

COMMITMENT TO SUSTAINABILITY AND DIVERSITY 2023



xcom

From the birth, an agency that cares about people, sustainability and compliance

XCOM was one of the first communication agencies in Brazil to speak out in favor of practices and policies. Since 2019 we have been following and supporting the dissemination and adoption of the UN's Sustainable Development Goals (SDGs).

By means of its own initiatives and support for philanthropic organizations or those linked to sustainability issues, XCOM has put these issues into the day-to-day running of its operations and in dialogue with its employees.

XCOM is an active member of the main organizations in the communications market, in which it participates in various committees to support and discuss diversity, sustainability, citizenship and governance, through its partners, executives and employees.

Furthermore, we are recognized in our segment for adopting diversity practices when hiring talent, always adopting objective and empathetic criteria and never looking at gender, color or social class.

XCOM has always been plural, fair and transparent, and we are proud to have achieved this image in a country where these issues have been hit so hard on a daily basis.



Our manifesto

WE SUPPORT DIVERSITY WITHOUT RESTRICTIONS

XCOM believes that a world that is more pluralistic, tolerant and open to diversity is one of the main ways to achieve a fairer and more collaborative society. We are proud to have people of all backgrounds, creeds and sexual orientations among our employees and we support all internal and external initiatives aimed at strengthening this position. XCOM's representatives in all entities and forums in the communications market or elsewhere should always speak out in favor of these concepts and defend their importance and relevance. Defending diversity is a non-negotiable value for us.

BEING SUSTAINABLE IS NOT JUST A MATTER OF WORDS

We believe that sustainability is a much broader concept than highlighting small everyday actions. We try to be sustainable from the moment we choose our clients, partners and suppliers to the way we provide our services. At no time have we accepted or admitted to providing services to companies or institutions that are not committed to the maximum standards of sustainability demanded by society, and we instruct our employees to respect and cultivate these values in their day-to-day work.

CITIZENSHIP IS PART OF LIVING WITH DIFFERENCES

XCOM has stood out in the communications market as a modern, collaborative agency totally focused on the individual development of its employees, who come from different social classes, races and sexual orientations. From the outset, we have openly discussed this concept in team meetings or individually, with human resources policies that encourage personal development while ensuring that the collective is assimilating and respecting principles of citizenship and respect. We do not tolerate any abuse in interpersonal relationships, which must be marked by respect, attention and empathy.

GOVERNANCE GUARANTEES THE FUTURE OF THE ORGANISATION

Since its birth, **XCOM** has been a pioneer in adopting good governance practices. With an open and modern corporate structure, we have a high degree of transparency in relation to tax rules, salary policies and operating results, prioritising investment in the human development of the team. We have always been at the forefront of the market in adopting all developments in legislation, such as the LGPD, which was adopted by **XCOM** at an early stage. Our values and principles include transparency, ethics and respect for rules and laws.

The theory in our **everyday** lives

Exercising citizenship for us has everything to do with the projects we choose to work on or simply support.

In recent years, we have achieved great success in terms of awareness with three major projects focusing on health, empathy, healthcare and pure solidarity:

- **International Duchenne Muscular Dystrophy Awareness Day**
- **World Thrombosis Day**
- **Fraternidade Sem Fronteiras**
- **Best Buddies Brazil**
- **Fundação Gol de Letra**

In these projects, the agency has been involved in a complete and immersive way, offering our employees the opportunity to live remarkable and unforgettable experiences on very critical issues in relation to society as a support network for those most in need.

These and other projects are our proudest achievements, and we make a point of emphasizing this at every opportunity.



Duchenne Muscular Dystrophy

XCOM was responsible for publicising and building relationships with the media and influencers for "International Duchenne Muscular Dystrophy Awareness Day", a series of actions sponsored by PTC Therapeutics in 2019. The US company specialises in drugs for rare diseases, and the agency constantly worked on its content to make the media, opinion formers and digital influencers aware of its importance.

The result was far beyond expectations, with the creation of a solidarity movement among all the people affected by the message, expanding the support network for patients with the disease.

