

Non-Financial Journey

2nd Edition
2024



We believe in the power of connection

united
media services



Dana Bulat, CEO
united
media services

At United Media Services, our corporate philosophy is rooted in the belief that all people, regardless of culture, customs, language, or race, should live and work together harmoniously. Guided by this philosophy, we address societal issues at national level through our business activities.

We address societal issues through our business activities and are committed to minimizing our environmental impact. Our Environmental Policy focuses on creating value with fewer resources, recycling, reducing CO² emissions, and promoting energy efficiency among employees.

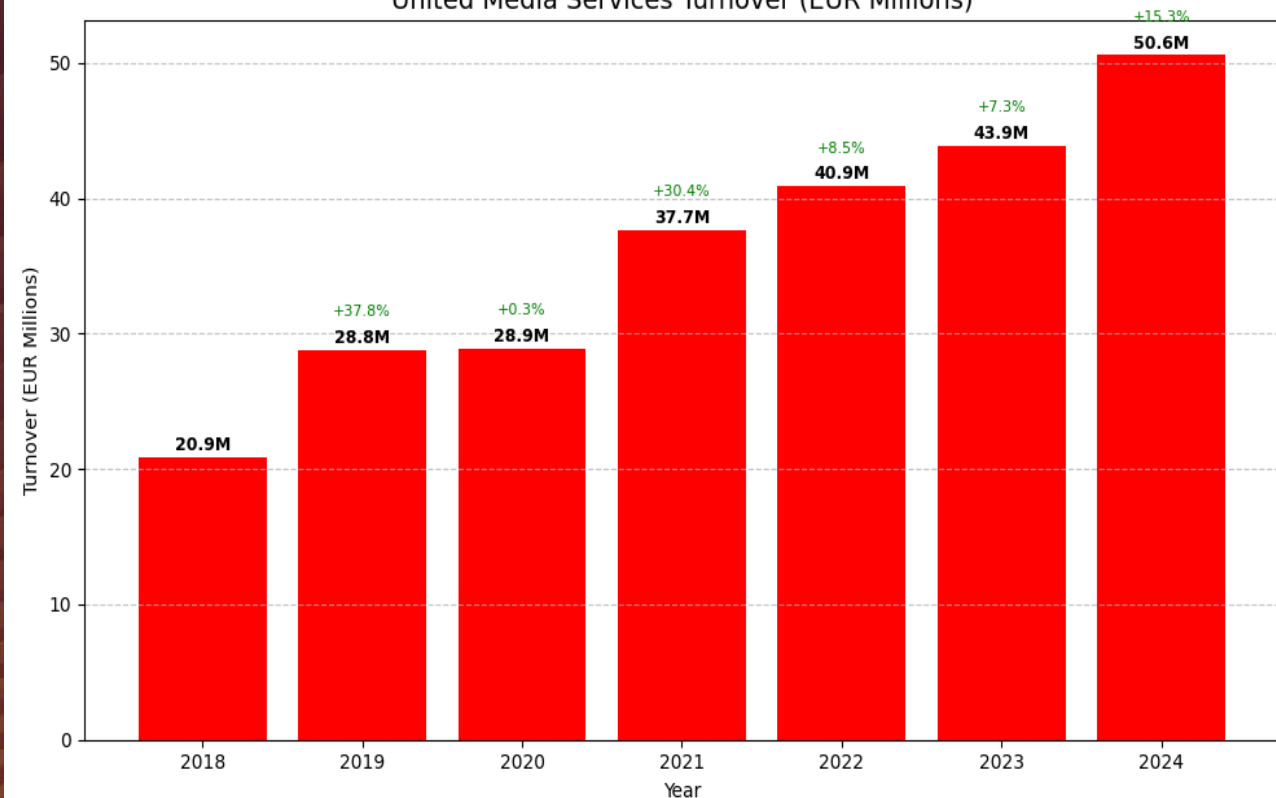
In addition to tackling environmental challenges such as climate change and biodiversity conservation, we are intensifying our efforts in human rights, including within our supply chain, as well as in human capital, information security, and other areas of our business activities. We carefully select our partners based on their commitment to ethical standards, ensuring they are reputable companies that respect human rights and the rights of their employees. These efforts form a vital foundation for supporting the sustainable development of both United Media Services and society. Through these activities, we aim to contribute to the realization of the Sustainable Development Goals (SDGs) established by the United Nations.

As awareness of sustainability grows, we leverage innovation and technology to meet stakeholder expectations and contribute to a more sustainable society.

We appreciate your continued support.

Sustainable growth over the years

United Media Services Turnover (EUR Millions)



ADWEEK[®]
FASTEST GROWING
AGENCIES

Featured in Adweek 100:
Fastest Growing 2020 | 2021 | 2023

United Media
Ranked **#2** in the latest
Qualitative Evaluation with a
High Profile
#2

Romania Report – 1st edition 2025

United Media
Ranked **#1=** in the latest
Vitality ranking
#1=

Romania Report – 1st edition 2025

Governance

Effective governance is crucial for our sustainability. Our policies and procedures guide us in managing risks, improving performance, and meeting stakeholder expectations. These principles ensure we operate with professionalism, ethics, and responsibility, contributing to sustainable development.

Our Board assures that all policies and procedures, including those related to DREI, human rights, working conditions and fair remuneration, sustainability, ethical business partnerships, and our overall business ethics, are fully endorsed. These policies are publicly communicated to all employees and are reviewed every two years.



Legal requirement

In accordance with the legislation in force in Romania, our company is not legally required to prepare a sustainability report. However, recognizing the importance of sustainability, we have decided to analyze and prepare a non-financial statement. This initiative is not merely a symbolic gesture, but a substantive reflection of our values and aspirations. By aligning our approach with the principles of the Romanian Sustainability Code, we seek to articulate our dedication to responsible business conduct, environmental stewardship, and social equity.

Through this non-financial statement, we aim to illuminate the policies we uphold, the records we maintain, and the actions we pursue in support of sustainable development. It is our belief that transparency fosters trust, and that ethical practices are the cornerstone of long-term value creation—for our stakeholders, our communities, and the broader society.

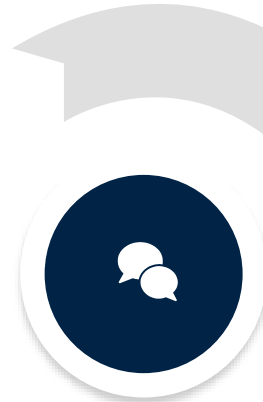
More information about our company and our sustainability initiatives is available on our official website: www.unitedmedia.ro

Good governance is essential to the sustainability of our business

- We understand that strong governance helps us manage risks, enhance performance, and meet the expectations of our stakeholders.
- Our daily operations are guided by a framework of rules, policies, and procedures rooted in a core set of values, ensuring that we conduct our activities with the highest level of professionalism, integrity, and ethical standards.

Stakeholder Engagement

We maintain open channels of communication with our shareholders, employees, customers, and suppliers, ensuring their concerns and feedback are heard and addressed.



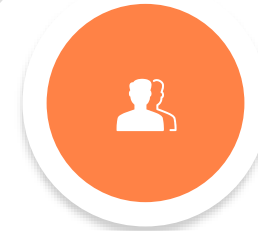
Risk Management

Our risk management framework involves a systematic process for identifying, assessing, and mitigating risks.



Compliance and Legal Framework

Our Code of Conduct, applicable to all employees and directors, outlines our expectations regarding integrity, fairness, and compliance with laws and regulations.



Transparency and Reporting

We are dedicated to transparent and comprehensive reporting. Our non-financial report, provides detailed insights into our governance practices and performance.

Good governance is essential to the sustainability of our business

Policies & Procedures

HR Manual

We create a comprehensive guide outlining the ethical values and professional behavior standards that the company expects from each of its employees. These standards apply to everyone, across all levels of the organization.

Sustainability Policy

We promote sustainability by implementing environmentally friendly and responsible practices. We are committed to reducing our environmental impact, using resources efficiently, and supporting sustainable development initiatives. Through these efforts, we aim to contribute to a greener, more sustainable future for generations to come.

Through all our actions, we are committed to adhering to and supporting the principles of the United Nations Global Compact (UNGC), promoting corporate social responsibility and actively contributing to the sustainable and equitable development of society.

