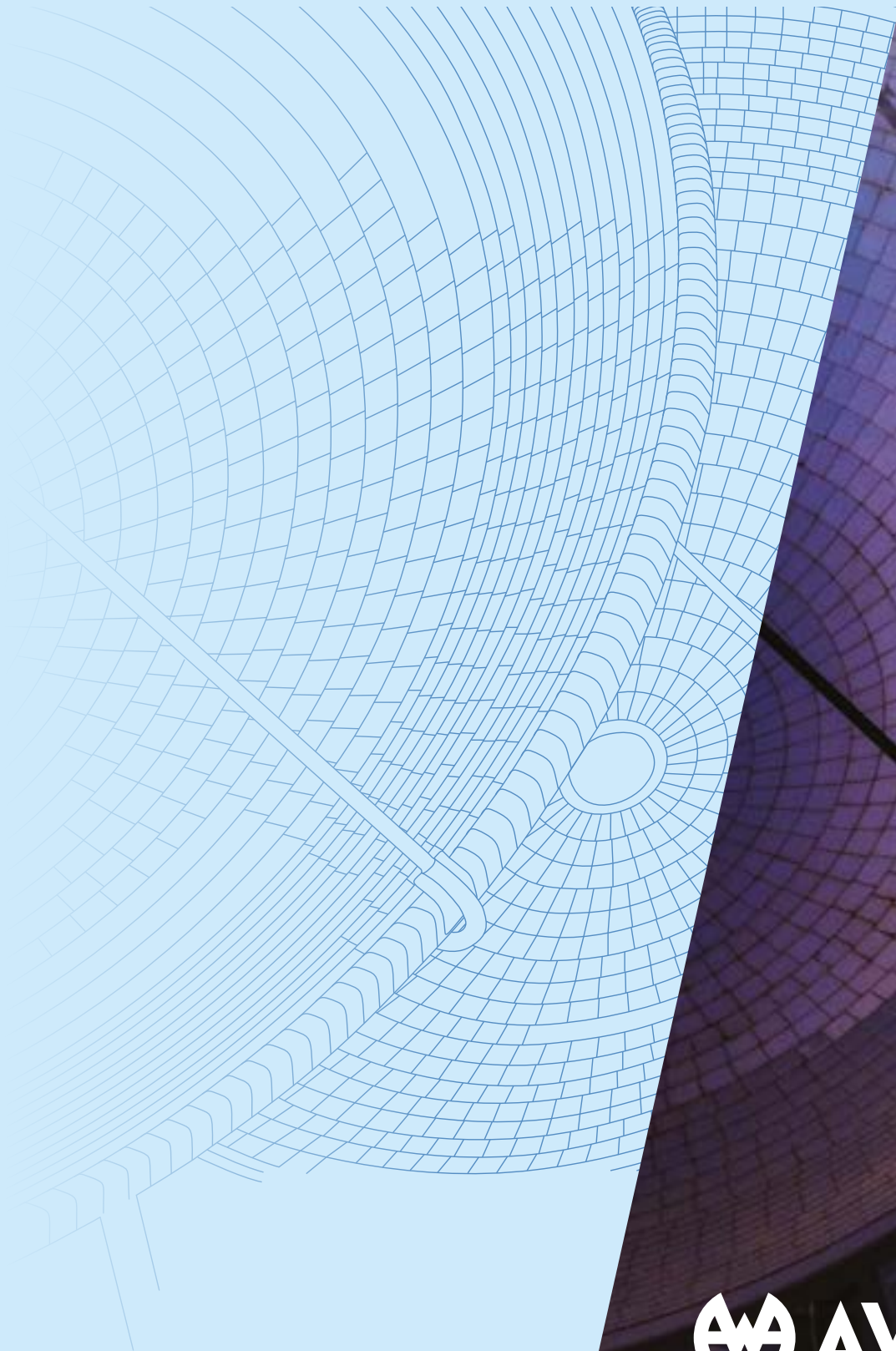


# Sustainability Report

## 2022



# About AWA

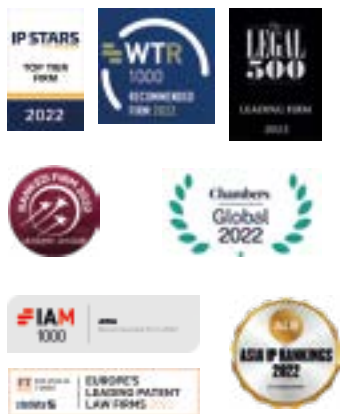


AWA is a leading intellectual property (IP) firm working with clients from around the world, ranging from early-stage startups to international, well-known brands with vast portfolios. Our clients view IP as a key strategic asset helping them to thrive in competitive markets. Combining our legal, technical and business expertise, AWA helps clients to make strong and successful businesses out of their brands, ideas and innovations. Utilising our attorneys across Europe and Asia as well as our extensive global partner network enables us to offer clients the right quality and best solutions in all markets.

We pride ourselves and thank our clients for continuously commending our work across Europe and Asia for awards and rankings from leading industry publications.

Sustainability for AWA means that our business is conducted in a responsible way with sustainable practices that considers social, environmental and economic perspectives. We want to increase the share of client projects that are leading to a sustainable future with sustainable solutions.

## Accolades



## Awards



### Innovation & IP Forum and Awards by Leaders League

- Best IP Advisor: Nordics
- Best European IP Firm - Patent Prosecution



### Managing Intellectual Property – EMEA Awards

- Scandinavian IP Firm of the Year – Trademarks
- Denmark Trademark Prosecution Firm of the Year



### The Global IP Awards by IAM and WTR

- Denmark Trademark Prosecution Firm of the Year
- Sweden Patent Prosecution Firm of the Year

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# CEO Preface



The most significant sustainable contribution AWA can make is through protecting our client's innovations and brands which contribute to one or several of the Sustainable Development Goals (SDGs) adopted by the United Nations.

Intellectual property is a critical incentive for innovation and creativity, which in turn are key to the SDGs' success. Stories of how individual inventors, companies and other organisations find solutions to social, economic, health and environmental challenges are a powerful reminder of our collective capacity to achieve these goals and the role that IP rights play in this.

Sustainability for AWA also means that our business is conducted in a responsible way with sustainable practices for People, Planet and Profit.

Climate change was one of the main global issues of 2022. In terms of climate change mitigation, AWA has the ambition to be more proactive in setting the challenge of establishing long-term goals and achieving clear improvements in this regard year after year.

We also have a responsibility towards our employees. Every day, over 400 employees go about their daily work at AWA. In this respect, it is extremely important that the AWA performance culture is embraced by every employee. It is vital that the focus is on the physical and psychological wellbeing among all AWA's employees, and that no employee should ever experience any form of discrimination, unsustainable stress or physical injuries at their workplace.

