



WIN|WIN GROUP

# IMPACT STATEMENT



## SUSTAINABILITY, THE WIN|WIN WAY

“WIN|WIN is devoted to sustainability, supporting local charities, encouraging eco-friendly practices, and embracing diversity and inclusion. We cultivate our teams through training and development, generous rewards and a strong emphasis on promoting from within.”

## OUR KINDNESS UNIVERSE

Every day we try to make the world a better place by nurturing kindness, recognition, and appreciation. Our purpose is to help our clients build meaningful relationships, send thoughtful gifts, express gratitude, and make others feel valued. We aim to create a kinder world.



**James Lenehan**  
CEO  
WIN|WIN GROUP

# IMPACT AREAS



DEVELOPMENT



TEAM CULTURE & WELLBEING



POLICIES



COMMUNITY



FEEDBACK



## DEVELOPMENT

### PROMOTING FROM WITHIN

Many of our junior staff who started in entry-level positions have been promoted to senior roles within the company, as part of our growth plan for team members. Our Executive team includes several individuals who have also advanced into management positions after joining us.

### OUR COMMITMENT TO TRAINING

From day one, every team member begins a journey of personal and professional growth while supporting the development of others. We also implement regular cross-training across various companies within the group through bi-weekly town hall meetings. This approach encourages the sharing of knowledge, maximizes talent, and fosters innovation and growth.





## TEAM CULTURE AND WELLBEING

## PUTTING OUR TEAM FIRST

Our team's contribution is always recognised. Regular feedback surveys, voluntary paid days, matched charity donations, our employee perks & recognition platform, lifestyle discounts, additional holidays and motivational reward points all help make a big difference to people's lives.

## JANUARY STEP CHALLENGE

We promote the Annual January Step Challenge among employees not just to build team culture but to also promote a healthy lifestyle. It's a fun way to start the year, improve physical well-being during office hours, support one other, and take breaks during busy workdays.



## EMPLOYEE OF THE YEAR AWARDS

Each year, we hold the Mark Conaghan Employee of the Year Awards, where nominees are chosen through an anonymous survey of peer votes. These awards honour individuals who have made a meaningful impact on the business in a particular year, with winners receiving well-deserved recognition on our companywide social media platform.





## TEAM CULTURE AND WELLBEING

### FLEXIBLE WORKING

Our flexible working policy allows employees to tailor their work schedules to better balance their personal and professional lives. Whether through adjusted hours, remote work options, or hybrid arrangements, we aim to create an environment that promotes productivity while supporting individual needs. This approach fosters a healthier work-life balance and empowers our team to work in ways that suit them best.

### HEALTH AND WELLNESS

At WIN|WIN Group, we're all about supporting the mental and physical wellness of our employees through our fun and engaging WowThanks Employee Reward & Recognition platform which includes:

- A monthly library packed with helpful videos and wellness webinars, all easily accessible through each employee's personal wellness hub. From managing anxiety to dealing with grief, we've got a wide range of content to support our staff well-being.
- Employees can tap into discounted counselling services, with WIN|WIN Group co-funding a number of sessions each year.
- To help the team stay fit, every employee gets access to their personalized premium fitness app subscription that connects you with trainers, helping you set and crush your fitness goals.



## ENVIRONMENTAL OFFICE & TRAVEL POLICY

Our sustainability office and travel policy aims to reduce the company's environmental impact by promoting eco-friendly practices. This includes encouraging virtual meetings, supporting the use of public transport or carpooling, and minimizing unnecessary travel. These efforts help lower our carbon footprint and contribute to a greener, more sustainable future.

## STAFF HANDBOOK AND CODE OF ETHICS

The Employee Handbook is available to everyone and covers key aspects of employment law, along with our specific policies on Diversity, Inclusion, and Whistleblowing. Additionally, we expect all employees to familiarize themselves with and adhere to the standards outlined in the WIN|WIN Group Code of Ethics.

## LOCAL PURCHASING POLICY

Our companies local purchasing and partnering policy focuses on supporting local businesses and communities within our markets (Ireland, UK, Sweden, Norway and Denmark). By sourcing products and services from local suppliers, we strengthen regional economies, foster sustainable partnerships, and reduce our environmental impact through shorter supply chains.





## WE BELIEVE IN COMMUNITY

Community is at the heart of our business. Our wide range of benefits helps reward communities. We help people feel they belong, we support local groups and build products that benefit groups of people, large and small.

## VOLUNTARY WORK

Our company is committed to giving back through philanthropy, offering employees the opportunity to take paid time off for voluntary work. This policy encourages staff to engage with their communities, support causes they care about, and make a positive impact, all while balancing their professional responsibilities.

**COMMUNITY**

## LIFE IMPROVEMENT

Millions of people can use our solutions annually for personal benefit – we save them large sums of money across multiple sectors including restaurants, hotels, high street retailers and cinemas; and we provide dozens of free services from movie streaming and insurance to personal wellness. We try to improve people's lives.

## DONATIONS

Our companies actively support local communities through donations and in addition offers employees donation matching program. This initiative gives employees a voice in choosing which charities the WIN|WIN Group supports, allowing us to make a greater collective impact.





Our products provide a channel for feedback with instant reviews and insight surveys. Thousands of our restaurants, hotels and other partners can access valuable weekly feedback. Our supplier's sustainability credentials are always questioned, and our employees have purpose because we use surveys to try to listen and act.





# OUR COMMITMENT

In the months and years to come, we are committed to maintaining full transparency with our teams, clients, and partners as we work toward achieving B Corp certification and continually strengthening our sustainability initiatives.

This journey is an important step in our mission to make a positive impact, not only within our business but also on the environment and the communities we serve.

We invite you to follow our progress and stay connected through our website and social media channels, where we'll regularly share updates on our achievements, challenges, and milestones.

Thank you for your support and for taking the time to review our progress to date—we look forward to continuing this journey together.

