

## **Halmyre ESG (Environmental Social & Governance)**

### ***Environment***

Since our 5th anniversary, Halmyre has adopted the planting of trees to offset the day-to-day emissions of our business practices, reward and engage clients. We have planted over 900 trees to date.

### ***Social:***

Halmyre is deeply vested in our communities of associations and not-for-profits, and give countless hours of our time, expertise, knowledge, and partnership. We are active contributors and collaborators with our own professional associations, include the Canadian Marketing Association and the American Marketing Association. Further in 2021 we launch and donated our time and skills to Indigenous-led businesses, and actively shared knowledge (Jesse Wenté's "Unreconciled").

### ***Governance:***

Halmyre is a small, private business with a strong values-driven culture... list the values. This translates into a clear, accountable governance structure that is balances performance-driven results (with a mix of team and individual results) balanced with uncompromising values. We hold regular, transparent, and accountable performance management meetings on weekly, monthly and quarterly basis with all team members, and the President holds herself and her performance accountable by sharing her personal results with the team

### ***EDI***

Halmyre is a woman-led organization, with over 50% of our team representing women and new Canadians. In 2020 we invested in our team's professional development with a session of Diversity and Inclusion training and awareness sessions.

### ***Community Give Back***

At Halmyre, giving back to the communities we work in is essential to our corporate social responsibility (CSR) philosophy, and our CSR initiatives are a core benefit for the Halmyre Exchange. It is our hope that our team will leverage the benefits provided in our CSR program to do good work, and to support organizations that are meaningful to them.

### ***Facilitate Halmyre Employee Engagement***

Each quarter, each Halmyre employee receives a ½ day off to volunteer for any organization they would like to support. Halmyre recognizes that, often, volunteer events occur during the workday therefore we provide these hours to our team to enable them to be engaged with volunteer activities that they wish to support.

It is Halmyre's real hope that our team embraces this volunteer time as time to step away from work and pitch in, in ways that are meaningful to each employee.

### **Donate to causes that are important to Halmyre Employees & Clients**

Each quarter, Halmyre donates \$250 to a registered Canadian charity or non-profit organization that is nominated by the Star Volunteer of that quarter.

Halmyre will also match all fundraising efforts up to \$100 made by our employees as well as our clients. For example, if an employee is going to participate in a charitable walk-a-thon and actively solicits donations of \$75, Halmyre will match that donation of \$75. If they actively raise \$250, then Halmyre will contribute a maximum of \$100 to the fundraising campaign. The organization must be a registered Canadian charity or non-profit, recognized by CRA.