make a positive impact on the global talent and employment market.”**



Arno Schäfer  
CEO

As VONQ grows globally, so too does our responsibility. We owe it to society, our employees and customers to strive for a better future. VONQ is committed to ensuring ESG through multiple initiatives and programs, both internally and externally and to be part of the daily business.

This is VONQ's second Sustainability Report and refers to the year 2021. In this report, we describe our work within our main focus areas, as well as the policies and ways of working that support us.

At the end of 2021 VONQ established an ESG committee. This committee consists of representatives from across the company. They will create an ESG framework that contains KPI's, objectives, and activities for 2022. This framework will be the baseline for:

- What we will measure.
- What information goes in the sustainability reports.
- SDG alignment (Sustainable development goals of the UN).

## 2. Our Business

### Who we are

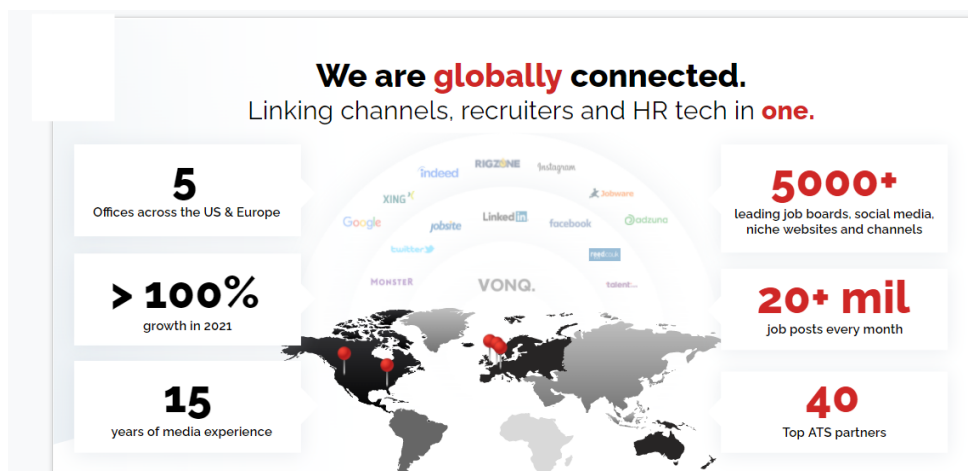
VONQ is a Dutch B2B provider of online job marketing services. We assist worldwide corporate clients and staffing agencies in optimizing the effectiveness of employment advertisements across digital job boards. We also assist certain clients in improving their employer brand profile. VONQ transacted with over 1,000 clients in 2021, including small, medium businesses and Enterprises and multinationals such as Deloitte, Rabobank, Microsoft and ASML, many of whom it has long standing relationships with.

**1000+ enterprises and 400+ staffing agencies rely on VONQ everyday.**



We were established in the Netherlands in 2006 (HQ Rotterdam), expanding in Europe: UK in 2007 and Germany in 2015. In November 2020, we bought the company InGoedeBanen (IGB) which is headquartered in Groningen (Netherlands). In 2021 we integrated them fully into the VONQ group and the brand IGB was taken from the market and moved under the VONQ brand. Since 2021 we also opened sales activities and operations in the US, mainly in Indianapolis, one of the leading HRTech cities of the US. Our Employees in the US work in 5 different states. We have developed a 'white label' indirect advertisement placement service which is made available via partners including leading Application Tracking System (ATS) vendors.

**Our Vision is** to simplify hiring for everybody so great teams come first. In order to achieve our vision, we continuously strive to make VONQ's more accessible and innovative. Our technology gives recruiters and prospective employees the ability to transcend borders, connect with one another and drive industry forward. We build products that easily give access to global job boards and to help employers reach a wider range of top candidates, and build a more diverse and inclusive workforce.