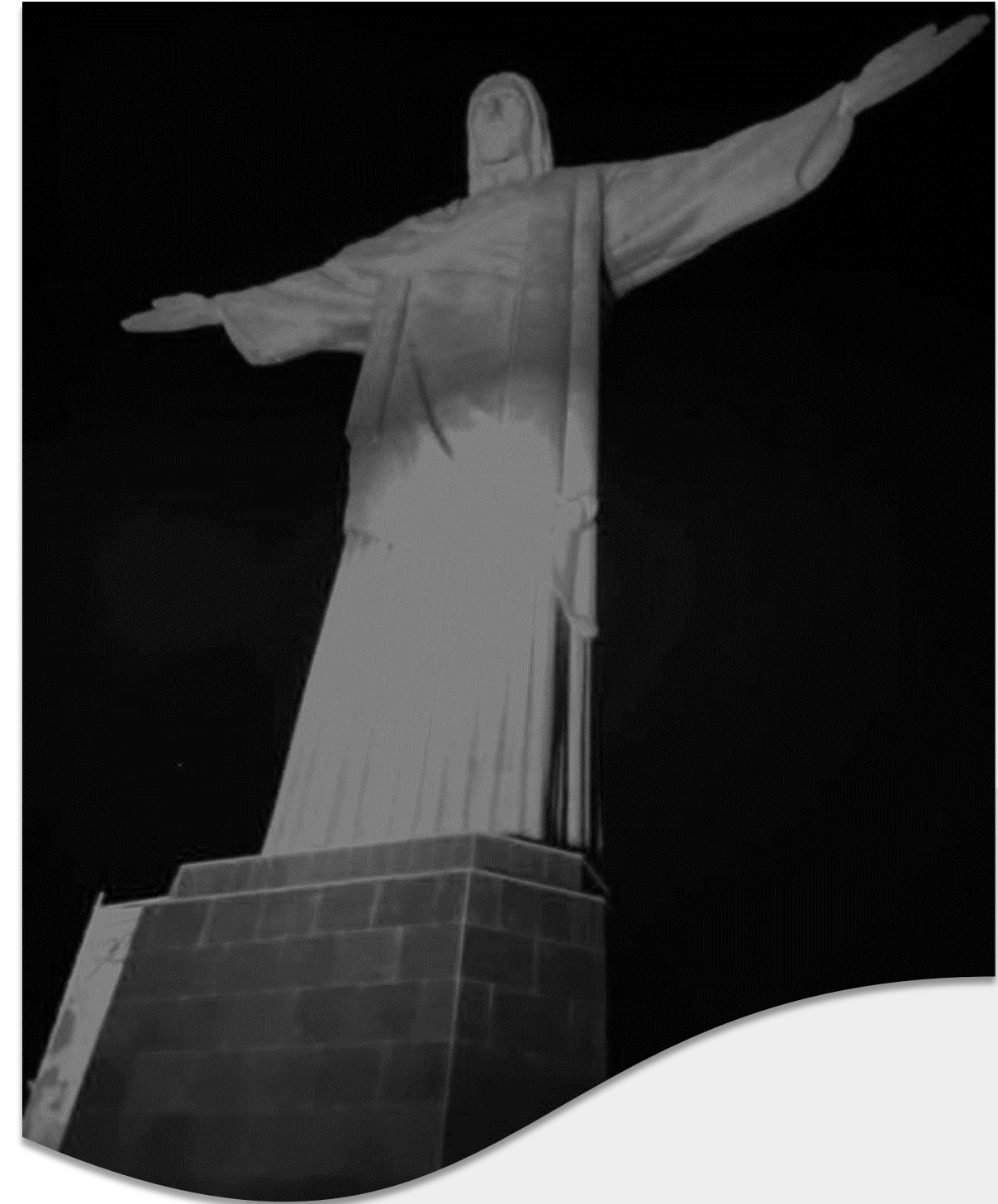
We were just a cog in the wheel, but we are very proud to have shed light on such a serious and dramatic problem in the lives of children.



World Thrombosis Day

World Thrombosis Day (WTD) is an initiative led by the International Society on Thrombosis and Homeostasis (ISTH) to raise awareness about the prevalence of blood clots and the actions individuals can take to mitigate the risk of this disease. WTD supports the World Health Assembly's global goal of reducing premature deaths due to non-communicable diseases by 25 per cent by 2025.

XCOM has been a partner of the ISTH in this project since 2020, taking care of exposing the issues related to the disease to opinion formers in the medical profession, influencers and the media in general. Brazil is the only country not to have entered the annual WTD rotation, largely due to the visibility generated by XCOM. In 2022, we were able to illuminate several public buildings in the campaign's blue and red colors, including Cristo Redentor in Rio de Janeiro.



Fraternidade Sem Fronteiras

Since 2019, **XCOM** has been helping the NGO Fraternidade Sem Fronteiras, which was founded in Mozambique in the world's poorest region, sub-Saharan Africa, to extend the reach of its activities throughout Brazil. FNF helps train young people from the periphery, people in street situations and treat rare diseases in poor children.

Our role in the project is to give visibility to these actions, publicize the story of Wagner Moura Gomes, the foundation's president, and play a direct role in spreading the word about the "Encontro da Fraternidade".

Every year, the **XCOM** team gets involved in this project on a volunteer basis, dedicating hours to working on the organization and, above all, exercising their sense of citizenship and social responsibility.



Best Buddies Brazil

Between 2015 and 2016 we introduced Best Buddies to Brazil, to give visibility to the NGO's cause through social inclusion projects within companies. Our job was to establish contact between the NGO and the third sector press and to curate content for social networks.

The **#meincluonessa** campaign gave visibility to Best Buddies' cause through exclusive content created especially for the activation, generating an increase in organic reach and number of followers and interaction with the page's followers.



Fundação Gol de Letra

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From 2009 to 2012, **XCOM** positioned the Fundação Gol de Letra as an institution focused on the social and cultural training of underprivileged young people, which directly supports the community in which it operates. We worked hard to create awareness of its objectives, focusing on the work of founder and former player Raí Oliveira, the NGO's spokesperson and public figure.



Our voice echoes in the market

XCOM, through its partners, executives and staff, is part of and active in various organisations in the communications sector or linked to governance and sustainability issues. In these forums, we learn the most up-to-date information on these issues and we also vigorously defend the values and purposes in which we believe. These are the organisations where we have an active and permanent presence:





Thank you!