**Joakim Hammarsjö**  
Interim Chief Executive Officer

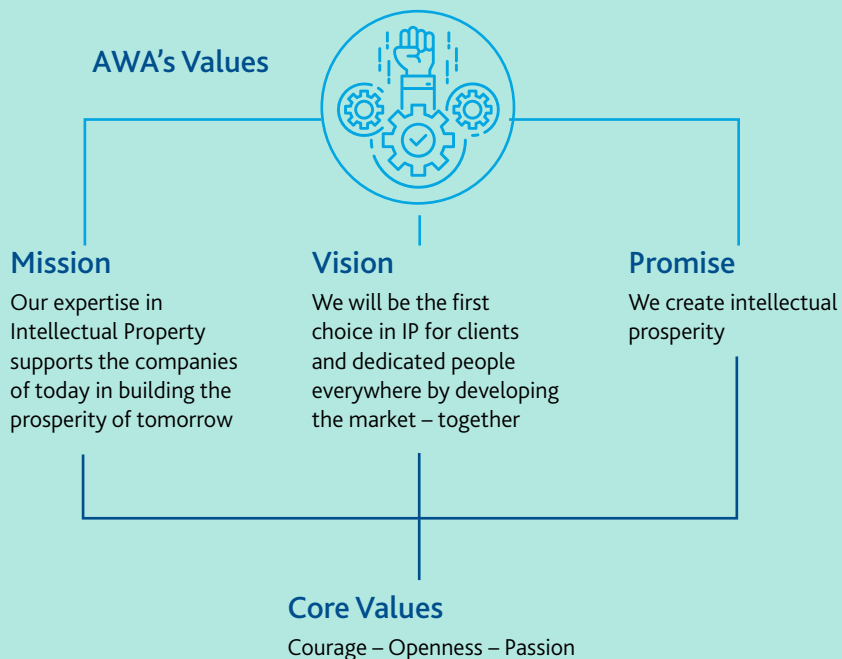
March 2023

# This is AWA

AWA is a leading intellectual property firm with over 400 employees across 20+ offices in Belgium, China, Denmark, Hong Kong, Norway, Sweden and Switzerland. Our clients are innovative companies, ranging from local start-ups to global giants.

We supply a full-service offering in prosecution, dispute litigation, aftermarket services, legal advice, strategy and commercialisation. Our IP professionals are experts in patents, trademark, design, copyright and domain names – all as passionate about your innovations and brands as you are.

AWA was founded in 1897 by the Swedish engineer Anders Wilhelm Anderson. His initials form our company name and remind us of our proud history and the experience we bring to all our clients.



## What sustainability means for AWA

Sustainability for AWA means that our business is conducted in a responsible way with sustainable practices in all dimensions.

During 2022, we have increased our sustainability work by analysing our current impact and set our future direction. We conducted a materiality analysis and updated our sustainability policy and targets. With this focus we are confident that our sustainability work will be effective and have greater impact.

The analysis focused on the firms' essential sustainability areas, goals, environmental policies and so on.

- **Stakeholder dialogues** – in-depth interviews with stakeholders, including clients, employees and board members.
- **Stakeholder survey** – web-based survey sent

to our employees, board members and selected clients. Over 200 responses were received (excluding incomplete responses).

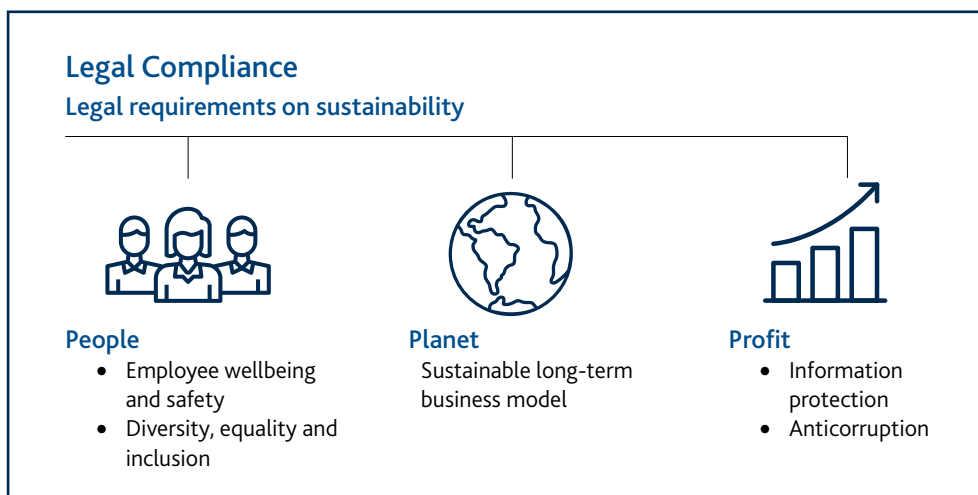
- **Management workshop** – workshop with AWA's Management Team considering financial materiality.

The analysis resulted in prioritised sustainability areas within all dimensions of sustainability: People, Planet, Profit and Legal Compliance. Through the material areas, we prioritised our sustainability work and targets on areas where we can have the largest impact. The updated policies and sustainability targets derive from these areas:

## Materiality analysis and sustainability targets

In 2022, AWA conducted an expansive materiality analysis to understand our most important sustainability areas. We evaluated how we impact the sustainability areas around us and how we as a firm will be impacted from sustainability changes around us. The analysis was based on several inputs:

- **Benchmarking** – consisting of firms in the same sector.



