

## Corporate Governance

### Board Responsibilities

Our view is that strong governance within our company enables us to make better decisions for the long-term strategy of the business. We support governance guidelines and apply them in a way that is meaningful to our business and consistent with our values. We understand that our business will only grow and prosper if we understand and respect the views and needs of our customers, suppliers, colleagues, shareholders and communities in which we operate.

Our board meets at least 4 times per year, and matters reserved for the board include

- the setting of strategy to secure continued growth and understand the resources required to deliver on this.
- To instil a culture of openness, integrity and transparency, ensure that there is an appropriate control environment and risk management that is effective for the business.
- To review performance of the business and progress towards the strategic objectives.
- Recruitment of the Executive Leadership Team.
- Ensure the business meets its Legal requirements in regard to the Companies Act.
- Oversight and Review of all financial matters including the Financial statements and Audit report.

### Stakeholder Engagement

The board considers engagement of stakeholders as critical to the long-term success of the business. As a Board we must always be open to feedback from those affected by our activities.

### Customer Engagement

Our Account Management is structured to ensure we have regular contact with our customers allowing us to capture regular feedback. We pride ourselves on building strategic long-term relationships to ensure we understand their challenges and therefore build our products and services to support them. An example of this has been how the business has adapted to the needs of our clients regarding the COVID-19 pandemic.

### Employee Engagement

Our people are our greatest asset and instrumental in the success of the business. We value the power of collaboration and believe that diversity helps nurture growth.

Communicating and listening to our employees is considered high priority. The CEO addresses the entire organisation at least quarterly to update all employees on company performance, structural changes and our strategic objectives. Business update meetings are held at least quarterly in each office and provide all employees with the opportunity for questions and answers. Leadership members publish regular blogs on the intranet as we progress on our objectives to ensure all employee's have the latest information.

We have bonus schemes for all employees which align to our objectives of growth.

We have transparent and structured career paths in Research, Consulting and Sales to enable employees to manage their own progression ensuring all employees have the same opportunity for personal growth.

We provide all employees with Development opportunities which align to our Competencies, ensure a comprehensive Induction for new starters and also invite our highest performers onto our Global Mentoring Scheme.

If the time does come that an employee does decide to leave us, we are committed to listening to their experience as an employee with us and reviewing and changing if required.

### **Supplier Engagement**

Our suppliers are vital to enable us to continue to deliver high quality research to our customers. Euromonitor have a standard supplier code of conduct that is provided to all our suppliers to ensure business is conducted in a sustainable, ethical and responsible manner. We pride ourselves on supporting our supplier base which is reflected in our prompt payment reporting.

### **Community Engagement**

We have a CSR programme that makes a difference. Each year we commit to spending 1% of our turnover on charitable projects. We do work with global charities but also look regionally to ensure we make an impact in the communities in which we operate. Our employees are also given 2 days per year for volunteering to support charities: one way we help focus on this is to run a formal "Community Week" in each office. This year teams from our London office supported the week by running charity shops for the day raising nearly £6,000, with Euromonitor matching. Euromonitor is also proud of its Employability Mentoring programme whereby employees volunteer to mentor students from two schools in Islington, our local London borough: a girls' comprehensive school and a school for children with special needs. We also run a reading and conversation group in the office for refugees and asylum seekers.

### **Shareholder Engagement**

Our shareholders are both on the Board and therefore thoroughly involved in the business decisions as indicated in the role of the Board.