

SAMI ENVIRONMENTAL POLICY

SA Market Insights is committed to protecting the environment and reducing the carbon footprint of our business by identifying and offsetting the environmental impact of our operations. We feel it is critical to do our part to protect our planet by keeping a focus on the environment across all of our business areas. Continuously identifying new ways that we, as a professional services company, can improve the planet are an important part of how we want to operate our business. We encourage customers, suppliers, and other stakeholders to do the same.

There are two primary areas of focus:

1. Reducing our footprint: we have implemented internal policies to offset the carbon footprint of our business operations
 - a. Fully remote work model to eliminate pollution generated by commuting to and from an office, saving both resources and time
 - b. Policy to turn off work equipment and lights when not in use
 - c. Travel is limited both for internal purposes and for client meetings to only that which is absolutely essential, reducing fuel consumption as well as usage of plastics, etc.
 - d. Electronics recycling program when equipment has reached its end of life
 - e. Conducting research online when possible to target minimal energy consumption
 - f. Comply with and exceed all relevant regulatory requirements
 - g. Promote the use of recyclable and renewable materials
 - h. Purchase environmentally responsible products from suppliers wherever possible
2. Supporting clients to better care for the environment and to reach their sustainability goals
 - a. Guiding integration of sustainability priorities into their business / brand strategy
 - b. Understanding the sustainability needs of our clients' customers to ensure clients are supporting these needs
 - c. Measuring client progress on brand sustainability goals over time, especially brand association-related objectives

To ensure that the policy is successfully implemented, we will:

- Provide adequate resources to implement this policy
- Ensure that all employees understand our environmental policy and conform to the high standards it requires
- Review this policy annually in light of any legislative or other changes that may affect our activities

Together, we can improve our environment, our planet, and our world.

Joy Ganvik, CEO