## Our promise

Our software makes it easier than ever for recruiters and Talent Acquisitions Managers to expertly advertise jobs. With more than 5000 channels we give our customers greater access to a wider pool of potential candidates —all from one place - all on one contract. Companies use VONQ to advertise over 20+ mil. jobs every month.

## Meet **VONQ** Suite



### VONQ Job Post

**High volume**

Volume job distribution.  
Automatic. Fast.

For staffing & enterprises



### VONQ Job Marketing

**Highly targeted**

The best individual media mix.  
Data-driven recommendations.  
Easy and convenient.

For enterprises



### VONQ Recruitment Marketing

**Highly knowledgeable**

Expert media strategy.  
For employer brands.  
And jobs.

For enterprises



### VONQ HAPI

**High tech**

One API integration.  
All the channels  
in your product.

For HR tech partners

## Testimonials from our clients

- Diversity Recruiting

'It is great to see that with the use of the right tools and strategies, we are now able to bring our message about diversity and inclusion across to the right target audiences. And more importantly, we are increasingly able to attract a diverse and inclusive workforce!'

Senior Diversity & Inclusion Officer at European Investment Bank

- Shorten time-to-hire

'Thanks to the transparent insights along the entire applicant journey, we can always see where there is a need for optimization in the process. This has the positive effect that we have been able to significantly shorten our time-to-hire, as we now reach the desired target group much faster'.

Chapter Lead Online Marketing at Randstad NL

## Hiring Application Programming Interface (HAPI)

HAPI lets Applicant Tracking System (ATS) and Customer Relationship Management (CRM) platforms offer recruiters the ability to purchase, post, and distribute job ads without ever leaving the ATS or CRM. Say goodbye to media contracts, multiple logins and manual reporting on sources. And say hello to unprecedented simplicity, efficiency, and speed. HAPI gives recruiters direct access to 5,000+ leading media partners—from major job boards and OFCCP compliant job banks to niche sites, associations, social media platforms and search engines—without so much as an extra browser tab. HAPI represents the next generation of recruitment advertising, simplifying hiring so great teams come first.

For US companies, diversity & inclusion is a big topic for consideration. In addition, the US Office of Federal Contract Compliance Programs (OFCCP) has put in place mandates for companies that want to work with the Federal Government in order to promote diversity in the workforce.

HAPI Compliance enables ATSs to offer their own white-label compliance solution. It helps their customers to achieve the highest levels of compliance readiness and audit protection for OFCCP's mandatory job listing, outreach, and record-keeping requirements.

**Next step!** However, as VONQ, we don't stop there. HAPI Social Impact (to be launched in 2022), enables ATSs to offer their own white-label diversity, outreach,

and inclusion job posting service to employers with one simple integration. It's for their customers that want to meet these Federal Guidelines, even though they are not under the mandate to do so. It's for employers that want to do the right thing.

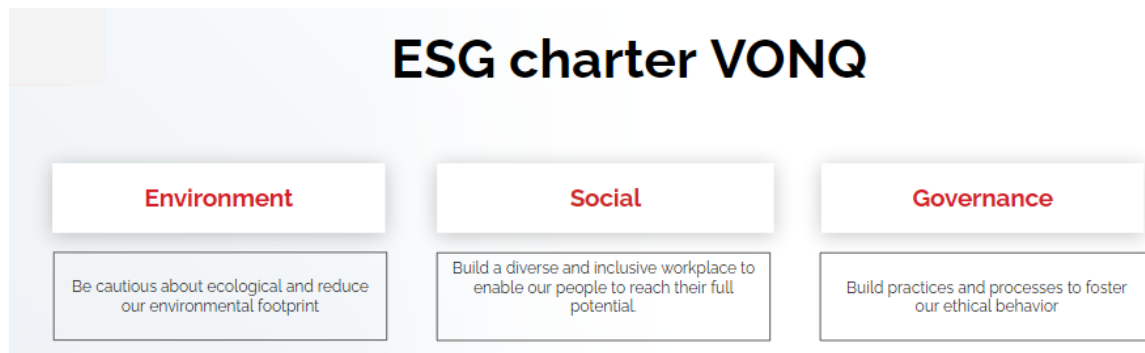
#### Benefits for employers

1. Hires qualified applicants faster and generate more clicks and conversions.
2. Fulfills their equal employment opportunity obligations.
3. Turns their HR department into a profit center because they'll get tax credits when hiring candidates from diverse backgrounds.
4. Boosts their reputation by showing they are an equal opportunity employer and that they have met the high standards outlined by the EEOC.