Please see Appendix A for additional information on the risks considered.

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## Risk and opportunity analysis

As a part of the materiality analysis, we conducted an initial risk and opportunity analysis focused on sustainability. The analysis considered the potential financial impact for AWA based on the consequence and the probability of a risk or opportunity. The risks and opportunities were evaluated in terms of probability of occurrence and consequence. The outputs from this analysis informed our sustainability areas.

### Risks

The results of the analysis show that the risk with the highest probability is more strict legal requirements on sustainability and the risk with the greatest consequence is loss of trust from clients. As AWA's core business is built on trust, this risk can have a great financial impact. We can mitigate this risk with transparency and clarity towards our clients. Regarding the risk more strict legal requirements on sustainability, AWA will be subject to more strict legal requirements, as the Corporate Sustainability Reporting Directive (CSRD) is underway, but the potential negative consequences from this can be limited with preparations. The risk in case of bribes and/or corruption and poor work environment was also medium ranked. AWA's work with the risk in case of bribes and/or corruption is described in the anti-bribery and corruption policy presented in the chapter **Profit**. Work to reduce the risk of poor work environment is further described in the chapter **People**.

The risks discrimination and significant negative impact on work environment and human rights in the value chain were evaluated as low risks in terms of both probability and consequence and are therefore not prioritised areas for AWA's risk work.

None of the opportunities were valued with high consequence or high probability. Therefore, AWA's focus is on the medium consequence and medium probability opportunities.

*Please see Appendix A for additional information on the risks considered.*

### Opportunities

In terms of opportunities, both increased expectations from clients and recruitment were ranked with medium consequence and medium probability – both being important focus areas for AWA. Increased expectations from clients are seen as an opportunity for AWA as we work proactively with sustainability. As our employees are the greatest asset at AWA, we must work actively with recruitment and to ensure that our employees want to stay at AWA. This is further described in chapter **People**.

*Please see Appendix B for additional information on the opportunities considered.*

## Governance of our sustainability work

Our sustainability policies are the main steering instrument for sustainability. With them in mind we set our targets and guide the organisation in the right direction.

Our sustainability policy was updated and approved by the Executive Management Team in March 2023. Our new sustainability policy will be reviewed annually by Executive Management to ensure it steers us in the right direction within sustainability and stays up to date. The policies related to each sustainability topic are presented in each area (people, planet and profit).

# Topic: People

## Definition of topic and focus area

Within the topic of **People**, we include all our relevant stakeholders, both within the firm and externally. AWA prioritises employee wellbeing and aims to be an attractive employer with fair conditions. In addition, we work with various charitable organisations to include people outside of our organisation.

In the materiality analysis, the areas associated with People stood out to us as the most important areas for AWA. **Employee wellbeing and safety together with diversity, equality, and inclusion** were ranked as the most important sustainability topics.

## Current work

AWA works with Great Place to Work® (GPTW) which sets the direction for our sustainability work within the People section. GPTW helps organisations to engage their employees, and through that achieve more satisfied clients and better financial results.

AWA has been certified as a Great Place to Work® in Denmark, Greater China, Norway and Sweden. This brings our certifications to four of the regions where we operate. In addition to certification, AWA utilises the Trust Index® survey across all its offices to provide detailed insights into the workplace experience of our employees and help to inform our overall strategy.

Promoting equality is a natural and integral part of all our activities with some of these initiatives including:

### Making it easier for all employees to balance work and parenthood

AWA makes things easier for parents, e.g. through flexible working hours and by arranging meetings as far as possible during the normal working day. It is particularly important that both women and men are given every opportunity to take parental leave and/or to have time off to look after their children.

### Promoting a gender balance when it comes to recruitment

We strive to have a more equal distribution of women and men in various kinds of work and within different categories of employees, as well as always ensuring that vacant positions are, as far as possible, sought by and offered to both women and men.