Sustainable Procurement Policy

We adopt sustainable procurement practices by selecting suppliers who adhere to environmental and social standards. We prioritize products and services with a low environmental impact and those that support the development of local communities. Through our sustainable procurement policy, we aim to promote responsibility and sustainability across all aspects of our supply chain

Supplier Code of Conduct

Our Supplier Code of Conduct, included in all supplier contracts, outlines the necessary commitments to ethical and responsible behavior. It covers, but is not limited to, rules related to human rights, environmental protection and sustainable development, health and safety, child labor, the prohibition of all forms of slavery, anti-corruption efforts, and compliance with international trade sanctions.

Ethics and Good governance are essential to the sustainability of our business

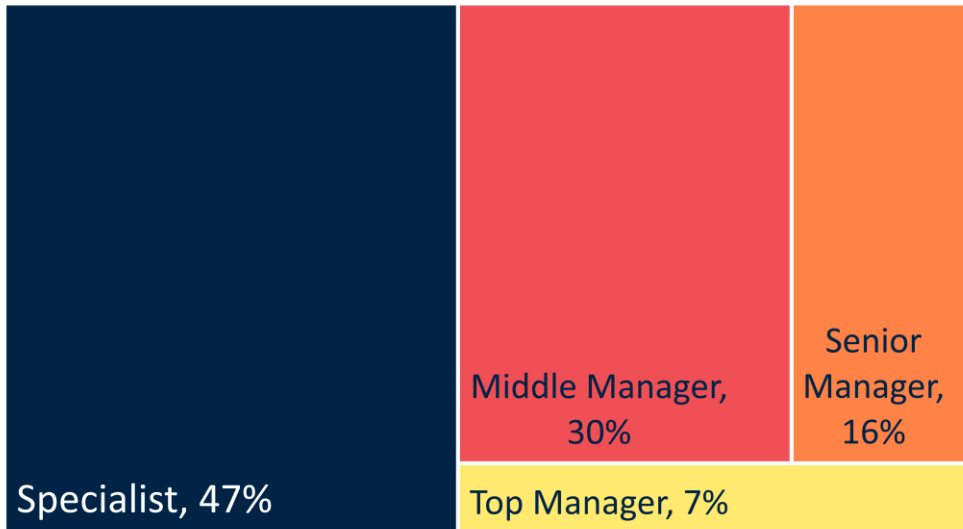
Measures & KPIs

Process	Indicators	Targets for the Next Few Years
Ethics, Anti-Corruption, and Anti-Bribery Training	100% completion rate	- Maintain 100% completion rate annually
Corruption Risk Assessment	100% annual assessment	- Maintain 100% annual assessment
Whistleblowing Channel	1. Raising Awareness – Internal Communication	- Conduct quarterly internal communication campaigns
	2. 100% of reported cases addressed	- Maintain 100% of reported cases addressed
Ethics Procedure	100% of complaints resolved within the mandatory timeframe, as defined in the Ethics Procedure	- Maintain 100% resolution rate within the mandatory timeframe
Corruption Incident	During the reporting period, no incidents of corruption were recorded.	- Maintain zero incidents of corruption

Social Responsibility

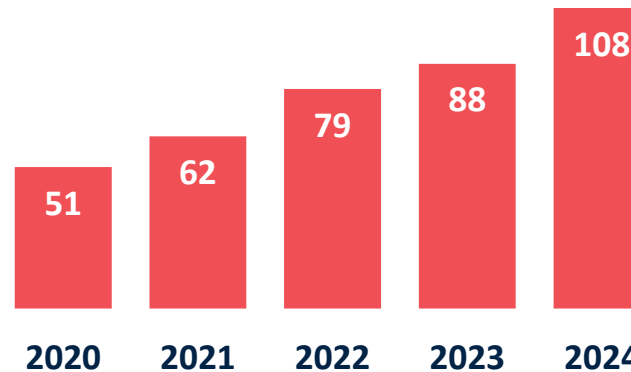
Sustainable Team Expansion

Our internal culture is built on open and straightforward communication, regardless of hierarchical level and is centered on collaboration, mutual respect, unity and innovation.



For 2024, UMS reports **90 FTE**, covering diverse roles and levels of seniority, organized into specialized media departments: TV, non-TV, and Digital.

UMS Total no. of employees | evolution



Employee retention and motivation are strategic indicators of organizational health. In 2024, we focused both on preventing turnover and on increasing engagement.

87,8%
Overall Retention in
2024

Social Responsibility

Diversity, Equity and Inclusion

A safe and inclusive work environment is a priority for us, and measures against harassment, discrimination, and fraud are an essential part of our ethical policies. We pay special attention to generational and gender diversity, ensuring the inclusion of individuals from different age groups and genders among our employees. This approach supports non-discrimination and helps generate diverse perspectives and experiences within the organization. We have reduced the gender gap within our organization, strengthening our commitment to equity, inclusion, and equal opportunities for both women and men.

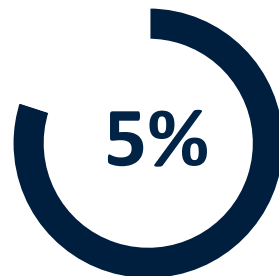
We are committed to offering opportunities to young people aged 20 to 25 by organizing annual recruitment campaigns for paid internships, with the prospect of future employment.

Between 2021 and 2024, we hosted 28 paid interns, with an employment rate of 81% and a retention rate over 3 years of 69%.

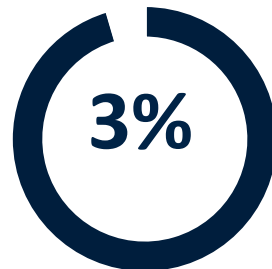
!Individuals under the age of 16 are strictly prohibited from being included in the recruitment and selection process.

Progress Diversity And Inclusion (2024 vs 2023)

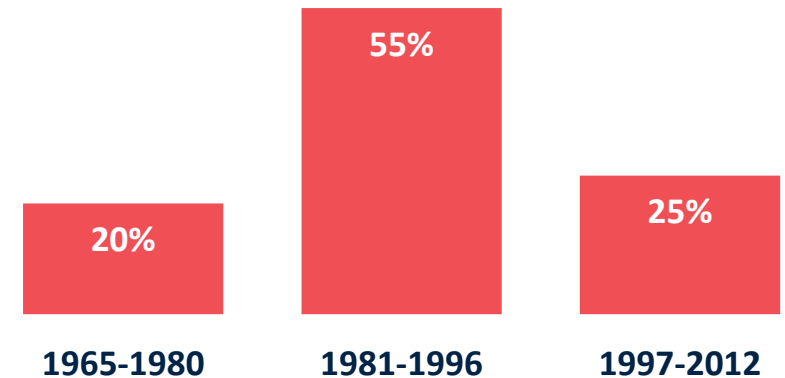
Gender gap reduction (-5%)



Minority inclusion growth (+3%)



Employee Age Distribution (% by Year of Birth)



Social Responsibility

Diversity, Equity and Inclusion

We are committed to creating an inclusive work environment that ensures equal opportunities and accessibility for people with disabilities.

We promote diversity and inclusion by ensuring equal opportunities and representation for minorities within our organization.

Disabilities	Ethnic and Cultural Minorities
1%	4%

To support the economic inclusion of people with disabilities, United Media Services has contracted office massage services provided by certified personnel with disabilities. Frequency: Once a week, with a total of 25 massage sessions provided to employees.



On-Site Chair Massage Appointments
United Media Services - 01.05.2025 - 31.05.2025

Total Messages: 100

0 reported cases of harassment, discrimination, or fraud, with efficient processing of any potential complaints

An internal awareness campaign was organized, along with a revision of the anti-discrimination policy, placing a strong emphasis on the clarity and accessibility of reporting channels.

The participation rate in the DREI training reached 89%.