### 3. Our approach to ESG

Our social responsibilities extend to every corner of our business as we create an inclusive environment, drive sustainability efforts across our operations globally, and make our products more innovative, accessible and compliant for all.

Our ESG strategy is grounded in the idea of doing well by doing good, as evidenced by our products, which connect people in ways that make them as successful as possible.





## 4. Governance, Policies and Standards

We strive to create and maintain an inclusive work environment. We come from all around the world and represent a variety of cultures, experiences and diverse backgrounds. That's why we have policies, including our anti-discrimination and harassment policy, and practices in place to ensure that all our employees are treated with dignity, decency and respect, free from any kind of discrimination, harassment or intimidation.

### Our Policies:

- **Labour and Human rights**  
Respect for human rights is essential to our core values, how we run our business, and interact with the internal or external community. We comply with international labour standards such as non-discriminatory treatment and anti-harassment, workplace health and safety, anti-slavery and human trafficking, no child labour, freedom of association, and minimum wages.
- **Equality and Diversity policy**  
You must be committed to encouraging equality and diversity among our workforce, and eliminating unlawful discrimination.
- **Background Screening Policy**  
VONQ maintains an employee background screening policy. It refers to our guidelines for investigating our job candidates as a part of our hiring process. Background checks help us get insight into candidate backgrounds, verify candidates and ensure we hire reliable employees.
- **Environmental policy**  
Where you can find measures you can take to reduce the environmental impact. This policy can help to recognise and follow a shared responsibility to protect the planet in our corporate activities.

In 2022 we will implement a whistle blower policy and update our Anti bribery and corruption policy.

## Code of Conduct

The Code of Conduct has been adopted to encourage:

- Compliance with applicable laws, rules and regulations.
- Full, fair, accurate, timely and understandable disclosure.
- Honest and ethical conduct, including fair dealing and the ethical handling of actual or apparent conflicts of interest.
- Protection of the Company's legitimate business interests, including its assets and corporate opportunities.
- Protection of confidential information.
- Prompt internal reporting of any violations of law or the Code of Conduct.

## ESG & Information Security

VONQ utilizes the ISO 27001 Information Security ("InfoSec") frameworks in order to identify and maintain the assets, technologies, and processes needed to protect customer information and to help ensure the confidentiality, integrity, availability, and privacy of customer data and supporting services. Additionally, it has an ESG governance board. To enable this, VONQ:

- Aligns its InfoSec policies and procedures to the global industry standard ISO 27001
- Achieves a robust InfoSec framework for the efficient functioning of the organization
- Maintains a strong governance board to address issues of ESG and Organization with a focus on best practice policies and standards enabling efficient and transparent decision-making processes.
- The Board reviews, on an annual basis, the internal policies of the Company and is updated at every meeting on issues involving data security, ESG, and InfoSec. It also provide best practices from portfolio companies.

The ISMS Governance Council The ISMS Governance Council is chaired by the Information Security Management Leader and comprises executive management or their delegates needed to support information security, ESG initiatives, and/ or drive the future vision of information security.

The Information Security Management Leader role has the authority to drive information security at VONQ at the functional and operational levels and is

responsible for the coordination of the ISMS activities across the organization. The Information Security Officer (ISO) is the designated Information Security Management Leader.