### Provide all employees with equal pay and conditions for equal performance when the work done is identical or of equal value and is of comparable difficulty

By this we mean ensuring that no employee faces salary discrimination.

## Contributions to Society

In addition to caring for our employees, AWA also works externally with the people in the surrounding society by helping various charitable organisations. The reasons for choosing these are that 1) they are international and well-known which means that our employees and clients are familiar with them; 2) they support people in need but indirectly also entrepreneurship, R&D and innovations, which are cornerstones for our clients; and 3) they share core values and mission with us, i.e. to show courage, openness and passion, and to help build the prosperity of tomorrow.

- SOS Children's Villages provides humanitarian and developmental assistance to children in need and protects their interests and rights around the world. AWA is a sponsor to SOS Children's Villages since 2012. The organisation works according to UN's Sustainable Development Goals, and as their partner we support goals no 1 (No poverty), 4 (Quality education) and 16 (Peace, justice and strong institutions).
- Team Rynkeby is a Nordic charity cycling team that travels from Denmark to Paris by bike every year raising money for the Child Cancer Foundation. AWA has sponsored Team Rynkeby since 2012. The organisation supports leading child cancer charities in Denmark, Finland, Norway, Sweden, the Faroe Islands, and Iceland.

We also work closely with several universities, business incubators, research villages, business partners and venture capital organisations. Our work with sponsorship and partnership sometimes combines financial support with consulting time, whereas in other collaborations we provide skills support in various non-profit ways (pro bono), such as consulting, lectures, internships and jury participation.

AWA also partners and sponsors organisations that raise Intellectual Property Rights awareness through financial assistance and with our time and expertise.

## Ambition

One of our most important success factors involves making the most of, and developing the skills of, our workforce.

- We offer our employees fair conditions and encourage an open dialogue.
- We work proactively to prevent and reduce negative impact from loss of employee's health and well-being.
- All employees of the firm are entitled to be treated with the same level of respect regardless of their sex, transgender identity, expression, ethnicity, religion or other beliefs, disability, or age.

We promote a gender balance regarding leading positions and recruitment in general.



## Target areas

- Great Place to Work
- Diversity and Inclusion



# Topic: Planet

## Definition of topic and focus area

Within the topic planet we include the impact we have on our planet. We focus on environmental sustainability including efforts to continuously decrease our negative environmental impact.

## Current work

AWA has a responsibility for the resources we use and for the impact we have on the environment, both of which we always strive to minimise. Our direct environmental impact is minor, as we do not sell products. However, we have a responsibility to reduce the impact from our purchases, offices and our travels. During 2022, AWA intensified our work on sustainability matters together with an external partner.

## Ambition

The basis for AWA's environmental work is that our business should be managed and operated in an efficient, responsible and sustainable manner.

- We will create a framework to define if and how a client project is sustainable, and we will follow up and set targets on our share of sustainable projects.
- We choose modern, efficient, and environmentally friendly materials, facilities and technologies in our purchases and investments, balancing both environmental and financial aspects.
- We choose energy efficient equipment and source renewable energy in offices when possible.
- We minimise our travel and use video conferencing as much as possible when we communicate with clients and other stakeholders, and when we have internal meetings. We choose sustainable transport as often as possible.

After the Covid-19 pandemic, AWA adopted a hybrid workplace policy, which should lead to reduced travel to and from offices, and the possibility to decrease office space per employee.

AWA's indirect environmental impact can be of great importance as intellectual property rights are part of which products are produced and put on the market. The next step for AWA is to assess our suppliers' sustainability policies and environmental footprint.



### Target areas

- Analysis of sustainable projects
- Climate impact

# Topic: Profit

## Definition of topic and focus area

We do business every day and in all cases it is essential that our clients, suppliers, partners, owners, and other stakeholders can rely on AWA doing business in a professional, honest and ethical way. We should always be able to account for our actions.

## Anti-bribery and corruption policy

We condemn bribes, corruption, fraud, and misappropriation. We require transparency, integrity, and honesty in all aspects of our business. All employees at AWA must comply with existing laws and agreements, internal policies, and regulations. Our anti-bribery and corruption policy is used on a daily basis.