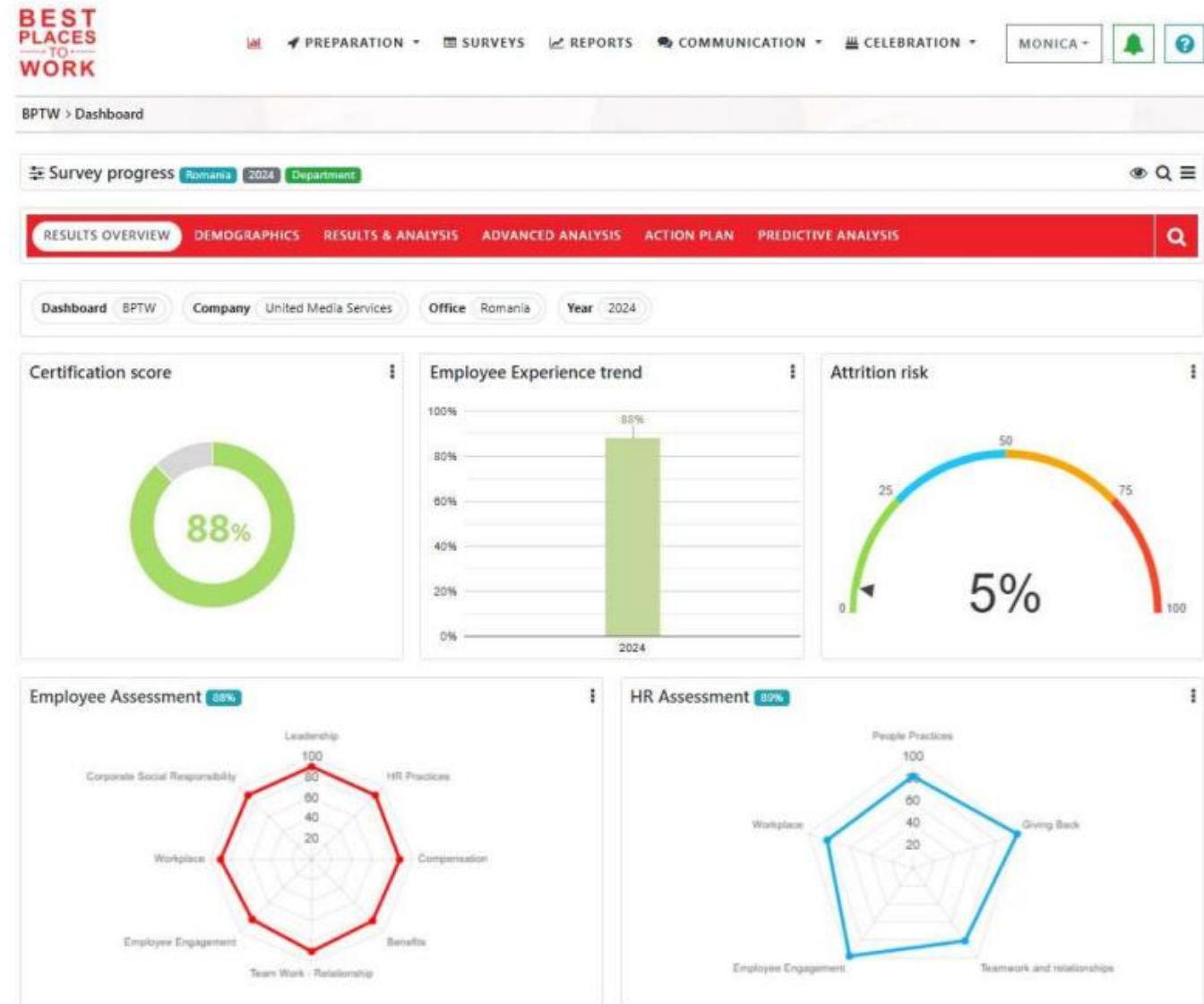
Employee care and benefits

We are dedicated to creating the best place to work by prioritizing occupational health and safety, fair working hours, and competitive remuneration. We ensure that all employees are treated with respect and equity, regardless of nationality, ethnicity, gender, religion, or other differences. Our commitment to a supportive and inclusive work environment reflects our core values and dedication to our team's well-being.



Best place to work

An overall satisfaction score of over 80% reflects our ongoing commitment to creating a supportive, inclusive, and fair workplace—where people feel valued, heard, and empowered to grow in a sustainable way.



Occupational Health and Safety

In 2024, the health and safety of our employees remained a strategic priority. We continued to implement and improve occupational health and safety (OHS) measures, with a clear objective of maintaining a safe and responsible work environment.

0 workplace accidents

0 cases of occupational illness or work-related ill health

Employee feedback indicates a high level of appreciation for the working conditions and the management of health and safety within the organization

0 reported cases of work-related ill health

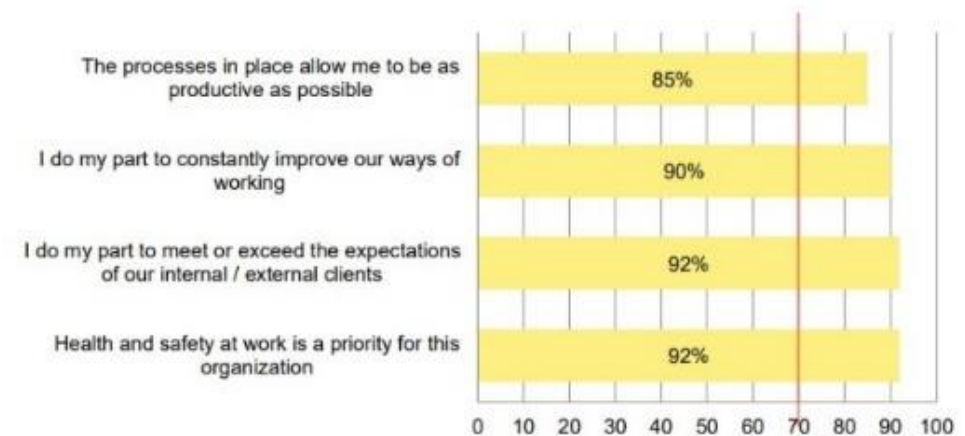
United Media Services Romania – Best Places to Work 2024 Program

Workplace

Average Score

90%

How employees feel about their workplace, stress, pressure at work and life balance

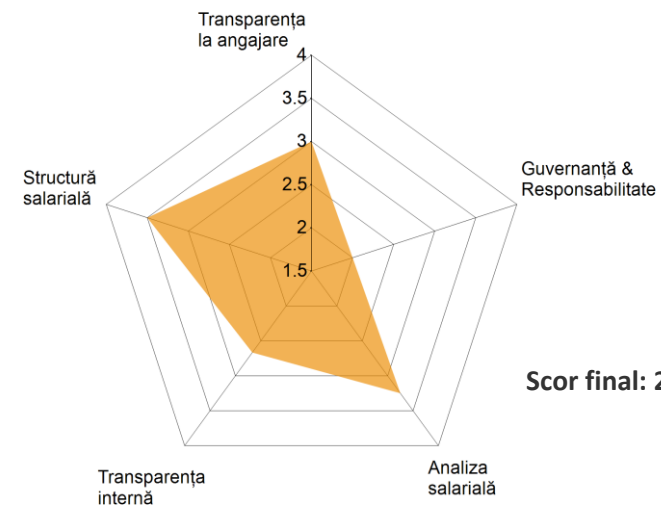
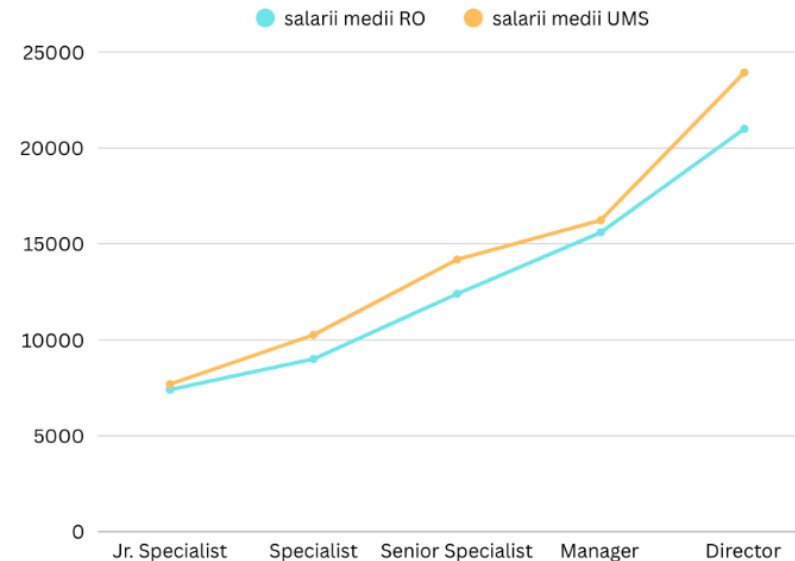


Working Hours and Remuneration

Compliance with working time regulations and the assurance of fair remuneration are the foundation of our relationship of trust with our team.