The Data Protection Officer role has the authority to drive data privacy at VONQ at the functional and operational levels and is responsible for the coordination of the data privacy activities across the organization. dpo@vonq.com is registered under FGO12265 with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens (AP)).

### **ISO 27001 Certification**

VONQ is currently upgrading all internal processes in the area of Information Security. The Company is adopting the ISO 27001 certification and is in the middle of the audit process for this. ISO 27001 is a certification for an information security management system (ISMS) -- ISMS is a framework of policies and procedures that includes all legal, physical and technical controls involved in an organisation's information risk management processes.

### **GDPR and Cybersecurity**

Naturally, a critical area for attention is GDPR and the protection of data privacy for customers and users, employees and vendors. We understand the risks and concerns related to security and privacy related areas, and how these affect its business operations. We are GDPR compliant and we implement strong measures to ensure compliance and prevent unauthorised access or disclosure, including signing Data Protection Agreements with clients and partners, appointing Data Protection Officers, and documenting and updating their Technical and Organisational Measures.

### **VONQ IT Security Plan**

In preparation of our ISO 27001 audit, we have updated our IT Security Plan including our practices and policies. We have an IT Security plan in place which meets the international guidelines and we conduct regular PenTests (penetration testing) to make sure that our systems are secure. We know that IT security is not a one-time event, and to maintain our ISO 27001 standards, we will continue to test and iterate upon our Security Plan.

## 5. Social Impact

In order to amplify a holistic, effective and lasting social impact, our focus is to take actions in these following areas:

- People.
- Employee benefits.
- Growth.
- Nominations and awards.
- Donations & voluntary work.

### 5.1. Our people

In 2021 we increased headcount by 29 people, growing by 30% to 127 by the end of the year. This growth was based on our new strategy:

- We set up a new business in the US.
- We hired employees from India to assist the Operations team in the NL.
- We added new departments like Business Intelligence and Strategy.
- We hired new management team members on Marketing (F), HR (F), Finance (M) and Sales (M).

As we continue to grow as a company, we are seeing positive steps forward in progress as it relates to our workforce representation. We have 23 nationalities but will continue to take intentional and measurable steps forward to accelerate greater diverse representation in hiring and in leadership ranks.

#### Number Jan , 2021

Total employees: 98

Male: 43%

Female: 57%

Jan 21: 33% female in leadership role

#### Numbers December 31, 21

Total Employees: 127

Male: 67%

Female: 33%

Dec 2021: 37.5% female in leadership role



## Our values

Our values guide each decision we make, serving as the path we'll follow to achieve our goals and vision. These values help us build trust with our partners, customers, suppliers and ourselves. They ensure that we are the same company that stands for the same things.

- **TOGETHER** "Talent wins games, but teamwork and intelligence win championships."

Together we make our customers, our organisation and ourselves successful. Together, we can achieve our goals and reach our full potential. Play like a team, and go for the championship!

- **OWNERSHIP** "'Impossible' means that you haven't found the solution yet."

Go beyond the comfort of your role and stretch your boundaries. As the owner of your goals, you understand what needs to be done and take control of the tasks ahead. If there's a problem, make sure you're part of the solution.

- **MOVE FAST** "Fast learners win."

Moving fast enables us to develop more and learn faster. We are a culture of builders, we are not afraid to make mistakes. We take intelligent risks, experiment and embrace change.

- **GROW & ENJOY** "Success is a journey, not a destination."

We're eager to grow both personally and professionally. We celebrate our joint and personal development. And we make sure we enjoy what we do. Be open minded, go out of your comfort zone and love what you do!

## Our workplace

We believe in an inclusive culture where everyone feels empowered to share their full selves, where everyone feels like they belong and where we raise awareness, remove stigma, and normalise the conversation surrounding mental health. A culture where innovative and driven people can grow, have fun, work together and do their best work.

That means that our onboarding process is really important. When new VONQies join our company, we invite them to experience our unique onboarding event. Our onboarding event consists of 11 online sessions during their first weeks.