AWA and its employees are forbidden to give or receive gifts to secure assignments, influence authorities or otherwise provide benefits for AWA or the individuals concerned. By gifts we mean presents, payments, personal benefits, or remuneration. Gifts may only be accepted if they are of limited value and follow normal industry practice on each market. The relevant team manager should be informed about gifts received from suppliers or partners.

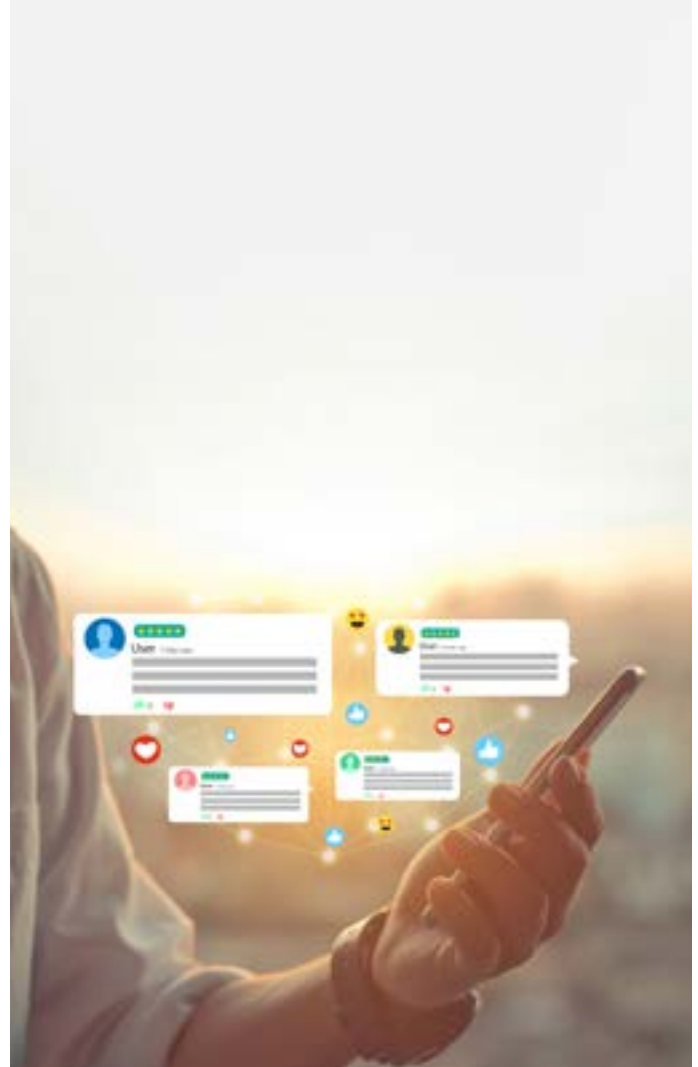
AWA's employees must make a clear distinction between corporate and private interests and avoid possible conflicts. We never accept gifts that may give rise to conflicts of this kind. No gifts may be offered or accepted if they are contrary to existing laws. Bribery is prohibited by law, which means that all forms of compensation outside of contracted services to agents, suppliers, authorities, and partners are prohibited. If any irregularities should come to our knowledge, policies and practices are in place in the company, and we will immediately take the necessary measures.

AWA is committed to a culture of openness, integrity, accountability and to conduct safe, fair, environmentally responsible, and ethical operations. We encourage anyone such as employees, suppliers, customers, shareholders, or other business partners to speak up and report any suspected or observed violations of law, security concerns, wrongful activity, or misconduct at AWA. Whistleblowing is one of the most effective ways to detect and prevent corruption and other malpractice. Our whistleblowing system is found at <https://awa.whistlelink.com/> We encourage our suppliers and other partners to conduct their business according to the same ethical principles as AWA has.

## Information protection

To ensure stakeholder trust, we have a detailed privacy policy covering how we collect data and what we do with such information. The policy is easily accessible on our website and is part of our firm-wide e-mail signatures. We have taken suitable legal, technical, and organisational precautions to prevent unauthorised access, use, change and deletion of personal information.