In 2024, we achieved the following results:

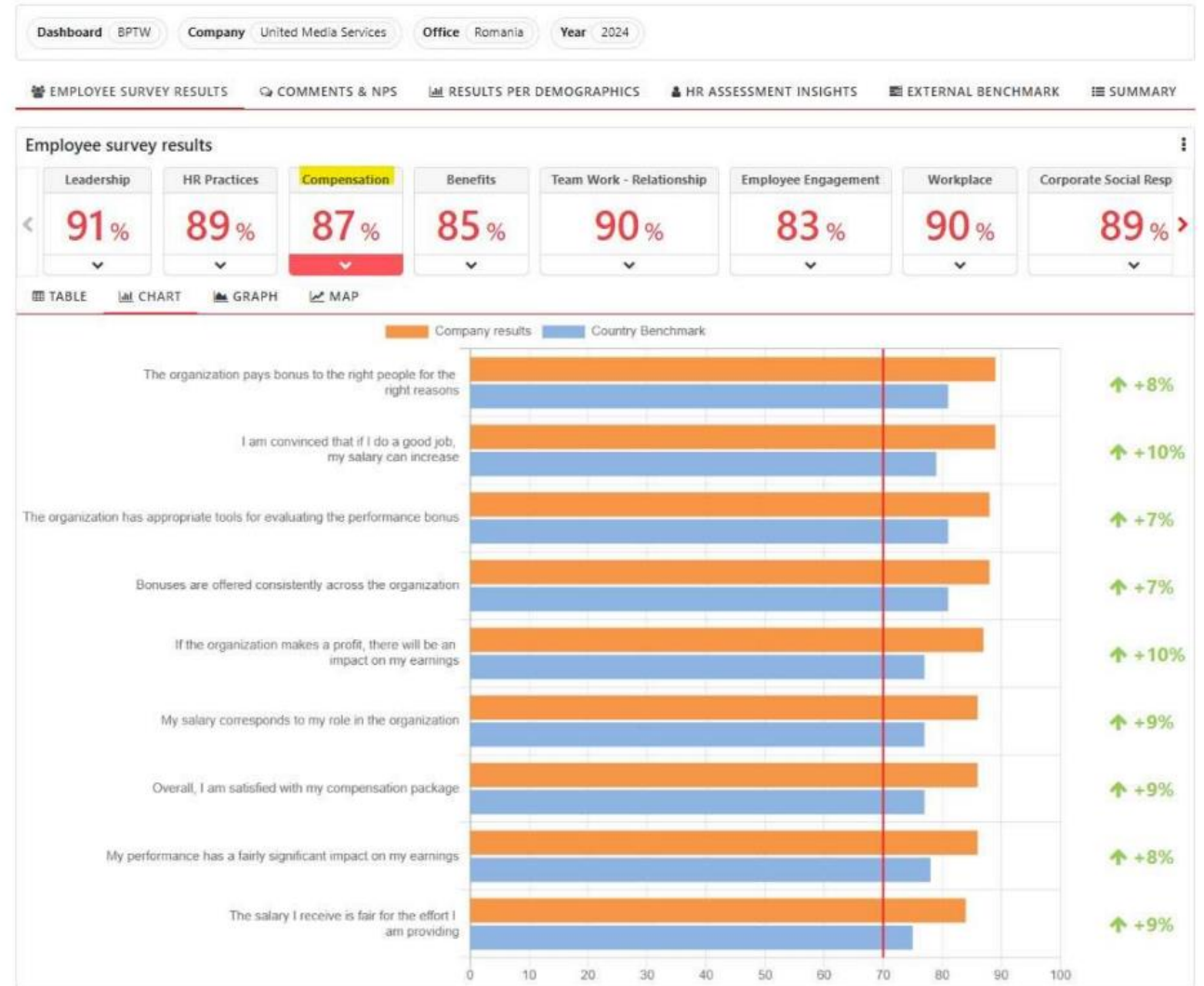
- Full and timely payment of salaries, with no delays attributable to the company.
- Timesheet accuracy rate: 0 recorded errors.
- Salary level review conducted to prevent any discrepancies and discrimination between role groups.
- Compliance level with the EU Pay Transparency Directive: Level 3 – Compliant with pay transparency requirements, with a positive trend toward Level 4 – Pay Transparency Leader.



Scor final: 2.88 din 4

Working Hours and Remuneration

Analyses conducted as part of the Best Places to Work certification revealed a high level of satisfaction among employees in this area, with our salary satisfaction ranking approximately 8% above the national average in Romania.



Working Hours and Remuneration

The results of the satisfaction survey showed no evidence of discrimination regarding salary levels between women and men, with both groups reporting high levels of satisfaction.

The volume of overtime hours remained below the 5% threshold, with appropriate compensatory time off granted.

Continuation of the hybrid work model (3 days in the office, 2 days remote). We offer remote work opportunities that allow employees to work from home or other locations, providing greater flexibility in managing their work and personal responsibilities.

Flexible Hours: We support employees' personal commitments with flexible working hours (adjust their starting/ending work times to better accommodate their personal commitments)

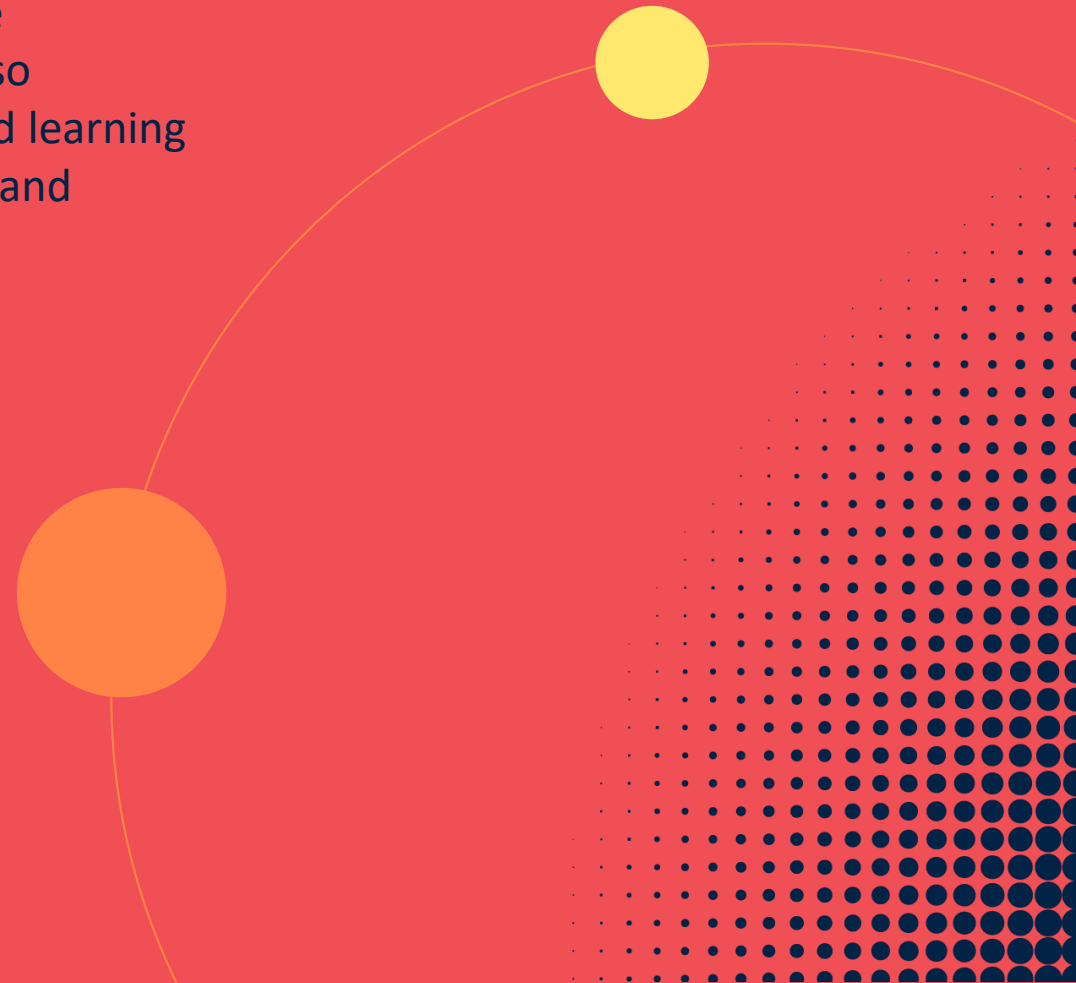
Overtime hours below 5% threshold

Results per Gender

	Overall	Female	Male
	<div style="display: flex; justify-content: space-around;"> Below the average Above the average </div>		
Number of Responses	82	64	18
Response rate	93%	96%	86%
LEADERSHIP	91%	91%	93%
PEOPLE PRACTICES	89%	88%	92%
COMPENSATION	87%	87%	89%
BENEFITS	85%	85%	85%
TEAMWORK AND RELATIONSHIPS	90%	90%	92%
EMPLOYEE ENGAGEMENT	83%	82%	84%
WORKPLACE	90%	89%	92%
GIVING BACK	89%	88%	90%
OVERALL EVALUATION	98%	97%	100%
Overall Average	88%	88%	90%

Employees: Pillars of Organizational Success

We delve into the critical components that contribute to a thriving workforce and a successful organization. From fostering social dialogue and ensuring employee wellbeing, to offering competitive benefits and rewards, we cover it all. We also highlight the importance of teambuilding, company events, career growth, and learning and development planning. Discover how these elements create a supportive and dynamic work environment.