These sessions are all about getting to know VONQ (mission/vision/strategy) and the VONQ Suite (our products) and to get the chance to meet fellow new-joiners. The first session always starts with a personal warm welcome from the CEO.

As part of our commitment to Equity, we collect feedback after each onboarding cohort and use it to iterate improvements.

### **Using Data**

We know that we need relevant and reliable data to measure our success, while also holding teams accountable in reaching their goals for the future. In 2022 we will regularly review data even better, like candidate pipeline reports, monthly hires and attrition, and interview feedback, to make improvements to the existing programs. To ensure our recruiting and hiring practices are fair and equitable, we will create an inclusive hiring strategy in 2022.

We implemented Personio at the end of 2021, because they share our commitment to ESG. This is an HR system, that give employees

- Access to their colleagues: access to basic information of your co-workers; company org chart, profile pictures, their holidays and birthdays.
- Collaborate with their manager: Easy workflow for leave and sick approvals and creating personal development plans or promotion plans.

Personio connects HR, the manager and the employee in a better way to focus on growth and personal development and strengthen collaboration among employees all through one system.

Because of this digitalisation HR is able to build an HR dashboard (for 2022). HR can be more data driven. All of which help us better recruit, retain, and forecast talent needs (and to report).

## **5.2. Employee benefits**

Also important is how we act on people's wellbeing and personal growth, and to give our people the opportunity for a good work life balance.

### **Unlimited holidays**

VONQ wants to give everyone the freedom that counting holidays is not necessary, reward you and give you the extra paid leave that you need! As long as the performance meets the minimum of what VONQ expects you to deliver.

### Remote working

At the end of Dec'21 VONQ was able to employ people remotely. That means hiring or allowing employees to work from locations where VONQ has no entity. To comply with local laws and regulations, we have begun shifting non-core processes to vendors who can help us accelerate this shift, for instance by keeping us compliant with local tax laws regardless of where an employee resides.

### Sports

We collaborate with Vondelgym in the Netherlands. With this deal our employees receive a discount on the regular subscription.



## 5.3. Growth

### Performance development program

The main reason for re-developing the 'performance' cycle within VONQ and to separate performance and reward is that we can focus more on innovation and learning. The cycle will be more about having a continuous dialogue about employee contribution, behavior and personal development. We believe in equal pay and reward.

### VONQ Academy

VONQ encourages employees to learn and study during their employment. We organise internal training every quarter on different topics, like project management, Excel, Google Analytics.

**Opportunities for graduates**

In 2021 we had several internship positions and traineeships for young graduates. We have employed interns from different countries, as far as Lebanon or Indonesia.

**5.4. Nominations or awards****Our work**

At the core, VONQ is designed for positive social impact, as the company makes the job market more efficient by enabling fast, cheap and quality job marketing.

**Nominations and award**

Core Leaders in the [Fosway 9-Grid for TA](#).

Fosway is Europe's #1 HR Industry analyst. Positive customer feedback earns VONQ recognition as a Core Leader for Specialist Recruitment Marketing!

Our customers get a complete understanding of their best online sources and their applicant journeys, giving them a vital advantage to reach and convert applicants online. Through our leading automated multi-posting and Programmatic Job Marketing technologies there's no more tedious effort, cost or complexity of researching and managing multiple vendors individually.



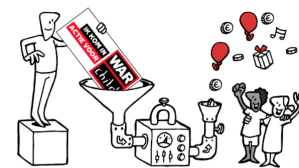
## 5.5. Donations & voluntary work

### Donations & charity

- VONQ donated to Tech Bikers, an organisation that provides free bicycles for children in Africa and runs an initiative to get them out of war-related activities – sponsored via kilometres walked by VONQ employees.



- P&E (Product and Engineering) took 4,420,433 steps and raised 1,438 EURO during 25 Sept to 31 October 2021 for [War Child](#).