We have adopted an IT policy which applies to all our employees that set up the provisions for how we use our information systems. All our processing of personal data is in accordance with current applicable data protection legislation.



## Ambition

AWA shall be a trustworthy choice for IP clients. To be that we must ensure that we have a sustainable business, and that sensible information is protected and handled with care.

- All information shared with AWA is protected to minimise the risk of information leakage and being hurt in the event of a cyberattack. AWA ensures that they are working proactively to keep all information shared with them safe.
- AWA works systematically and proactively against bribery, facilitation payments, fraud, extortion, collusion and money laundering.
- An anti-corruption education programme is planned for 2023.



## Target areas

- Continue with ongoing anti-corruption efforts

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# Appendix A. Evaluated risks from the materiality analysis



### Poor work environment

**Cause:** Insufficient systematic work with HR/work environment.

**Effect:** The main risks are stress and a high workload. Legal fees and costs due to increased need for recruitment. Increased cost for sick leave.



### Loss of trust

**Cause:** Questionable strategic choices or individual cases leading to AWA acquiring a bad reputation.

**Effect:** Clients choose not to work with AWA resulting in financial loss. Potential competent personnel disregard AWA as a potential employer leading to a decrease in income due to satisfied clients, business opportunities, etc.



### Discrimination

**Cause:** Poor work environment, insufficient routines and low knowledge.

**Effect:** Legal fees, bad publicity and risk for lower income if clients screen the company as a result of discrimination cases.



### Significant negative impact on work environment and human rights in the value chain

**Cause:** Insufficient control system of suppliers and partners.

**Effect:** Costs connected to change of suppliers and partners. Delays in projects and connected cost increase. Clients may choose not to work with AWA resulting in financial loss.



### Case of bribes and/or corruption

**Cause:** Unclear guidelines and an insufficient control system.

**Effect:** Costs for legal processes and risk for reduced income should clients disqualify AWA as a supplier. Limitations in controlling its supplier's and partners' operations.



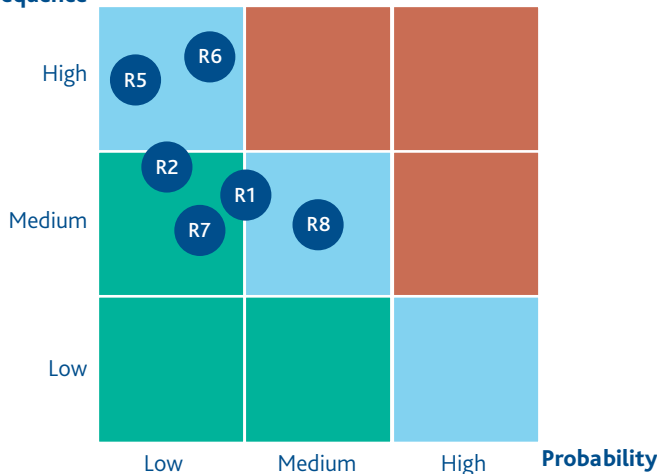
### More strict legal requirements on sustainability

**Cause:** International acceleration towards a more sustainable society. Such as design to recycling, reporting and more.

**Effect:** Increased costs to keep up to date, increased costs for reporting, and potential sanctions.

## Risks

### Consequence



### Description of risk/opportunity

- R1 Poor work environment
- R2 Discrimination
- R5 Case of bribes and/or corruption
- R6 Loss of trust
- R7 Significant negative impact on work environment and human rights in the value chain
- R8 More strict legal requirements on sustainability

# Appendix B. Evaluated opportunities from the materiality analysis



## Recruitment

**Cause:** By complying with and/or surpassing potential employees' expectations on their employer's sustainability performance.

**Effect:** Reduced cost due to decreased staff turnover. Easier to attract competent staff, leading to a decrease in recruitment costs as well as possibilities connected to competent staff (increased income due to satisfied clients, business opportunities, etc.).