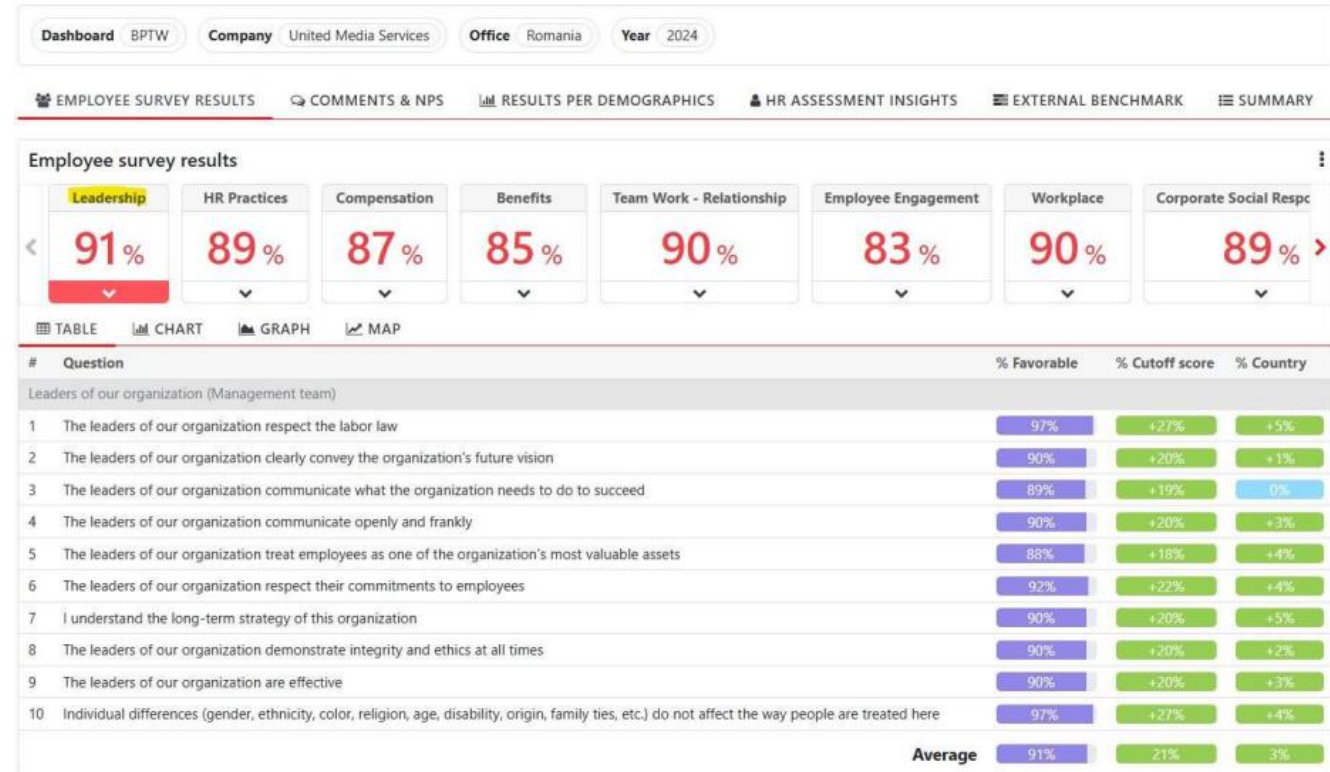
Social Dialogue

Promoting open social dialogue and respecting the right to freedom of association are essential pillars of our human resources policy.

We promote a leadership style that fosters open communication, dialogue, feedback, and fair treatment in full respect of employee rights.

Leadership emerged as the highest-rated topic in the 2024 employee satisfaction survey, achieving a 91% approval rate.

By promoting a culture of open dialogue, we strengthen employee engagement and build a work environment grounded in mutual respect and authentic partnership.

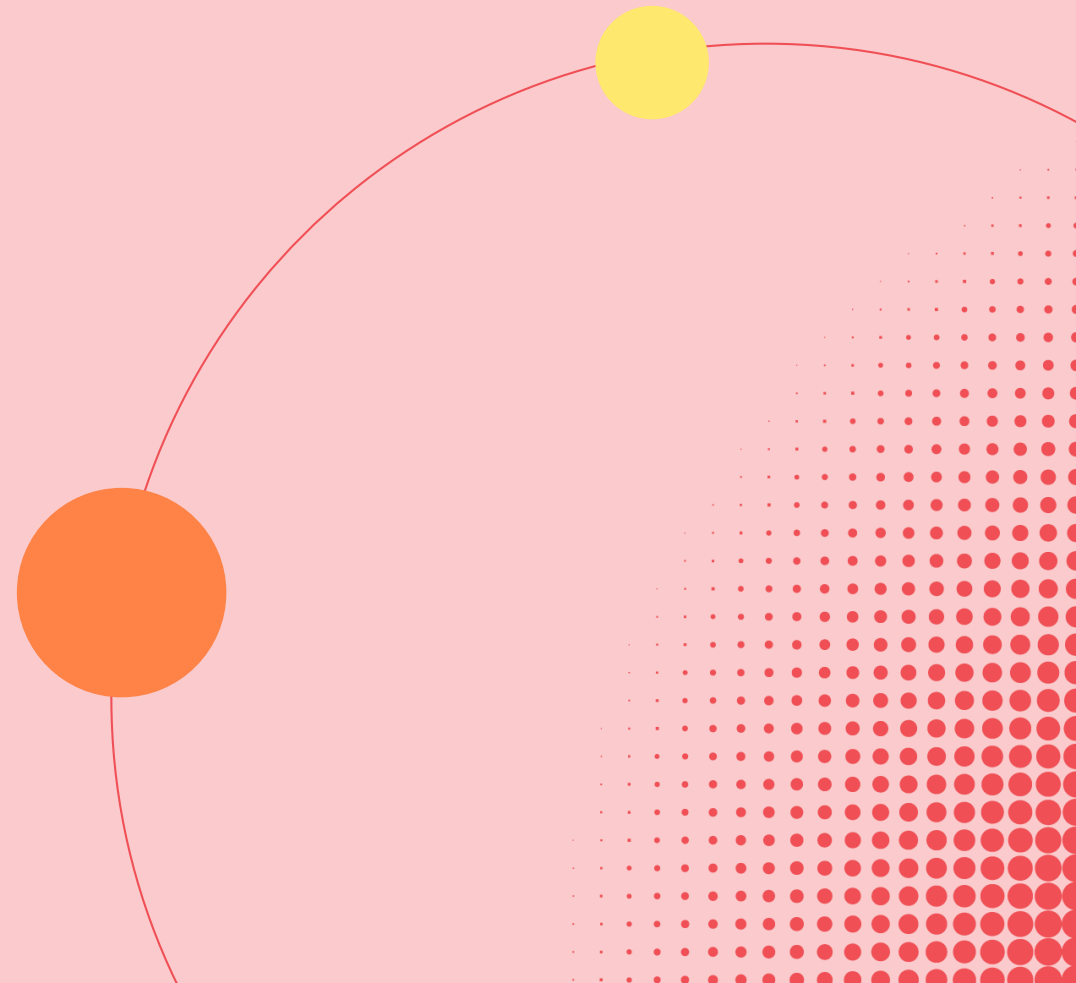


Employee Wellbeing

We are constantly committed to providing our employees with a comprehensive benefits package that meets both legal requirements and the real needs of our team. Additionally, the health and mental wellbeing of our people remains a top priority for us.