VONQ  
VONQ P&E TEAM CHALLENGE  
VONQ Smart Recruitment Marketing

- Instead of the annual Christmas gifts for our customers we've decided to donate to charities.

We donated to 'stichting jarige job' and 'Kinderhospiz Regenbogenland'.



### ★ Stichting jarige job

In the Netherlands there are tens of thousands of children who cannot celebrate their birthday because their families cannot afford it. Stichting Jarige Job helps by giving a birthday box to these children. The birthday box contains everything needed for a great birthday celebration, at home and at school.



### ★ Kinderhospiz Regenbogenland

Regenbogenland is a place for children, adolescents and young adults who have limited life expectancy due to a terminal illness or severe disability. Our children and youth hospice in Germany/Düsseldorf is a place where life itself and the joy of life are at the heart of what we do. It is a facility that aims to help families make the remaining time together with their child as fulfilling and positive as possible.



## Volunteer work

As VONQ we are committed to give our time and knowledge back to society. We promote doing voluntary work among our employees. Our aim for 2022 is that every team will dedicate 1 full day of their time on voluntary work to support society.

Our digital consultancy team packed 400 birthday boxes for families in need. Stichting Jarige job: *In the Netherlands there are tens of thousands of children who cannot celebrate their birthday because their families cannot afford it. Stichting Jarige Job helps by giving a birthday box to these children. The birthday box contains everything needed for a great birthday celebration, at home and at school.*



## 6. Environmental impact

### We actively lead or support initiatives for a better planet

#### Travel

We switched from vehicle management for the Sales Representative roles to a mobility management approach to have a stronger focus on the company's ecological footprint and to create more efficient mobility, as well.

That means we don't renew lease contracts of our current car fleet and don't contract more cars. By doing this we reduced our company car fleet already by **50%**. Our goal is to eliminate all company cars by the end of 2023.

A mobility budget (for Sales in NL) is a set monthly allowance that can be used to cover travel costs, independent of the mode of transportation. This solution allows for flexible mobility options under one transparent budget. By combining the main forms of mobility, such as public transport, cycling and carsharing, our employees can meet their mobility needs with their own budget and independently decide what system works best for them. The budget can be used for both business and private purposes.

#### Hybrid working

Though we continue to experience the effects of COVID-19 globally, we also reduced office travel by embracing hybrid work **evenmore**. It means our way of working enables remote working for everyone. It's up to the employee where you want to work. We trust that they spend their time wisely. All our rituals and teams are designed for remote working.

Now that the pandemic is hopefully coming to an end, it is time to define hybrid work: a balance of office and remote work.

Hybrid working helps us to become a more diverse place to work, a place that can flex with our people as their lives and ambitions change. And perhaps best of all, it supports a better work-life balance. We have restructured our HQ office to have more meeting rooms/areas and only flex desks.

**Office**

We Improved our quality of office locations by selecting spaces with a BREEAM certification (or similar). Rotterdam HQ is also BREEAM certificate. We canceled the Amsterdam office in 2021. In 2022 we are looking for a new office in the UK.

**Paperless**

We rolled out an electronic document signing system and reduced printers in the offices, which enabled VONQ to become completely paperless: all paperwork such as job board/ sales and employment contracts are digital. Deal making is now happening online and in a remote way.

**Waste Management**

In 2022 we continued to look for ways to reduce waste across our operations globally, whether that is in separating food, furniture and equipment, reducing packaging for snacks, or eliminating single-use plastic from our offices.



## 7. Summary

We make ESG one of our top priorities within VONQ. Our ESG strategy cannot just be a separate layer that sits above what we do day to day.

Our ESG strategy is grounded in the idea of doing well by doing good to our employees, clients, suppliers, investors and partners - evidenced by our products, which help to find everyone a personally fulfilling job.

I am excited about the future as we continuously strive to become better in every aspect of our doing.

Happy to engage with you anytime.

Arno Schäfer  
CEO VONQ