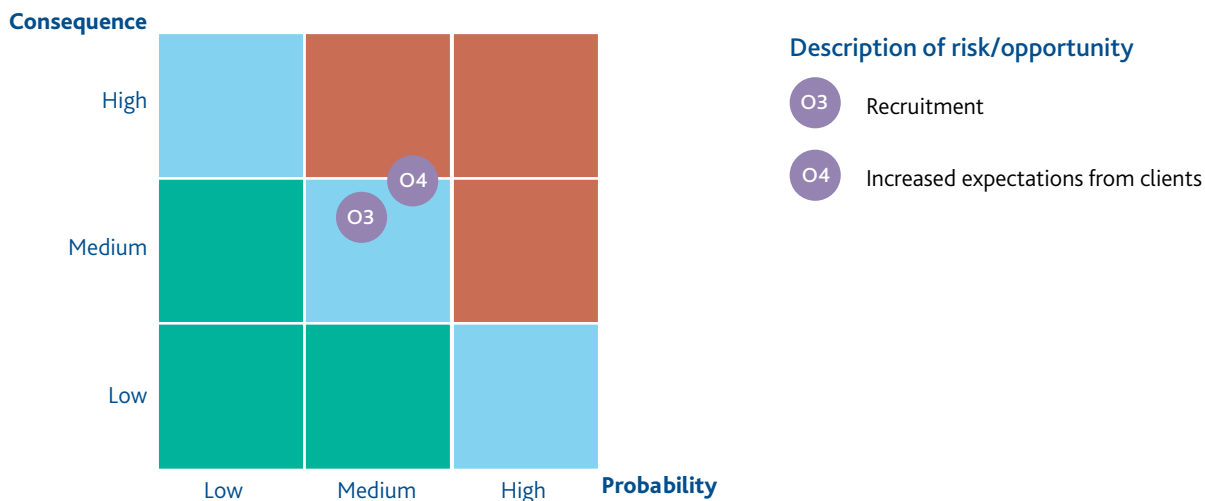


## Increased expectations from clients

**Cause:** Increased requirements from their value chain and/or stakeholders.

**Effect:** Competitive advantage due to clients preferring companies with better sustainability perform

## Opportunities



# Appendix C. About this report

## Contact

AWA Holding AB  
Box 5117  
Matrosгатen 1  
200 71 Malmö

## Fulfilment of demands in the Swedish Annual Reports Act (ÅRL)

This index indicates where the information to fulfil the demands in Swedish Annual Reports Act (ÅRL) can be found.

	Demand	Page
1	The company's business model	2

## Environment

	Demand	Page
2	The policy that the company applies in the questions, including the review procedure. If the company do not apply a policy, this should be clearly stated.	2,6
3	The result of the policy.	10
4	The material risks.	3
5	How the company handle the risks.	4
6	Central result indicators that are relevant to the company.	10

## Social conditions

	Demand	Page
2	The policy that the company applies in the questions, including the review procedure. If the company do not apply a policy, this should be clearly stated.	2,6
3	The result of the policy.	7
4	The material risks.	3
5	How the company handle the risks.	7
6	Central result indicators that are relevant to the company.	7

## Employees

	Demand	Page
2	The policy that the company applies in the questions, including the review procedure. If the company do not apply a policy, this should be clearly stated.	2,6
3	The result of the policy.	7
4	The material risks.	3
5	How the company handle the risks.	7
6	Central result indicators that are relevant to the company.	7

## Respect for human rights

	Demand	Page
2	The policy that the company applies in the questions, including the review procedure. If the company do not apply a policy, this should be clearly stated.	5
3	The result of the policy.	5
4	The material risks.	5
5	How the company handle the risks.	5
6	Central result indicators that are relevant to the company.	5

## Counteract corruption

	Demand	Page
2	The policy that the company applies in the questions, including the review procedure. If the company do not apply a policy, this should be clearly stated.	6,11
3	The result of the policy.	11
4	The material risks.	3
5	How the company handle the risks.	11
6	Central result indicators that are relevant to the company.	11



 **AWA**