We regularly assess the level of work-related stress among our employees. Here are some key figures recorded in 2024:

- ✓ **80% of employees stated that they feel comfortable** with the level of professional stress experienced in their day-to-day activities



Employee Wellbeing

Benefits offered by United Media Services

MARKET COMPETITIVE SALARIES

We regularly benchmark our salaries against industry standards to ensure we remain competitive.

Our annual participation in the Romanian Agency Association (UAPR) Salary Survey organized by PwC is a testament to our dedication to fairness, market alignment, and the ongoing support of our valued employees. The survey results confirmed that our salary offerings are competitive within our industry.

PERFORMANCE BASED BONUSES

Our annual bonus program rewards employees for their contributions to the company's success. They are a strategic tool that drives motivation, aligns individual efforts with organizational goals, enhances employee satisfaction and retention, attracts top talent, encourages continuous improvement, and fosters a culture of high performance. By continuing to invest in the success of our employees we generate long-term growth of our organization.

OTHER REWARDS OFFERED

Rewards play an important role in maintaining our employee motivation, satisfaction, and performance. In 2024, we implemented a comprehensive reward strategy that included a mix of: Tangible rewards

Allowance for Remote Work | Recognition-based Bonuses | Referral Bonuses and Intangible recognition | Extra Days Off connected with National Holidays

Employee Wellbeing Rewards offered by United Media Services

PAID TIME OFF AND SUPPORT FOR PARENTS AND CAREGIVERS

Providing adequate time off is essential for rest, relaxation, and rejuvenation. Also, supporting employees with family responsibilities is a priority at United Media Services.

Our 2024 PTO policies offer flexible options for employees to take breaks and recharge:

- 2100 Days Vacation
- 276 days Paid holidays
- 682 days Parental Leave
- 0 days Medical work-related
- 282 days Medical non-work-related
- 159 days Persona

MEDICAL INSURANCE PACKAGE

- We offer comprehensive premium health coverage package, including mental health resources, to ensure our employees and their families have access to quality healthcare
- Annual health check-ups at the office headquarters for all the employees provided

WELLNESS PROGRAMS

Promoting wellness is an integral part of our commitment to our employees' overall well-being.

Our wellness programs are designed to support the physical, mental, and emotional health of our workforce.

Wellness initiatives we have implemented for our employees:

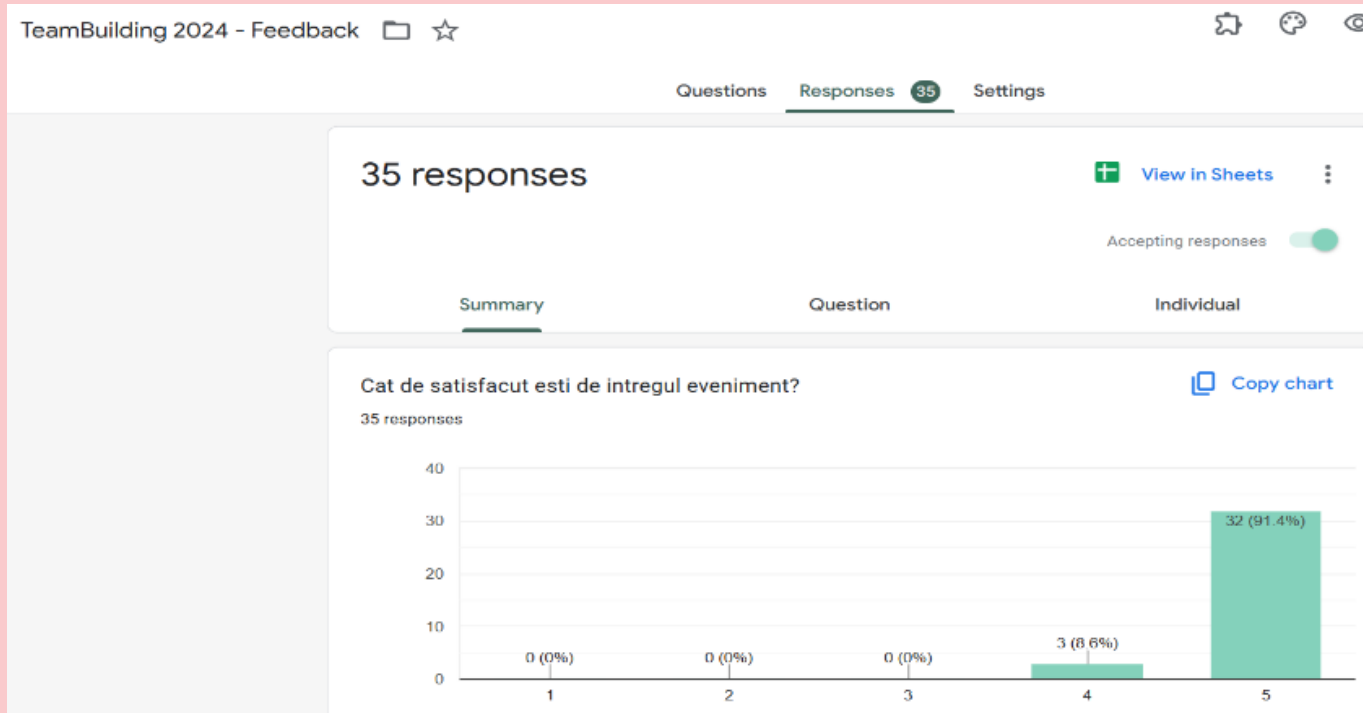
Healthy snacks (daily seasonal fruits basket) | on-site fitness programs | on-site massage services | annual teambuilding | Parties | Work anniversaries



Employee Wellbeing Teambuilding

We organize an annual team building event to provide opportunities for relaxation, strengthen collaboration, and foster team cohesion.

In 2024, the event was highly appreciated — 91% of respondents rated it the highest score (5), while 9% rated it with a score of 4.



Employee Wellbeing

Bonding Teams in internal events

We organize work anniversaries for employees who reach milestone years within the company, as a way to recognize their loyalty, celebrate their contributions, and strengthen their sense of belonging.



We organize various themed parties throughout the year to foster team spirit, encourage informal bonding, and create a positive, engaging work atmosphere.



We host a Christmas party and organize a Secret Santa gift exchange, creating a festive and joyful atmosphere that brings the team together and strengthens our workplace culture.



Employee Performance and Metrics

Measures&KPIs

Process	Indicator	Target for the Upcoming Years
1. Introduction of an annual evaluation of the organizational culture regarding human rights compliance, starting in 2026.	Annual	Measures: Implementing an annual questionnaire for all employees, focused on their perception of human rights compliance within the organization. Organizing feedback sessions and propose solutions. Objective: Analyzing the results of the annual evaluation and identifying areas for improvement. Decision: Establishing an action plan to address identified issues and continuously improve the organizational culture.
2. Publication of an internal indicative salary grid for all non-executive roles by the end of Q1 2027, to increase transparency and trust in equity	End of Q1 2027	Measures: Dedicated team for the development and updating of the salary grid. Consulting with HR and legal experts to ensure compliance with the Pay Transparency Directive. Organizing informative sessions for employees to explain the new salary grid and its benefits. Objective: Publishing the salary grid by the end of Q1 2027. Decision: Monitoring and evaluating the impact of the salary grid on transparency and equity within the organization, with subsequent adjustments if necessary.
3. Employee Well-being and Balance Program through increasing the rate of legal leave utilization	100% by 2027	Measures: Personalized reminders every 3 months with the number of remaining leave days, analysis of reasons for not taking leave, evaluation of managers based on the number of leave days taken by their team members. Objective: Analyzing the number of leave days taken. Decision: Either setting a goal of 100% utilization of leave days provided as benefits or adjusting the number of days granted as benefits.
4. Rate of employees participating in DREI (Diversity, Respect, Equity, Inclusion) training	100% by 2026	Measures: In 2024, we designed the campaign, created the visuals, and conducted DREI training. In 2025, we will display the visuals and continue the training. Objective: Raising awareness of the importance of DREI in the workplace for 100% of employees.
5. Increasing the proportion of candidates from underrepresented groups (women/men, minorities)	Increase by 20% by 2027	Measures: We aim to increase the proportion of candidates from underrepresented groups (women/men, minorities) in recruitment processes by 20% by the end of the year / by 2026. Objective: Increasing the number of men by 20% by 2027, as well as encouraging the increase in the number of individuals from minority groups.

Employee Career Growth and Development

A Culture of Continuous Learning

The professional development of our employees is one of our key objectives. We consistently invest in enhancing their skills and in providing equal opportunities for advancement. Our system includes four major levels of seniority, which ensure predictability and transparency regarding career development opportunities within our organization.

Breakdown of employees by seniority level as of the end of 2024:

Seniority Level	% of Employees
Specialist	47%
Middle Manager	30%
Senior Manager	16%
Top Manager	7%

From Day One in our company...

New Hire Orientation: Our comprehensive orientation program for new hires includes company culture, policies, and role-specific training to ensure a smooth transition into the company.

Role-Specific Training: Targeted training sessions that equip new hires with the specific skills and knowledge needed for their roles.

...To 2024, we granted 67% salary increase, 14.3% promotions, and +330% bonuses to all employees.

Specialized Skill Training (Tech & Soft)

Technical Skills Training: We offer specialized training sessions on the latest tools, technologies, and methodologies relevant to our industry, ensuring that our team remains highly skilled and knowledgeable.

Soft Skills Training: Courses on communication, leadership, time management, and teamwork are provided to enhance interpersonal skills and professional development.

2024 | Hours of Training

1.660 hours Total Training

17 hours average training per employee

Compliance & Regulatory Training

Ethics Training: Training on the company's code of conduct, ethical principles, and expected behaviors.

Environmental Training: awareness of the employees about the environmental impact of the company's operations and the importance of sustainable practices.

IT Structure and Cybersecurity Training:

- IT policies, procedures, and best practices to ensure efficient and secure use of technology
- Cybersecurity threats and how to protect company data and systems.
- Data protection laws, such as GDPR, and company policies regarding data privacy and security.

Employee Career Path Development

In those 14.3% internal promotions, most of them involved a transition from Specialist to Middle Manager. At United Media Services, we actively support the professional development of our employees and encourage internal mobility through structured job rotation processes.

All requests for “rotation on the job” were approved and successfully implemented.



Initial Role: HR Specialist

Current Role: Performance Media Specialist

Hiring Date: 11.2023

Rotation Date: 05.2024



Initial Role: Media Research Analyst

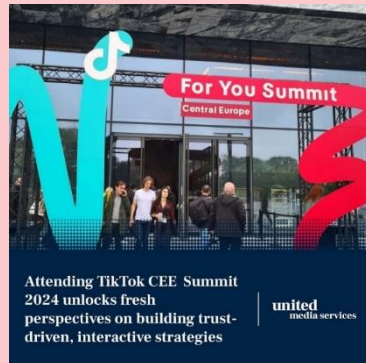
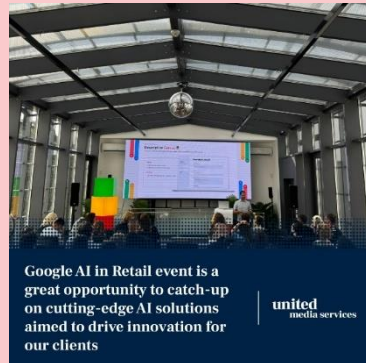
Current Role: Automation Manager

Hiring Date: 11.2020

Rotation Date: 06.2024

Employee Learning & Development Programs

In 2024, 100% of employees participated in at least two training programs.



Our learning culture includes:

- **Leadership & Communication**
Workshops on active listening, message clarity, time and stress management — empowering collaboration and emotional intelligence.
- **Diversity, Equity & Inclusion (DEI)**
Training on respect, non-discrimination and inclusive practices, fostering a safe and empowering workplace.
- **Financial Education & Strategic Thinking**
Programs that enhance financial literacy and business acumen across all levels

- **Coaching & Personal Development**
Individual and team coaching to support growth, resilience and leadership transitions.
- **Global Exposure & Certifications**
Participation in international conferences and certifications (e.g. SLII, Hogan, Google, Meta) to stay ahead of industry trends.
- **Team Cohesion & Culture Building**
Onsite team-building experiences focused on trust, collaboration and shared purpose.

Environmental

Through all our activities, we remain firmly committed to upholding the principles of the United Nations Global Compact (UNGC), fostering corporate social responsibility and contributing actively to the sustainable and equitable development of society.

As a media services company, our environmental impact is minimal, and we do not generate substantial waste, particularly hazardous waste. Nonetheless, we are dedicated to continuous improvement and actively seek ways to enhance our environmental performance and contribute positively to environmental quality.



Environmental

Our Journey towards sustainable operations

UNITED MEDIA SERVICES is committed to protecting the environment by reducing emissions, conserving natural resources, and managing waste responsibly. We strive to continuously improve our environmental performance and comply with all relevant regulations and legislation.

Hybrid Work Model & Sustainable Office Facilities

We support a flexible work-from-home model, with employees working remotely 2 days a week. Our office is located in a modern, energy-efficient building that offers facilities aligned with sustainability standards.



We are limiting the size of our company car fleet and equipping it exclusively with hybrid or electric vehicles. At the same time, we actively encourage the use of public transportation and bicycles. The building in which we operate is equipped with 4 electric vehicle charging stations, 42 bicycle racks, and 4 designated areas for motorcycles.



Recycling and Waste Management

We monitor material consumption and implement recycling practices to minimize environmental impact and promote responsible resource use. We have implemented a comprehensive recycling system for all IT components, including donation, upcycling, and responsible disposal.

The waste generated from our service activities consists exclusively of municipal waste and is carefully managed through selective recycling. The building owner provides tenants with dedicated bins for the separate collection of recyclable materials. This system ensures responsible waste sorting and supports our efforts to minimize environmental impact through proper recycling practices.



Deposit Return Scheme (DRS) Implementation

As part of our environmental policy, we support the national Deposit Return Scheme (DRS) by promoting the responsible return and recycling of plastic, glass and aluminum bottles. We also help raise awareness through internal actions and contributing to circular economy goals and waste reduction in Romania.



Environmental

Our Journey towards sustainable operations

Our intention until 2028: Achieve a 2% reduction in carbon emissions | Increase energy efficiency by 5% | Reduce waste through recycling and reuse by 5% | Conserve natural resources through the responsible use of materials

100% Green Energy Consumption

All the energy we use is sourced from renewable providers, reinforcing our commitment to reducing our environmental impact.



LEED-Certified Building

Our office operates in a LEED Platinum-certified building, which reflects high standards in environmental performance, energy efficiency, and resource optimization. In addition, the building holds the WELL Health-Safety Certification, which confirms that the building meets high standards for health, safety, and wellbeing in the workplace environment.



Digitalization & Process Automation

We have eliminated physical invoices and shifted to digital and automated processes, including e-invoicing, OCR (optical character recognition), electronic archiving, and digital registry systems, enhancing both efficiency and sustainability.



Business Travel

Limiting international travel to essential trips only and choosing economy class flights to reduce carbon footprint.



Certified Sustainable

Our Commitment to Responsible Practices

In 2024, **UNITED MEDIA SERVICES** received the EcoVadis Bronze Medal, ranking in the top 35% of companies globally evaluated for sustainability. This recognition highlights our ongoing efforts in environmental protection, ethical business practices, labor and human rights, and sustainable procurement.

UNITED MEDIA SERVICES implements internal rules and policies that promote sustainable practices across all operational areas. The company is certified under ISO 9001, ISO 14001, ISO 45001, ISO 27001, and since 2024 ISO 37001 for anti-bribery management system. Also, we have obtained the applicant certificate for the guidelines regarding the application of requirements related to social responsibility and sustainability based on ISO 26000, ISO 20400, and the Romanian Sustainability Code.



Sustainable Procurement



We are committed to sustainable procurement by enforcing high standards of ethics, social responsibility, and environmental stewardship. We require our partners to prohibit child labor, ensure fair labor practices, and combat forced labor.

Additionally, we expect them to promote diversity, support community development, and uphold human rights. Environmentally, our partners must adopt eco-friendly practices, comply with regulations, and innovate for sustainability. Together, we drive positive change and create lasting value.

Sustainable Procurement

Upholding standards: Ethics, Social and Environmental Practices

Supplier Code of Conduct

We have implemented a Supplier Code of Conduct to ensure that our partners align with our commitment to ethical, social, and environmental standards. This code is essential for maintaining integrity across our supply chain, prohibiting practices such as child labor and forced labor, and ensuring fair labor conditions. By adhering to these standards, our partners help us promote a diverse and inclusive workforce, support community development, and uphold human rights.

Furthermore, our Supplier Code of Conduct emphasizes the importance of environmental stewardship. We require our partners to adopt eco-friendly practices, comply with all relevant environmental regulations, and continuously seek innovative solutions for sustainability. This alignment not only helps us minimize our environmental footprint but also drives positive change and creates lasting value for all stakeholders.

Supplier Evaluation Form with Consent and Questionnaires

To further govern our relationships with partners, we have implemented comprehensive questionnaires that cover critical areas such as sustainability, IT security, GDPR compliance, and anti-corruption measures. These questionnaires are designed to ensure that our partners not only meet our high standards but also align with our commitment to ethical and responsible business practices. By addressing these key areas, we can identify and mitigate potential risks, ensuring that our supply chain remains secure, compliant, and sustainable.

Our sustainability section evaluates environmental practices and social responsibility, ensuring partners adopt eco-friendly methods and support community development. The IT security and GDPR sections ensure that partners protect data privacy and adhere to stringent security protocols. Lastly, the anti-corruption section enforces zero tolerance for corrupt practices, promoting transparency and integrity. Through these questionnaires, we maintain a robust and trustworthy partnership network that upholds our values and standards.

Contractual Clauses Ensuring Compliance

The final pillar in ensuring our partners adhere to our principles is the inclusion of specific contractual clauses that address ethics, human and labor rights, and sustainability. These clauses are meticulously crafted to enforce our standards and expectations, ensuring that all partners operate with integrity and responsibility. By embedding these requirements into our contracts, we create a binding commitment that promotes ethical behavior, protects workers' rights, and fosters sustainable practices.

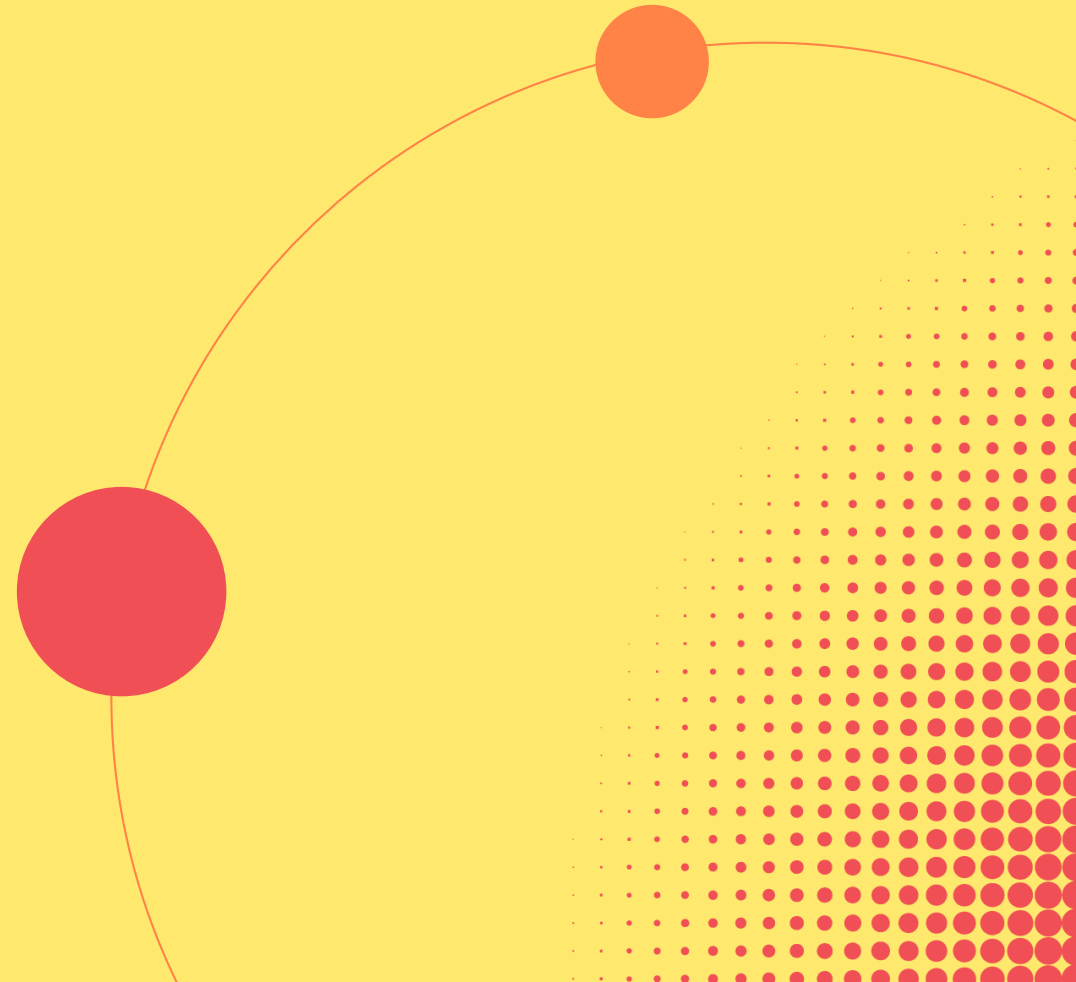
These contractual obligations cover a range of critical issues, including the prohibition of child and forced labor, adherence to fair labor practices, and the implementation of environmentally sustainable methods. By holding our partners accountable through these legally binding agreements, we ensure that our values are upheld throughout the supply chain, driving positive change and maintaining the highest standards of corporate responsibility.

Sustainable Procurement Measures&KPIs:

Process	Indicators	Targets for the Next Few Years
Partner Evaluation	100% completion rate for all new suppliers	- Maintain 100% completion rate for all new suppliers
	Annual evaluation completed for at least 80% of all existing suppliers	- Increase annual evaluation completion rate to 90% for all existing suppliers within 3 years
Sustainable Procurement	- Increase our green suppliers' portfolio	- Increase the number of green suppliers by 5% in 3 years
	- Reduce the carbon footprint impact of suppliers by 2% in 3 years	- Reduce supplier carbon footprint impact by 2% within 3 years
	- Waste reduction: Increase the use of recycled materials to 3% of total purchases in 3 years	- Reduce procurement-related waste by 3% annually

Community Engagement

We support and advance initiatives that contribute to building a more sustainable and responsible future.



Community Engagement

University of Economic Studies (ASE)

We participated in the ASE ASICSS International Conference on Economics and Social Sciences, focused on “Exploring Global Perspectives: The Future of Economics and Social Sciences”, reflecting our commitment to continuous learning and engagement with global thought leadership.

ASE Students visit: Our Research & Strategy department sat down with the students to explore the media market landscape, uncover consumer trends, and discuss the economic ties that shape the industry.



Tilburg University

Group of students from Tilburg University - This initiative aligns with UMS’s commitment to partnering with students and universities — sharing knowledge, sparking conversations, and giving wings to the next generation of changemakers.



DataMathLab educational program developed by Aspire Teachers

As part of our commitment to education and equal opportunities, we supported the DataMathLab educational program developed by Aspire Teachers. DATA MATH LAB – a program that brings mathematics closer to real life, showing students how numbers can tell stories, build strategies, and support smart decisions.

Our colleagues connected the world of data, marketing, and research with the everyday reality of students’ lives—sparking applause, questions, and genuine curiosity.



Community Engagement

ELI FOR ANIMALS Charity Actions for Animal Welfare

We supported charitable initiatives dedicated to rescuing and caring for stray animals, with a particular focus on dogs. These actions included medical treatment, food provision, and efforts to find loving homes for the animals.



Romanian Businesses

Promotion of Romania and Romanian businesses through programs in education, entrepreneurship



Free Miorita (NGO)

Supporter of “Free Miorita” mission of helping people in vulnerable situations



Local Cinema Tax

Redirecting the local cinema tax to support the realization of local cinema and TV productions





Manuela Vasiliu,
COO

united
media services

At United Media Services, we are deeply committed to upholding human rights and ensuring fair working conditions for all our employees. We prioritize sustainability in our operations, striving to minimize our environmental impact. Our business relationships are built on a foundation of integrity and ethical practices. We carefully select our partners based on their commitment to ethical standards, ensuring they are reputable companies that respect the rights of their employees and adhere to sustainable procurement policies. This reflects our unwavering commitment to conducting business responsibly and transparently.

At United Media Services, sustainability is not a destination, but an ongoing responsibility. This report reflects our progress, but also our continuous commitment to doing better—for our people, our partners, our communities, and the environment.

We remain dedicated to integrating sustainability into every aspect of our business, fostering a culture of integrity, transparency, and impact.

Looking ahead, we will continue to act with purpose, collaborate with our stakeholders, and drive positive change—together.

Thank you for being part of our journey toward a more sustainable future!